



Aurora Mobile's Board of Directors Approves Investment in Digital Assets

June 24, 2025 at 5:00 AM EDT

SHENZHEN, China, June 24, 2025 (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 its Board of Directors has approved a strategic initiative as part of the Company's overall treasury management plan to preserve and enhance asset value while supporting its strategy to expand market coverage, partnerships and ecosystem. The Company will invest up to 20% of the cash and cash equivalents of the Company and its consolidated entities in cryptocurrencies and other digital assets. These investments may include but are not limited to, Bitcoin, Ethereum, Solana, SUI and other tokens. This decision reflects the Company's commitment to innovative treasury practices and its focus on long-term value creation for shareholders.

Mr. Weidong Luo, Chairman and Chief Executive Officer of Aurora Mobile, commented, "We believe our treasury optimization strategy through investments in digital assets will:

1. Enhance our portfolio diversification by gaining exposure to an emerging asset class with low correlation to traditional markets
2. Demonstrate forward-looking innovation by aligning with the technological advancements reshaping global finance

We view this as a measured step towards modernizing our treasury management practices. We will continue to maintain ample liquidity for operational needs, while a strategic allocation to digital assets positions Aurora Mobile at the intersection of finance and innovation, unlocking potential long term value.

Importantly, this initiative does not impact core business operations or capital allocation for growth initiatives. We remain fully committed to our primary business strategy and delivering shareholder value through our dual-engine strategy of global market expansion and AI empowerment."

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.

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