



Aurora Mobile Attends "China-Thailand Digital Economy Cooperation" Exchange Event at Big Data Expo 2026

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SHENZHEN, China, Sept. 02, 2026 (GLOBE NEWSWIRE) -- Aurora Mobile Limited (NASDAQ: JG) ("Aurora Mobile" or the "Company"), a leading provider of customer engagement and marketing technology services, today announced that it participated in the "China-Thailand Digital Economy Cooperation" exchange event at the China International Big Data Industry Expo 2026 ("Big Data Expo 2026") as a supporting organization.

Hosted by the Big Data Expo 2026 Organizing Committee, the event was held in Guiyang, Guizhou Province, on August 29. It was co-organized by the China Information Industry Association (CIIA) and the Asian-International Trade and Investment Association (AITIA).

During the event, CIIA and AITIA jointly released the Annual Report on China-Thailand Digital Economy Cooperation 2026. As a technology company that has operated extensively across ASEAN markets, Aurora Mobile contributed to preparing the report, drawing on its first-hand experience in local operations and business development in Southeast Asia. The Company offered practical insights into the current state of international cooperation in the digital economy.

During a roundtable discussion, Mr. Guangyan Chen, General Manager of Aurora Mobile, shared his perspectives on companies expanding overseas and implementing digital and AI projects in those markets. He identified two key challenges when turning technologies and use cases proven in China into commercial contracts overseas.

At the macro level, data compliance requirements vary significantly across countries, resulting in high upfront costs to evaluate projects and assess feasibility.

At the company level, the primary challenge is building the capabilities required to operate effectively in local markets. Mr. Chen emphasized that localization goes far beyond recruiting local talent, bridging language gaps, and adapting to cultural differences. At its core, localization requires a genuinely global perspective, backed by the organizational and resource-allocation capabilities to support it. Close collaboration between headquarters in China and frontline teams overseas is also critical.

Drawing on Aurora Mobile's experience in Thailand, Mr. Chen outlined practical recommendations for companies expanding in Southeast Asia. He noted that enthusiasm for AI adoption across the region is at least as strong as in China and that local markets are highly receptive to new technologies. Many leading organizations, including major local state-owned energy enterprises, established manufacturing groups, large private healthcare groups, and top universities, have already adopted Aurora Mobile's AI services.

Aurora Mobile has also formed strategic partnerships in Thailand with established local IT solution providers and other ecosystem players, leveraging their resources and expertise to deepen its presence in the market. Mr. Chen advised companies expanding overseas to develop a thorough understanding of local customer needs, begin with focused use cases to demonstrate product value, and then gradually scale their deployments.

Mr. Chen said, "The greatest value of China-ASEAN cooperation in digital technology and AI does not lie in simply selling Chinese solutions to Southeast Asia. Governments and businesses across the region need to work closely together to co-create use cases, jointly develop standards and share the resulting benefits, enabling the region to build digital capabilities tailored to its own distinctive needs and strengths."

Since its founding 15 years ago, Aurora Mobile has evolved from a provider of mobile push notification services into an AI-driven global customer engagement platform. The Company is committed to helping enterprises connect with customers, sustain engagement, and ultimately translate those interactions into AI-driven business actions.

Aurora Mobile has established a strong global footprint and technology ecosystem. Its platform has brought together more than 797,000 developers, recorded more than 86 billion cumulative SDK installations, connected more than 2 billion monthly active devices, and now processes more than 12 billion messages per day.

Globally, Aurora Mobile has served more than 4,700 enterprise customers in more than 220 countries and regions. The Company also operates regional data centers in Singapore, Frankfurt, Virginia and Tokyo. Looking ahead, Aurora Mobile will continue to build on its strong technology foundation and extensive experience navigating compliance requirements across multiple markets to help more enterprises expand steadily and sustainably worldwide.

About Aurora Mobile Limited

Founded in 2011, Aurora Mobile (NASDAQ: JG) is a leading provider of customer engagement and marketing technology services. The Company is dedicated to empowering global enterprises with stable, efficient, and intelligent customer interaction solutions. Leveraging its first-mover advantage in mobile messaging, Aurora Mobile has evolved into a comprehensive platform that integrates Omnichannel Engagement, AI-Driven Marketing, Advanced AI Customer Support, and Frictionless Identity Security. Through its flagship brand EngageLab and its robust AI infrastructure GPTBots.ai,

the Company helps businesses achieve seamless customer reach, automate complex marketing journeys, and optimize service efficiency with AI agents, accelerating digital transformation for clients worldwide.

For more information, please visit <https://ir.aurora-mobile.com/>.

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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