

2025 Q4 EARNINGS PRESENTATION

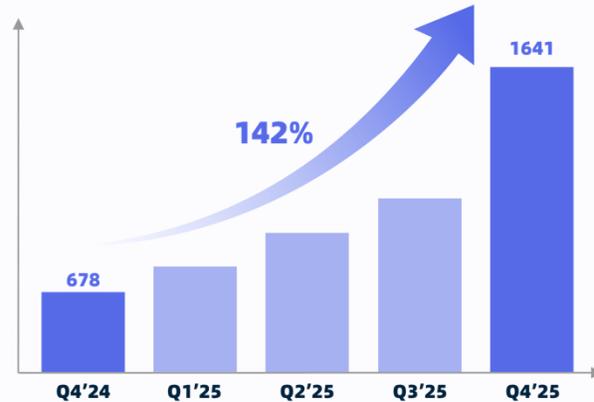
March 12, 2026

Part 1

2025 Q4 Business Highlights

Our International Business (EngageLab)

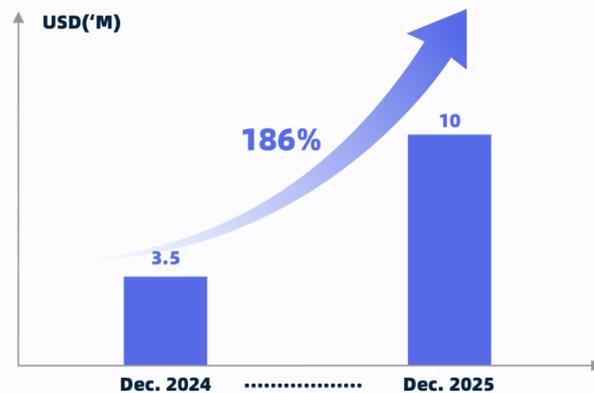
Customer Numbers



Customer Numbers

- We continued to conquer and acquire new customers in more countries and regions. The number of customers for this quarter increased by **142% YoY** and **25% QoQ!**

Annual Recurring Revenue (ARR)



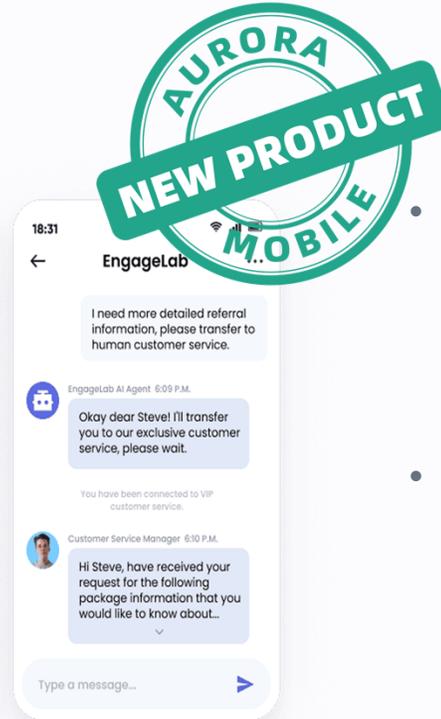
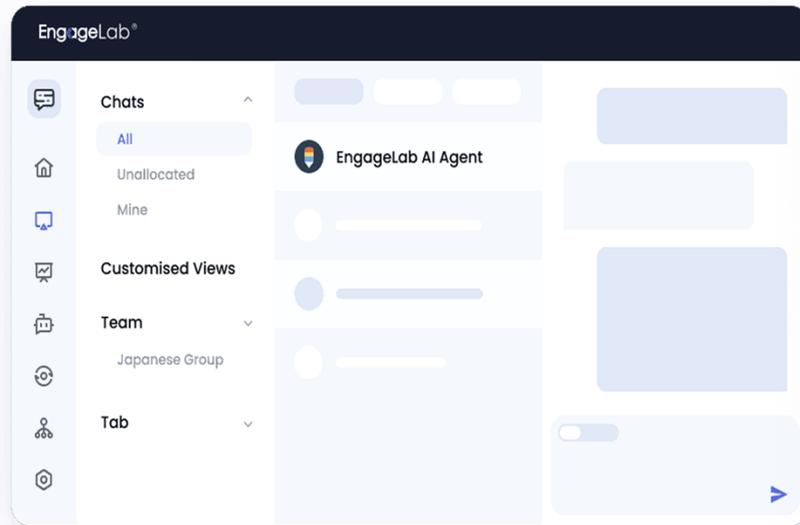
ARR - Explosive Growth!

- In Dec' 25, the ARR scaled new highs of **USD 10M!** It has **increased by 186% YoY**
- EngageLab demonstrated strong growth potential

Global Expansion of EngageLab



- Our customers came from **70 countries and regions** around the world. The steady expansion of our customer base laid a solid foundation for on-going revenue growth!
- We will execute the strategy of deepening our presence in the global market and continuously expand our new customer base



- EngageLab launched its new product, LiveDesk, which is built on the core principle of "AI Agent x Human Agent" deep collaboration
- LiveDesk is dedicated to helping enterprises efficiently address **multi-channel customer communication challenges**, comprehensively **enhancing customer service efficiency** and **customer experience**, and enabling businesses to advance into a new era of intelligent operations

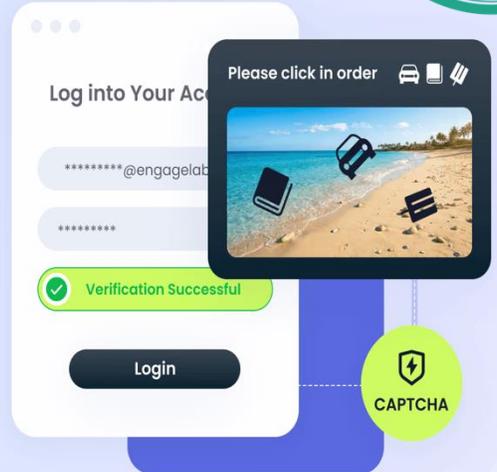


CAPTCHA

Detect Bots, Secure Every User Journey

EngageLab CAPTCHA delivers advanced bot detection powered by AI behavior analysis — combining strong security with seamless user experience.

[Get Started for Free](#) [Contact Sales →](#)



The image shows a mobile app login screen with a CAPTCHA overlay. The login screen has fields for email and password, a 'Login' button, and a 'Verification Successful' message. The CAPTCHA overlay shows a beach scene with a car and a book, and the text 'Please click in order' with icons for a car, a book, and a car. A 'CAPTCHA' label is also visible at the bottom right of the overlay.

- EngageLab CAPTCHA delivers advanced bot detection powered by **AI behavior analysis** — combining strong security with seamless user experience
- CAPTCHA delivers proven bot protection across all industries and seamlessly adapts to **every business scenario**: it helps businesses block automated abuse, secure critical workflows and maintain reliable user operations, while providing precise bot detection and smooth verification experiences across all key user touchpoints

Partnering with High-quality Enterprises Across Various Sectors



- We have secured partnerships with high-quality enterprises across various sectors, and successively entered into collaborations with brands including **GP Batteries, Tuniu, HashNut, Fenbeitong** and **HelloRide**
- These partnerships cover core sectors such as consumer electronics, mobility services and enterprise services, with our cross-industry customer layout being continuously refined



Partnering with ISVs/SIs to Jointly Explore the Overseas Market

Regions	Number of ISVs/SIs
Southeast Asia	12
HK and Taiwan	4
Global	1

- We have now established partnerships with ISVs/SIs **across 7 countries and regions**, and are gradually building a global channel cooperation network, which delivers efficient channel to service and support our overseas customer expansion strategy

GPTBots.ai Received Authoritative Awards



- G2 has officially released its G2 Winter 2026 Report. **GPTBots.ai** once again **secured three core category badges** with its exceptional product strength and outstanding customer reputation:
 - High Performer | Enterprise
 - Momentum Leader | Global
 - Best Relationship | Global
- We will continue to deepen our focus on AI Agent technology and enterprise-grade service capabilities, provide more intelligent and reliable AI transformation solutions for enterprises worldwide, and co-create a new digital future with our customers!

Part 2

2025 Q4 Financial Highlights

Group Revenues - Defined

Developer Services

- Subscription
- Value-Added Services



Vertical Applications

- Market Intelligence
- Financial Risk Management



Great Business and Financial Results!

01

- Achieved **Full-Year Profitability** for the First Time in history!
- **GAAP NET INCOME** for **3 consecutive quarters!**

02

Total Q4 revenue **exceeded guidance**, reaching **RMB 105.2M**, with a **YoY growth of 13%** and a **QoQ growth of 16%**

03

EngageLab (our global flagship product):

- The recognized revenue increased by **145% YoY** and **40% QoQ**;
- **ARR** reached **USD 10M. Explosive YoY growth of 186%!**

04

Developer Services (Subscription) revenue recorded **the highest quarterly revenue in history** at **RMB 61.9M**. Best number to-date!



Great Business and Financial Results!

Net Dollar Retention (**NDR**) for Developer Services (Subscription) at **103%**

05

Gross profit increased by **23% YoY** and **9% QoQ**, reaching **RMB 69.7M**;
the **highest level** in the **past 16 quarters!**

06

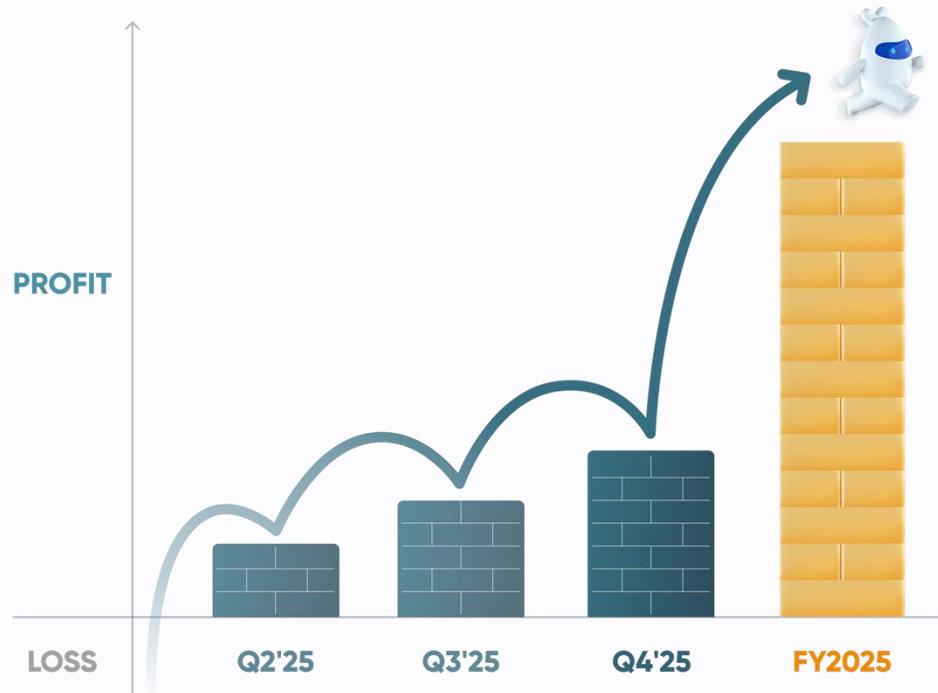
Operating cash **net INFLOW** of **RMB 35.1M**; the **highest** in the **past 22 quarters!**

07

Deferred revenue balance of **RMB 178.7M**; another record high!

08

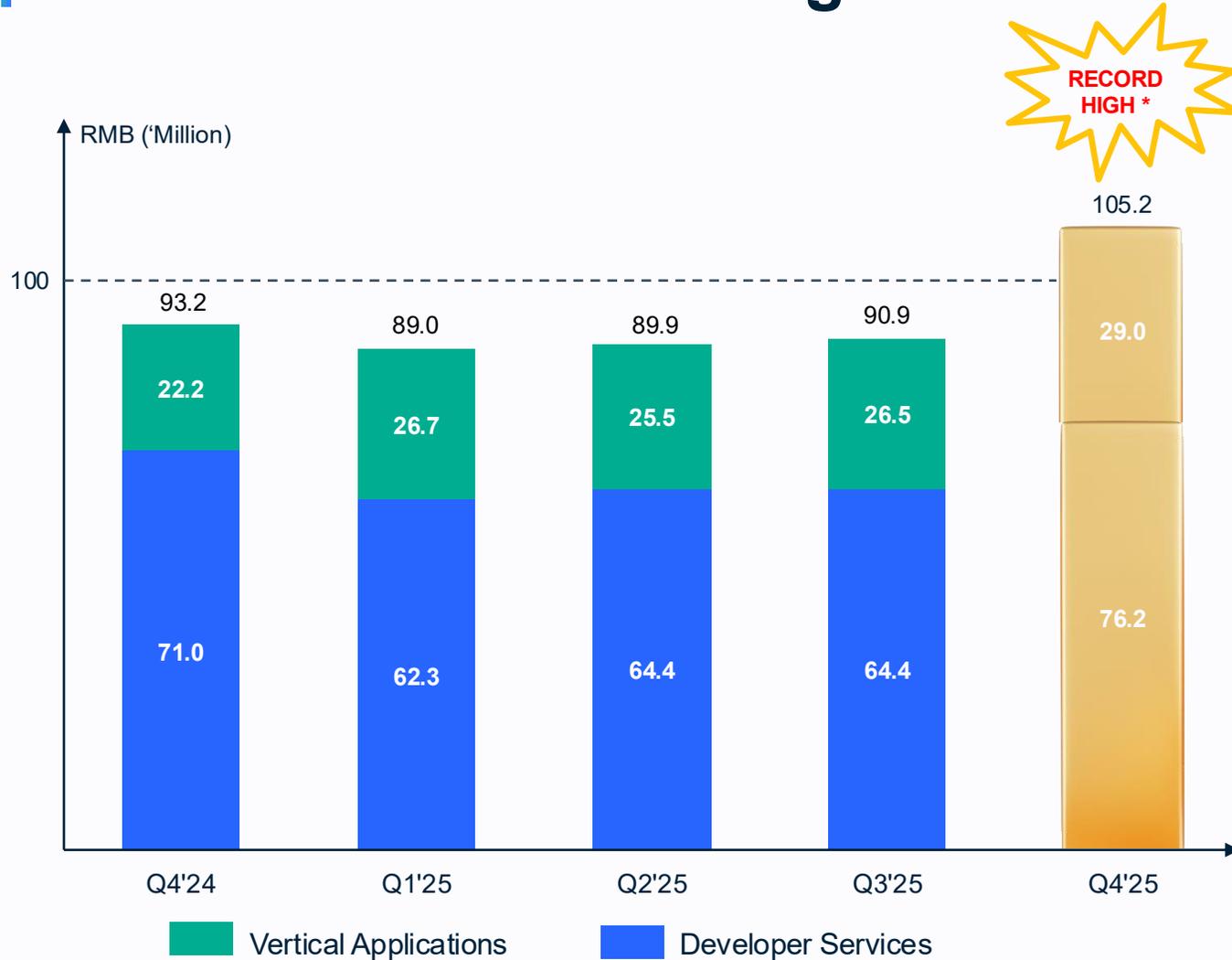
Achieved the 2025 Full-year Profitability



- We have successfully achieved the **2025 full-year profitability** target, supported by robust revenue growth and the steady expansion of our cross-industry customer base; and controlling the OPEX at optimal level to support business growth and expansion
- In Q4 2025, we achieved **US GAAP profits** for **three consecutive quarters!**



Total Revenue At the Highest Level in the Past 20 Quarters



Total revenue at **RMB 105.2M** increased by **13% YoY** and **16% QoQ**, reached a historic quarterly high, since the transition to Pure-SAAS business model, mainly due to:

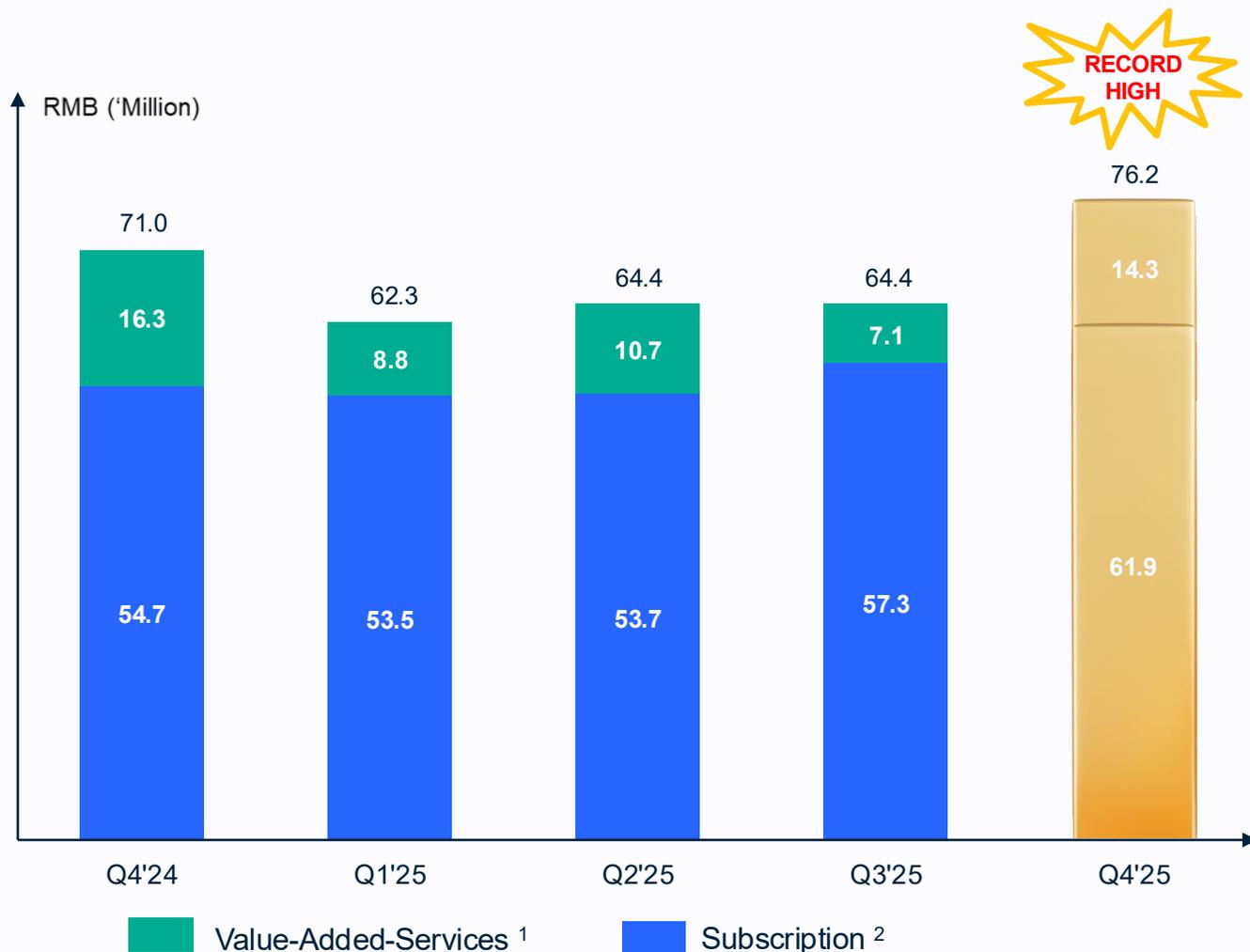
- Developer Services revenue grew by **7% YoY** and **18% QoQ**
- Vertical Applications revenue grew by **31% YoY** and **10% QoQ**

Q4 revenues exceeded the guidance we have provided

* Since we transitioned to Pure-SAAS business model



Developer Subscription Revenue of RMB 61.9M at Historic High!



- **Subscription revenue:**

- Increased by **13% YoY** and **8% QoQ** mainly due to the the robust growth in overseas revenue
- This quarter marked a historic peak and achieved the first breakthrough of **RMB 60M**

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

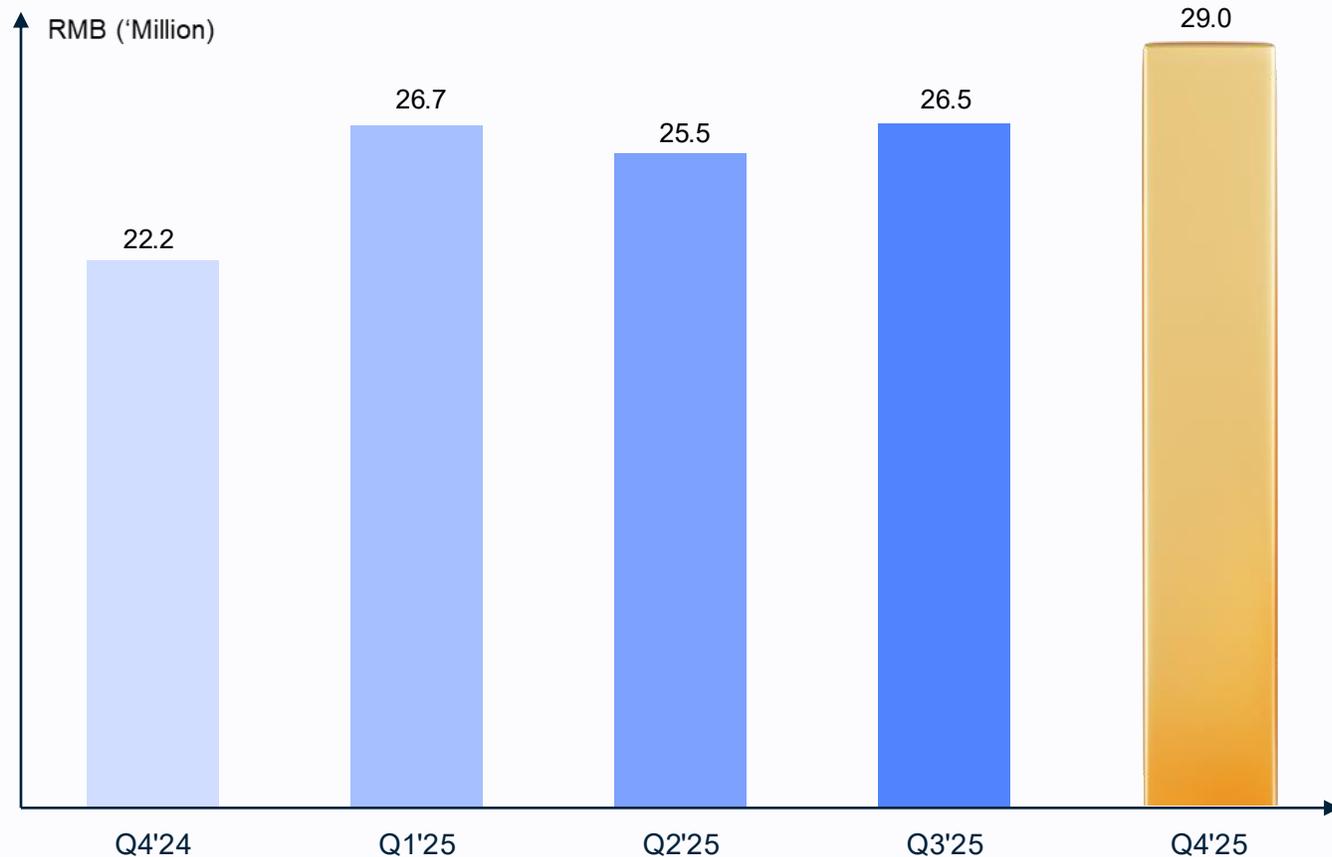
- Increased by **101% QoQ** and decreased by **13% YoY** due to the online shopping festivals in Q4 (such as 11/11 and 12/12)

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 31% YoY and 10% QoQ



- Include revenues from:

- a) Market Intelligence
- b) Financial Risk Management

- Vertical Application revenue increased by **31% YoY** and **10% QoQ** primarily attributable to the customer growth and the increase in ARPU

- Financial Risk Management revenue increased by **43% YoY** due to the increase in customer numbers



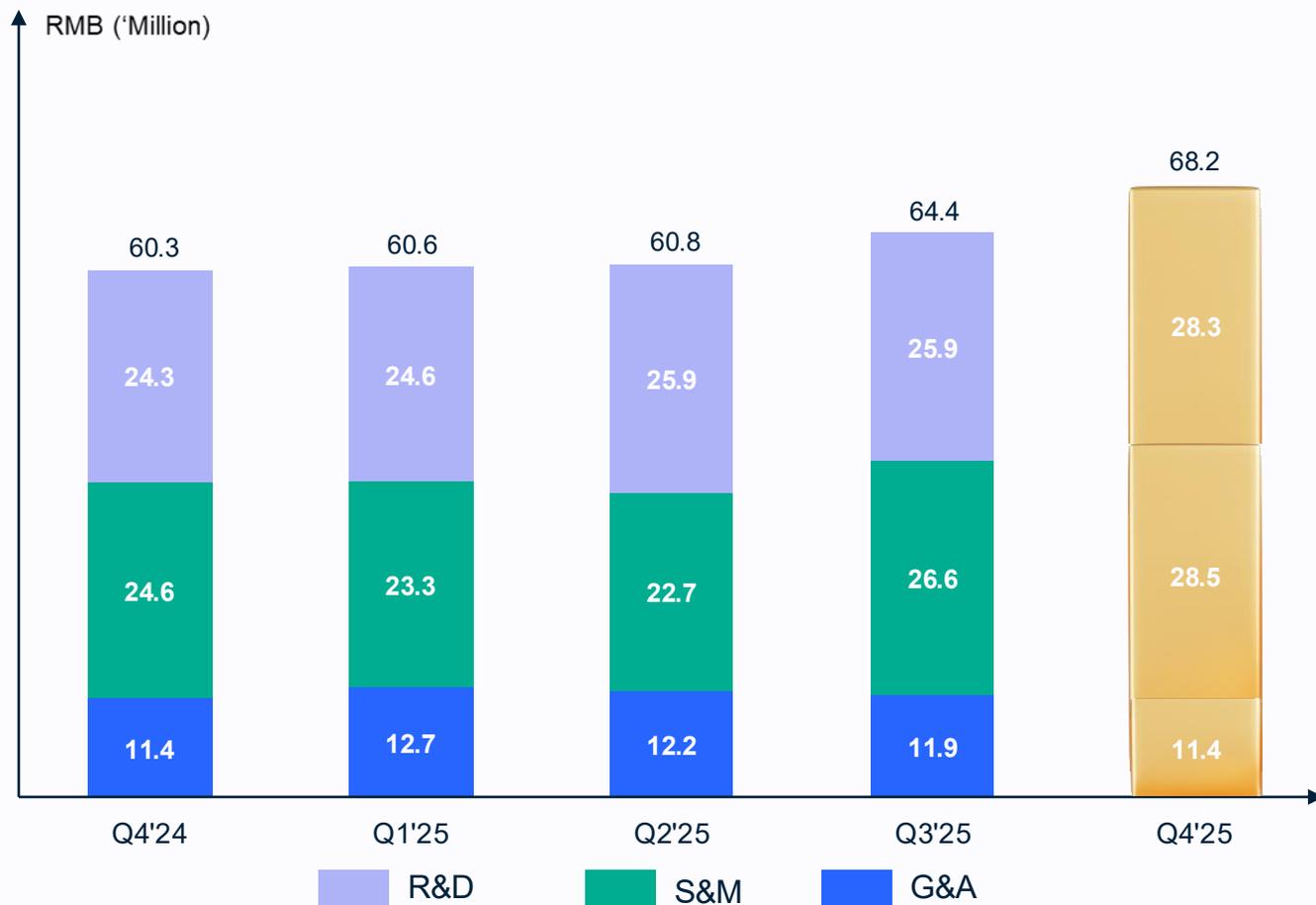
Gross Profits Increased by 23% YoY and 9% QoQ



- Gross profit increased by **23% YoY** and **9% QoQ** to **RMB 69.7M**, reaching the **highest level** in the past 16 quarters
- Gross margin reached **66.3%**, increased by **540 basis points YoY**



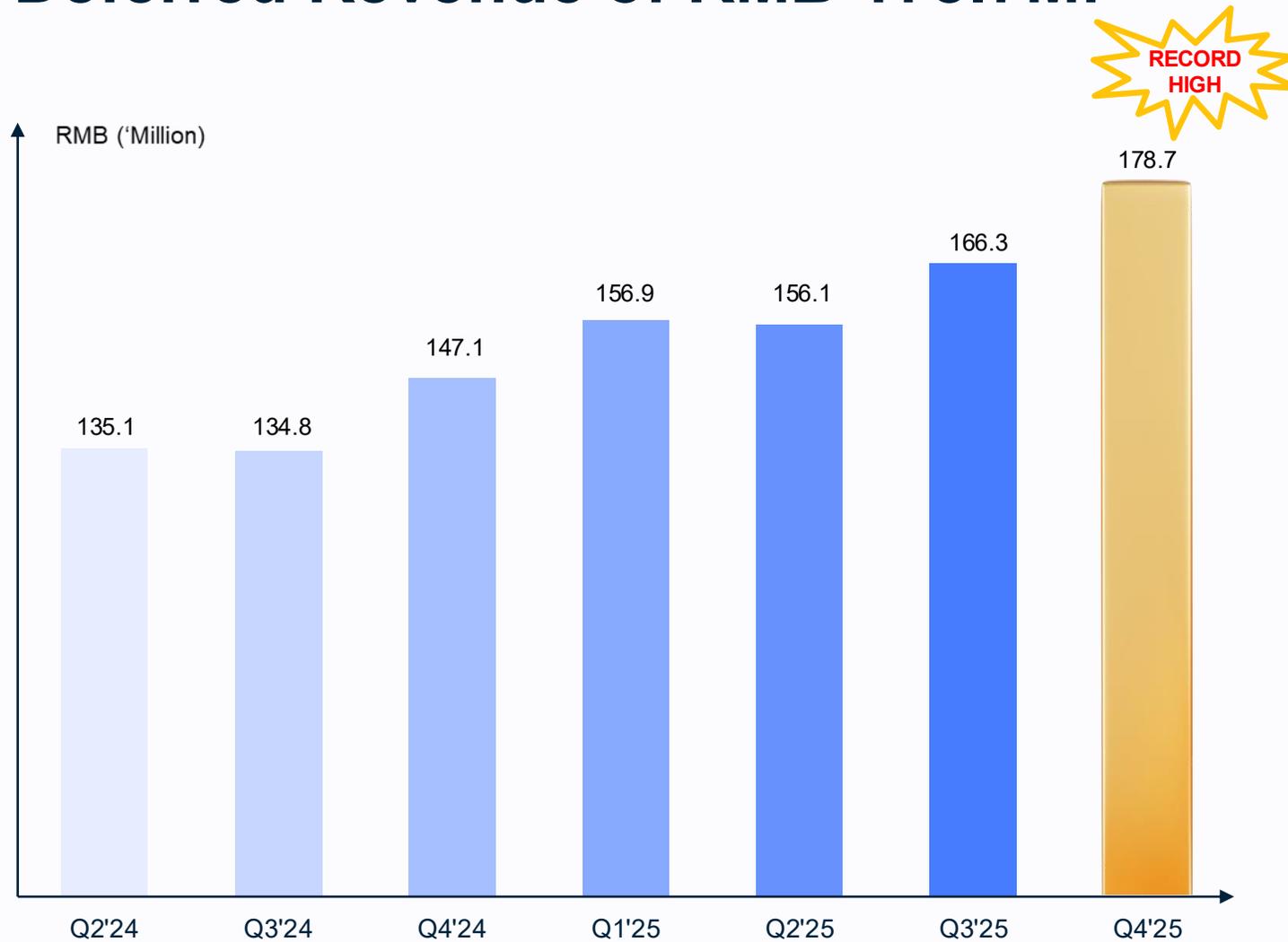
Operating Expenses at Optimal Level



- We strictly reviewed and controlled all expense outlays, ensuring reasonableness
- S&M expenses increased by 16% YoY and 7% QoQ, due to the expansion of EngageLab business globally. This is in-line with our expectations
- R&D expenses increased by 16% YoY, primarily due to the investment in products development, improvements and iterations



Deferred Revenue of RMB 178.7M!



- Deferred Revenue Q4 balance of **RMB 178.7M**, broke the historical record once again
- This high balance means:
 1. **Strong cash flows** where customers prepaid
 2. **High customer demand**
 3. **Revenue visibility is high**

Balance Sheet & Financials at Healthy Level as of 12/31/2025

1

Cash and cash equivalents, restricted cash and short-term investments of:

- Sufficient cash sustained business growth

RMB 173.4M as of 12/31/2025

2

Deferred Revenue balance at high level:

- 23th consecutive quarter of > RMB 100M
- Reached a new all-time high

RMB 178.7M as of 12/31/2025

3

AR Turnover Days at a low level:

- The best level in the past two years, reflecting the Group's efficient capital turnover and continuous improvement in operating capability

At low level of 37 days

4

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

- High revenue visibility and customer loyalty & stickiness

At high level of 103%



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

