

---

---

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549**

---

**FORM 6-K**

---

**REPORT OF FOREIGN PRIVATE ISSUER  
PURSUANT TO RULE 13a-16 OR 15d-16  
UNDER THE SECURITIES EXCHANGE ACT OF 1934**

**For the month of November 2023**

**Commission File Number: 001-38587**

---

**Aurora Mobile Limited**

---

**14/F, China Certification and Inspection Building  
No. 6, Keji South 12th Road, Nanshan District  
Shenzhen, Guangdong 518057  
People's Republic of China  
(Address of principal executive offices)**

---

Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F.

Form 20-F       Form 40-F

---

---

**EXHIBIT INDEX**

**Exhibit No.**

**Description**

---

99.1

[Aurora Mobile Announces Plan to Implement ADS Ratio Change](#)

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

AURORA MOBILE LIMITED

By : /s/ Shan-Nen Bong

Name : Shan-Nen Bong

Title : Chief Financial Officer

Date: November 30, 2023

**Aurora Mobile Announces Plan to Implement ADS Ratio Change**

SHENZHEN, China, November 30, 2023 (GLOBE NEWSWIRE) — Aurora Mobile Limited (NASDAQ: JG) (“Aurora Mobile” or the “Company”), a leading provider of customer engagement and marketing technology services in China, today announced that it plans to change the ratio of its American depositary shares (“ADSs”) to its Class A common shares (the “ADS Ratio Change”), par value US\$0.0001 per share, from three (3) ADS representing two (2) Class A common shares to three (3) ADS representing forty (40) Class A common shares, effective on or about December 6, 2023, U.S. Eastern Time (the “Effective Date”).

The ADS Ratio Change will have the same effect as a one-for-twenty reverse ADS split for Aurora Mobile’s ADS holders. The ADS Ratio Change will have no impact on Aurora Mobile’s underlying Class A common shares, and no Class A common shares will be issued or cancelled in connection with the ADS Ratio Change. On the Effective Date, holders of the ADSs will be required to surrender and exchange every twenty (20) ADSs then held for one (1) new ADS. The Bank of New York Mellon, as the depository bank for the Company’s ADS program, will arrange for the exchange. Aurora Mobile’s ADSs will continue to be traded on the Nasdaq Capital Market under the ticker symbol “JG.”

No fractional new ADSs will be issued in connection with the ADS Ratio Change. Instead, fractional entitlements to new ADSs will be aggregated and sold by the depository bank and the net cash proceeds from the sale of the fractional ADS entitlements (after deduction of fees, taxes, and expenses, where applicable) will be distributed to the applicable ADS holders by the depository bank.

As a result of the ADS Ratio Change, the ADS trading price is expected to increase proportionally, although the Company can give no assurance that the ADS trading price after the ADS Ratio Change will be equal to or greater than twenty times the ADS trading price before the change.

**About Aurora Mobile Limited**

Founded in 2011, Aurora Mobile (NASDAQ: JG) is a leading provider of customer engagement and marketing technology services in China. Since its inception, Aurora Mobile has focused on providing stable and efficient messaging services to enterprises and has grown to be a leading mobile messaging service provider with its first-mover advantage. With the increasing demand for customer reach and marketing growth, Aurora Mobile has developed forward-looking solutions such as Cloud Messaging and Cloud Marketing to help enterprises achieve omnichannel customer reach and interaction, as well as artificial intelligence and big data-driven marketing technology solutions to help enterprises’ digital transformation.

For more information, please visit <https://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 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 business model; its ability to 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 more information, 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: [eric.yuan@christensencomms.com](mailto:eric.yuan@christensencomms.com)

In U.S.  
Ms. Linda Bergkamp  
Phone: +1-480-614-3004  
Email: [linda.bergkamp@christensencomms.com](mailto:linda.bergkamp@christensencomms.com)