

## **China Renaissance Initiates Coverage on Aurora Mobile with BUY Rating**

SHENZHEN, China, Oct. 18, 2021 -- Aurora Mobile Limited (NASDAQ: JG) ("Aurora Mobile" or the "Company"), a leading mobile developer service provider in China, today announced that China Renaissance has initiated coverage on the Company with a BUY rating with SOTP-based target price of US\$4.07, indicating a 161% upside compared with the Company's closing price on October 14, 2021.

China Renaissance believes that Aurora Mobile is a valuable customer engagement software company with high potential. The Company has strong core value in the areas of customer engagement SDKs and SaaS businesses, all of which supports and lays a solid foundation for all clients and mobile developers to monetize products more efficiently. China Renaissance believes that the Company has broad market prospects and a clear go-to-market strategy, and forecasts the Company's revenue to grow at a 33% CAGR from 2021 to 2023. Aurora Mobile's operating leverage is expected to continue to improve and achieve breakeven in 2023.

### **About Aurora Mobile Limited**

Founded in 2011, Aurora Mobile is a leading mobile developer service provider in China. Aurora Mobile is committed to providing efficient and stable push notification, one-click verification, and app traffic monetization services to help developers improve operational efficiency, grow and monetize. Meanwhile, Aurora Mobile's vertical applications have expanded to market intelligence, and financial risk management, empowering various industries to improve productivity and optimize decision-making.

For more information, please visit <http://ir.jiguang.cn/>

### **Safe Harbor Statement**

This announcement contains forward-looking statements. These statements are made under the "safe harbor" provisions of the U.S. Private Securities Litigation Reform Act of 1995. These forward-looking statements can be identified by terminology such as "will," "expects," "anticipates," "future," "intends," "plans," "believes," "estimates," "confident" and similar statements. Among other things, the Business Outlook and quotations from management in this announcement, as well as Aurora Mobile's strategic and operational plans, contain forward-looking statements. Aurora Mobile may also make written or oral forward-looking statements in its periodic reports to the U.S. Securities and Exchange Commission, in its annual report to shareholders, in press releases and other written materials and in oral statements made by its officers, directors or employees to third parties. Statements that are not historical facts, including but not limited to statements about Aurora Mobile's beliefs and expectations, are forward-looking statements. Forward-looking statements involve inherent risks and uncertainties. A number of factors could cause actual results to differ materially from those contained in any forward-looking statement, including but not limited to the following: Aurora Mobile's strategies; Aurora Mobile's future business development, financial condition

and results of operations; Aurora Mobile's ability to attract and retain customers; its ability to develop and effectively market data solutions, and penetrate the existing market for developer services; its ability to transition to the new advertising-driven SaaS-model; its ability maintain or enhance its brand; the competition with current or future competitors; its ability to continue to gain access to mobile data in the future; the laws and regulations relating to data privacy and protection; general economic and business conditions globally and in China and assumptions underlying or related to any of the foregoing. Further information regarding these and other risks is included in the Company's filings with the Securities and Exchange Commission. All information provided in this press release and in the attachments is as of the date of the press release, and Aurora Mobile undertakes no duty to update such information, except as required under applicable law.

**For general inquiry, please contact:**

**Aurora Mobile Limited**

E-mail: [ir@jiguang.cn](mailto:ir@jiguang.cn)

**Christensen**

*In China*

Mr. Eric Yuan

Phone: +86-10-5900-1548

E-mail: [eyuan@christensenir.com](mailto:eyuan@christensenir.com)

*In US*

Ms. Linda Bergkamp

Phone: +1-480-614-3004

Email: [lbergkamp@christensenir.com](mailto:lbergkamp@christensenir.com)