Aurora Mobile Opens "AI in Action" Global Roadshow in Tokyo, Tackling the Enterprise AI Adoption Gap

November 27, 2026

TOKYO, Nov. 27, 2026 (GLOBE NEWSWIRE) -- Aurora Mobile Limited (NASDAQ: JG) ("Aurora Mobile" or the "Company"), a leading provider of customer engagement and marketing technology services, opened its "AI in Action: Bringing AI to Enterprise" global roadshow in Tokyo on November 24, hosting a closed-door summit for enterprise technology leaders from across Japan. The event marked the first stop of the Company's 2026 international series.



The adoption paradox
AI agents can now handle complex, cross-system tasks that were out of reach a year ago. Yet capability has not translated into business outcomes. In his opening keynote, Mr. Weidong Luo, Chairman and Chief Executive Officer of Aurora Mobile, described what he called the "AI adoption paradox": 44% of enterprises are expanding their AI deployments, but only 6% report meaningful business returns, while more than 40% of agent projects stall, regress or are cancelled.

The obstacle, he argued, is not model intelligence but the absence of infrastructure that lets AI act safely. He put the question to the room directly: if AI could complete half a day of work on its own, would you give it write access to your CRM or ERP?

Moving from fixed workflows to autonomous agents, Mr. Luo said, depends less on how capable the model is than on how prepared the enterprise is: "Your agents are only as ready as your enterprise."

He set out three principles for enterprise AI readiness:

- **Make systems callable** — connect business systems through APIs and the Model Context Protocol (MCP) so agents can read and act, not merely converse;
- **Make know-how reusable** — turn proven business methods into shared, callable "skills" the whole team can use;
- **Govern every action** — layer approval workflows and audit logs over every tool and skill an agent can reach.



GWork: GPTBots.ai's Enterprise AI Workspace
At the summit, Aurora Mobile introduced GWork, GPTBots.ai's Enterprise AI Workspace. Designed to bring AI into employees' everyday work, GWork connects to the tools and company systems they already use, helping them conduct research, analyze data, and create reports, documents, and presentations. IT teams can centrally manage access, usage, and security.

Deployments in the field
The program also featured customers describing how AI is being applied in their own operations, across real estate, contact center services and systems integration:

- **KINAKO LLC** — Real estate: rethinking how buyers are matched. The operator of the MANGIRO real estate platform described applying AI to multilingual customer communication and property proposals.
- **Nihon Telesystem** — Contact centers: human-machine collaboration. The 38-year-old Japanese provider of contact center and secretarial services described AI in its response workflows.
- **Japan Hi-Think Corporation** — Complex operations: targeted problem solving. A subsidiary of the Hi-Think Group in Japan established in 1999, it described how it applies Aurora Mobile's product portfolio to complex business challenges for Japanese enterprise clients.





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/
Media contact: marketing@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.

For more information, please contact:
Aurora Mobile Limited
E-mail: ir@aurora-mobile.com

Christensen Advisory
Ms. Xiaoyan Su
E-mail: Xiaoyan.Su@christensencomms.com

Photos accompanying this announcement are available at:

https://www.globenewswire.com/NewsRoom/AttachmentNg/32397ff0-adc2-476e-8013-2378e053e9b9

https://www.globenewswire.com/NewsRoom/AttachmentNg/a8ea4bc6-a6b9-4436-8ab5-9f227e3eff04

https://www.globenewswire.com/NewsRoom/AttachmentNg/d00c7bd3-7136-4703-a457-5f6738f6d66b