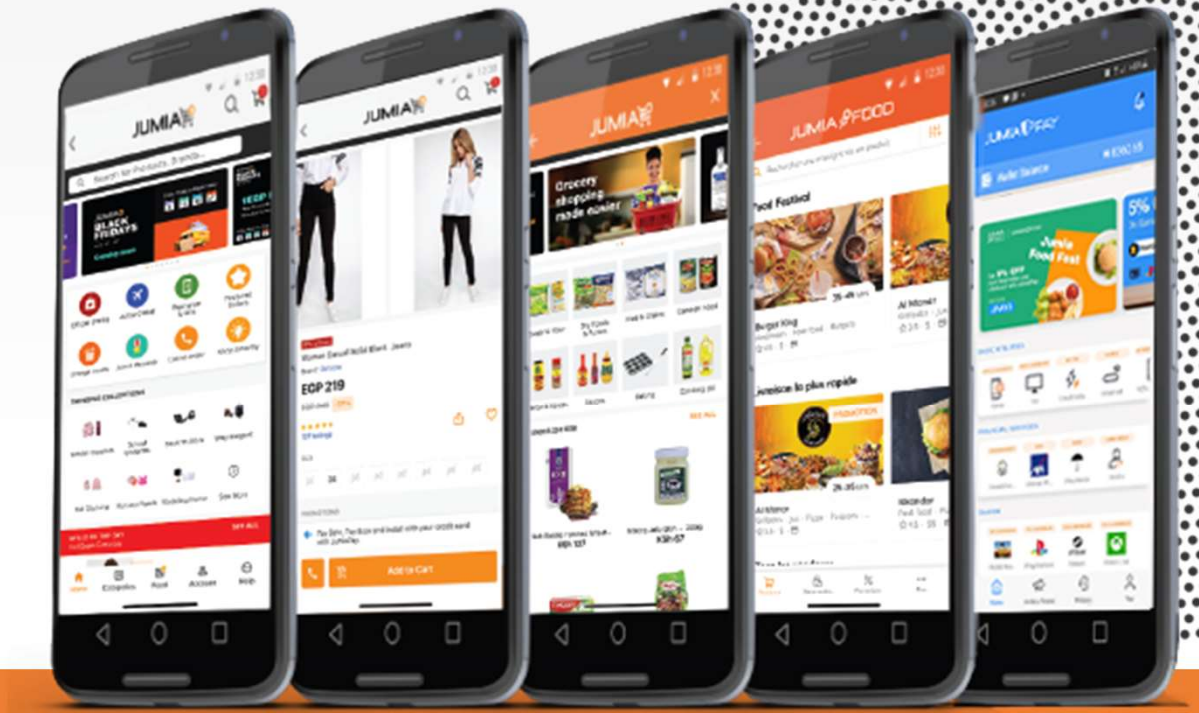
Overview materials

February 2021



JUMIA

Disclaimer

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Jumia overview

- Financials overview
- FY 20 financial highlights
- Appendix

Africa is a massive market

1.3Bn
Population[1]

527mm
Internet users[2]

17mm
SMEs and merchants[3]

$4.0tn
Household and B2B spending[4]



Sources: Euromonitor, Oxford Economics, IHS, McKinsey Global Institute Analysis, United Nations
Notes:
1. As of June 2019
2. Africa Internet Users, 2020 Population and Facebook Statistics.pdf
3. Categorized by the World Bank Group Finances as "informal" enterprises in Sub-Saharan Africa
4. Household, consumer and B2B spending data as of 2015

Our mission: Leverage technology to improve everyday life in Africa



Providing new services

Jumia **delivers innovative, convenient and affordable online services** to consumers in Africa that help them fulfill basic everyday needs



Enabling SMEs to grow

Jumia **takes the entire African economy online**, helping small and large businesses grow and reach new consumers

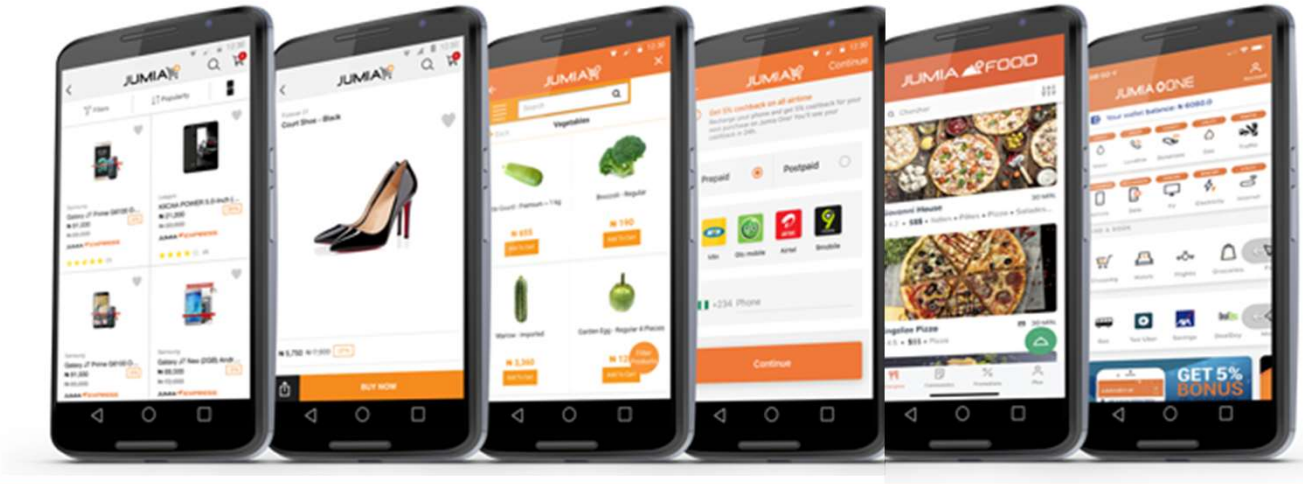


Creating sustainable impact

Jumia creates jobs and skills that **empower a new generation in Africa** to build their lives and make their countries better

We are the leading pan-African e-commerce platform

Jumia Marketplace + **Jumia Logistics** + **JumiaPay**



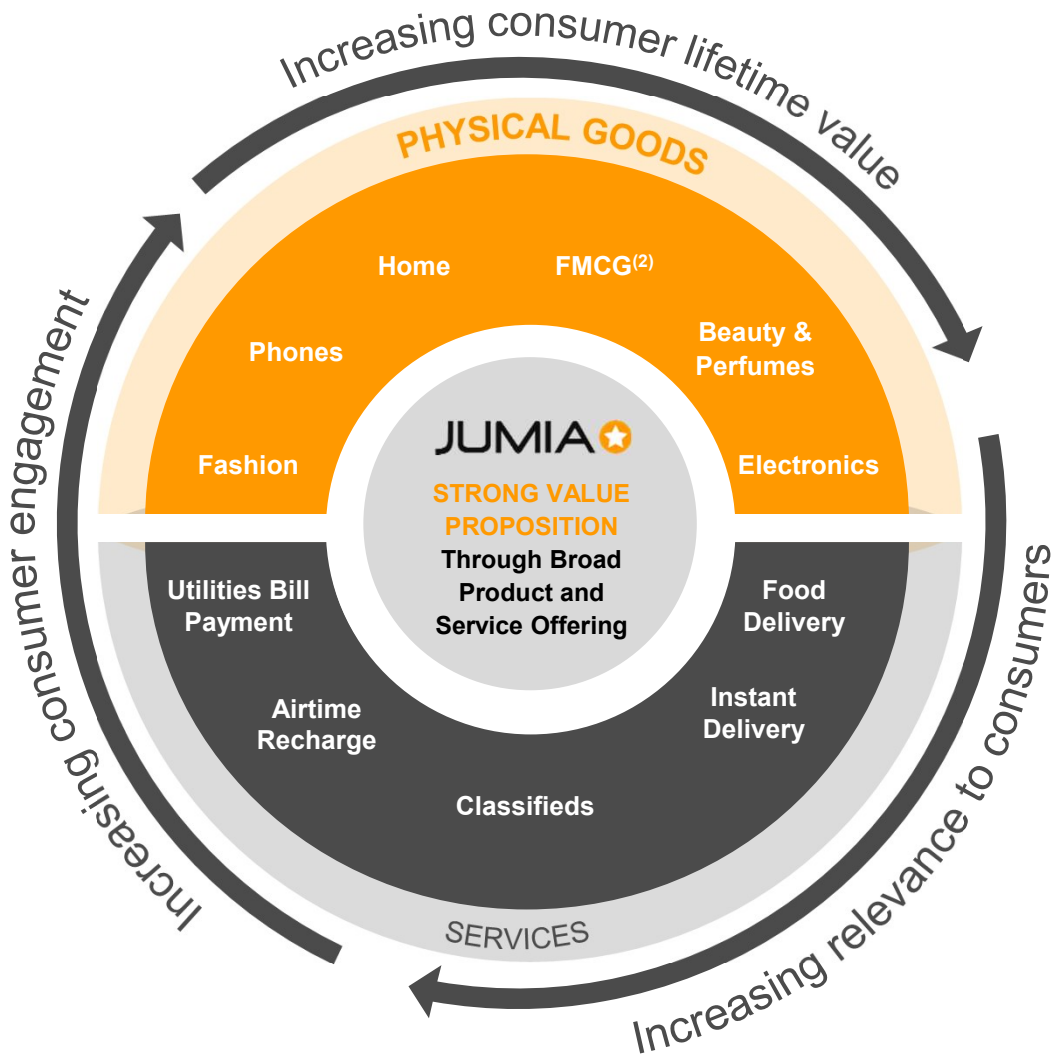
One brand, single sign-on, full integration

Buy a smartphone	Buy shoes	Buy your groceries	Recharge your data plan	Pay your bills	Order a pizza	…And many more

6.8mm	>110K	c.€840m	28mm	35%
Annual Active Consumers[1]	Active Sellers[2]	GMV[3]	Orders[3]	Transactions via JumiaPay[4]

Notes:
1. As of December 2020
2. As of December 2019, Active Sellers defined as unique sellers who received an order on our marketplace within the 12-month period preceding the relevant date, irrespective of cancellations or returns
3. For the 12-month period ending December, 31 2020
4. % Orders completed using JumiaPay in FY 2020, at group level, irrespective of cancellations or returns

Our integrated ecosystem is geared towards driving consumer engagement



Our pan-African presence is a huge asset

Jumia's footprint



~600MM
People[1]

70%+
of Africa's GDP[2]

~70%
of Africa's Internet users[3]

Pan-African presence provides strong strategic benefits

- Macroeconomic **diversification**
- **Natural partner** for global brands
- Economies of **scale**
- **Best practice** sharing
- Talent **attraction and retention**

Sources: Euromonitor, Statcounter Globalstats as of 2019
Notes:
1. IMF and Datastream as of 2019
2. Internet World Stats as of 2019

Our platform is custom built for Africa



We provide a diverse offering of products and services

Split of number of items sold by product category, 2020



48mm+
Live product listings[3]

90%+
Of Items sold by 3rd party sellers[4]

110k+
Active Sellers[4]

Sources: Company information

Notes:

1. Digital Services includes services offered via our JumiaPay app. Excludes Hotels and Flights booking services
2. Fast-moving consumer goods
3. As at December 31, 2020
4. For 2020

We provide sellers with an attractive value proposition

Sellers

BRANDS



LOCAL SELLERS



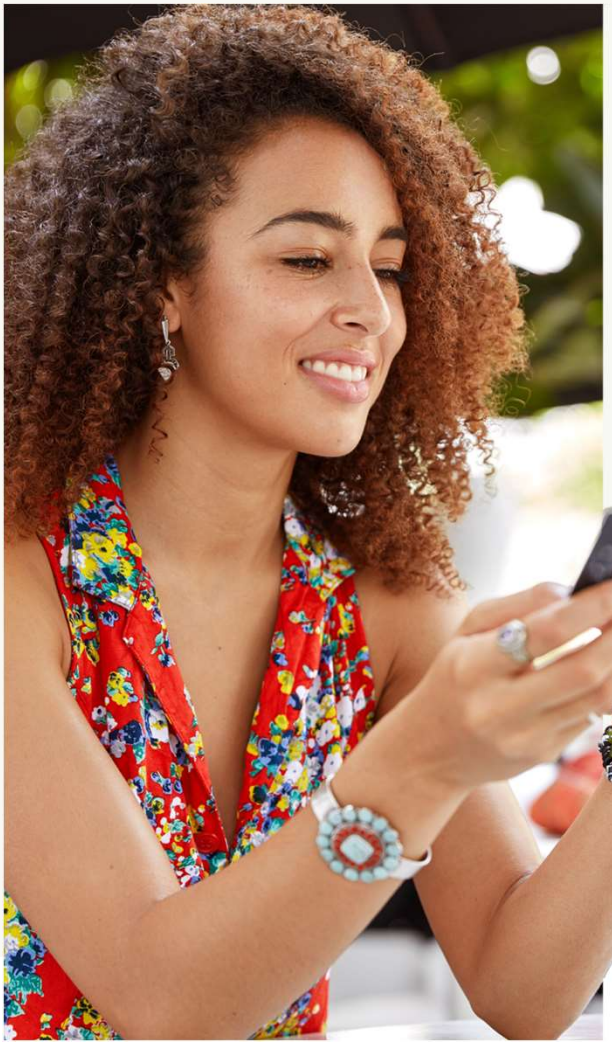
CROSS-BORDER SELLERS



- Access to Large and Growing Consumer Base
- Localized seller center interface
- Integration with Jumia Logistics
- Access to Financial Services
- Unique Data and Insights
- Brand Building and consumer targeting

We deliver a superior, localized experience to consumers

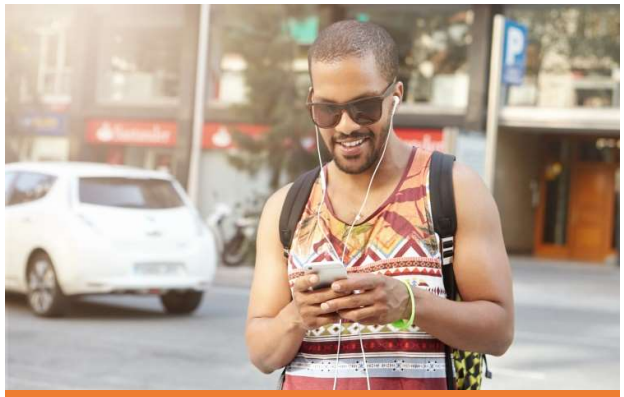
Consumers





- Selection, Price and Convenience
- Local Language
- Local Currency
- Product Quality / Consumer Protection
- Local and Secure Payments
- Fast and Reliable Delivery

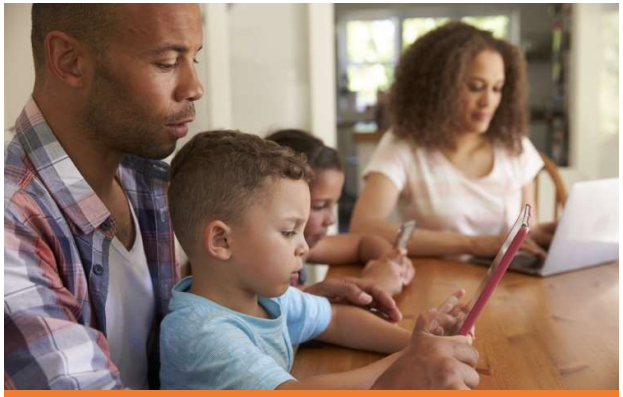
Our well-recognized and highly-trusted brand wins over African online shoppers



PREFERRED ONLINE DESTINATION

78%

of online shoppers bought on Jumia over the last twelve months (1)



HIGH LOYALTY

88%

of Jumia shoppers over the last twelve months said they repurchased on Jumia over the same period



TRUSTED BRAND

89%

of Jumia shoppers would recommend it to a friend

Sources: Sagaci Research Jumia brand surveys in Nigeria, Kenya, Morocco and Ivory Coast, February 2019. Company calculations based on an average of the total amount of respondents from each country

Notes:

1. % of online shoppers who bought on Jumia within the last 12 months prior to the survey date

As consumer adoption of e-commerce grows, we are well positioned for growth



HIGH RECOGNITION

74%

of respondents
who are non online shoppers
know Jumia



HIGH CONSIDERATION

62%

of non online shoppers who know
#Jumia consider Jumia
for trial in the next 6/12 months



BARRIERS TO UNLOCK (1)

“I don't know how to shop”

“I don't think products are genuine when purchasing online”

“I cannot check the quality of the products”

Sources: Sagaci Research Jumia brand surveys in Nigeria, Kenya, Morocco and Ivory Coast, February 2019. Company calculations based on an average of the total amount of respondents from each country

Note:

1. Three main answers from surveys respondents

Jumia Logistics is a technology and data-driven answer to Africa's logistics challenges



POWERED BY JUMIA TECHNOLOGY

Broad set of proprietary data and technology tools



EXTENSIVE PARTNER NETWORK

Logistics partners ranging from individual entrepreneurs to large companies





WIDE PHYSICAL PRESENCE

Seller drop-off network
+ warehousing facilities
+ consumer pick-up-stations



Sources: Company information

Jumia Logistics is scalable, asset-light, and a key competitive barrier

SCALE

~24MM packages[1]

5x peak volume

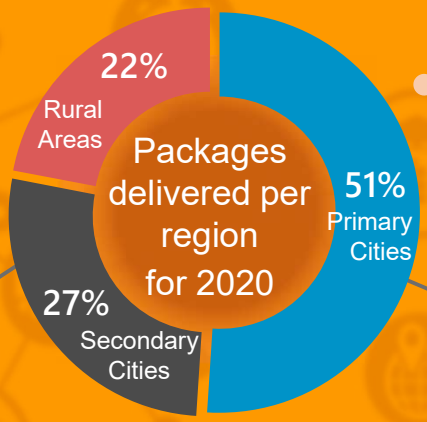
CONTROL

99.8% of deliveries are controlled by Jumia

ASSET-LIGHT

4.7% PP&E of total assets[2]

OMNIPRESENCE



MONETIZATION

3rd party monetization potential



WAREHOUSING | INBOUND DELIVERIES | PICKING & PACKING | LAST-MILE & PAYMENT | TRACKING | RETURN HANDLING

Sources: Company information

Notes:

1. For the full year 2020
2. Calculated based on property, plant and equipment over Total assets as of December 31, 2020
3. For Jumia's 5 biggest markets: Nigeria, Egypt, Kenya, Morocco and the Ivory Coast

E-commerce is a strong driver of online payments adoption

JumiaPay



JumiaPay is a uniquely-tailored payment solution for Africa

JumiaPay

Multiple local payment methods

Banks

FirstBank Since 1894 · ZENITH · Diamond · FCMB · Fidelity · access · CMI

Cards

mastercard · VISA · Verve · meeza · CMI

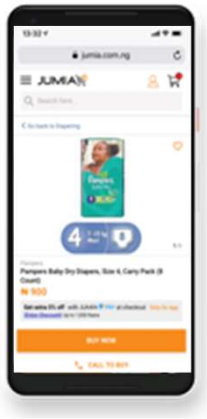
Mobile Money

M-PESA · MTN · Orange Money · tigo cash · cash · airtel money

Money Transfers / Cash

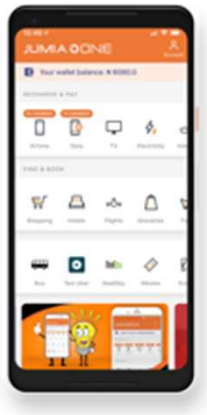
Fawry · m CASH · وفاكاش Wafacash · Wari · AmanPay

Seamlessly integrated in the shopping experience



- "One-click" payment
- High security
- Preferred payment method at checkout
- Cash back and promotions

Dedicated payment app



- JumiaPay Account
- Access more digital services
- Payment services
- Access Jumia Services

Sources: Company information

JumiaPay

JumiaPay has the potential to become a leading pan-African payment and fintech player

Digital & Financials Services Marketplace

Services

Connecting

SELLERS + **CONSUMERS**

to

Financial institutions

- Financing
- Credit scoring
- Wealth management
- Insurance

Competitive edge

- Unique data on sellers and consumers
- Existing distribution platform
- Existing use case

Strategic benefits

- Fund sellers' growth
- Support consumers' purchasing power
- Promote and drive platform user engagement

Monetization streams

- Commissions from digital services providers and financial institutions (distribution, lead generation, Consumer card issuance)
- Service Fees paid by customers
- Advertising revenues from partners & publishers

Payment Services for 3rd Parties

ONLINE MERCHANTS

Bolt, Booking.com

- Payment services
- Online distribution

OFFLINE MERCHANTS

Restaurants, hotels, stores

- Payment services
- OTC Agency

- Large existing consumer base
- Full integration with the Jumia platform
- Additional distribution and revenue opportunities for merchants

- More exposure to the Jumia brand for consumers
- More data

- Payment processing fees paid by 3rd party merchants
- Payment fees paid by customers (service fees or FX margin)
- SME card issuance revenues

A scalable and proprietary technology platform – custom-built for the needs of e-commerce in Africa

Tech

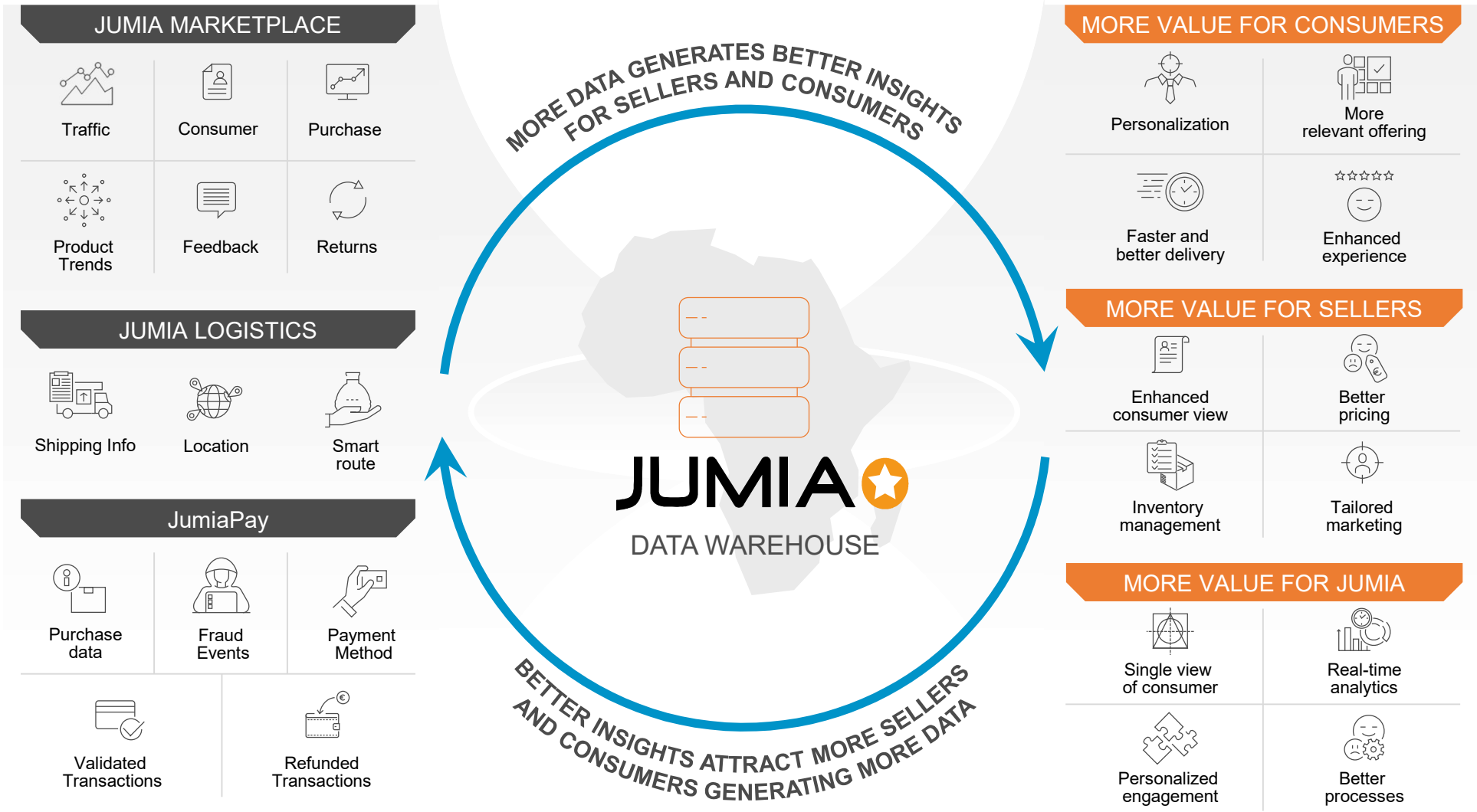
JUMIA TECHNOLOGY PLATFORM



Logistics	Payments & Lending	Consumer Growth	Consumer Engagement	Shop Management	Infrastructure	Business Intelligence
Fleet Management	Mobile Account	Web & Native Apps	CRM System	Merchandising System	Single Sign-On	Real-time Reporting
3PL Integrations	Payment Integration	Marketing Automation	Loyalty Program	Automated Personalization	Joint Consumer Database	Demand Forecasting
Carrier Optimization	Credit Scoring	Attribution Modeling	Onsite Search	Merchant Platform	ERP Integration	Data Science platform
...	...	...	...	...	...	...

Powerful data insights that benefit the whole ecosystem

Tech





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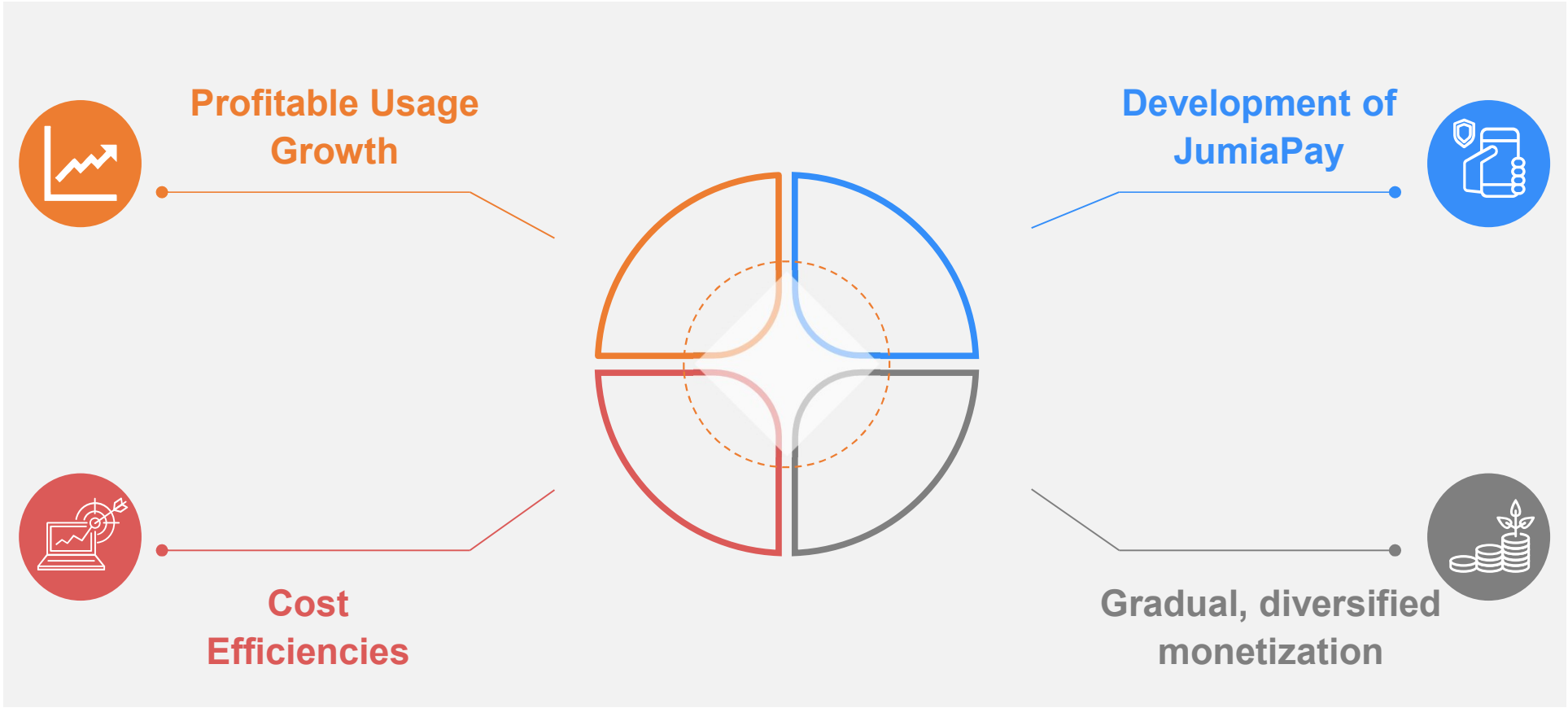
Our financial strategy is a balance of 4 pillars



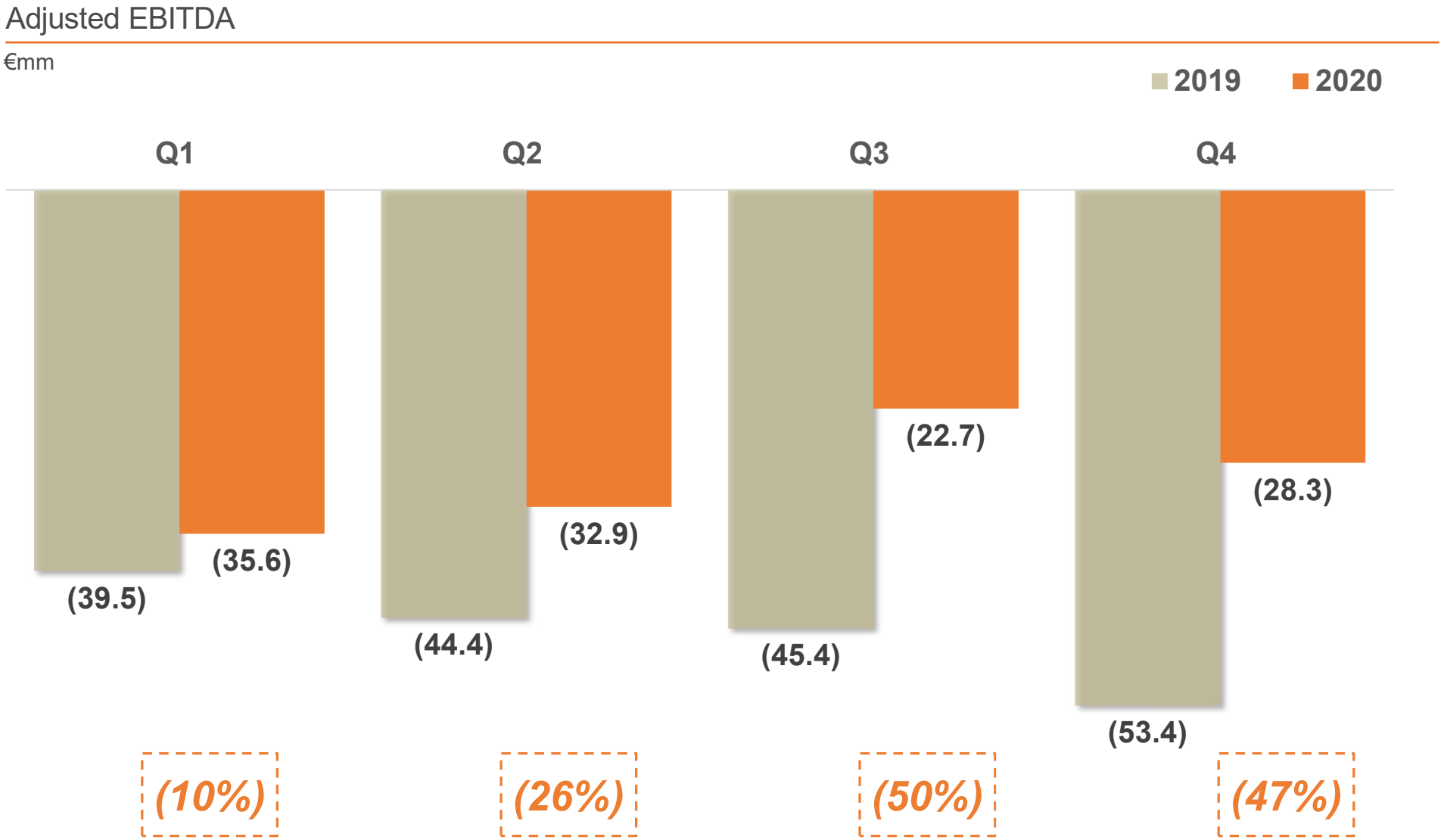
Strengthen the fundamentals ⟷ ***Support long-term growth***

During 2020, we made meaningful progress

Usage	**56% → 43%** FY19 FY20 Phones & Electronics as % of GMV	**30% → 25%** FY19 FY20 CFDR[1] as % of GMV	**19%** Orders	**15%** GMV YoY Growth after CFDR, excluding Phones & Electronics
JumiaPay	**58%** YoY TPV Growth	**35%** JumiaPay Transactions as % of Orders	**111** New services added on JumiaPay app	
Monetization	**20%** YoY Growth Marketplace Revenue	**22%** YoY Growth Gross Profit	**374bps** YoY increase in Gross Profit as % of GMV	
Cost efficiency	**(10)%** YoY decrease in Fulfillment	**(42)%** YoY decrease in Sales & Advertising	**(12)%** YoY decrease in General & Administrative[2]	

Notes:
Percentages indicate year-over-year growth rate
1. Rate of Cancellations, Failed Deliveries and Returns
2. G&A, excluding SBC

We have reduced our Adjusted EBITDA loss significantly

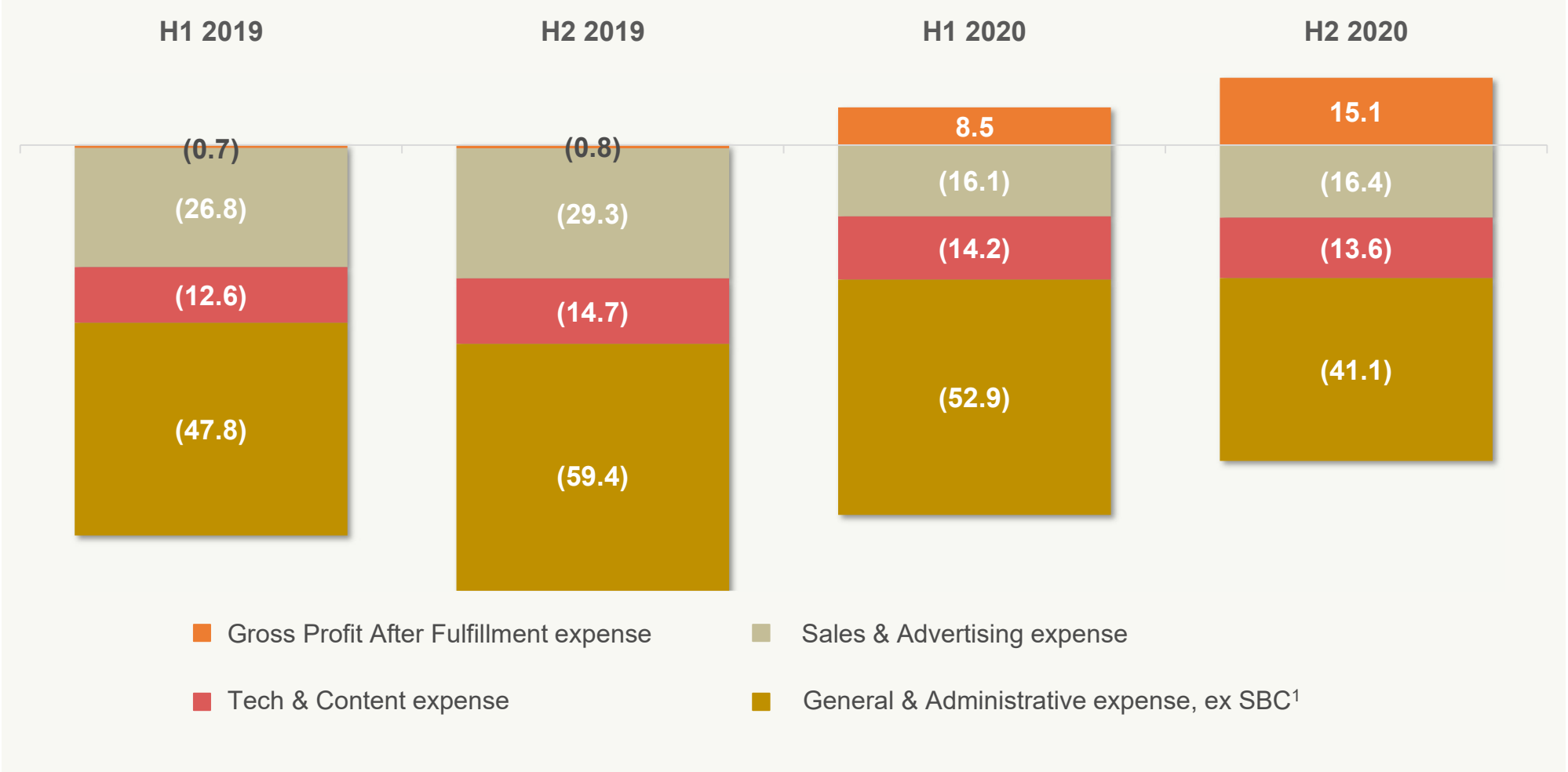


Notes:
1. Percentages indicate year-over-year change

We have significantly transformed our P&L

Evolution of key P&L items

€mm



Notes:

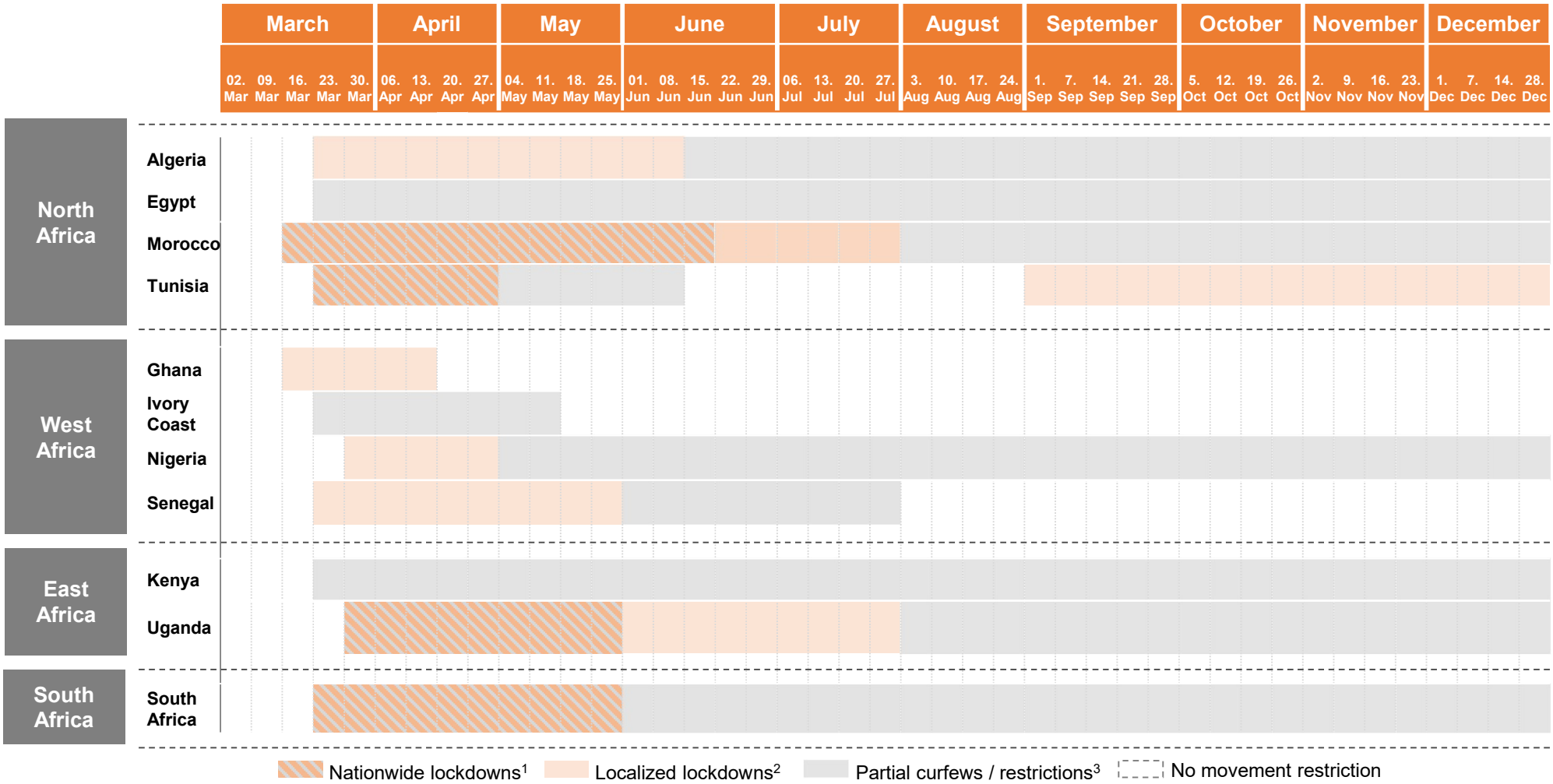
1. Share-Based Compensation expense

Our unit economics improved greatly as we drive smaller sized, more profitable orders

	Q4 2019	Q4 2020	YoY Δ
Average Order Value (AOV[1])	**€35.4**	**€28.7**	***(19%)***
Gross Profit / Order	€3.0	€3.5	*+15%*
As % of AOV	*8.5%*	*12.1%*	*+360bps*
Fulfilment expense / Order	(€2.9)	(€2.4)	*(16%)*
Gross Profit after Fulfillment expense / Order	**€0.1**	**€1.0**	***n.m.***
S&A[2] per Order	(€1.9)	(€1.3)	*(33%)*
Gross Profit after Fulfillment and S&A expenses / Order	**(€1.8)**	**(€0.2)**	***n.m.***
Tech, G&A[3] per Order	(€5.0)	(€3.6)	*(28%)*
Adjusted EBITDA loss / Order	**(€6.5)**	**(€3.5)**	***(46%)***

Notes:
1. Average Order Value calculated as GMV divided by number of Orders
2. Sales & Advertising expense
3. G&A, excluding SBC

This progress was achieved with limited to no tailwinds from COVID-19



- **Nationwide lockdowns** were **only** put in place **in 4 countries,** which together represent **24% of our addressable market**[4]
- **Localized lockdowns and partial curfews / movement restrictions** were **the most widely adopted measures** across our addressable market

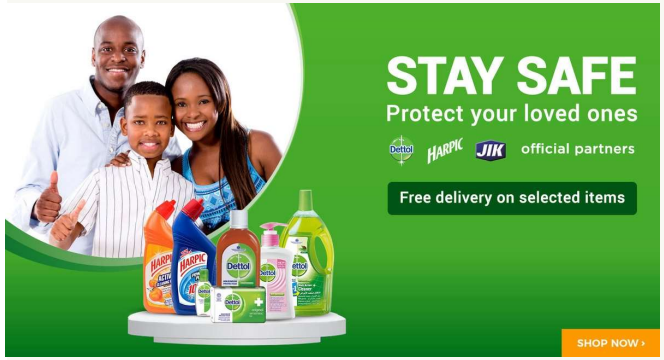
Sources: Official government communication in each country, classified into 4 main types of confinement measures

1. Nationwide restriction on movement
2. Carve-out and isolation of selected areas
3. Movement restricted for certain hours and / or between selected areas, on an ad hoc basis
4. Total population across countries of operation, IMF data for 2019

Our mission in action: selected 2020 initiatives

Providing new services to consumers

Stay safe campaign in partnership with FMCG brands



Partnership with Twiga Foods in Kenya

for the distribution of fresh produce baskets



Enabling businesses to grow

UNDP partnership to bring informal sellers online in Uganda

JUMIA

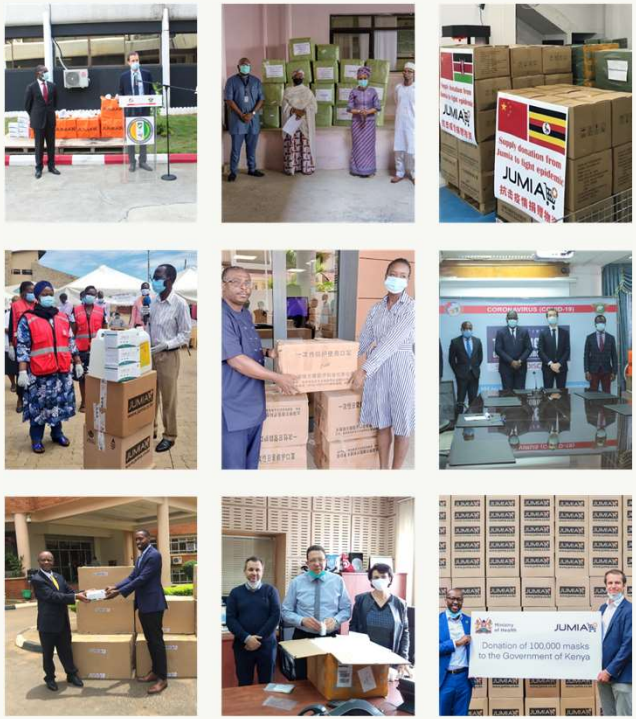
UNDP
Empowered lives. Resilient nations.

Partnership with the Moroccan Ministry of Handicraft to **bring Moroccan craftsmen and cooperatives online**



Creating sustainable impact

Half a million mask donations to health ministries



Free meal delivery to first responders & health workers in Morocco and Tunisia



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Usage

Driving usage and consumer adoption at strong levels of marketing efficiency

Sales & Advertising ("S&A") expense

€mm

(42%)

56.0 → 32.5

S&A per Order

€

(45%)

2.1 → 1.2

Annual S&A per Annual Active consumer

€

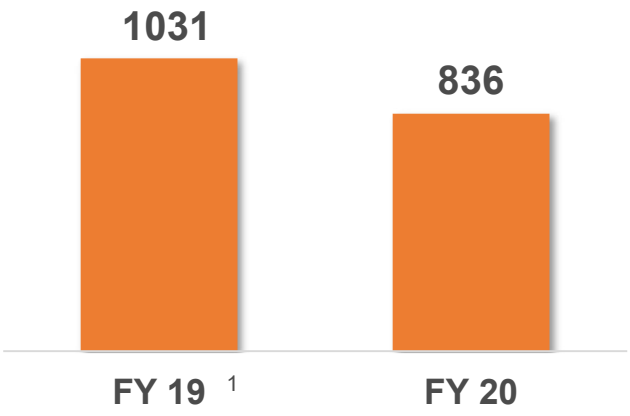
(48%)

9.2 → 4.8

GMV

€mm

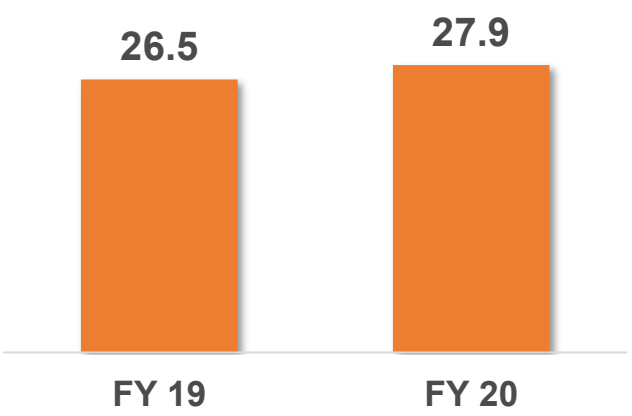
(19%)



Orders

€mm

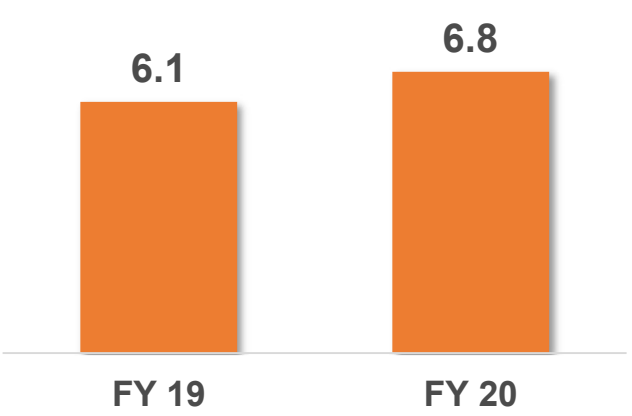
+5%



Annual Active Consumers

€mm

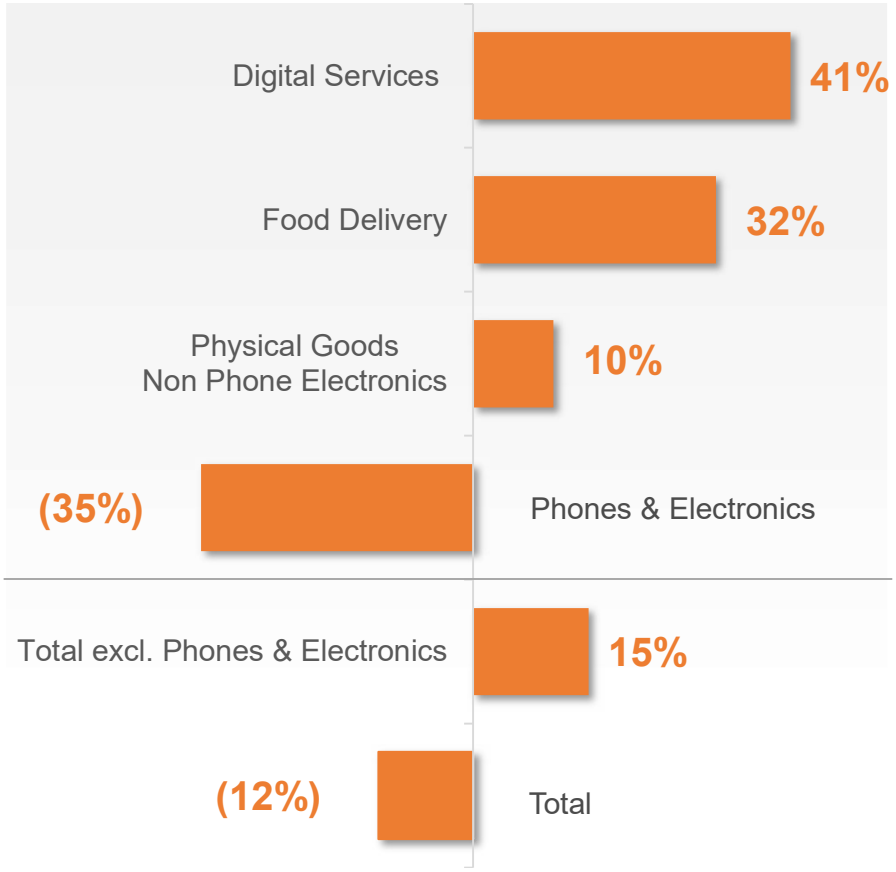
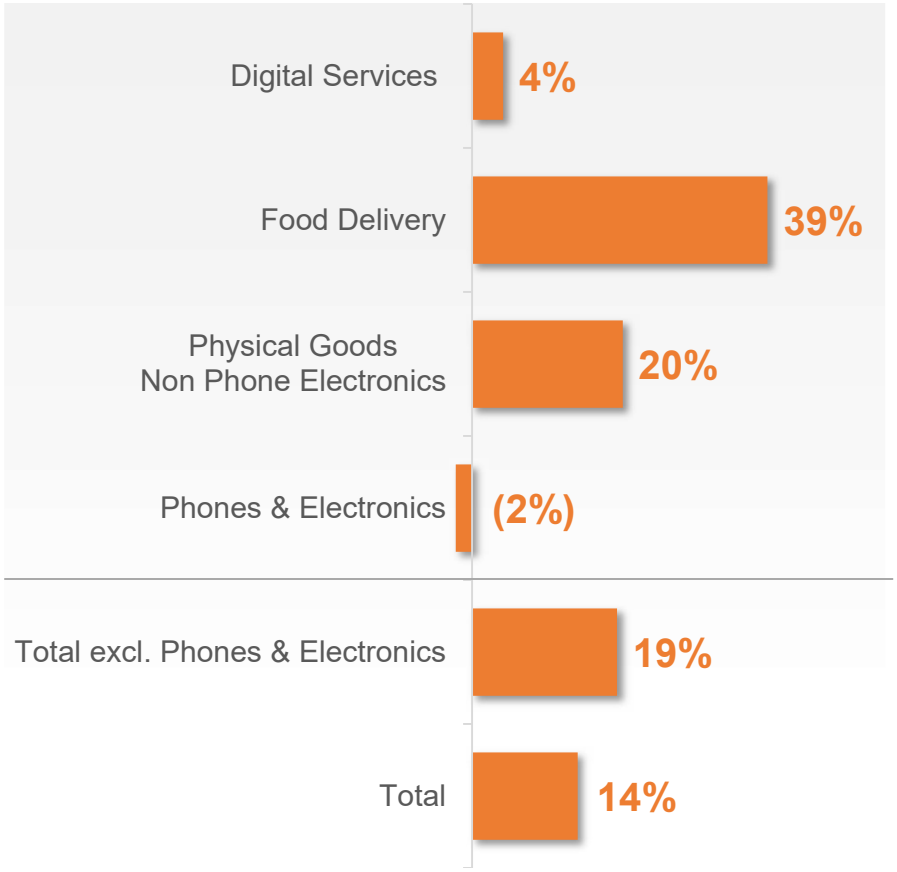
+12%



Notes:
FY 19 GMV adjusted for perimeter changes: exit from the Travel business and closure of Tanzania, Rwanda and Cameroon

Resilient usage in net terms, particularly in key focus areas

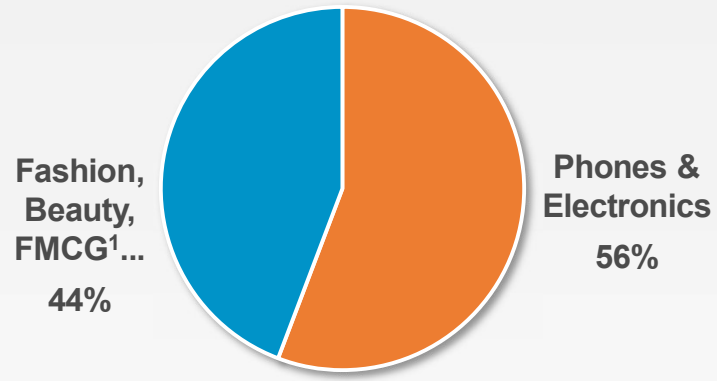
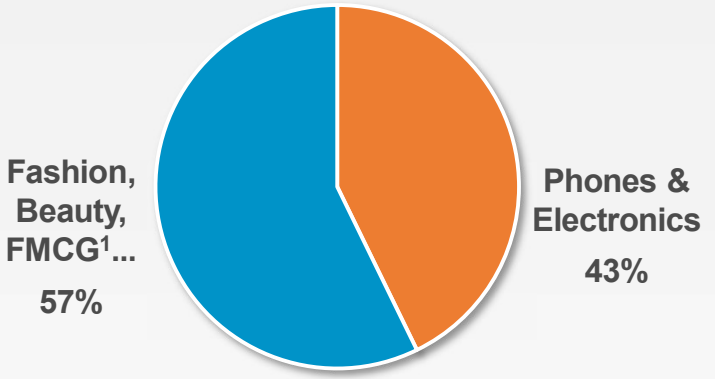
Usage

	GMV	Orders
CFDR[1] ratio	30.3% (FY 2019) → 24.7% (FY 2020)	22.5% (FY 2019) → 16.1% (FY 2020)
Post CFDR metric evolution *breakdown* *(FY 20 vs FY 19)*		

Notes:
1. Rate of Cancellations, Failed Deliveries & Returns. Bridge between gross and net metrics

The business mix rebalancing helps us further diversify our mix towards every-day categories and supports unit economics

Usage

	FY 2019	FY 2020
GMV Split		
Average Order Value	€38.9	€30.0
Gross Profit after Fulfilment / Order	€(0.1)	€0.8

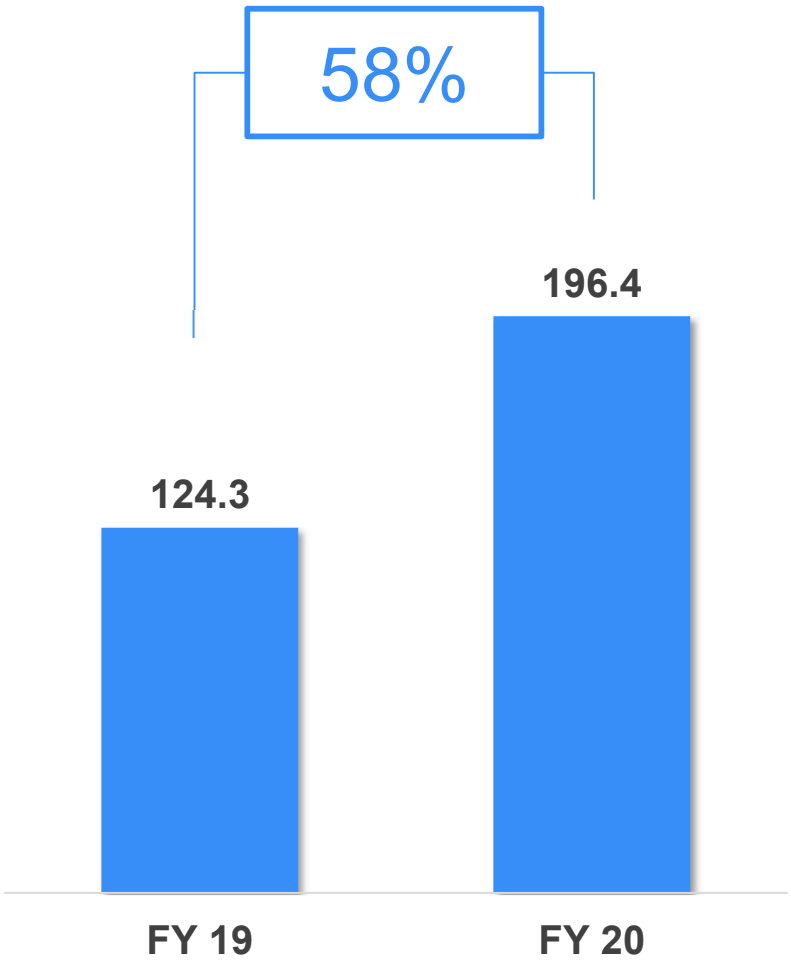
Notes:
1. Categories in this portion include fashion, beauty, home & living, FMCG, digital services, food delivery and others

JumiaPay TPV grew by 58% taking on-platform penetration to 24% of GMV

JumiaPay

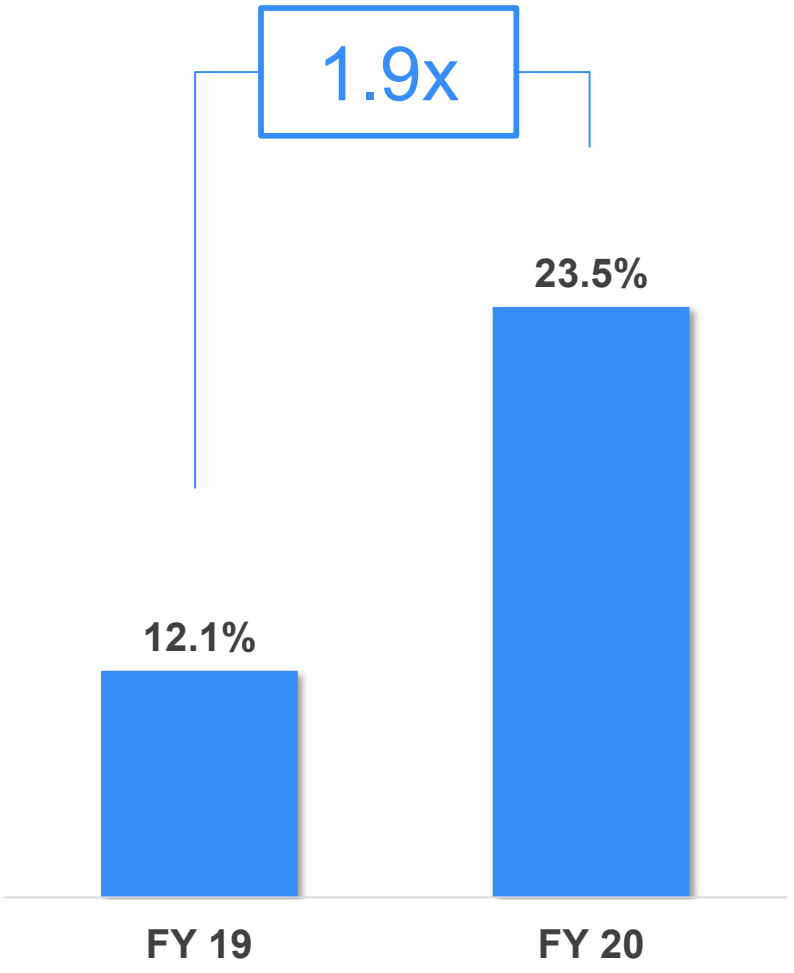
JumiaPay Total Payment Volume ("TPV")

€mm



JumiaPay TPV as % of GMV

% on-platform penetration



JumiaPay Transactions accounted for 35% of total orders

JumiaPay

JumiaPay Transactions

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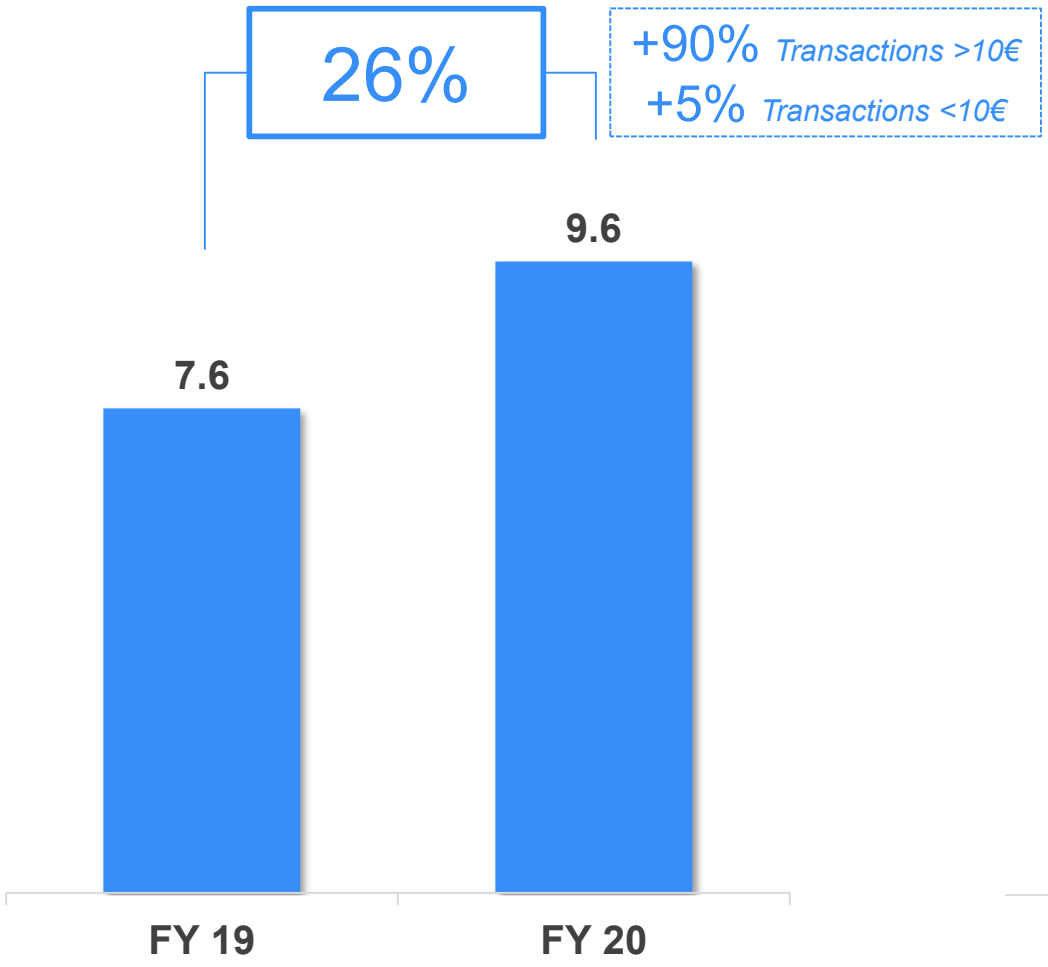
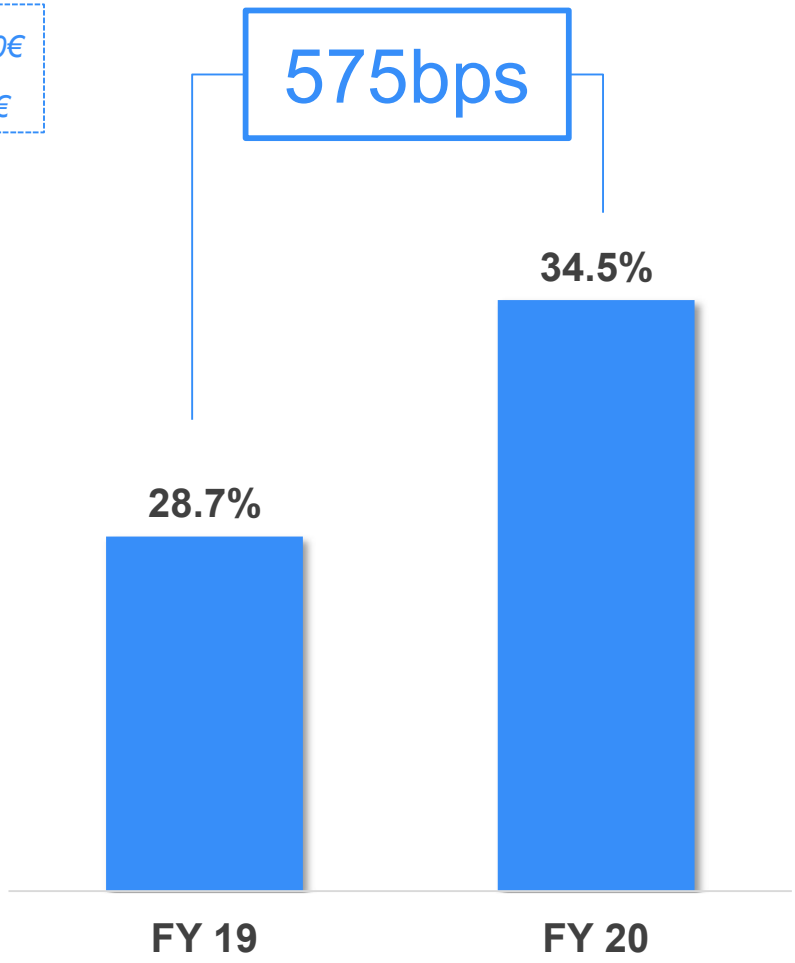


JumiaPay Transactions as % of total Orders

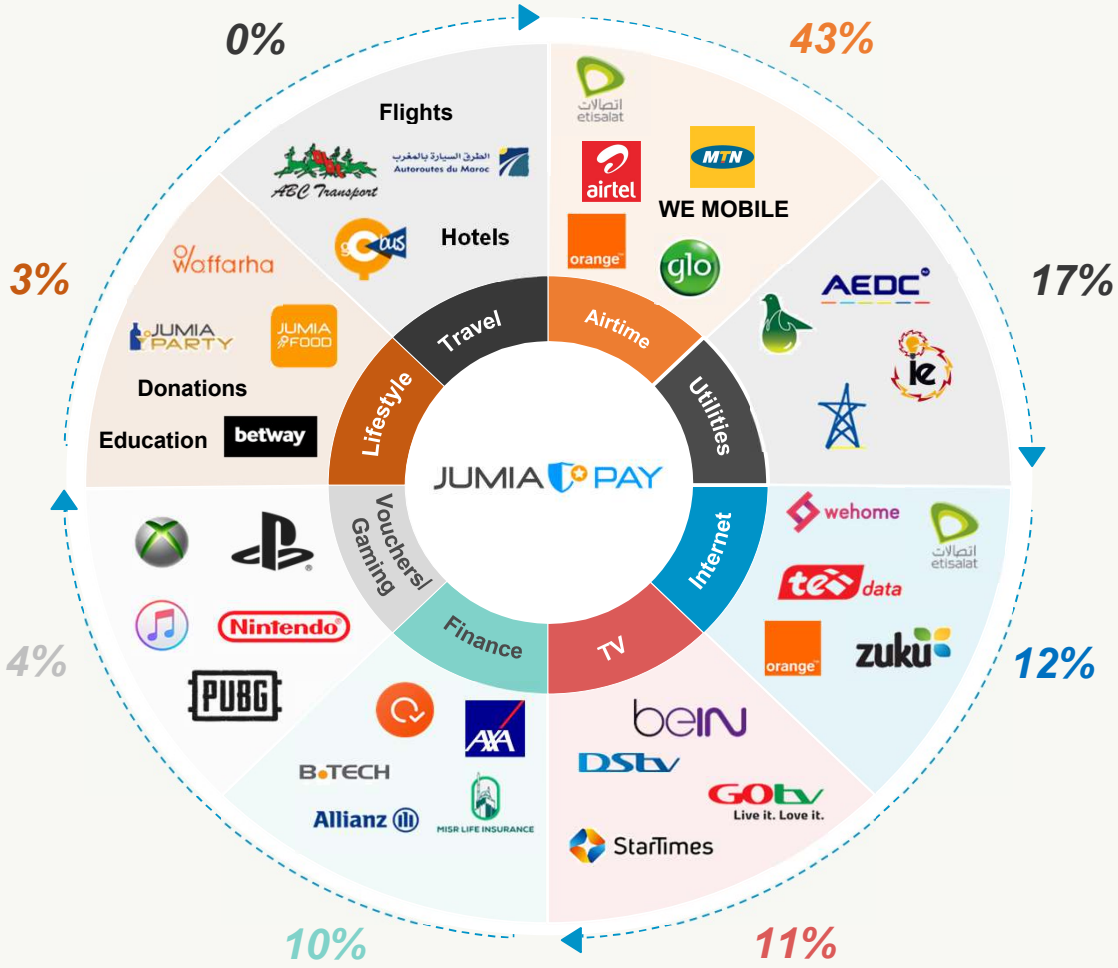
% on-platform penetration



We are enhancing the relevance of our JumiaPay app with a growing number of services and partners

Broad range of lifestyle and financial services[1]

% indicates share of JumiaPay App GMV in total GMV for 2020



4mm+
App downloads[2]

~200
Services

33
Partners

5
Countries

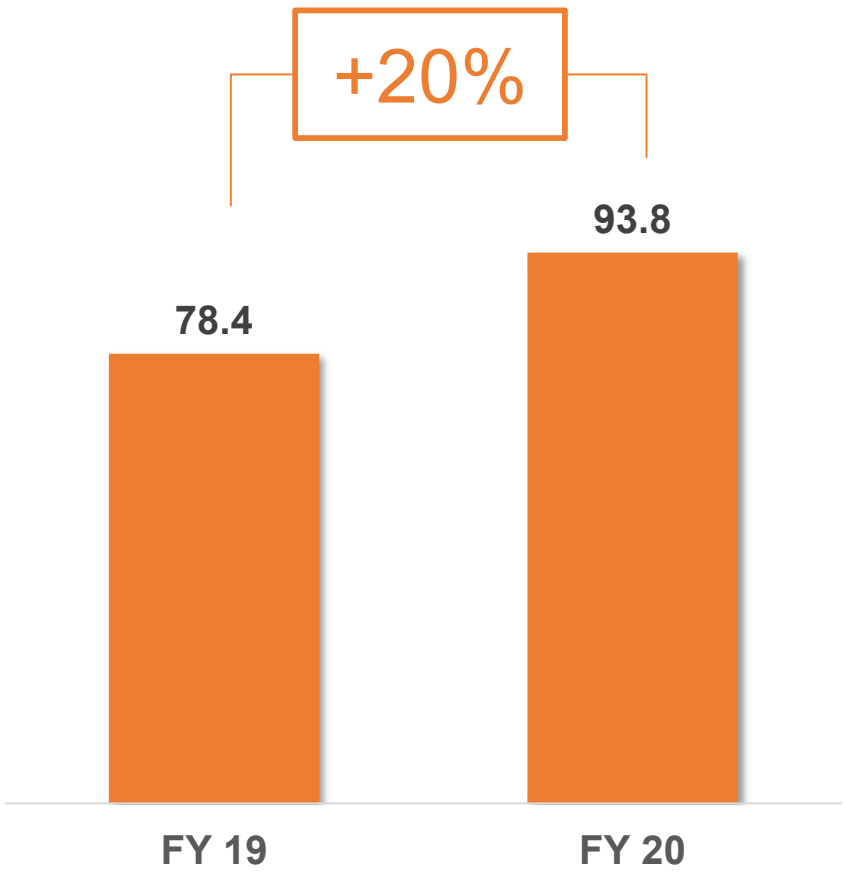
Notes:
1. All data as of December 31, 2020
2. Cumulative app downloads since inception in 2018

In parallel with driving usage, we continue to gradually monetize our platform

Monetization

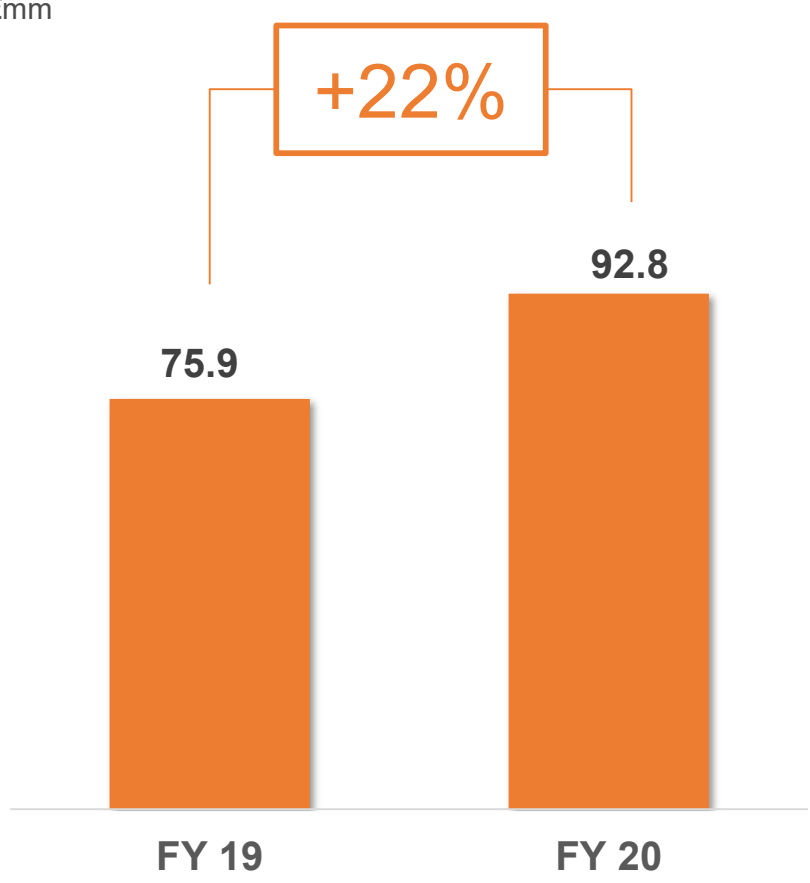
Marketplace revenue growth

€mm



Gross profit

€mm

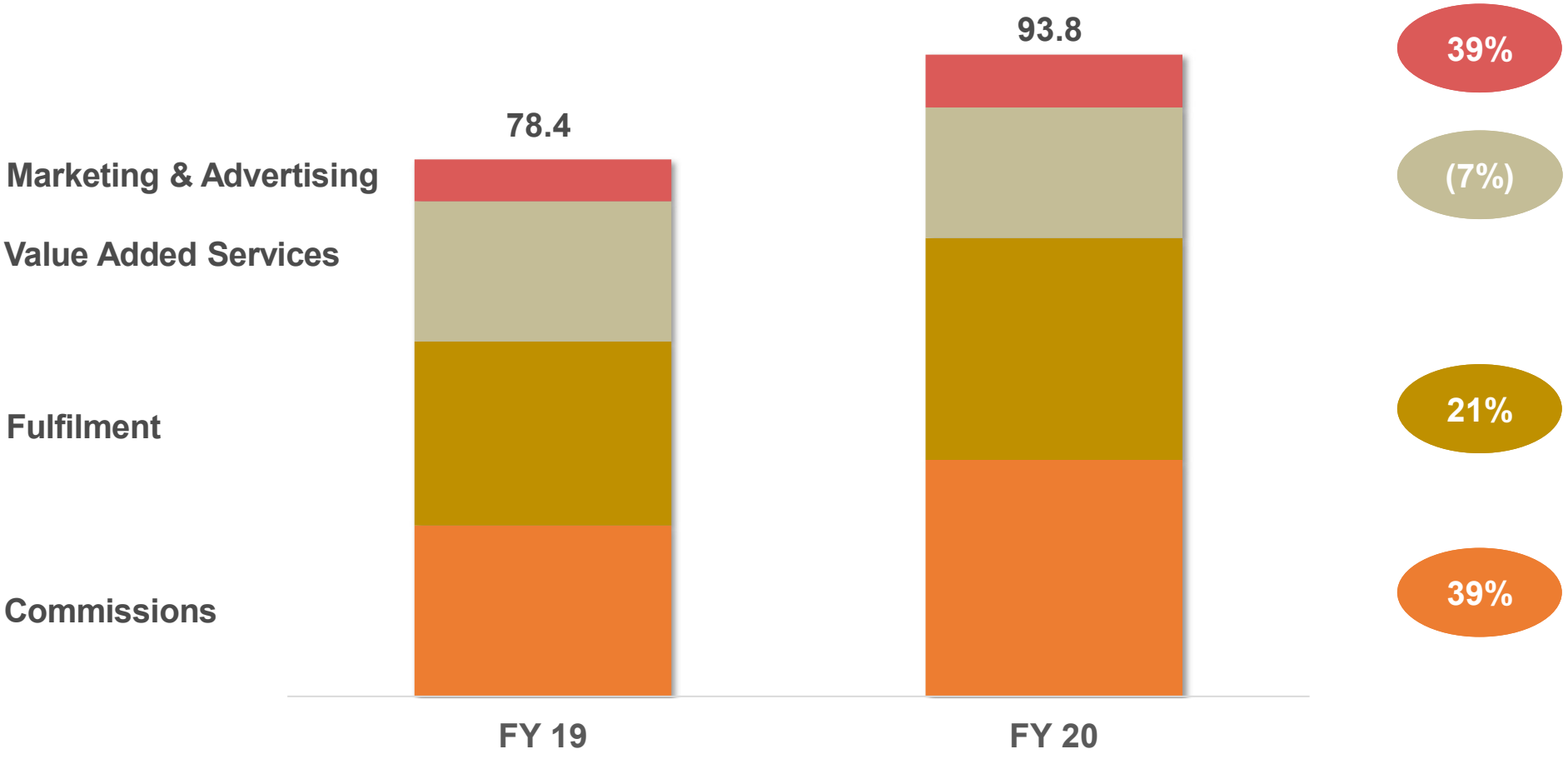


We generate revenues through diversified streams

Monetization

Marketplace revenue breakdown

€mm



We benefit from multiple monetization avenues, many of which are largely untapped today

Monetization

	Core marketplace monetization	Platform assets monetization	
	Existing streams of monetization, which can be further leveraged	**Assets**	**Largely untapped opportunities leveraging our platform assets**
E-commerce JUMIA	• **Commissions** charged on successful transactions • **Value Added Services** to sellers, such as content and training	*Data & Traffic*	• **Marketing & Advertising** to sellers and third parties • **Data** to sellers and third parties
Payment & Fintech JUMIA PAY	• **Digital services commissions** charged to digital service providers • **Financial services commissions** charged to financial institutions on fintech products distribution	*Payment platform*	• **Payment processing services** for third parties • **Credit scoring** of sellers and consumers
Logistics JUMIA LOGISTICS SERVICES	• **JumiaExpress** offered to sellers for storage, picking and packing • **Shipping fees** paid by consumers and sellers for home delivery and pick-up points respectively	*Logistics platform*	• **Logistics as a service** opening up our logistics platform for third-party customers as well as packages non related to Jumia

Monetization

We introduced a new revenue stream in 2020 with the opening of Jumia Logistics platform to third parties

What we have built



PARTNER NETWORK…

~300 Logistics partners ranging from individual entrepreneurs to large logistics providers



…WITH WIDE PHYSICAL PRESENCE...

1,300 Seller drop-off stations + consumer pick-up-stations
110k+ sqm / 23 warehousing facilities



…POWERED BY JUMIA TECHNOLOGY AND DATA

Broad set of proprietary technology tools powering entire network

We provide end-to-end logistics solutions…



Warehousing | Inbound Deliveries | Picking & Packing | Last-Mile & Payment | Tracking | Return Handling

…with unique scale, reach and quality



11 Countries

20 Million+ Packages[1]

100K+ Sellers Using Jumia Logistics

25% Deliveries in Rural Areas

1 Hour Delivery In Capital Cities[2]

97% Delivery Satisfaction

Our objectives



Help businesses **reduce logistics costs** while increasing quality of service



Bring more volume to our logistics SME partners and help them grow



Facilitate trade in Africa and accelerate the development of logistics infrastructure

Notes: Data as of Q3 2020
1. For the full year 2019
2. For on-demand delivery services such as food delivery

We introduced a new revenue stream in 2020 with the opening of Jumia Logistics platform to third parties (cont'd)

Key highlights of the 2020 pilot

~ 0.5 million
packages

270
Clients, large corporates and SMEs

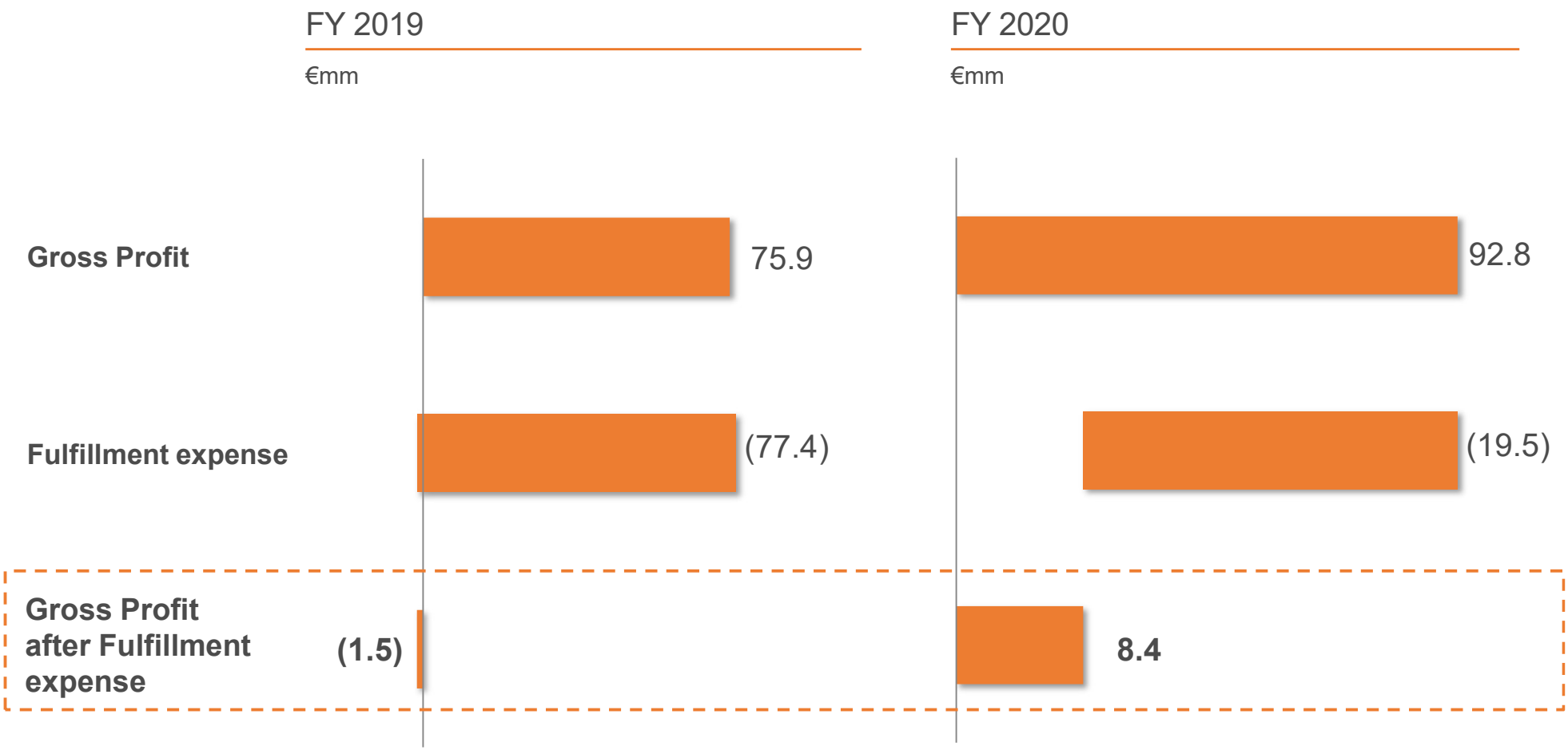
5
Countries

Selected case studies

	Kuda Bank	Medi Telecom / Orange	Premier Foods
Country	Nigeria	Morocco	Kenya
Sector	Banking	Telecom	Fast Moving Consumer Goods
Client Overview	Nigeria's first mobile-only bank licensed by the Central Bank	Leading global telco operator, and one of 3 operators in Morocco	Global food and packaged goods producer
Jumia Logistics Role	Logistics provider for payment cards distribution	Domestic shipping services to deliver SIM Cards and other e-commerce products to its customers	Logistics solutions from Premier Foods main warehouse in Nairobi to all their distribution centers across Kenya

Record Gross Profit after fulfillment expense in FY 2020

Costs efficiency



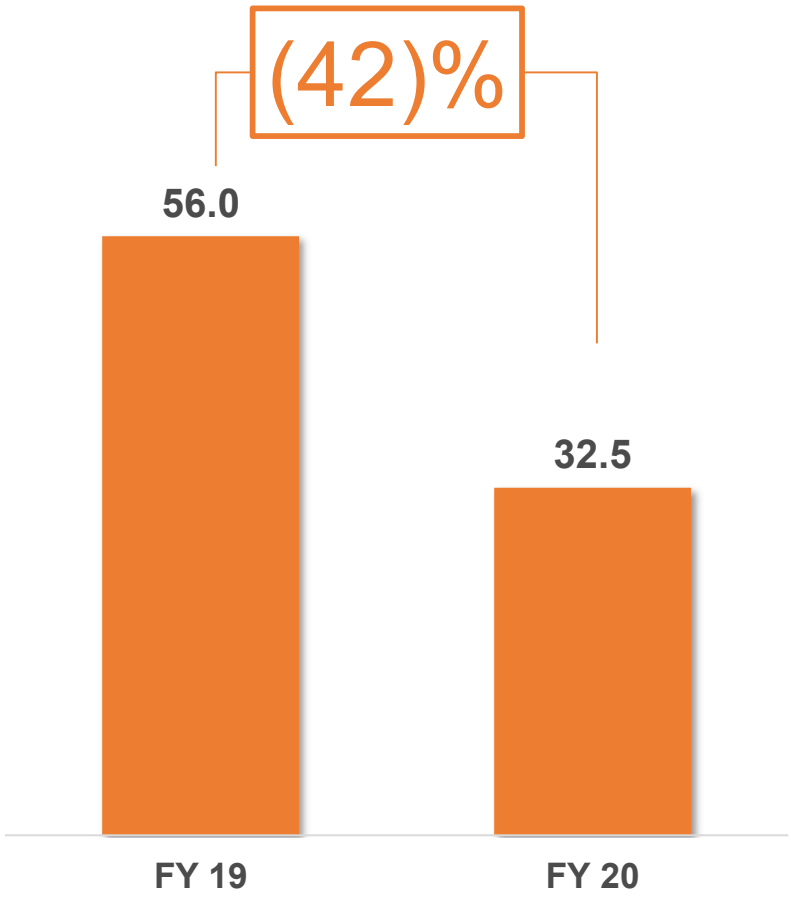
We have now been generating positive Gross Profit after Fulfillment expense for 5 consecutive quarters

Costs efficiency

Strong discipline and offering relevance drive Sales & Advertising expense efficiencies

Sales & Advertising expense

€mm



Sales & Advertising expense efficiency

€

	FY 2019	FY 2020	*YoY Change*
Sales & Advertising expense per Order	2.1	1.2	*(44.8%)*
Annual Sales & Advertising expense[1] per Annual Active Consumer	9.2	4.8	*(48.2%)*
Sales & Advertising expense as % of GMV	5.4%	3.9%	*(155)bps*

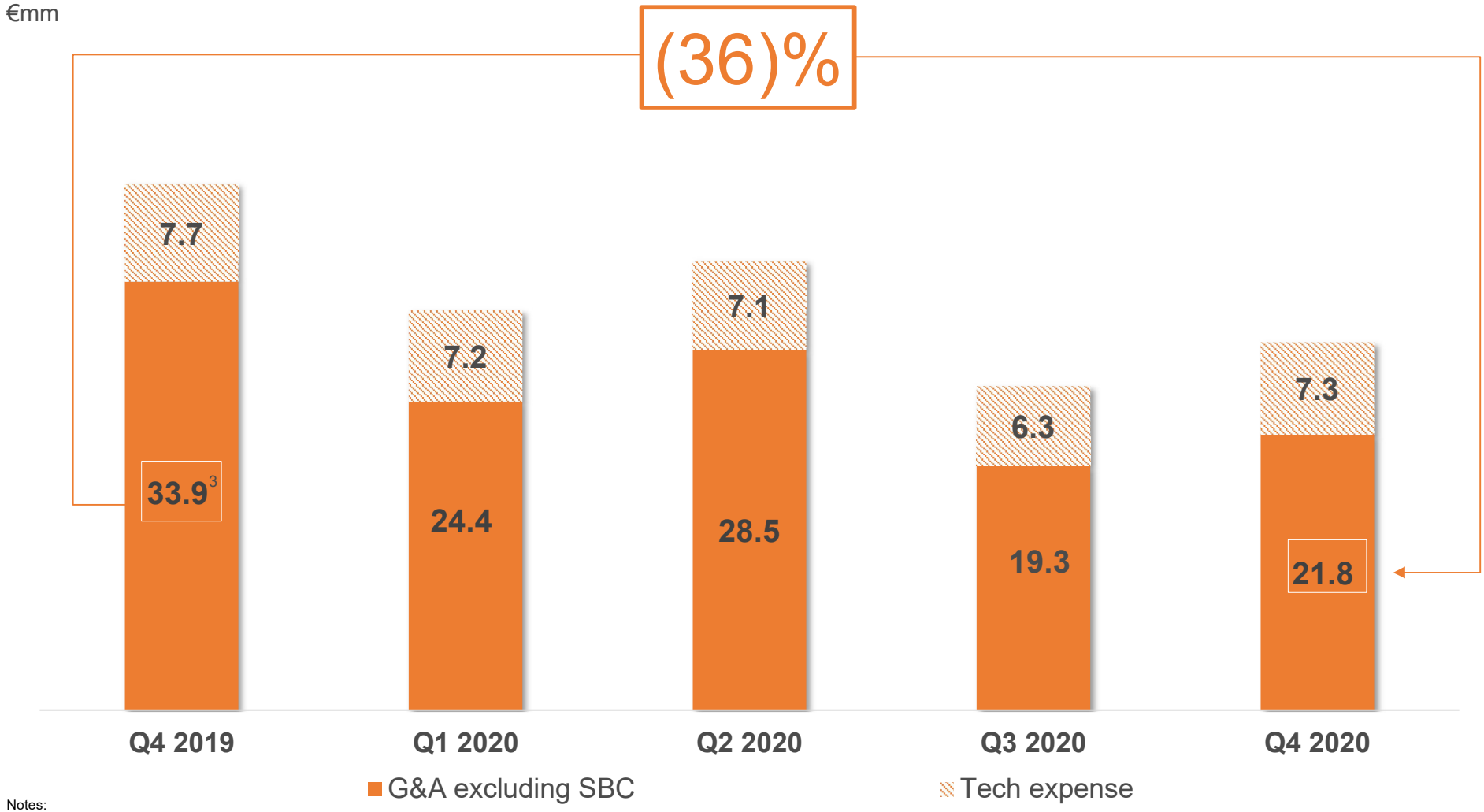
Notes:

1. Calculated as the Sales & Advertising expense for the 12-month periods ending December 30, 2019 and December 30, 2020 of €56.0mm and €32.5mm respectively

Costs efficiency

Significant G&A savings as a result of portfolio optimization and overhead rationalization initiatives

General, Administrative[1] ("G&A") and Tech[2] expense



Notes:

1. Excluding Share Based Compensation expense
2. Technology & Content expense
3. Includes restructuring expense of €2.2mm incurred as part of our portfolio optimization and headcount rationalization initiatives. Excluding restructuring expense and Share Base Compensation expense, G&A would have been €31.7mm, and YoY change Q4.20 vs Q4.19 would have been (32)%

We continue to pursue an asset-light strategy and had a cash balance of €305mm at the end of FY 2020

€2.5mm

ASSET-LIGHT AND CAPEX LIGHT

CAPEX[1] FY 2020

€100.1mm

CASH UTILIZATION[3]

Cash used in operating and investing activities in FY 2020

€8.6mm

POSITIVE WORKING CAPITAL DYNAMICS

Net change in Working Capital[2] FY 2020

€304.9mm

CASH AVAILABLE[4]

Notes

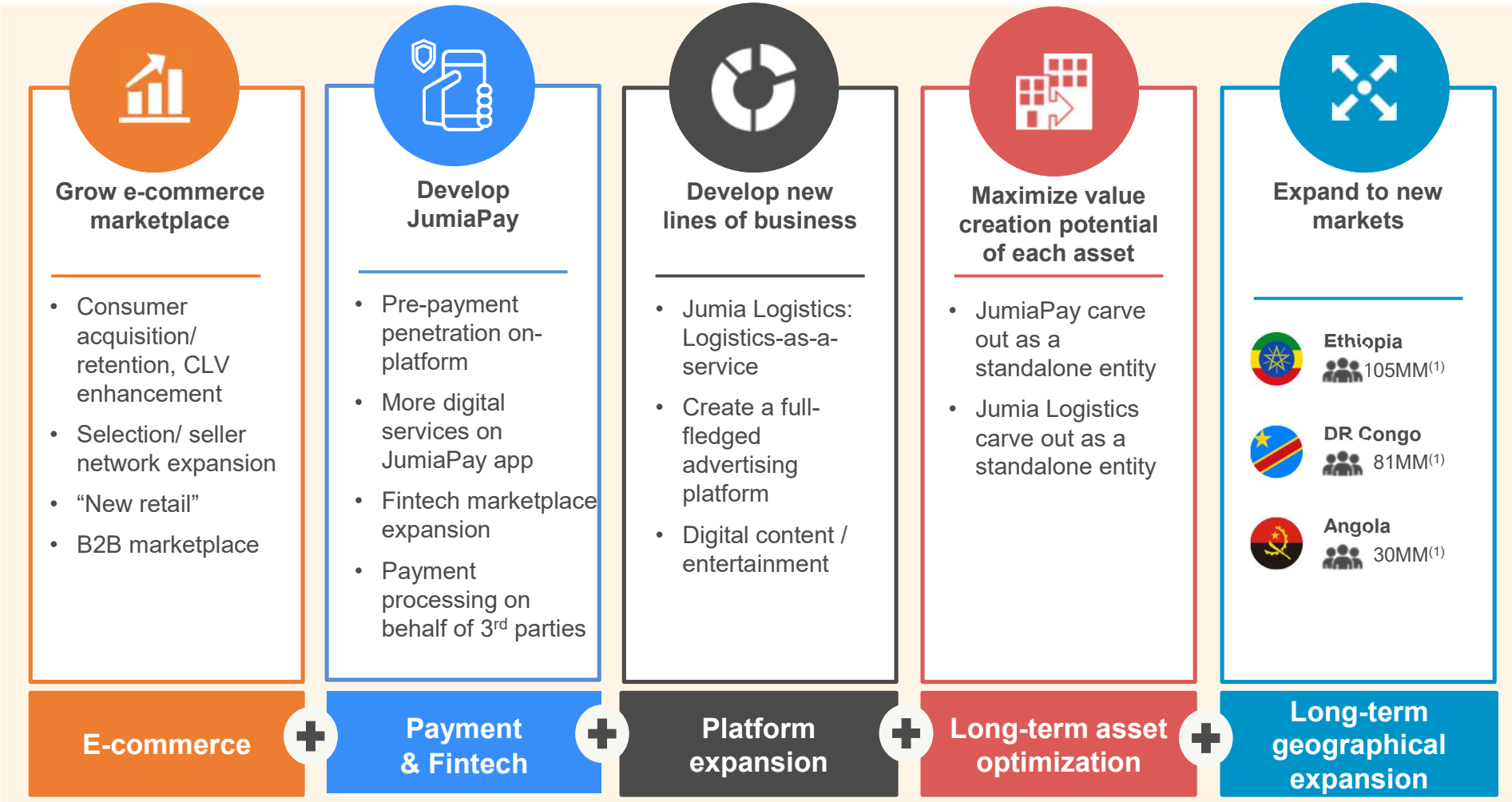
1. Corresponds to Purchase of Property and Equipment and Intangible assets, as presented on the Cash Flow Statement
2. Corresponds to a cash inflow of € (8.6) mm
3. Net cash used in operating and investing activities. Excludes Movements in term deposits and other current assets, cash from financing activities and effects of of exchange rate changes on cash and cash equivalents
4. Includes €203mm of gross proceeds from the offering completed in December 2020

During 2020, we made meaningful progress

Usage	**56% → 43%** FY19 FY20 Phones & Electronics as % of GMV	**30% → 25%** FY19 FY20 CFDR[1] as % of GMV	**19%** Orders	**15%** GMV YoY Growth after CFDR, excluding Phones & Electronics
JumiaPay	**58%** YoY TPV Growth	**35%** JumiaPay Transactions as % of Orders	**111** New services added on JumiaPay app	
Monetization	**20%** YoY Growth Marketplace Revenue	**22%** YoY Growth Gross Profit	**300bps** YoY increase in Gross Profit as % of GMV	
Cost efficiency	**(10)%** YoY decrease in Fulfillment	**(42)%** YoY decrease in Sales & Advertising	**(12)%** YoY decrease in General & Administrative[2]	

Notes:
Percentages indicate year-over-year growth rate
1. Rate of Cancellations, Failed Deliveries and Returns
2. G&A, excluding SBC

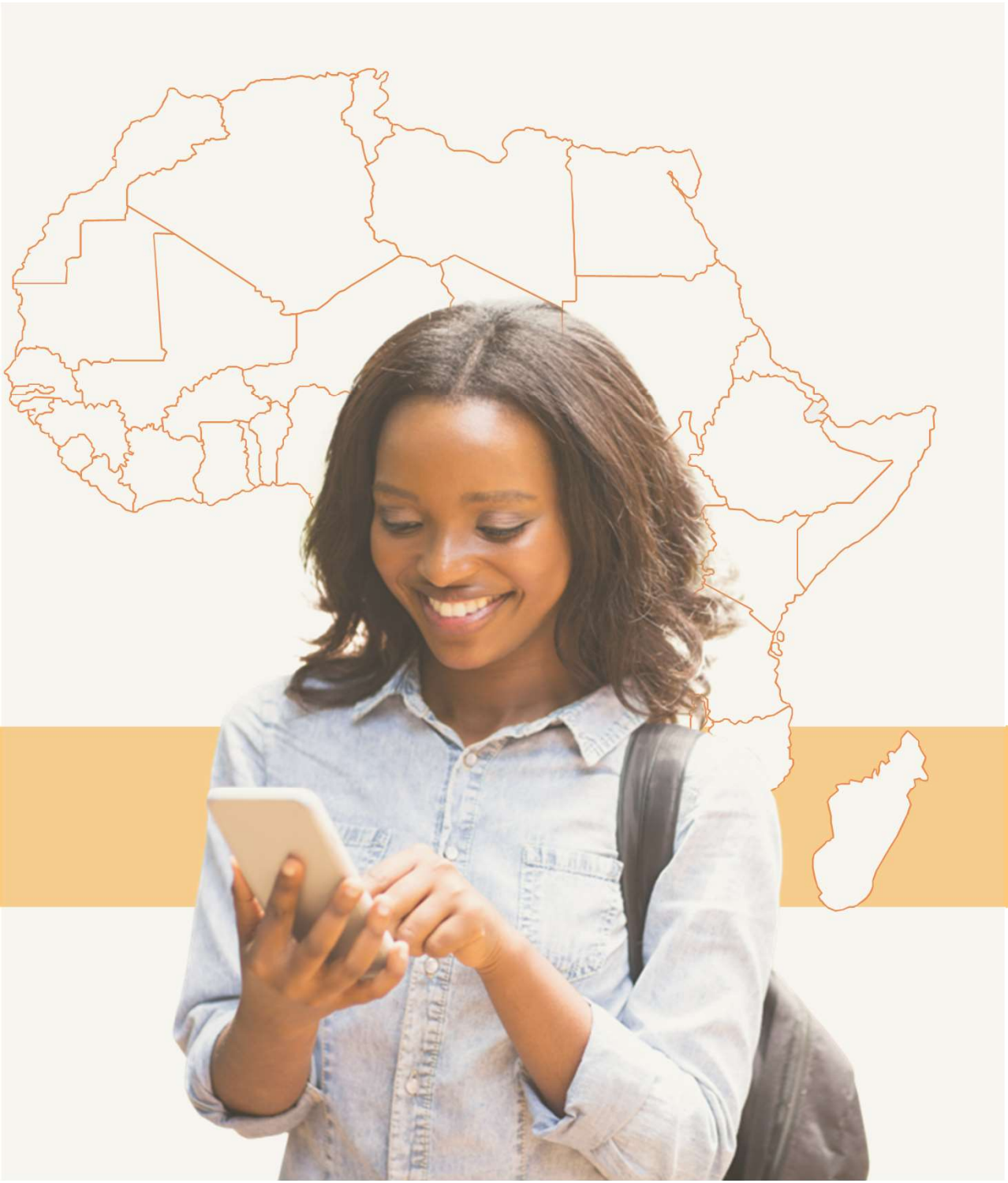
We are currently very focused on our core business, and will, in the long-term, go after multiple growth opportunities



Source: Euromonitor

Notes:

1. Population as of 2017



- Jumia overview
- Financials overview
- FY 20 financial highlights
- **Appendix**

Non-IFRS Reconciliation (1/2)

	For the three months ended December 31	
(€ mm)	**2019**	**2020**
Marketplace revenue[1]	**26.0**	**27.7**
Commissions	8.4	10.0
Fulfillment	8.9	10.1
Marketing & Advertising	2.3	3.0
Value Added Services	6.4	4.7
Sales of Goods	**23.0**	**13.5**
Platform revenue[2]	49.1	41.2
Non-Platform revenue	0.2	0.5
Revenue	**49.3**	**41.8**
Cost of revenue	(24.4)	(13.8)
Gross Profit	**24.8**	**27.9**

Notes

1. Revenue from Marketplace calculated as the sum of revenue from Commissions, Fulfillment, Marketing and Value Added Services, excluding Sales of Goods revenue and Non-Platform revenue
2. Platform revenue calculated as the sum of Marketplace revenue and Sales of Goods

Non-IFRS Reconciliation (2/2)

	For the three months ended December 31	
(€ mm)	**2019**	**2020**
Loss for the period	**(63.6)**	**(46.9)**
Income tax expense	0.5	1.2
Finance (income)/costs – net	2.0	5.7
Depreciation and amortization	2.3	2.0
Share-Based Compensation expense	5.3	9.6
Adjusted EBITDA	**(53.4)**	**(28.3)**

2020 Overview

Eur mm unless stated otherwise	FY 2018	FY 2019	FY 2020
Marketplace KPIs			
GMV	749.5[1]	1,030.9[1]	836.5
Annual Active Consumers (mm)	4.0	6.1	6.8
Orders (mm)	**14.4**	**26.5**	**27.9**
JumiaPay KPIs			
JumiaPay TPV	54.8	124.3	196.4
% on-platform penetration	*7.3%*	*12.1%*	*23.5%*
JumiaPay Transactions	2.0	7.6	9.6
% on-platform penetration	***13.9%***	***28.7%***	***34.5%***
Selected Financials			
Gross profit	44.2	75.9	92.8
Fulfillment expense	(50.5)	(77.4)	(69.3)
Gross profit after fulfillment expense	**(6.3)**	**(1.5)**	**23.5**
Sales & Advertising expense	(46.0)	(56.0)	(32.5)
Technology & Content expense	(22.4)	(27.3)	(27.8)
G&A ex SBC	(77.5)	(107.3)	(94.0)
Adjusted EBITDA loss	**(150.2)**	**(182.7)**	**(119.5)**
Operating loss	(169.7)	(227.9)	(149.2)

1. Adjusted for perimeter changes and improper sales practices

Metrics definitions

- “Gross Merchandise Value”, or “GMV”, corresponds to the total value of orders for products and services including shipping fees, value-added tax, and before deductions of any discounts or vouchers, irrespective of cancellations or returns

- “Orders” corresponds to the total number of orders for products and services on our platform, irrespective of cancellations or returns

- “Annual Active Consumers” corresponds to unique consumers who placed an order for a product or a service on our platform, within the 12-month period preceding the relevant date, irrespective of cancellations or returns

- “Total Payment Volume”, or “TPV” corresponds to the total value of orders for products and services completed using JumiaPay including shipping fees, value-added tax, and before deductions of any discounts or vouchers, irrespective of cancellations or returns

- “JumiaPay Transactions” corresponds to the total number of orders for products and services completed using JumiaPay, irrespective of cancellations or returns

- “Adjusted EBITDA” corresponds to loss for the period, adjusted for income tax expense, finance income, finance costs, depreciation and amortization and further adjusted for Share Based Compensation expense