

# 2025 Q2 EARNINGS PRESENTATION

August 28, 2025



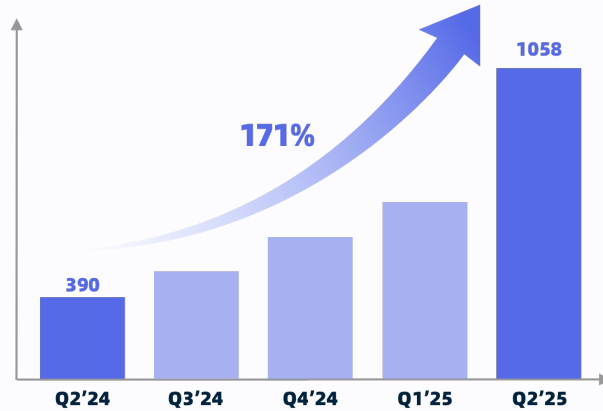
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# Part 1

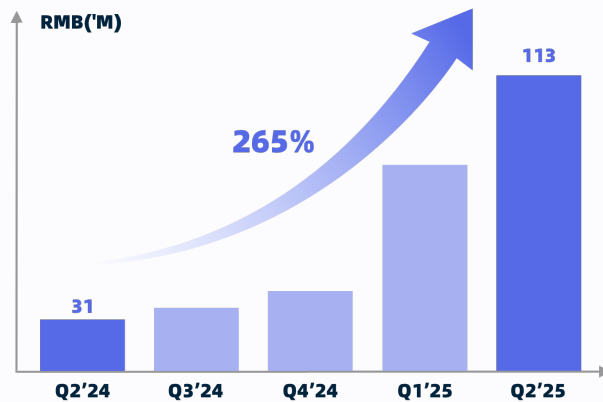
## 2025 Q2 Business Highlights

# EngageLab – In Expansion Mode!

**Customer Numbers**



**Contract Value (Cumulative)**



## Customer Numbers

- The number of customers this quarter **increased by 171% year-over-year!** EngageLab continues to acquire new customers globally

## Contract Value (Cumulative)

- The total cumulative signed contract value continued to grow; **recorded a spectacular 265% growth year-over-year!** Many notable and sizeable wins from our global expansion execution

## Revenue Recognized

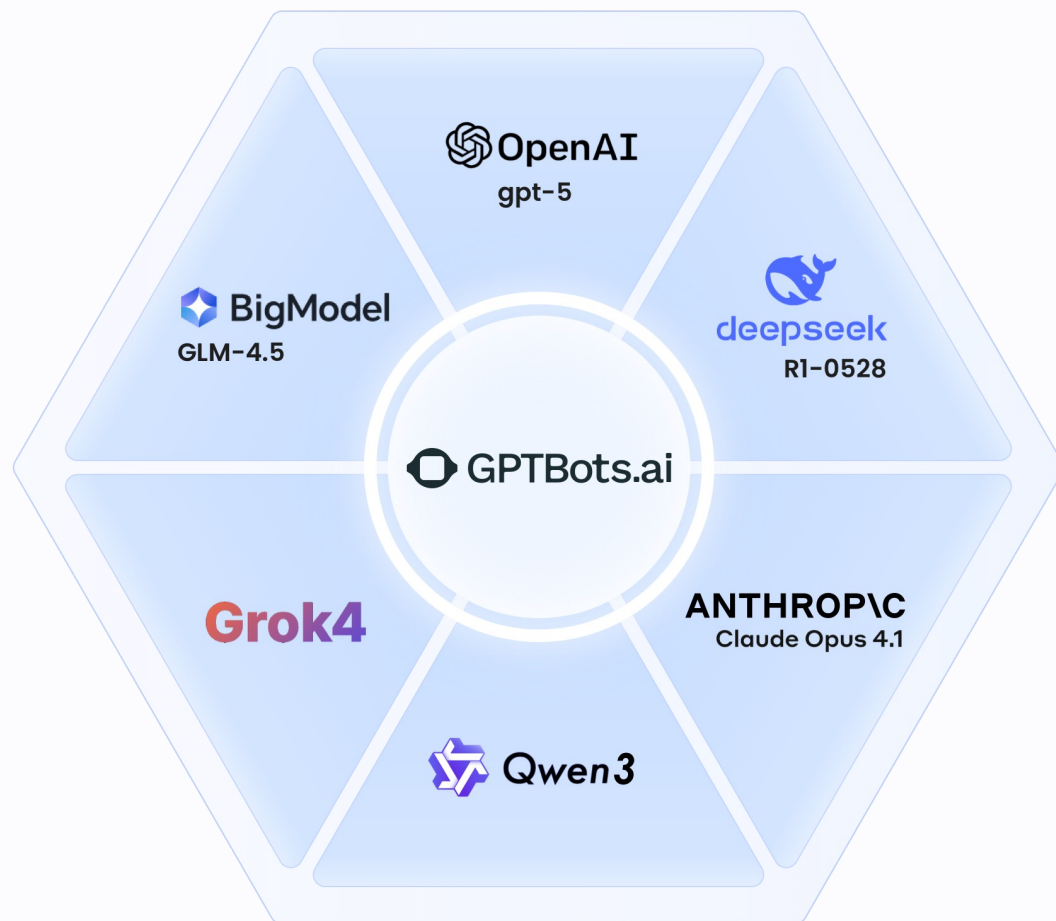
- Revenue continues its excellent growth path; achieved growth of **67% YoY** and **24% QoQ**

# EngageLab & China Unicom



- We have partnered with China Unicom to launch the **Smart Integrated Verification (International Edition)** through our EngageLab platform
- This solution provides secure, one-click mobile number verification for Chinese enterprises expanding overseas, leveraging China Unicom's **extensive network across 160 countries**
- This collaboration fully demonstrates EngageLab's **leading capabilities in the field of global user authentication** and highlights its important position and influence within the industry

# GPTBots.ai + Latest & Mainstream LLMs



- We have successfully integrated **majority of the mainstream large language models (“LLMs”)** and plan to complete the integration of more in the near future
- The addition of these high-quality LLMs will significantly enhance the **core capabilities** of the GPTBots.ai platform for our enterprise clients

# GPTBots.ai ~ Awarded and Recognized as Best-in-Class Enterprise-Ready Solution

**ESOF**  
Enterprise Security by TAC Framework  
by TAC Security  
ESOF  
Certified for enterprise-grade security operations and risk management.

**ISO 27001**  
Certified Information Security Management System (ISMS).  
ISO/IEC 27001 WITH EXTENSION OF ISO/IEC 27701

**ISO 27001**  
Certified Privacy Information Management System (PIMS).  
ISO/IEC 27001 WITH EXTENSION OF ISO/IEC 27701

**SOC 2**  
Audited for secure, available, and confidential data handling.  
AICPA SOC

**4.8** ★★★★★  
Review us on

**Product Hunt** 347 reviews  
★★★★★ **4.7**

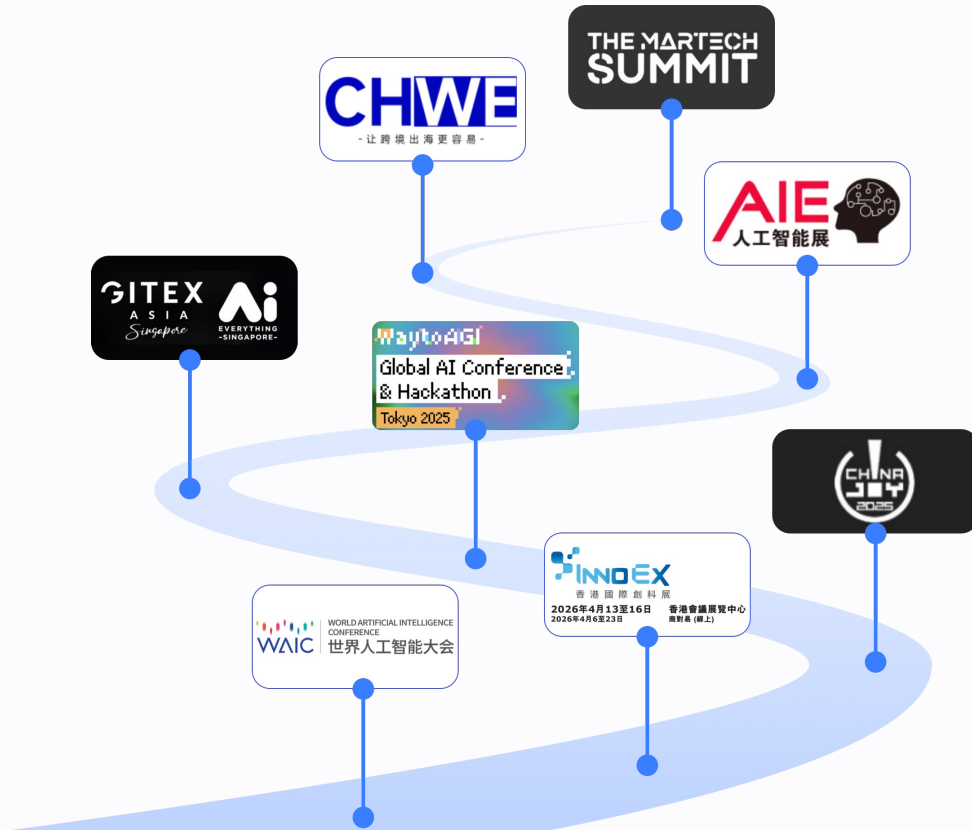
**High Performer**  
MID-MARKET  
SPRING 2025 ASIA PACIFIC

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- As a **benchmark leader** in the enterprise-level AI Agent sector, GPTBots.ai remains focused on core customer needs. To establish a more reliable service assurance system, the platform has **successfully obtained multiple industry-recognized certifications**
- With a comprehensive certification system and robust technological foundation, GPTBots.ai continuously **delivers high-quality AI Agent services to global enterprise clients**, ensuring excellence and reliability in every solution

# EngageLab & GPTBots.ai ~ Showcasing to the World!



- We are honored to participate in numerous events, expos, and exhibitions, **showcasing our core products and services to global customers**
- During these events, we shared and demonstrated our **strong technical capabilities and innovative solutions** to many prospective customers and exchanged ideas

# Aurora Mobile To Invest in Cryptocurrencies



- Our Board of Directors has approved a strategic initiative to **invest up to 20% of our cash and cash equivalents in cryptocurrencies and digital assets** as part of its treasury management plan. This includes investments in Bitcoin, Ethereum, Solana, SUI, and other tokens
- The initiative is designed to modernize treasury practices while maintaining sufficient liquidity for operational needs. Importantly, it will **not affect** core business operations or capital allocation for growth initiatives

# Part 2

## 2025 Q2 Financial Highlights

# Group Revenues - Defined

## Developer Services

- Subscription
- Value-Added Services



## Vertical Applications

- Market Intelligence
- Financial Risk Management



# Core Business and Revenues with Growth

01

## Great growth momentum for EngageLab

- Quarterly revenue **grew by 67% YoY**
- Customer number **25%++ growth QoQ**
- The new contract signed for this quarter **reached RMB 11.2M**

02

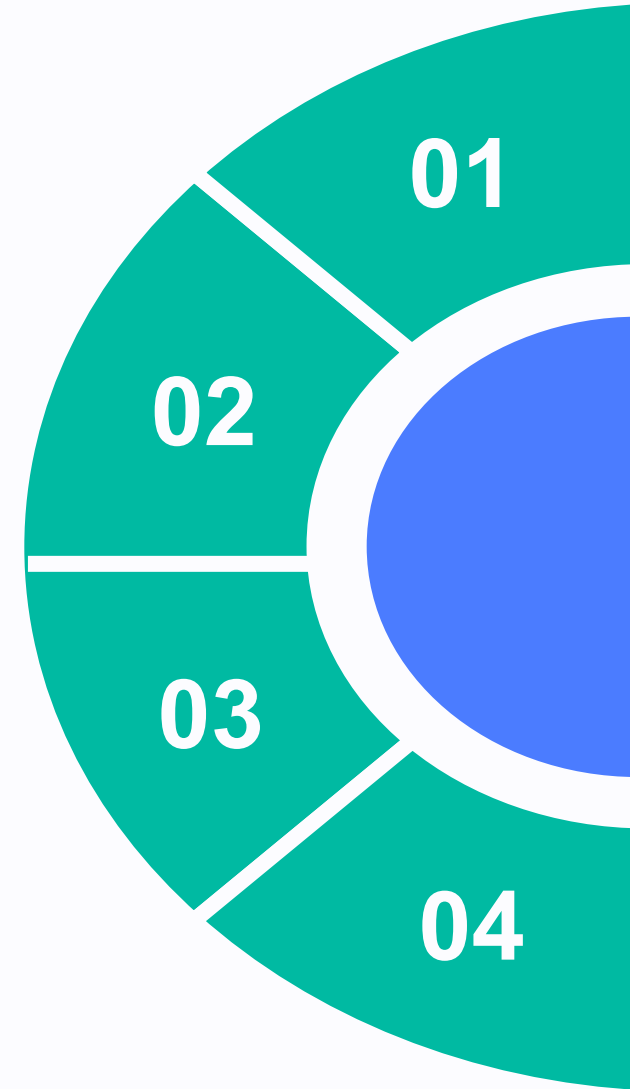
Developer Services (Subscription) Q2'25 revenue at **RMB 53.7M**, marking **4 consecutive quarters of revenue above RMB 50M!**

03

All business lines recorded **double-digit YoY revenue growth!**

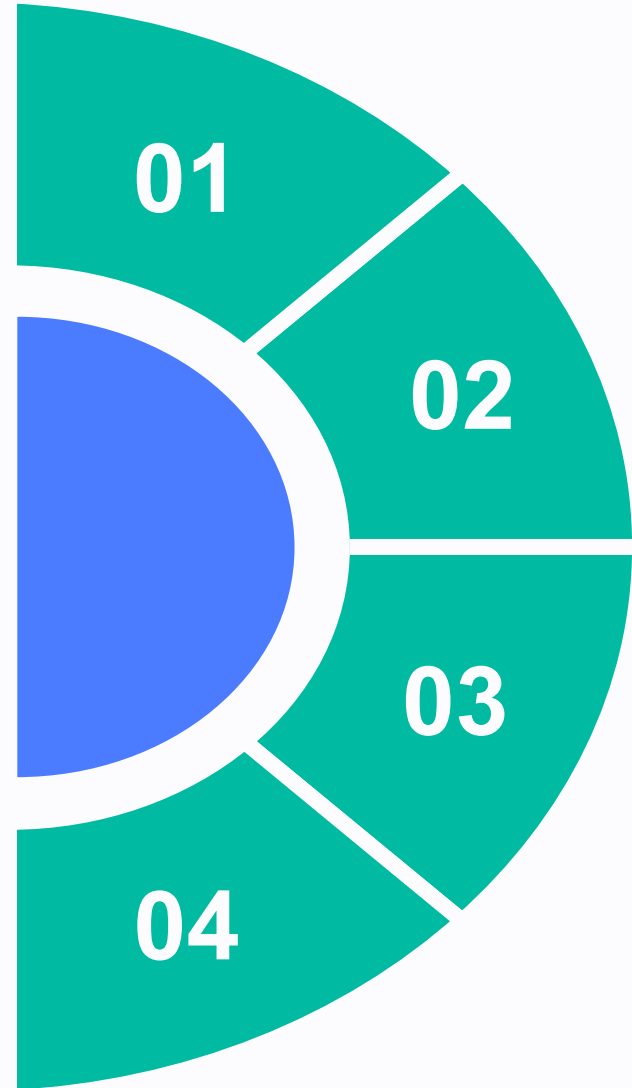
04

Net Dollar Retention (**NDR**) for Developer Services (Subscription) **at 99%!**





# Great Financial Results



Our first quarterly **GAAP NET INCOME** in history!

01

**Gross profit** increased by 13% YoY and 1% QoQ. **Gross margin** consistently at a high level (at 66.4%)

02

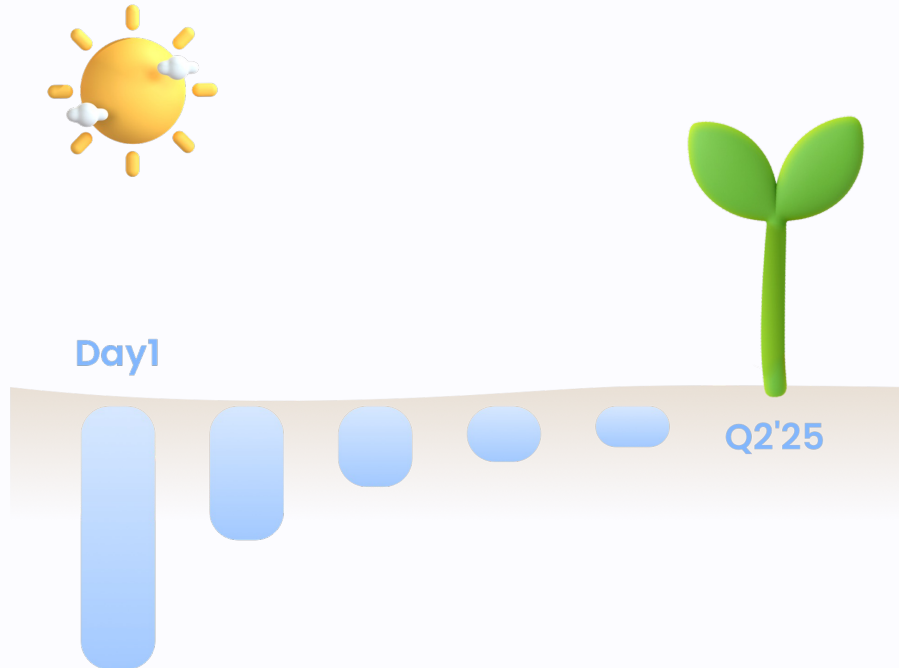
OPEX are kept at **optimal level** to support **revenue growth acceleration**

03

Operating cash **net INFLOW** of **RMB 7.9M**

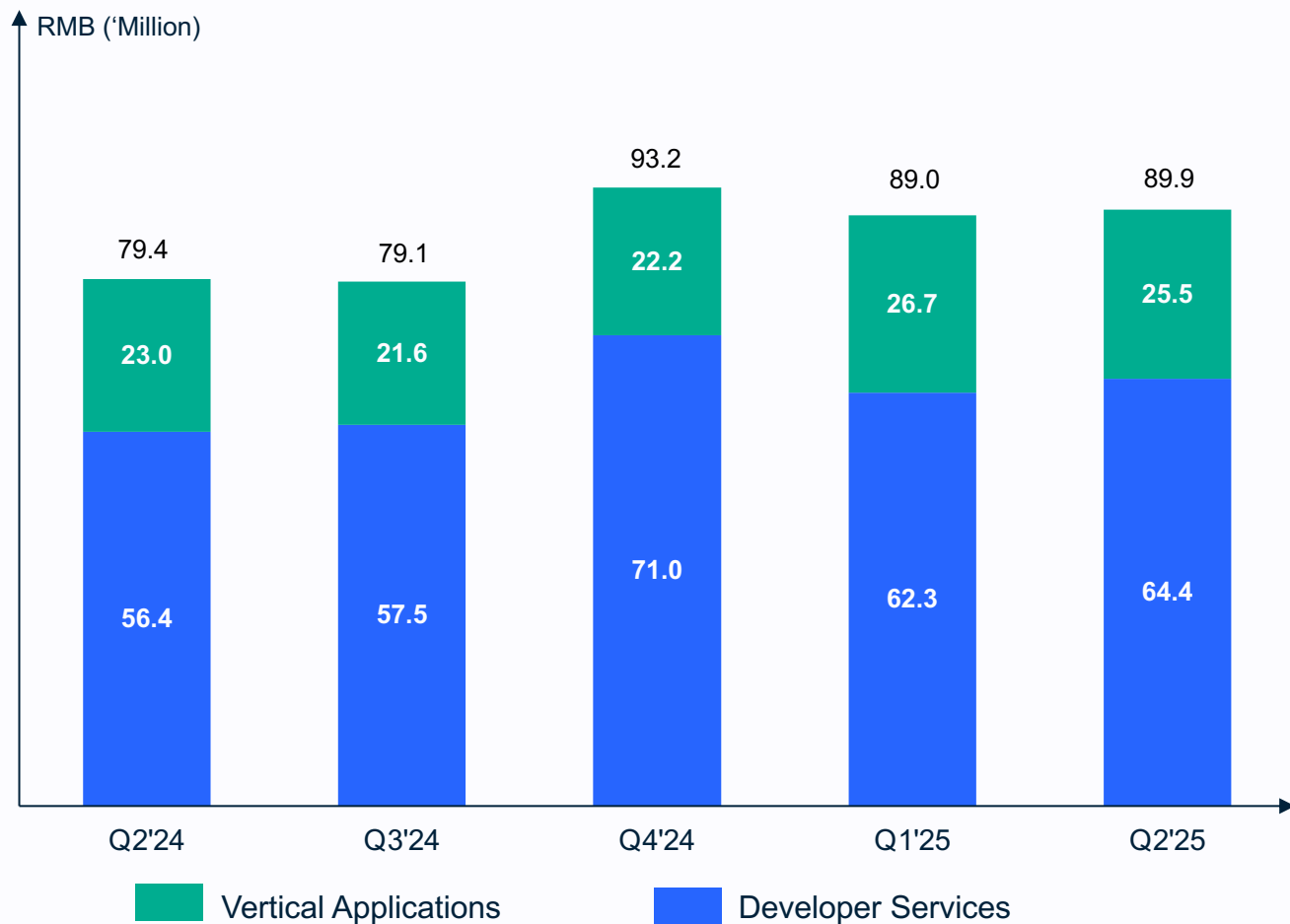
04

# Achieved GAAP Net Income – First in History!



- In Q2 2025, we successfully reached our **first GAAP profitability milestone in history!**
- This breakthrough is attributed to the **relentless efforts and teamwork from all** from the initiatives and strategies laid out 2-3 years ago
- Through **great execution by the teams**, we **grew the revenue**; maintaining **high level of margins** and **keeping OPEX at check!**

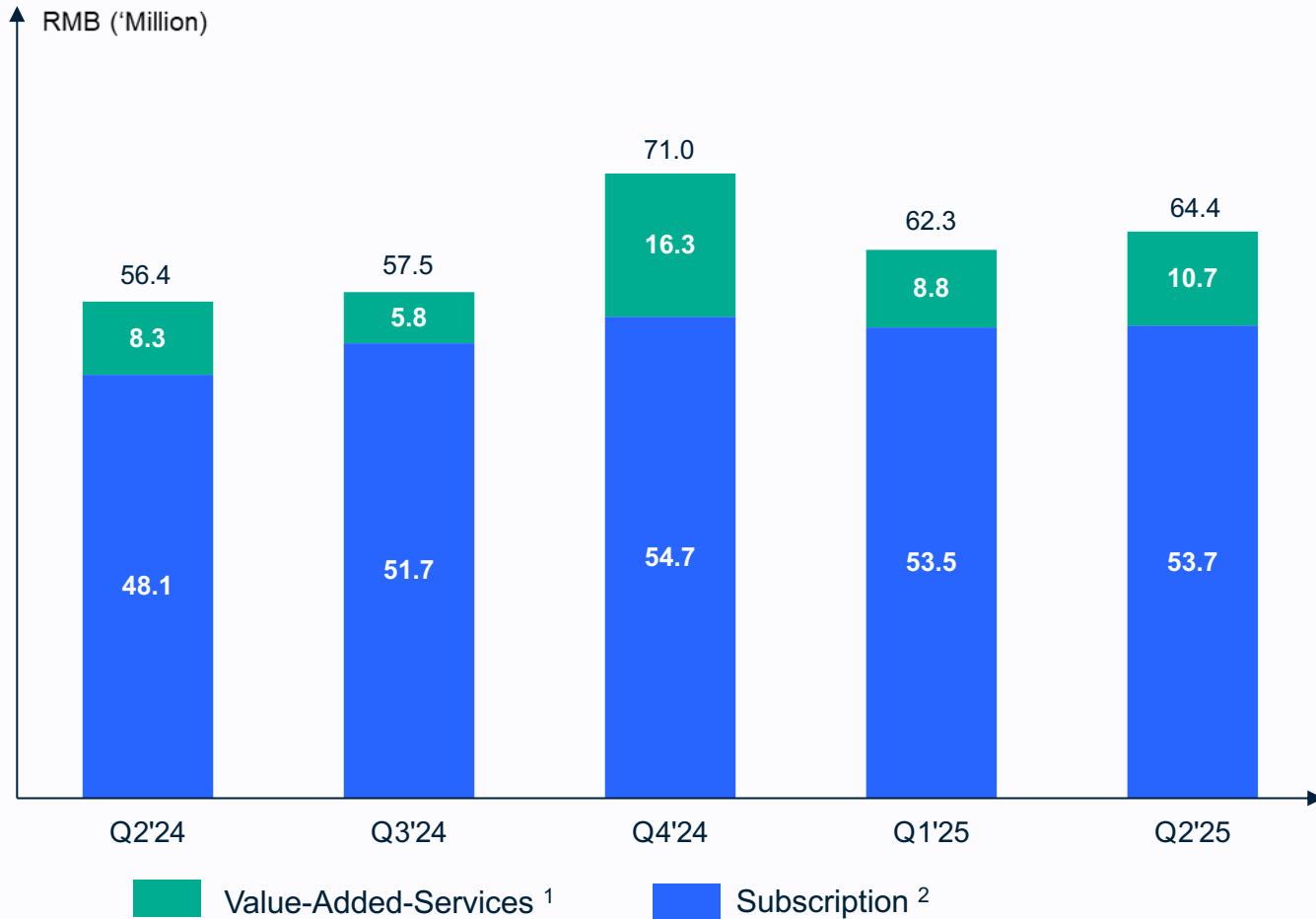
# Total Revenue Increased by 13% YoY!



Total revenue at **RMB 89.9M** increased by **13% YoY** and **1% QoQ** mainly due to:

- Developer Services revenue **grew by 14% YoY** and **3% QoQ**
- Vertical Applications **grew by 10% YoY** and decreased by **4% QoQ**

# Developer Service Subscription Revenue Increased by 12% YoY



- **Subscription revenue:**

- **Increased by 12% YoY** mainly due to the growth in customer numbers and the increase in ARPU
- 4<sup>th</sup> consecutive quarter of quarterly revenue **exceeding RMB 50M!**

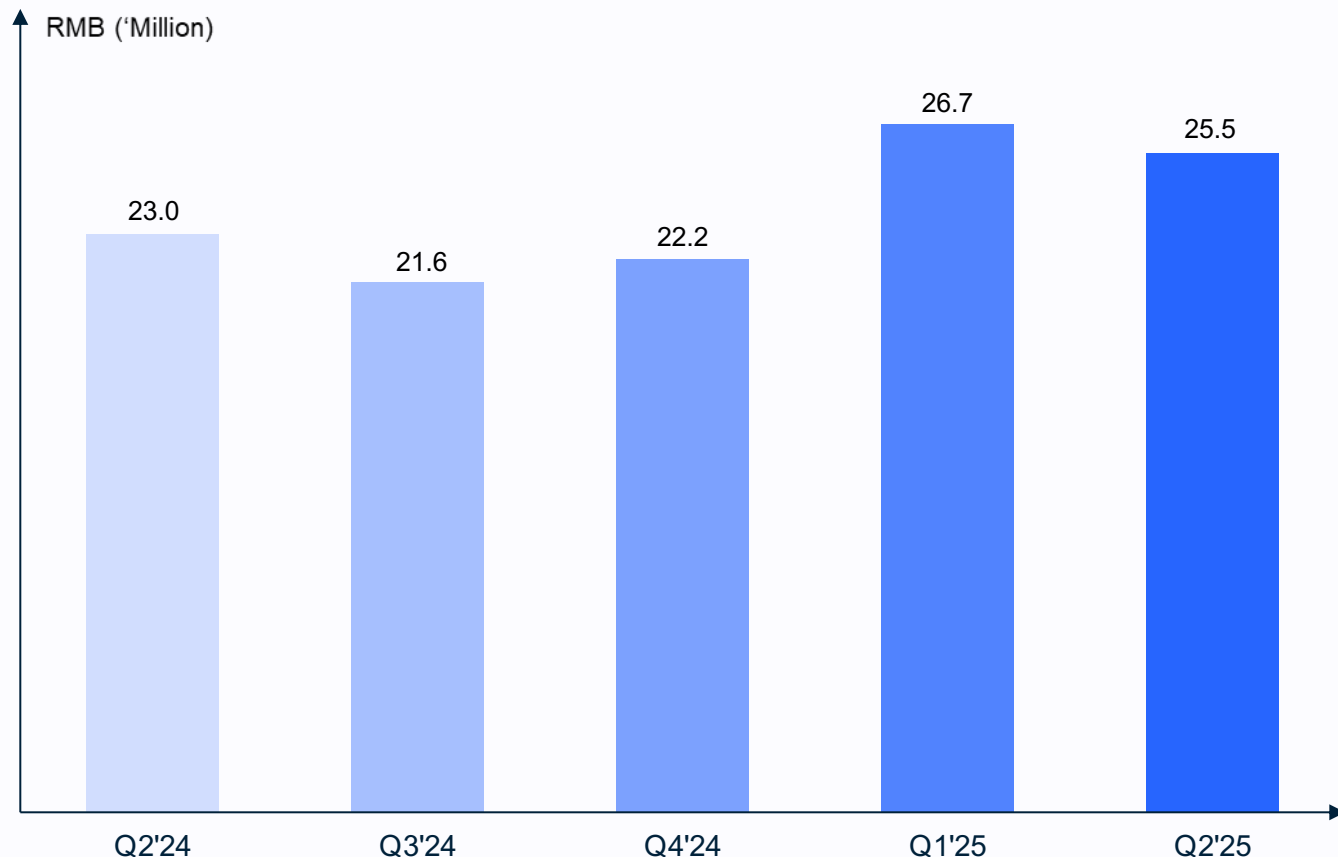
- **Value-Added-Services revenue:**

- **Increased by 30% YoY and 21% QoQ** mainly driven by the Q2 online shopping festivals & increased ads spending allocation to us

1. Includes mainly advertisement related products

2. Includes push notification, EngageLab, SendCloud email services and other subscription based developer services

## Vertical Application Revenue Increased by 10% YoY



- **Include revenues from:**

- a) Market Intelligence
- b) Financial Risk Management

- Vertical Application Revenue **increased by 10% YoY** and decreased by 4% QoQ

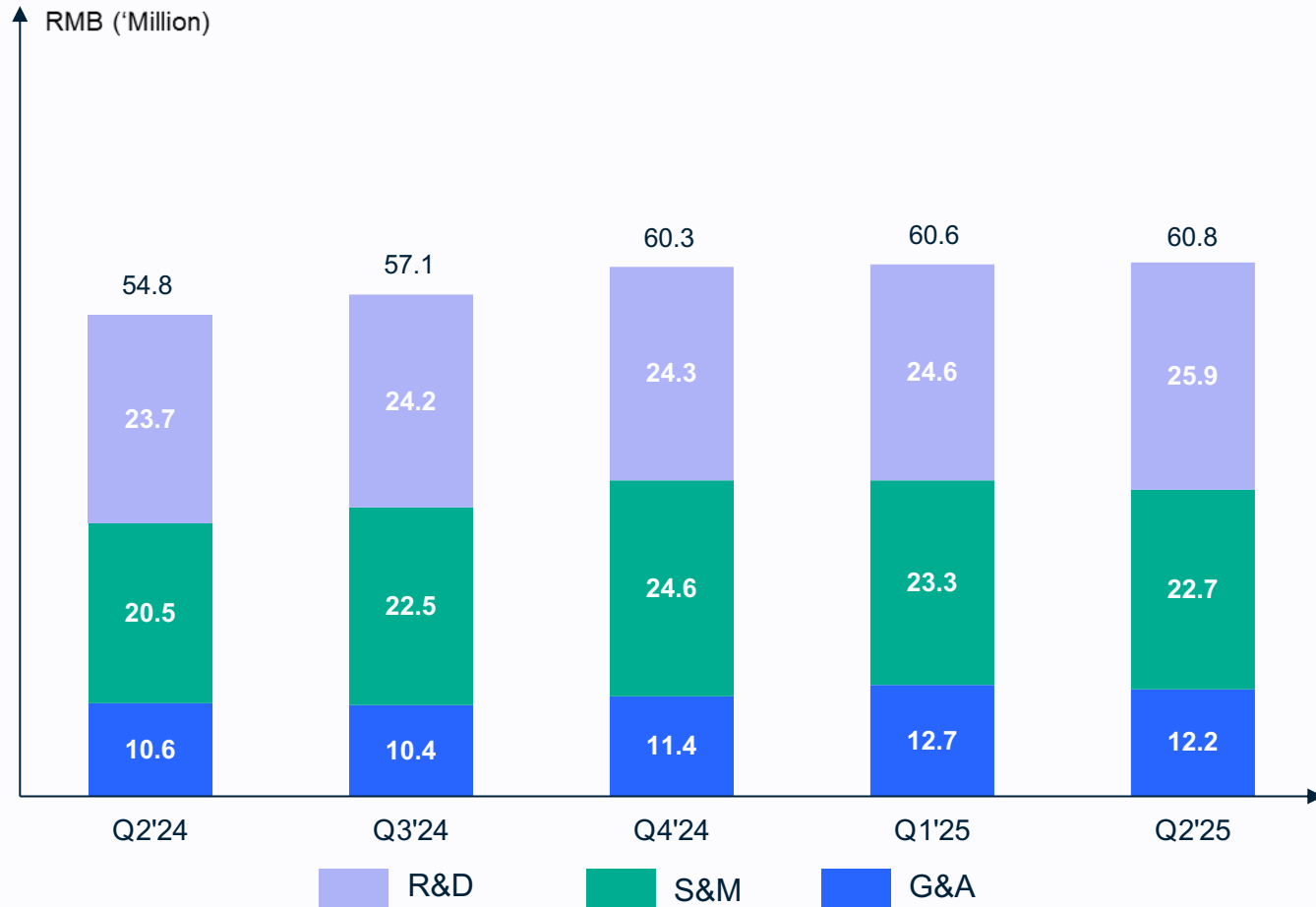
- Financial Risk Management Revenue **increased by 27% YoY** due to the acquisition of new customers (**48% increase YoY in customer number**)

# Gross Profits Increased by 13% YoY; Margins at High Level!



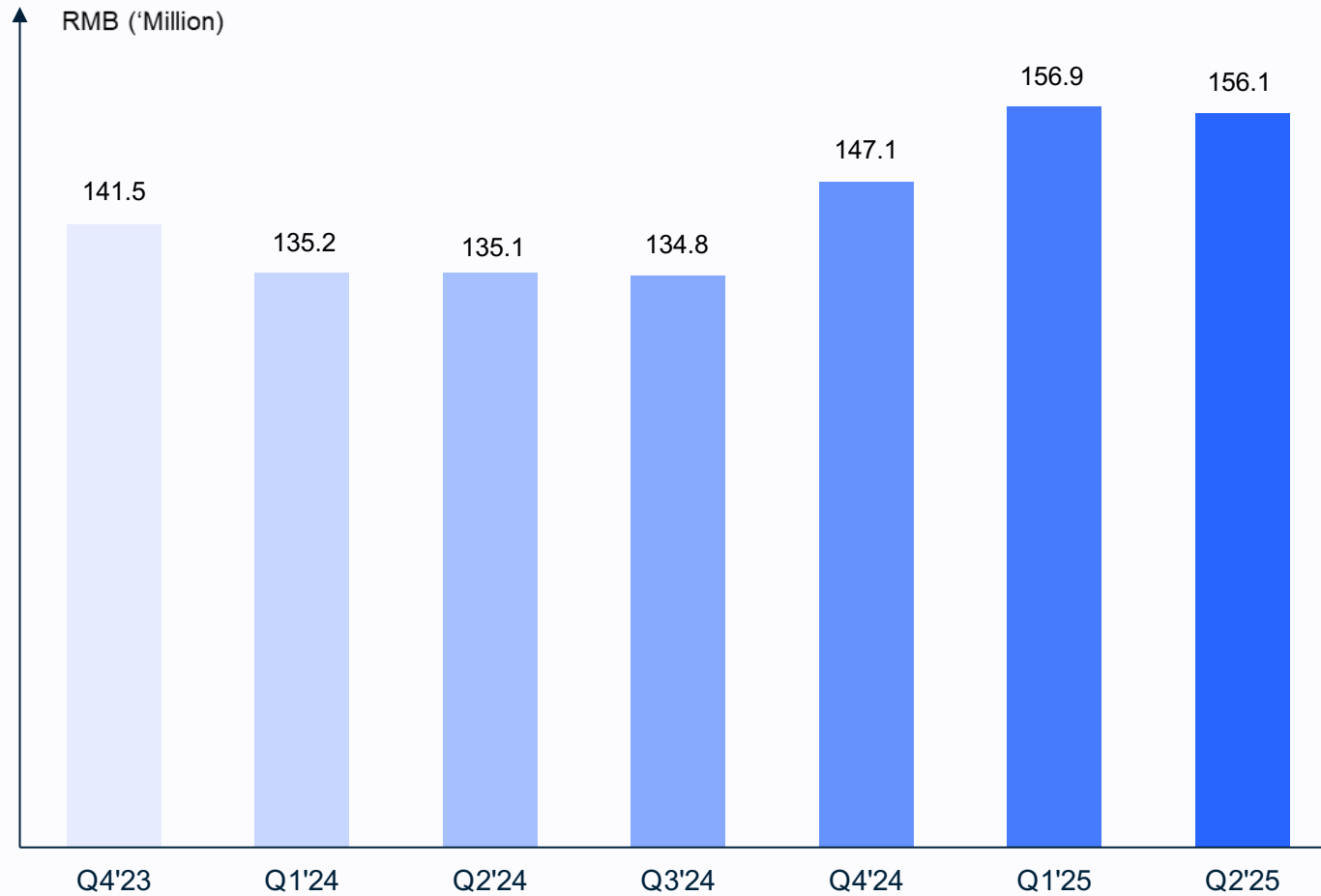
- Gross profits increased by **13% YoY** to **RMB 59.6M** and 1% QoQ, reaching the **highest level** in the past 10 quarters
- Gross margin maintained at a **high level**

# Operating Expenses – at Optimal Level



- Through management **continuous effort in expenses monitoring**, all three expense components within OPEX are kept within a reasonable range
- OPEX are at an **optimal level** to fuel our overseas expansion and to support revenue growth

## Deferred Revenue Remained at a High Level



- Deferred Revenue Q2 balance of **RMB 156.1M**
- High level of deferred revenue balance demonstrates **strong future earning potential** and fuels **continuous revenue growth** for the Group

# Balance Sheet & Financials at Healthy Level as of 6/30/2025

1

## Cash and cash equivalents and restricted cash of:

- Abundant and healthy cash reserves provide strong support and momentum for sustained business growth

*RMB 119.8M as of 6/30/2025*

2

## Deferred Revenue balance at high level:

- 21th consecutive quarter of > RMB 100M
- Consistently maintaining a high position, demonstrating strong stability

*RMB 156.1M as of 6/30/2025*

3

## AR Turnover Days at a low level:

- Maintained low turnover days, strong liquidity, and high operational efficiency

*At low level of 54 days*

4

## Net Dollar Retention (NDR) for Developer Services (Subscription):

- Provided strong assurance for revenue growth

*At high level of 99%*



# Use of Non-GAAP Financial Measures

In evaluating the business, Aurora Mobile Limited, (“Aurora”, “The Company”) considers and uses two non-GAAP measures, adjusted net (loss)/income and adjusted EBITDA, as a supplemental measure to review and assess its operating performance. In this presentation, these non-GAAP financial measures is not intended to be considered in isolation or as a substitute for the financial information prepared and presented in accordance with U.S. GAAP. The Company defines adjusted net (loss)/income as net (loss)/income excluding share-based compensation. The Company defines adjusted EBITDA as net (loss)/income excluding interest expense, depreciation of property and equipment, amortization of intangible assets, income tax expenses/(benefits), share-based compensation.

The Company believes that adjusted net (loss)/income and adjusted EBITDA help identify underlying trends in its business that could otherwise be distorted by the effect of certain expenses that it includes in loss from operations and net (loss)/income.

The Company believes that adjusted net (loss)/income and adjusted EBITDA provide useful information about its operating results, enhance the overall understanding of its past performance and future prospects and allow for greater visibility with respect to key metrics used by the management in their financial and operational decision-making.

The non-GAAP financial measures are not defined under U.S. GAAP and are not presented in accordance with U.S. GAAP. The non-GAAP financial measures have limitations as analytical tools. One of the key limitations of using adjusted net (loss)/income and adjusted EBITDA is that they do not reflect all items of income and expense that affect the Company's operations. Further, the non-GAAP financial measures may differ from the non-GAAP information used by other companies, including peer companies, and therefore their comparability may be limited.

The Company compensates for these limitations by reconciling the non-GAAP financial measures to the nearest U.S. GAAP performance measure, all of which should be considered when evaluating the Company's performance. The Company encourages you to review its financial information in its entirety and not rely on a single financial measure.



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# Thanks

