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STREET SHENZHEN F4 518052 6-K 1 tm2423004d1\_6k.htm FORM 6-K Â Â UNITED STATES SECURITIES AND  
EXCHANGE COMMISSION WASHINGTON, D.C. 20549 Â FORMÂ 6-K Â REPORT OF FOREIGN PRIVATE ISSUER  
PURSUANT TO RULE 13a-16 OR 15d-16 UNDER THE SECURITIES EXCHANGE ACT OF 1934 Â For the month of  
AugustÂ 2024 Â Â Commission File Number: 001-38587 Â Â Aurora Mobile Limited Â 14/F, China Certification  
and Inspection Building No.Â 8, Keji South 12th Road, Nanshan District Shenzhen, Guangdong 518057 Peopleâ€™s  
Republic of China (Address of principal executive offices) Â Indicate by check mark whether the registrant files or will  
file annual reports under cover of FormÂ 20-F or FormÂ 40-F. Â FormÂ 20-F Â x Â Â Â Â Â FormÂ 40-F  
Â Â Â Indicate by check mark if the registrant is submitting the FormÂ 6-K in paper as permitted by Regulation S-T  
RuleÂ 101(b)(1):Â Â Indicate by check mark if the registrant is submitting the FormÂ 6-K in paper as permitted by  
Regulation S-T RuleÂ 101(b)(7):Â Â Â Â Â EXHIBITÂ INDEX Â ExhibitÂ No. Â Description 99.1 Â Press  
Release Â Â Â SIGNATURES Â 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. Â Â AURORA  
MOBILE LIMITED Â Â Â ByÂ :/s/ Shan-Nen Bong Â Name : Shan-Nen Bong Â Title : Chief Financial Officer Â  
Date: AugustÂ 30, 2024 Â Â EX-99.1 2 tm2423004d1 ex99-1.htm EXHIBIT 99.1 Â ExhibitÂ 99.1 Â Aurora Mobile  
Limited Announces Second Quarter 2024 Â Unaudited Financial Results Â SHENZHEN, CHINA, AugustÂ 29, 2024 â€“  
Aurora Mobile Limited (â€œAurora Mobileâ€ or the â€œCompanyâ€) (NASDAQ: JG), a leading provider of customer  
engagement and marketing technology services in China, today announced its unaudited financial results for the second  
quarter ended JuneÂ 30, 2024. Â Second Quarter 2024 Financial Highlights Â Â·Revenues were RMB79.4 million  
(US\$10.9 million), an increase of 8% year-over-year. Â Â·Cost of revenues was RMB26.7 million (US\$3.7 million), an  
increase of 4% year-over-year. Â Â·Gross profit was RMB52.8 million (US\$7.3 million), an increase of 11% year-over-  
year. Â Â·Total operating expenses were RMB54.8 million (US\$7.5 million), a decrease of 15% year-over-year. Â Â·Net  
loss was RMB1.3 million (US\$0.2 million), compared with a net loss of RMB23.7 million for the same quarter last year.  
Â Â·Net loss attributable to Aurora Mobile Limitedâ€™s shareholders was RMB1.0 million (US\$0.1 million), compared  
with a net loss attributable to Aurora Mobile Limitedâ€™s shareholders of RMB23.0 million for the same quarter last  
year. Â Â·Adjusted net loss (non-GAAP) was RMB0.4 million (US\$54 thousand), compared with a RMB8.9 million  
adjusted net loss for the same quarter last year. Â Â·Adjusted EBITDA (non-GAAP) was at positive RMB1.6 million  
(US\$0.2 million), compared with a negative RMB4.6 million for the same quarter last year. Â Mr.Â Weidong Luo,  
Chairman and Chief Executive Officer of Aurora Mobile, commented, â€œThe appropriate description for the  
performance of this quarter is â€œRiding on the Great Growth Momentumâ€. The reasons for this description are as  
follows: Â Â·Firstly, continuing the great Q1â€™s 2024 momentum, we recorded the 4th consecutive positive Adjusted  
EBITDA in this quarter. This is an historical achievement for us since IPO in 2018. Â Â·Secondly, Developer  
Subscription revenue recorded both a 14% growth quarter-over-quarter and a 19% growth year-over-year. Â Â·Thirdly,  
our gross profit recorded good growth for both year-over-year and quarter-over-quarter. Â Â·Fourthly, our net loss has  
narrowed by 50% quarter-over-quarter and 95% year-over-year.Â Mr.Â Shan-Nen Bong, Chief Financial Officer of  
Aurora Mobile, added, â€œWe have had a great quarter. Our total group revenue grew both quarter-over-quarter and  
year-over-year with 23% and 8%, respectively. Subscription Services revenues of RMB48.1 million were showing great  
growth where it grew by 14% quarter-over-quarter and 19% year-over-year, driven by growth in EngageLab business  
and improvement in ARPU. Value-added services revenues increased by 245% quarter-over-quarter which was due to  
the 6/18 online shopping festival in Q2 where online advertisers have increased their ads spending. Overall Vertical  
applications revenues had recorded a great quarter where revenue grew by 16% quarter-over-quarter and 8% year-  
over-year. This was driven by Financial Risk Management where its revenue grew by 28% quarter-over-quarter and  
34% year-over-year fueled by a strong 30% customer number growth. Â 1Â Â With strong and solid revenue growth  
while maintaining optimal level of operating expenses, for the quarter ended JuneÂ 30, 2024, we recorded yet another  
positive Adjusted EBITDA. This is an historical event where we now have 4 consecutive quarters of positive Adjusted  
EBITDA.Â Second Quarter 2024 Financial Results Â Revenues were RMB79.4 million (US\$10.9 million), an increase  
of 8% from RMB73.3 million in the same quarter of last year, attributable to an 8% increase in revenue from both  
Developer Services and Vertical Applications. Â Cost of revenues was RMB26.7 million (US\$3.7 million), an increase of  
4% from RMB25.6 million in the same quarter of last year. The increase was mainly due to a RMB2.1 million increase in  
short messaging cost and a RMB0.9 million increase in other direct costs, and offset by a RMB2.4 million decrease in  
media cost. Â Gross profit was RMB52.8 million (US\$7.3 million), an increase of 11% from RMB47.7 million in the  
same quarter of last year. Â Total operating expenses were RMB54.8 million (US\$7.5 million), a decrease of 15% from  
RMB64.1 million in the same quarter of last year. Â Research and development expenses were RMB23.7 million  
(US\$3.3 million), a decrease of 22% from RMB30.2 million in the same quarter of last year, mainly due to a RMB4.2  
million decrease in personnel costs, a RMB3.4 million decrease in bandwidth cost, and a RMB1.8 million decrease in  
depreciation expense. The impact is partially offset by a RMB4.0 million increase in cloud cost. Â Â·Sales and  
marketing expenses were RMB20.5 million (US\$2.8 million), an increase of 2% from RMB20.0 million in the same  
quarter of last year, mainly due to a RMB0.3 million increase in personnel costs. Â Â·General and administrative  
expenses were RMB10.7 million (US\$1.5 million), a decrease of 23% from RMB13.9 million in the same quarter of last  
year, mainly due to a RMB3.3 million decrease in personnel costs. Â Loss from operations was RMB1.0 million (US\$0.1  
million), compared with RMB14.8 million in the same quarter of last year. Â Net Loss was RMB1.3 million (US\$0.2  
million), compared with RMB23.7 million in the same quarter of last year. Â Adjusted net loss (non-GAAP) was RMB0.4  
million (US\$54 thousand), compared with RMB8.9 million in the same quarter of last year. Â Adjusted EBITDA (non-  
GAAP) was at positive RMB1.6 million (US\$0.2 million) compared with a negative RMB4.6 million for the same quarter  
of last year. Â 2Â Â The cash and cash equivalents and restricted cash were RMB92.7 million (US\$12.8 million) as  
of JuneÂ 30, 2024 compared with RMB115.0 million as of DecemberÂ 31, 2023. Â Update on Share Repurchase Â As of  
JuneÂ 30, 2024, the Company had repurchased a total of 216,643 ADSs, of which 11,626 ADSs, or around  
US\$36.1Â thousand were repurchased during the second quarter in 2024. Â Conference Call Â The Company will host  
an earnings conference call on Thursday, AugustÂ 29, 2024 at 7:30 a.m.Â U.S. Eastern Time (7:30 p.m.Â Beijing time on  
the same day). Â All participants must register in advance to join the conference using the link provided below. Please  
dial in 15 minutes before the call is scheduled to begin. Conference access information will be provided upon

## registration. $\Delta$ Participant Online Registration:

[A live and archived webcast of the conference call will be available on the Investor Relations section of Aurora Mobile's website at <https://ir.jiguang.cn/>.](https://register.evevent.com/register/BIdc3f18de42e247d3a31f621244e171b9) Use of Non-GAAP Financial Measures In evaluating the business, the Company considers and uses two non-GAAP measures, adjusted net loss and adjusted EBITDA, as a supplemental measure to review and assess its operating performance. The presentation of 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 as net loss excluding share-based compensation, reduction in force charges and impairment of long-term investments. The Company defines adjusted EBITDA as net loss excluding interest expense, depreciation of property and equipment, amortization of intangible assets, amortization of land use right, income tax expenses/(benefits), share-based compensation, reduction in force charges and impairment of long-term investments. The Company believes that adjusted net loss 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. The Company believes that adjusted net loss 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 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. 3 Reconciliations of the non-GAAP financial measures to the most comparable U.S. GAAP measure are included at the end of this press release. 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. About Aurora Mobile Limited Founded in 2011, Aurora Mobile 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/>. 4 For investor and media inquiries, please contact: Aurora Mobile Limited ir@jiguang.cn Christensen In China Ms. Xiaoyan Su Phone: +86-10-5900-1548 E-mail: Xiaoyan.Su@christensencomms.com In U.S. Ms. Linda Bergkamp Phone: +1-480-614-3004 Email: linda.bergkamp@christensencomms.com Footnote: This announcement contains translations of certain RMB amounts into U.S. dollars at specified rates solely for the convenience of the reader. Unless otherwise noted, all translations from RMB to U.S. dollars are made at a rate of RMB7.2672 to US\$1.00, the exchange rate set forth in the H.10 statistical release of the Board of Governors of the Federal Reserve System as of June 28, 2024. 5 AURORA MOBILE LIMITED UNAUDITED INTERIM CONDENSED CONSOLIDATED INCOME STATEMENTS (Amounts in thousands of Renminbi ("RMB") and US dollars ("US\$")), except for number of shares and per share data) Three months ended June 30, 2023 March 31, 2024 June 30, 2024 June 30, 2023 June 30, 2024 RMB RMB RMB US\$ RMB RMB US\$ Revenues 73,331 64,524 79,441 10,931 138,764 143,965 19,810 Cost of revenues (25,620) (18,152) (26,670) (3,670) (45,061) (44,822) (6,168) Gross profit 47,711 46,372 52,771 7,261 93,703 99,143 13,642 Operating expenses (30,243) (22,681) (23,652) (3,255) (61,924) (46,333) (6,376) Sales and marketing (20,009) (17,391) (20,478) (2,818) (38,899) (37,869) (5,211) General and administrative (13,873) (12,932) (10,677) (1,469) (28,146) (23,609) (3,249) Total operating expenses (64,125) (53,004) (54,807) (7,542) (128,969) (107,811) (14,836) Other operating income (1) 1,572 1,579 1,055 1,455 4,329 2,634 362 Loss from operations (14,842) (5,053) (981) (136) (30,937) (6,034) (832) Foreign exchange (loss)/gain, net (118) (23) 12 2 2 (93) (11) (2) Interest income 354 2,187 195 27 684 2,382 328 Interest



Â 21,259Â Â Â 19,775Â Â Â 23,035Â Â Â 3,169Â Â Â 41,227Â Â Â 42,810Â Â Â 5,890Â Total RevenueÂ  
Â 73,331Â Â Â 64,524Â Â Â 79,441Â Â Â 10,931Â Â Â 138,764Â Â Â 143,965Â Â Â 19,810Â Gross ProfitsÂ  
Â 47,711Â Â Â 46,372Â Â Â 52,771Â Â Â 7,261Â Â Â 93,703Â Â Â 99,143Â Â Â 13,642Â Gross MarginÂ Â 65.1%Â  
Â 71.9%Â Â 66.4%Â Â 66.4%Â Â 67.5%Â Â 68.9%Â Â 68.9% Â Â Â