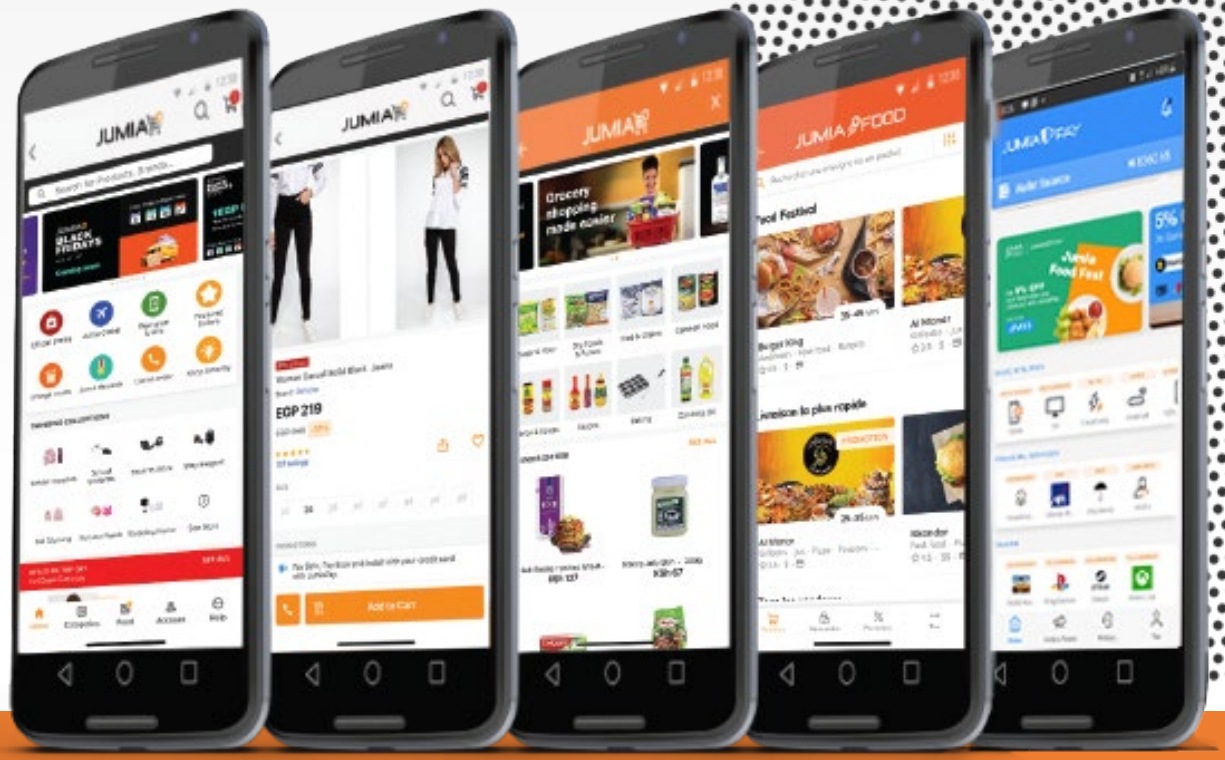
Results Presentation

Q4 2021



JUMIA

Disclaimer

IMPORTANT NOTICE

This presentation includes forward-looking statements. All statements other than statements of historical facts contained in this presentation, including statements regarding our future results of operations and financial position, industry dynamics, business strategy and plans and our objectives for future operations, are forward-looking statements. These statements represent our opinions, expectations, beliefs, intentions, estimates or strategies regarding the future, which may not be realized. In some cases, you can identify forward-looking statements by terms such as “may,” “will,” “should,” “expects,” “plans,” “anticipates,” “could,” “intends,” “targets,” “projects,” “believes,” “estimates”, “potential” or “continue” or the negative of these terms or other similar expressions that are intended to identify forward-looking statements. Forward-looking statements are based largely on our current expectations and projections about future events and financial trends that we believe may affect our financial condition, results of operations, business strategy, short-term and long-term business operations and objectives, and financial needs. These forward-looking statements involve known and unknown risks, uncertainties, changes in circumstances that are difficult to predict and other important factors that may cause our actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by the forward-looking statement. Moreover, new risks emerge from time to time. It is not possible for our management to predict all risks, nor can we assess the impact of all factors on our business or the extent to which any factor, or combination of factors, may cause actual results to differ from those contained in any forward-looking statements we may make. In light of these risks, uncertainties and assumptions, the forward-looking events and circumstances discussed in this presentation may not occur and actual results could differ materially and adversely from those anticipated or implied in the forward-looking statements. We caution you therefore against relying on these forward-looking statements, and we qualify all of our forward-looking statements by the cautionary statements contained, or referred to in this statement.

The forward-looking statements included in this presentation are made only as of the date hereof. Although we believe that the expectations reflected in the forward-looking statements are reasonable, we cannot guarantee that the future results, levels of activity, performance or events and circumstances reflected in the forward-looking statements will be achieved or occur. Moreover, neither we nor our advisors nor any other person assumes responsibility for the accuracy and completeness of the forward-looking statements. Neither we nor our advisors undertake any obligation to update any forward-looking statements for any reason after the date of this presentation to conform these statements to actual results or to changes in our expectations, except as may be required by law. You should read this presentation with the understanding that our actual future results, levels of activity, performance and events and circumstances may materially differ from what we expect.

This presentation includes certain financial measures not presented in accordance with IFRS including but not limited to Adjusted EBITDA. These financial measures are not measures of financial performance in accordance with IFRS and may exclude items that are significant in understanding and assessing our financial results. Therefore, these measures should not be considered in isolation or as an alternative to loss for the period or other measures of profitability, liquidity or performance under IFRS. You should be aware that our presentation of these measures may not be comparable to similarly titled measures used by other companies, which may be defined and calculated differently. See the appendix for a reconciliation of certain of these non-IFRS measures to the most directly comparable IFRS measure. The trademarks included herein are the property of the owners thereof and are used for reference purposes only. Such use should not be construed as an endorsement of our products or services.

We are scaling our platform to build a fast growing and profitable business in e-commerce and fintech in Africa

Present

Scaling the platform

Accelerating usage growth, JumiaPay development, diversifying monetization, progress towards profitability

2018-2021

Enhancing the fundamentals

Increased marketplace relevance, enhanced unit economics, strengthened balance sheet

2012-2019

Building the platform

Building the foundations of the marketplace, logistics and digital payment, adapted to the African market

Q4 2021 Highlights



Usage metrics reached all-time highs



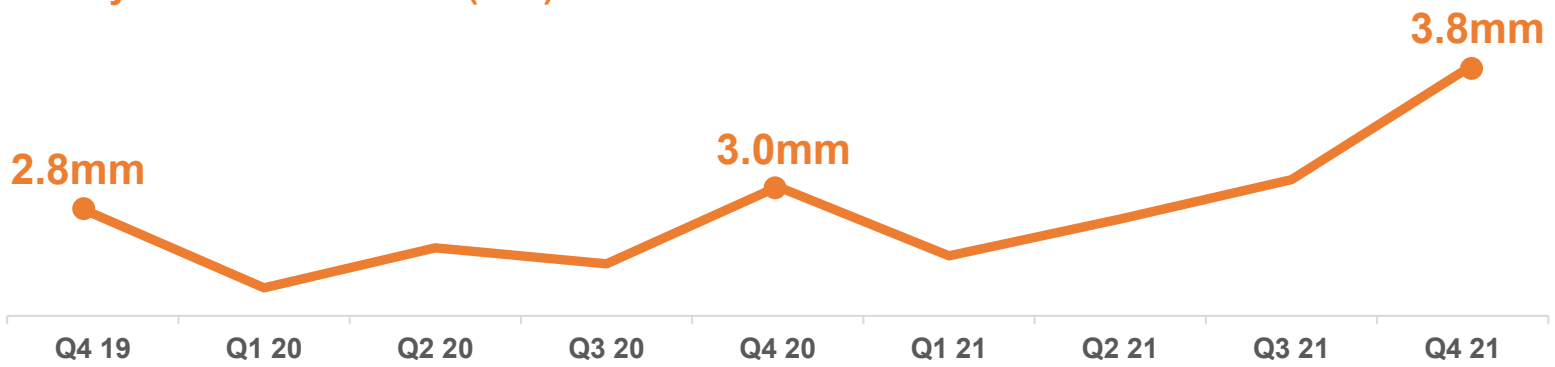
Monetization reached record highs



Increased investments to scale the business towards profitability

Consumers, Orders and GMV reached all-time highs

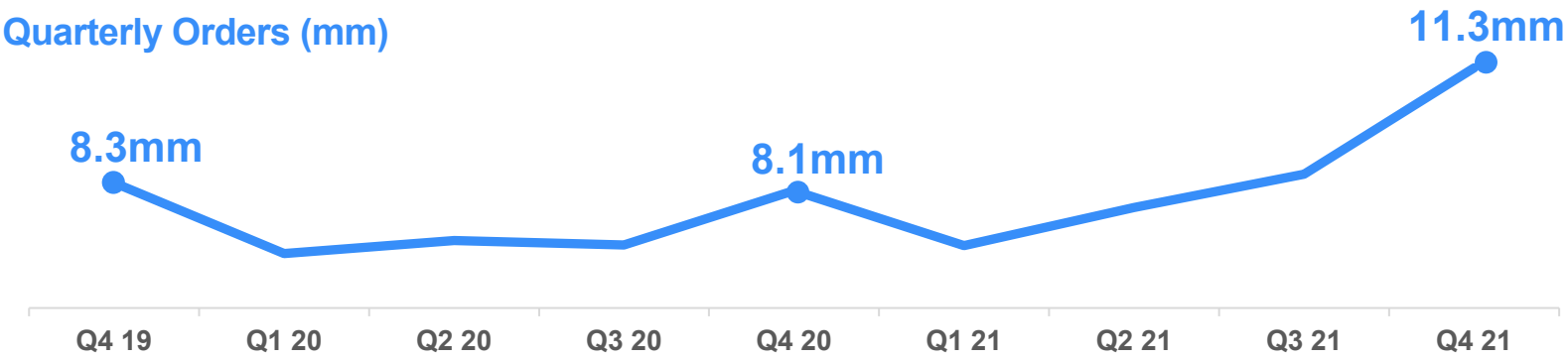
Quarterly Active Consumers (mm)



+29% YoY[1]

+27% QoQ[2]

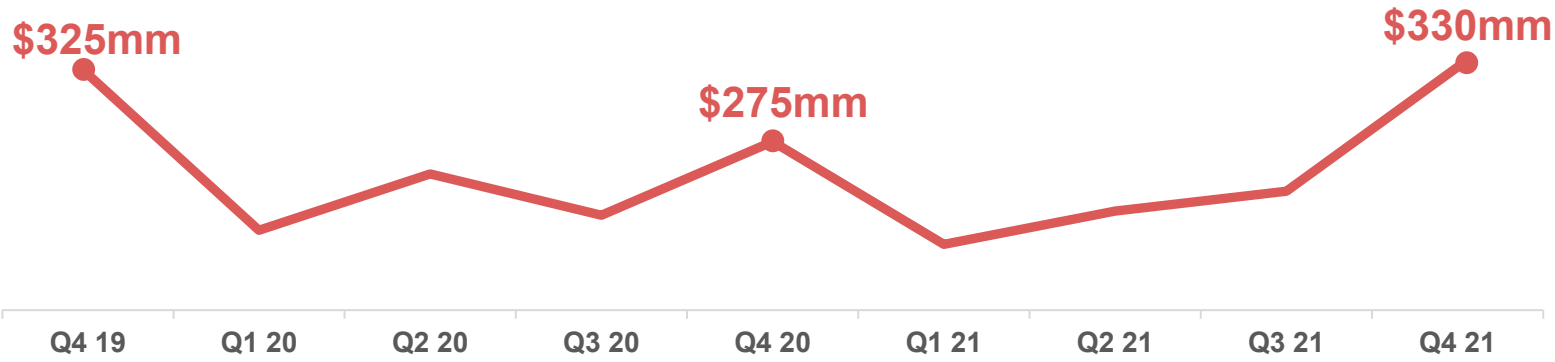
Quarterly Orders (mm)



+40% YoY[1]

+33% QoQ[2]

GMV ($mm)



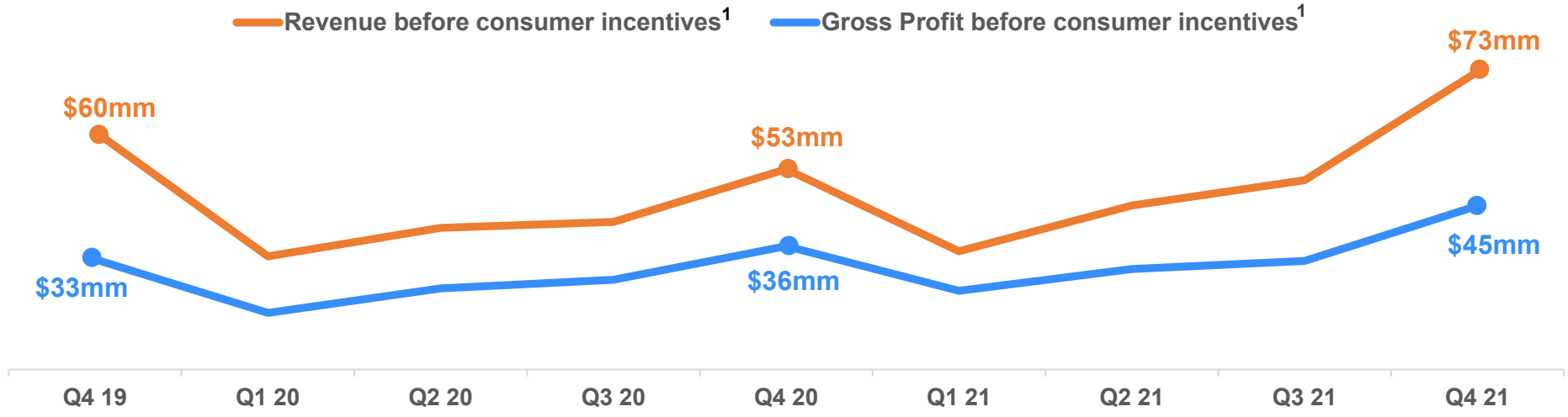
+20% YoY[1]

+39% QoQ[2]

Notes

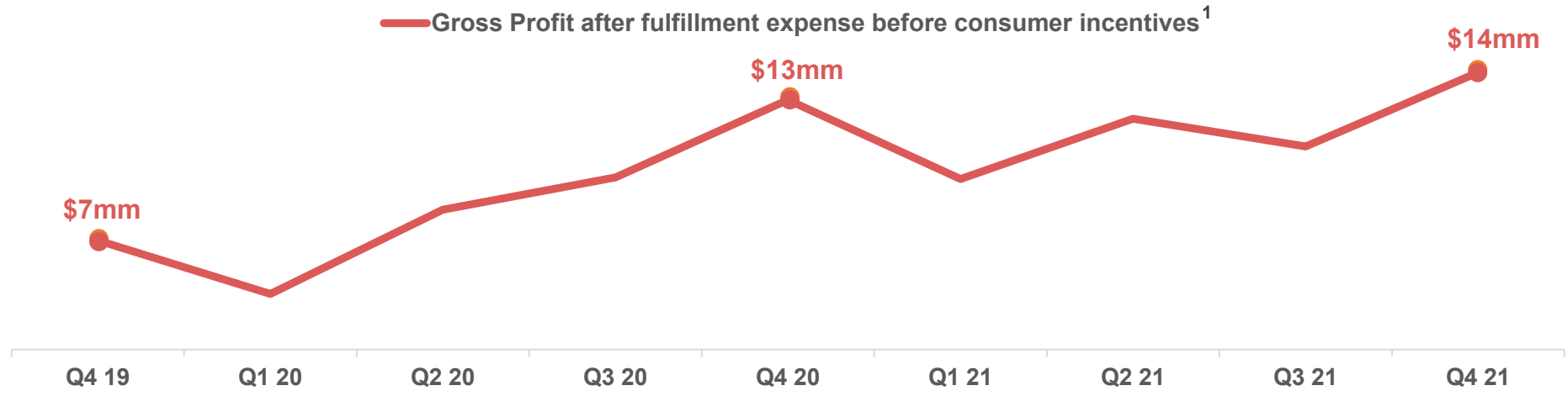
1. Year-Over-Year i.e. Q4.2021 vs Q4.2020
2. Quarter-Over-Quarter i.e. Q4.2021 vs Q3.2021

Monetization metrics are reaching record highs



Gross Profit before consumer incentives[1] - as % GMV

10.3%	13.2%	13.6%



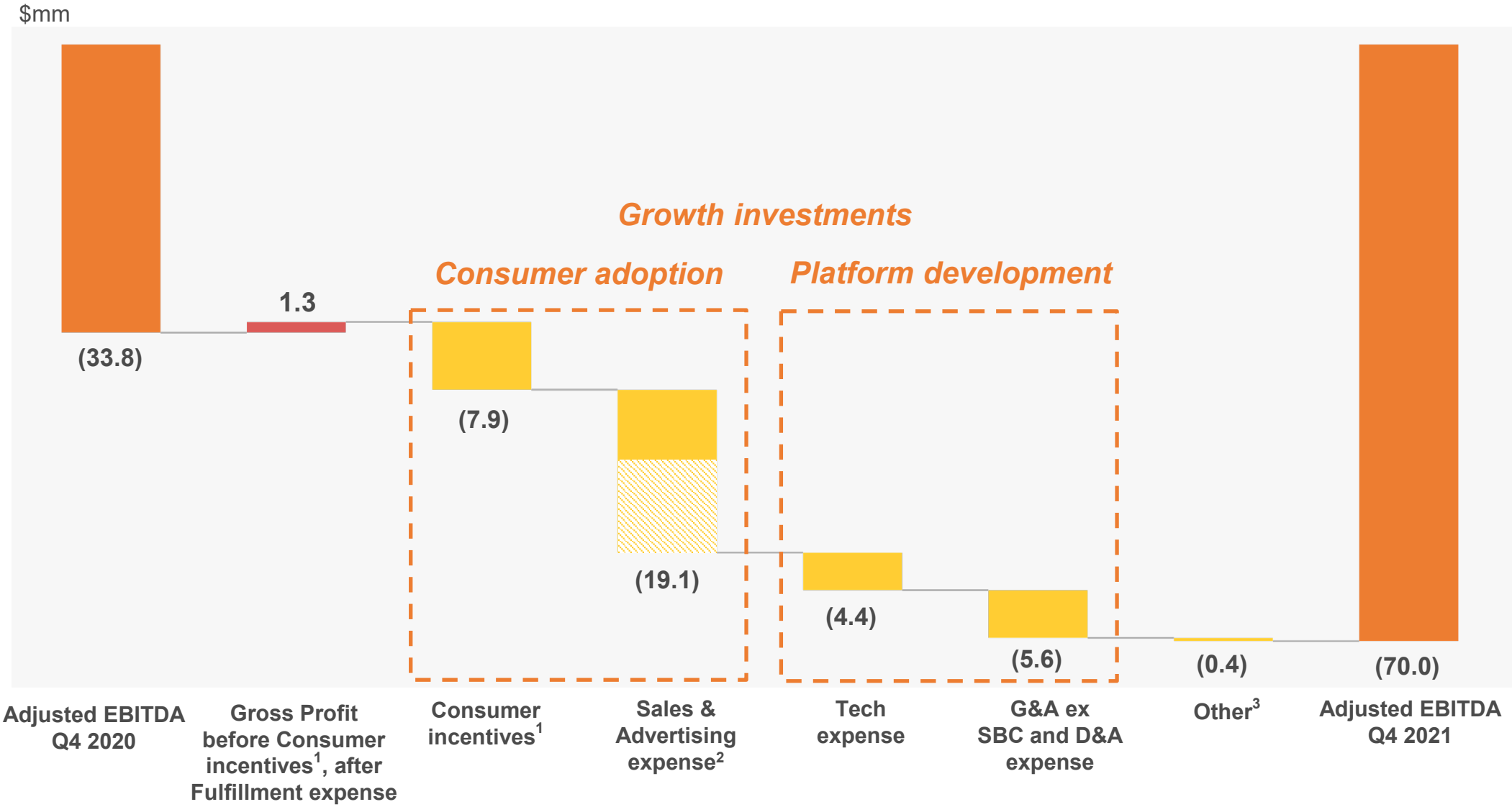
Gross Profit after fulfillment expense, before consumer incentives[1] - as % GMV

2.1%	4.8%	4.3%

Note

1. Consumer incentives include retail sales discounts, marketplace discounts and subsidies as well as shipping discounts

We are investing in consumer adoption and platform development to drive long-term growth and profitability



Notes: Numbers in the green and yellow bars indicate change in the relevant metric between Q4.2020 and Q4.2021

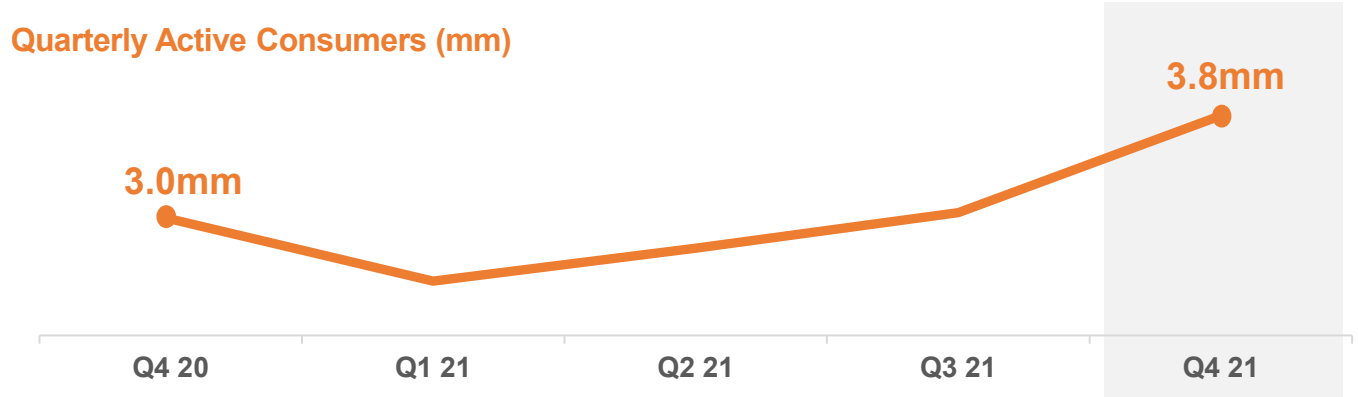
1. Consumer incentives include retail sales discounts, marketplace discounts and subsidies as well as shipping discounts
2. Dashed yellow bar indicates the change in Above-The-Line spending between Q4.2020 and Q4.2021
3. Change Q4.2020 vs Q4.2021 in Other operating income, Other operating expense



- **Usage trends**
- JumiaPay development
- Monetization
- Cost efficiency
- Appendix

Consumers, Orders and GMV are reaching all-time highs

More consumers, buying more often



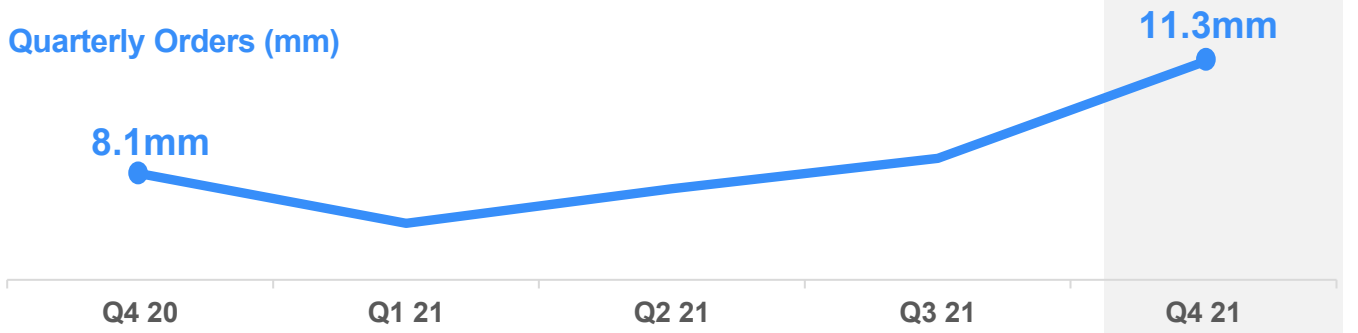
 # Orders per Quarterly Active Consumer

Q4 20	Q1 21	Q2 21	Q3 21	Q4 21
2.73	2.71	2.81	2.82	2.96

+29% YoY[1]

+27% QoQ[2]

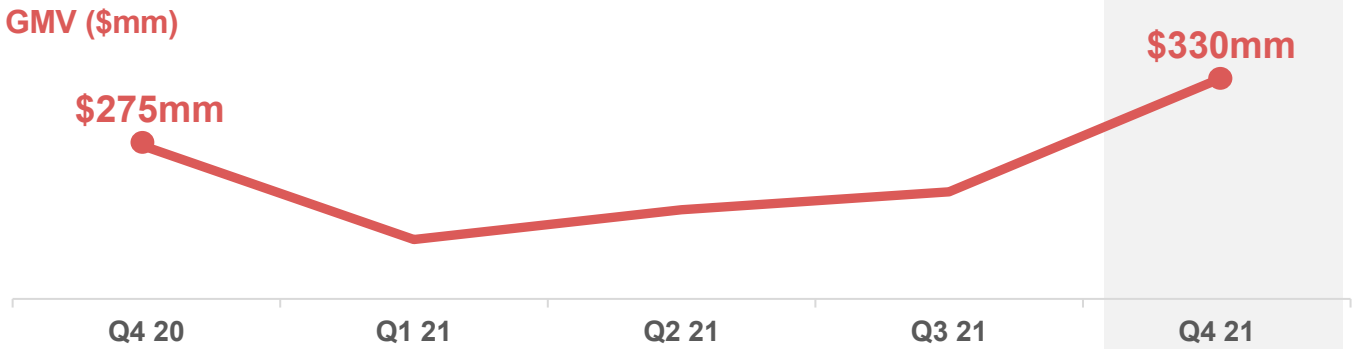
Accelerating Orders growth



+40% YoY[1]

+33% QoQ[2]

Clear GMV inflection



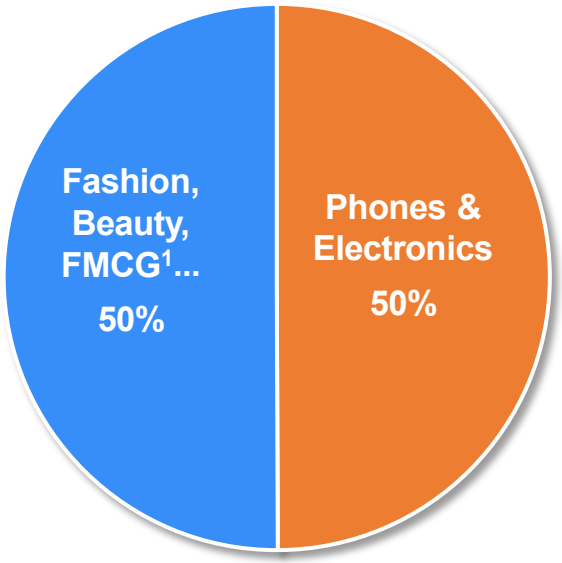
+20% YoY[1]

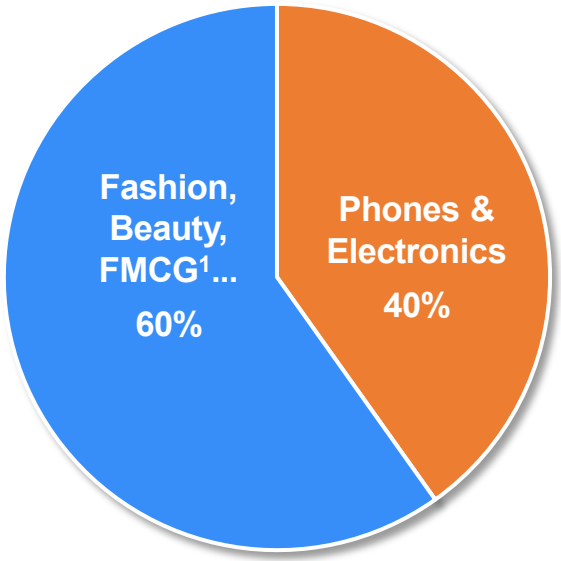
+39% QoQ[2]

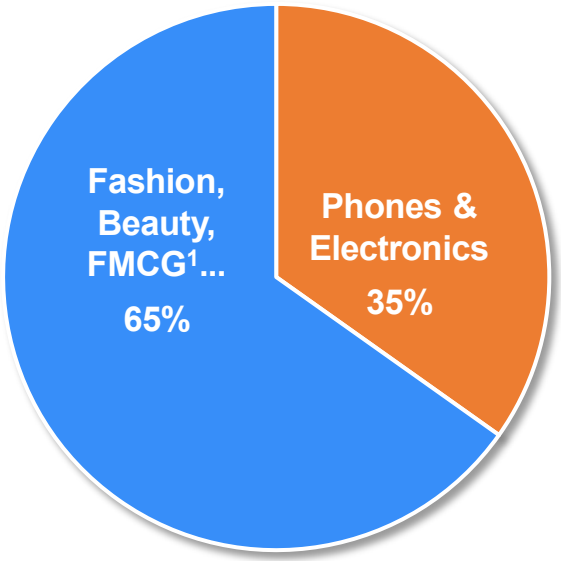
Notes
1. Year-Over-Year (i.e. Q4.2021 vs Q4.2020)
2. Quarter-Over-Quarter (i.e. Q4.2021 vs Q3.2021)

GMV mix continues to shift towards everyday product categories

GMV Split







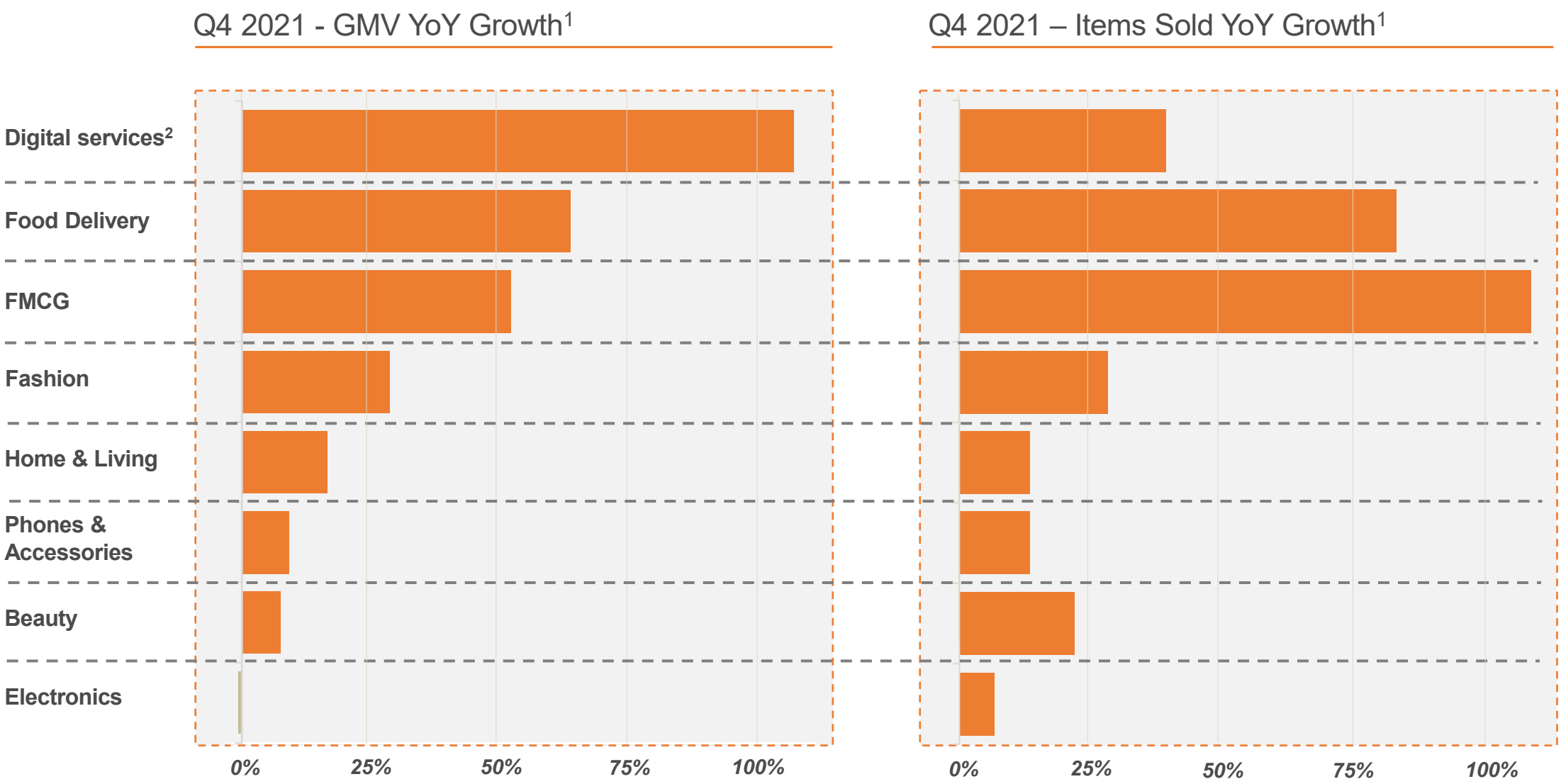
Average Order Value

Q4 2019	Q4 2020	Q4 2021
$39.3	*$34.1*	*$29.3*

Notes:

1. Categories include fashion, beauty, home & living, FMCG, digital services, food delivery and others

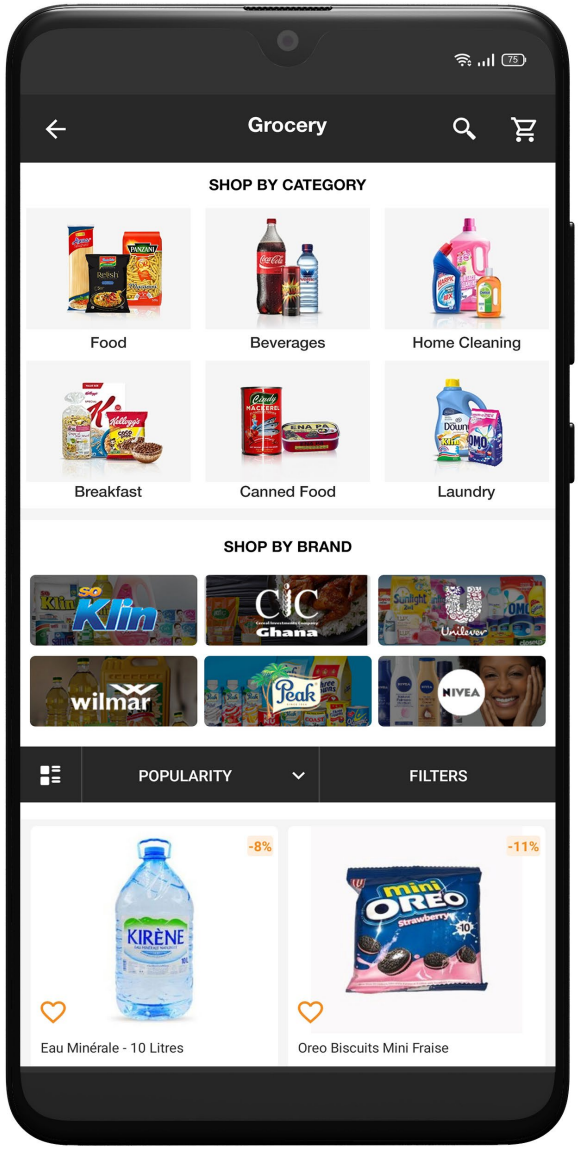
We are seeing growth momentum across all product categories…



Notes

1. Chart excludes "Other" product categories which includes auto accessories, books etc. GMV for "Other" product categories grew 5% YoY and Items Sold grew 27% YoY.
2. Digital Services includes digital and financial services offered via the JumiaPay app

…with very good progress in the buildout of the FMCG category



850+ brands added in FY2021

Selected FMCG brands available on Jumia

14% of Items Sold
In Q4.2021 vs 9% in Q4.2020

~40% of GMV on a 1P basis
In Q4.2021

25% higher purchase frequency
vs. other categories[1] in 2021

Note
1. Average number of orders placed by consumers acquired from FMCG categories in FY2021 compared to consumers acquired from non-FMCG categories

Selected initiatives in 2022 to further accelerate usage growth

"Jumia everyday"

- **Flexible supply model** to further deepen assortment: third-party sellers and first-party sales/ retail
- **Flexible delivery** capabilities: e-commerce for planned purchases, on-demand within 1-hour for immediate needs

Free shipping

- Free shipping on **baskets above a certain size**
- At this stage, only available for **Jumia Express items** and in **selected cities**

Enhanced user experience

- **Increased personalization** throughout the user journey
- **Improved search algorithm** and filtering modules
- **More gamified and engaging** experience

- Support **conversion rates and repeat purchase**
- **Improve marketing efficiency**
- Monetize **Jumia Express**



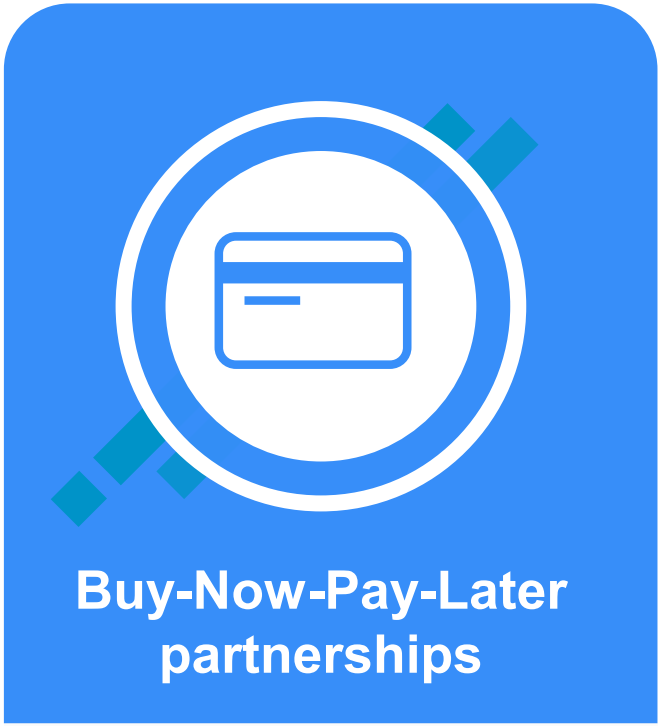
- Usage trends
- **JumiaPay development**
- Monetization
- Cost efficiency
- Appendix

Selected JumiaPay developments in Q4.2021



Risk infrastructure upgrade

- In addition to in-house risk engine, introduced **enhanced device fingerprinting technology** providing **more precise fraud detection and prevention**



Buy-Now-Pay-Later partnerships

- Partnership[1] with **valU** in Egypt, offering **interest-free installments over 9 months**
- Partnerships[1] with **7 different banks** in Egypt for **installments**



Digital services expansion

- Integration with **Quickteller in Nigeria**, **adding over 70 billers** on the JumiaPay app, including Government services, internet providers, airlines and many more

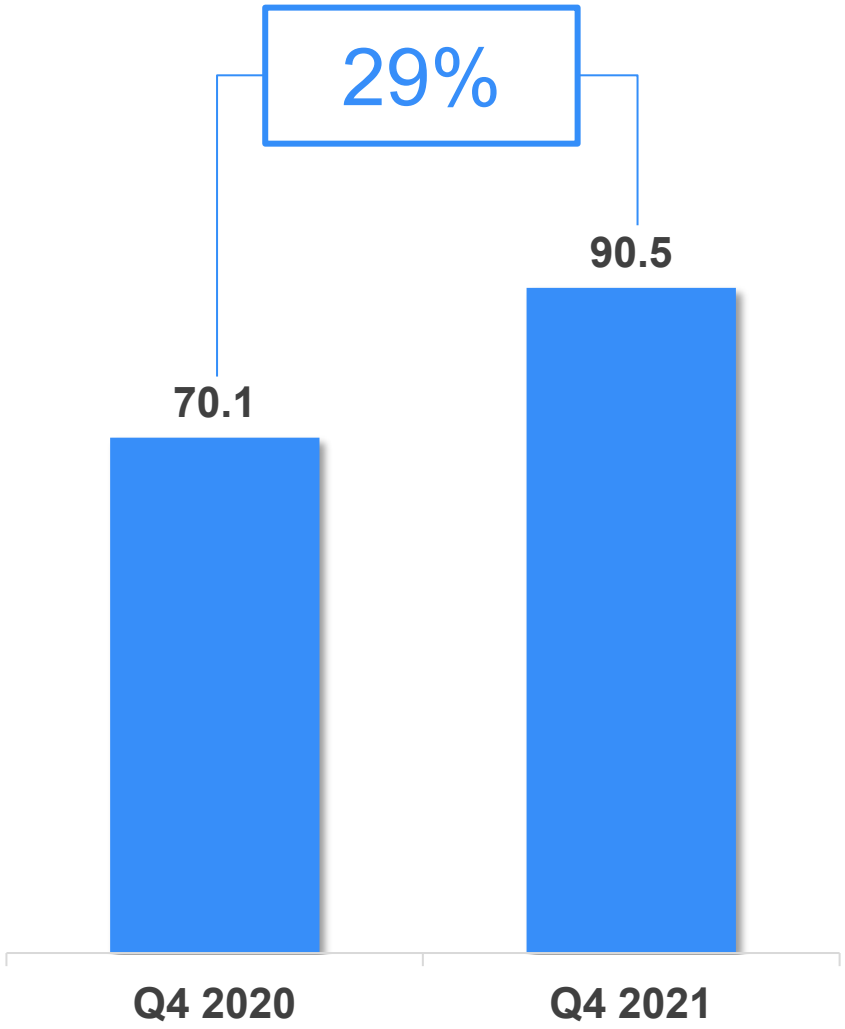
Note

1. As part of the Black Friday campaign of November 2021

JumiaPay TPV penetration reached 27% of GMV…

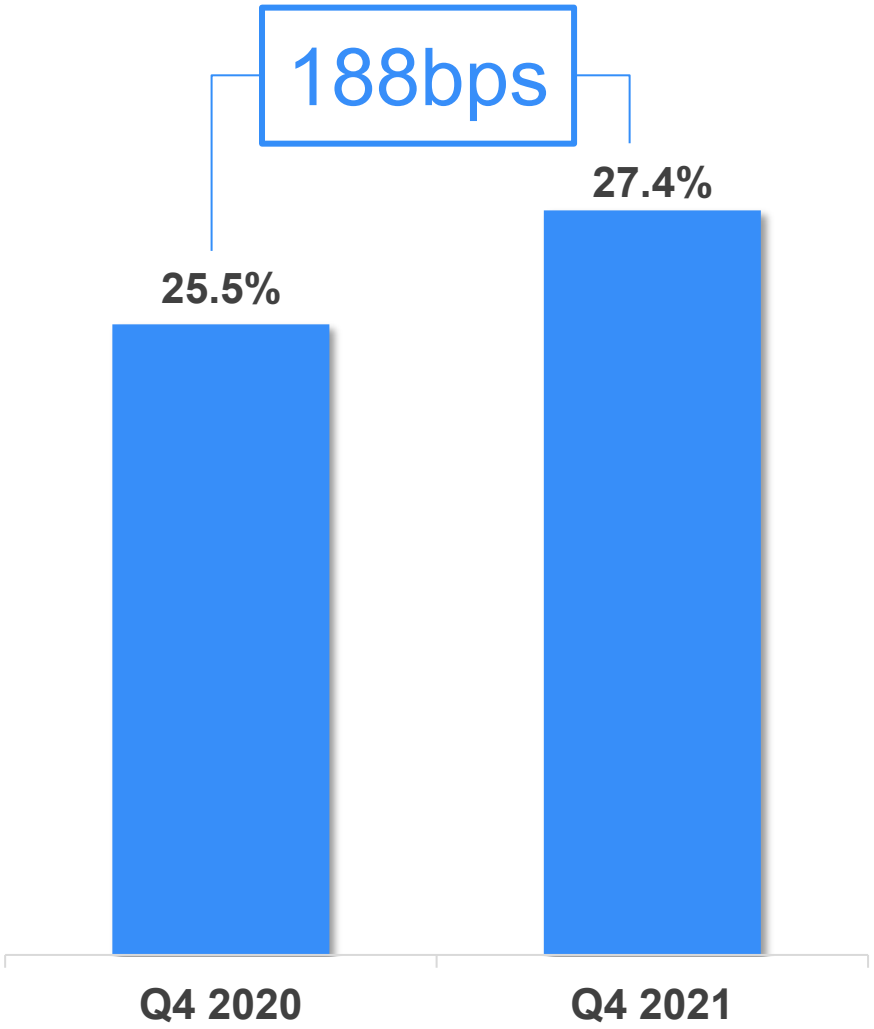
JumiaPay Total Payment Volume (“TPV”)

$mm



JumiaPay TPV as % of GMV

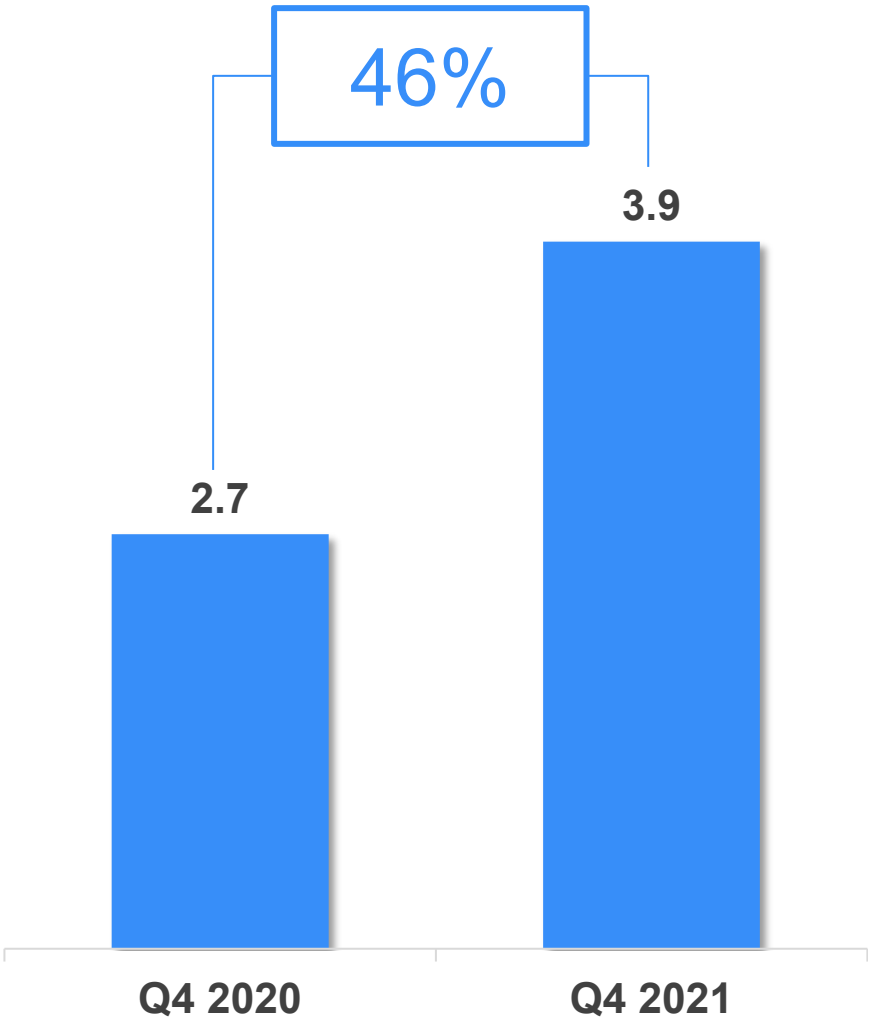
% on-platform penetration



…while JumiaPay Transactions accounted for 35% of total orders

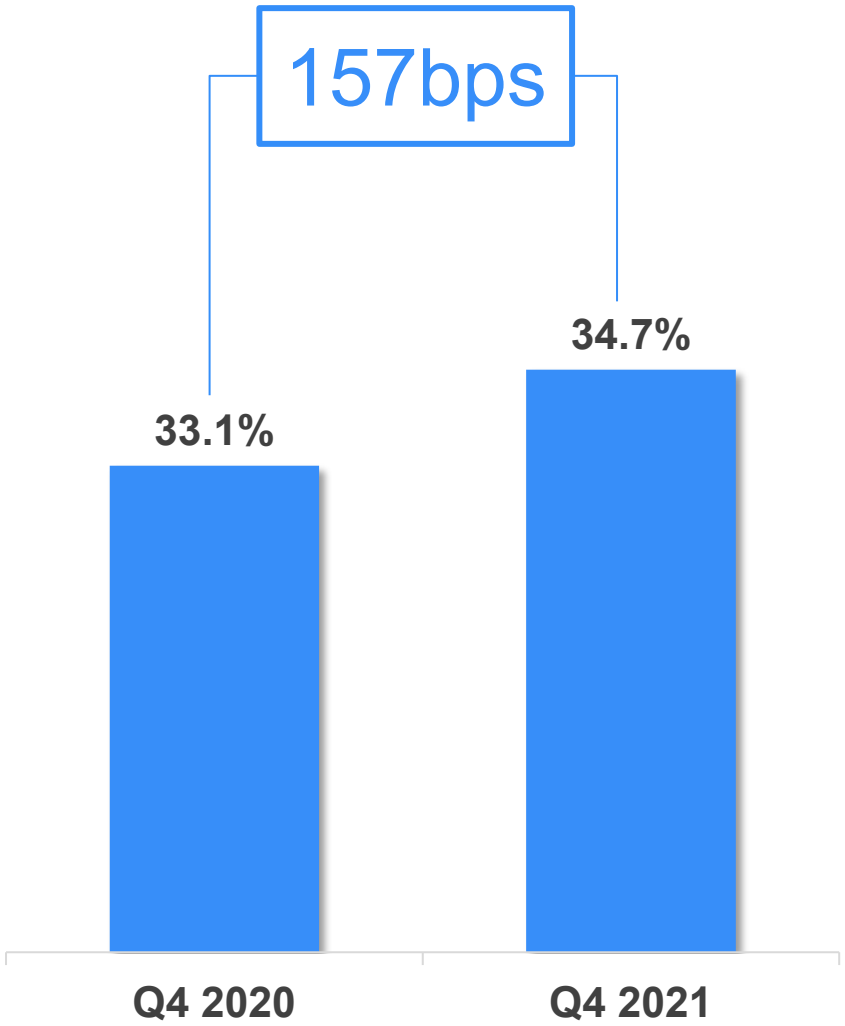
JumiaPay Transactions

mm



JumiaPay Transactions as % of total Orders

% on-platform penetration



Selected initiatives in 2022 to further develop JumiaPay

Off-platform payment processing

- Expand JumiaPay **merchant payment solutions off-platform**
- Secure **additional payment processing licenses** in relevant countries

→ Drive **off-platform TPV and payment processing revenue**

Buy Now Pay Later

- Develop **consumer finance solutions** and Buy Now Pay Later options for consumers

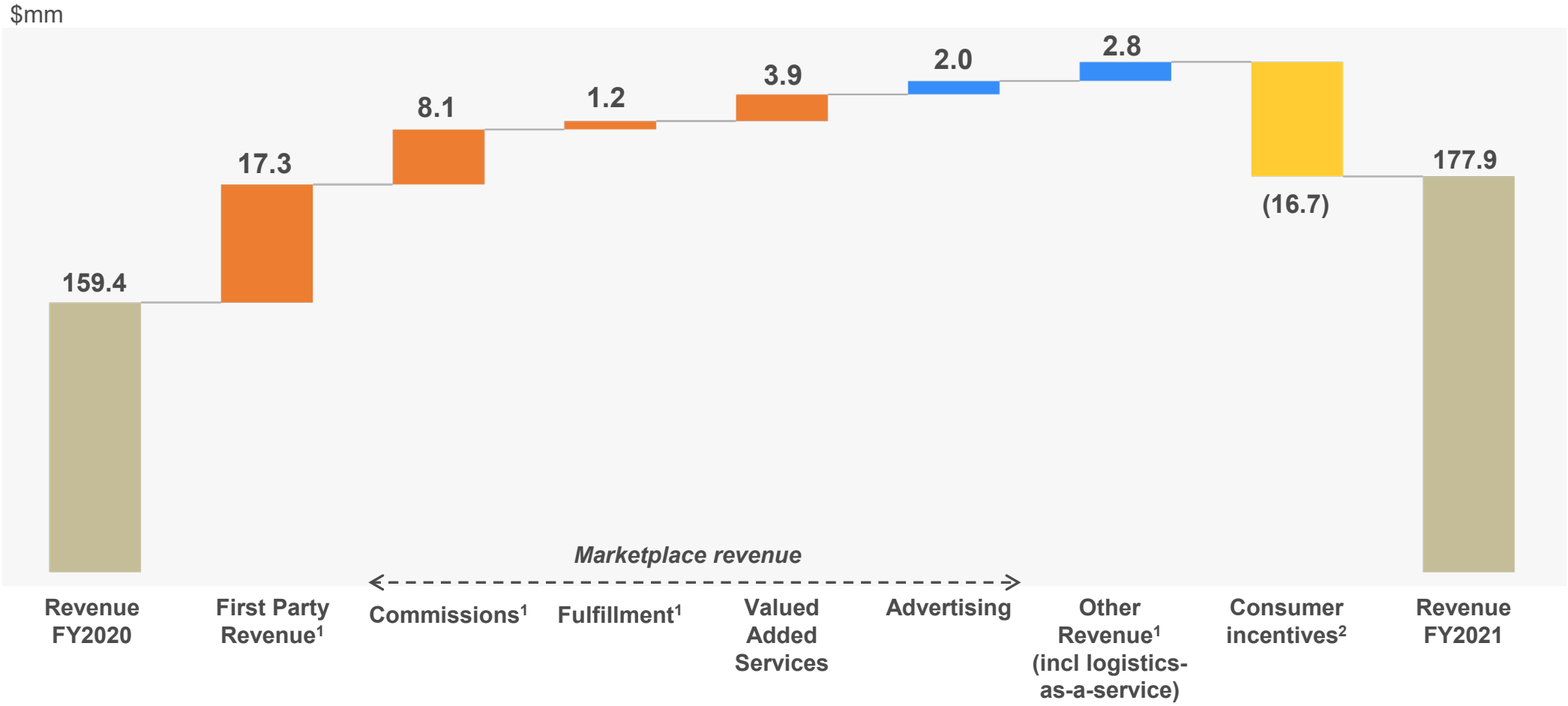
→ Support **usage growth** on-platform



- Usage trends
- JumiaPay development
- **Monetization**
- Cost efficiency
- Appendix

Growing monetization and diversifying revenue streams allow us to increase growth investments

Revenue & monetization growth	*New monetization streams: Advertising and logistics-as-a-service*	*Increased investments in growth*



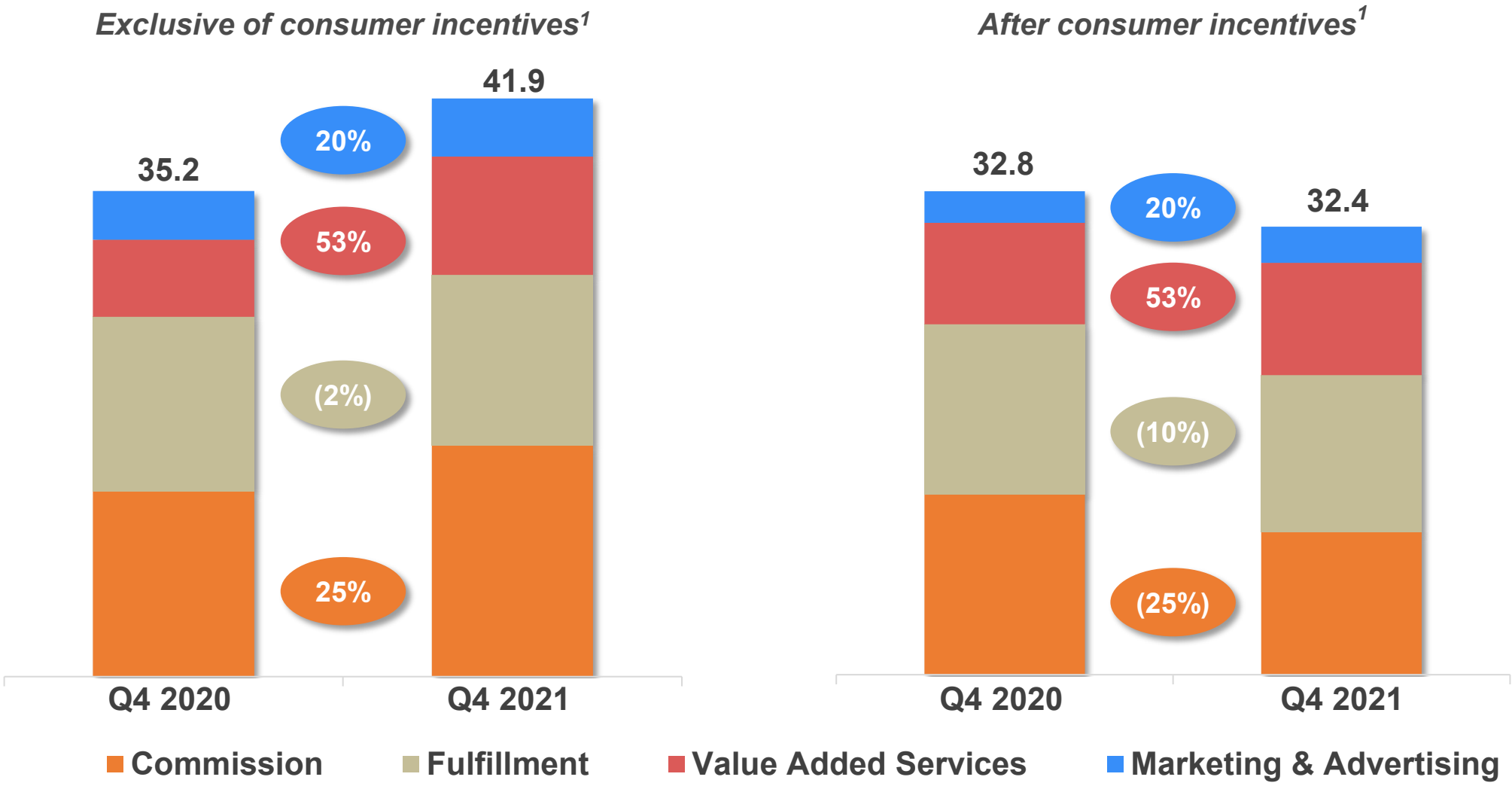
Notes: Numbers in the green, blue and yellow bars indicate change in the relevant metric between FY2020 and FY2021

1. Exclusive of consumer incentives
2. Consumer incentives include retail sales discounts, marketplace discounts and subsidies as well as shipping discounts. Consumer incentives are accounted for as deductions from the revenue streams they relate to

We are leveraging robust Marketplace Revenue momentum to invest further into growth

Marketplace Revenue breakdown

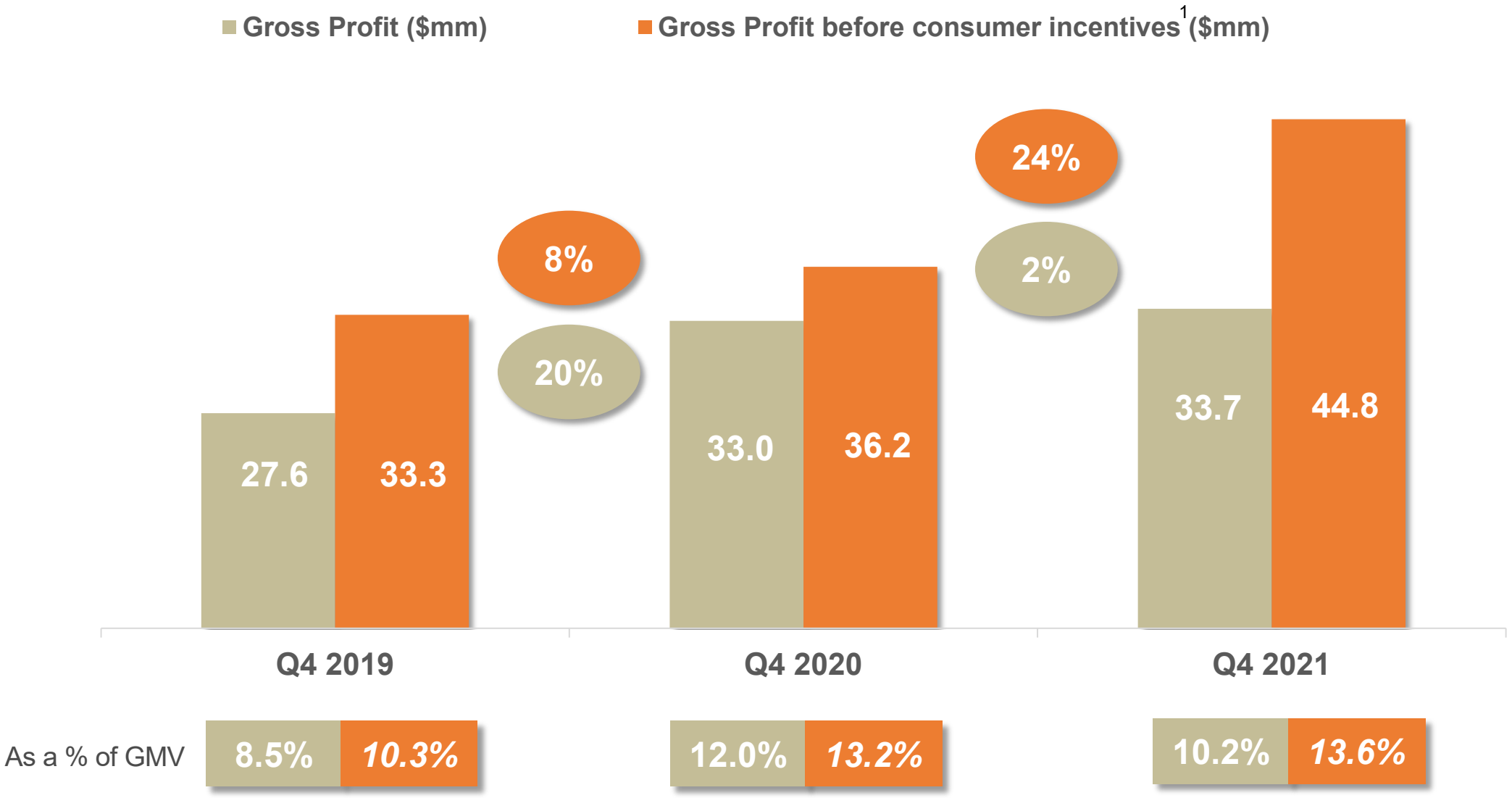
$mm



Notes:

1. Consumer incentives include marketplaces discounts and subsidies as well as shipping discounts

Gross Profit continues to grow



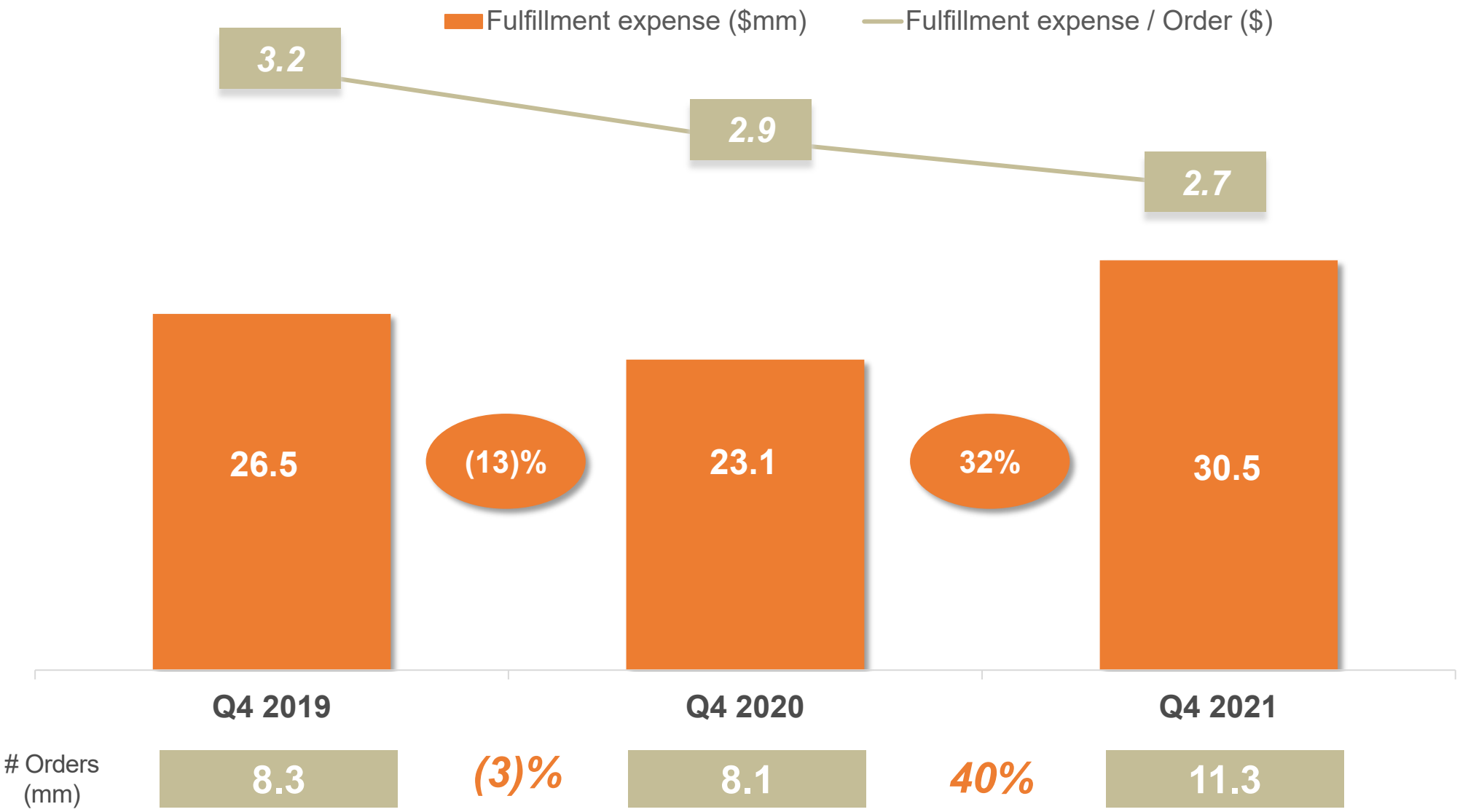
Notes

1. Consumer incentives include retail sales discounts, marketplace discounts and subsidies as well as shipping discounts



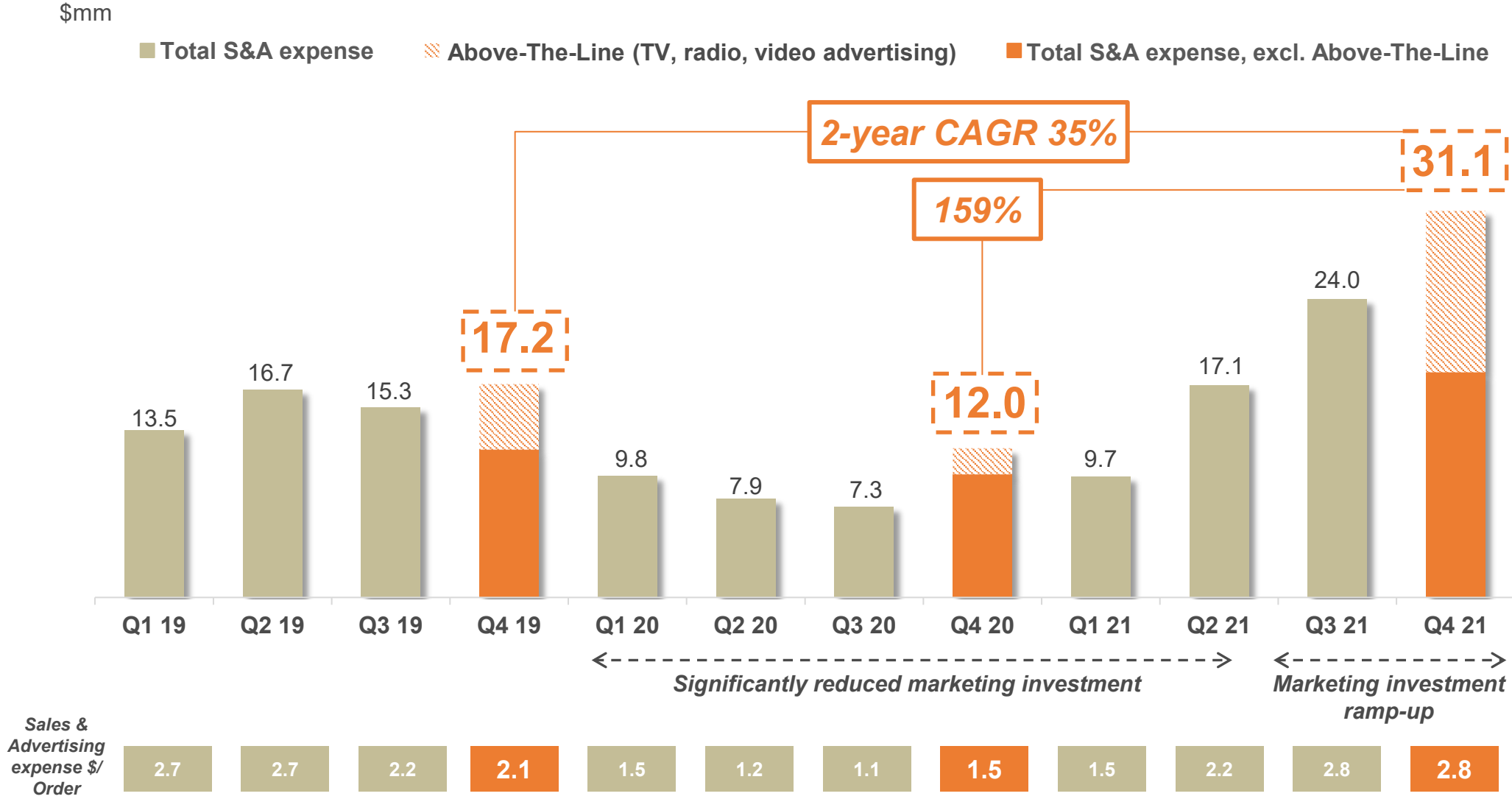
- Usage trends
- JumiaPay development
- Monetization
- **Cost efficiency**
- Appendix

We continue generating Fulfillment cost efficiencies



We are increasing Sales & Advertising investments to scale the platform

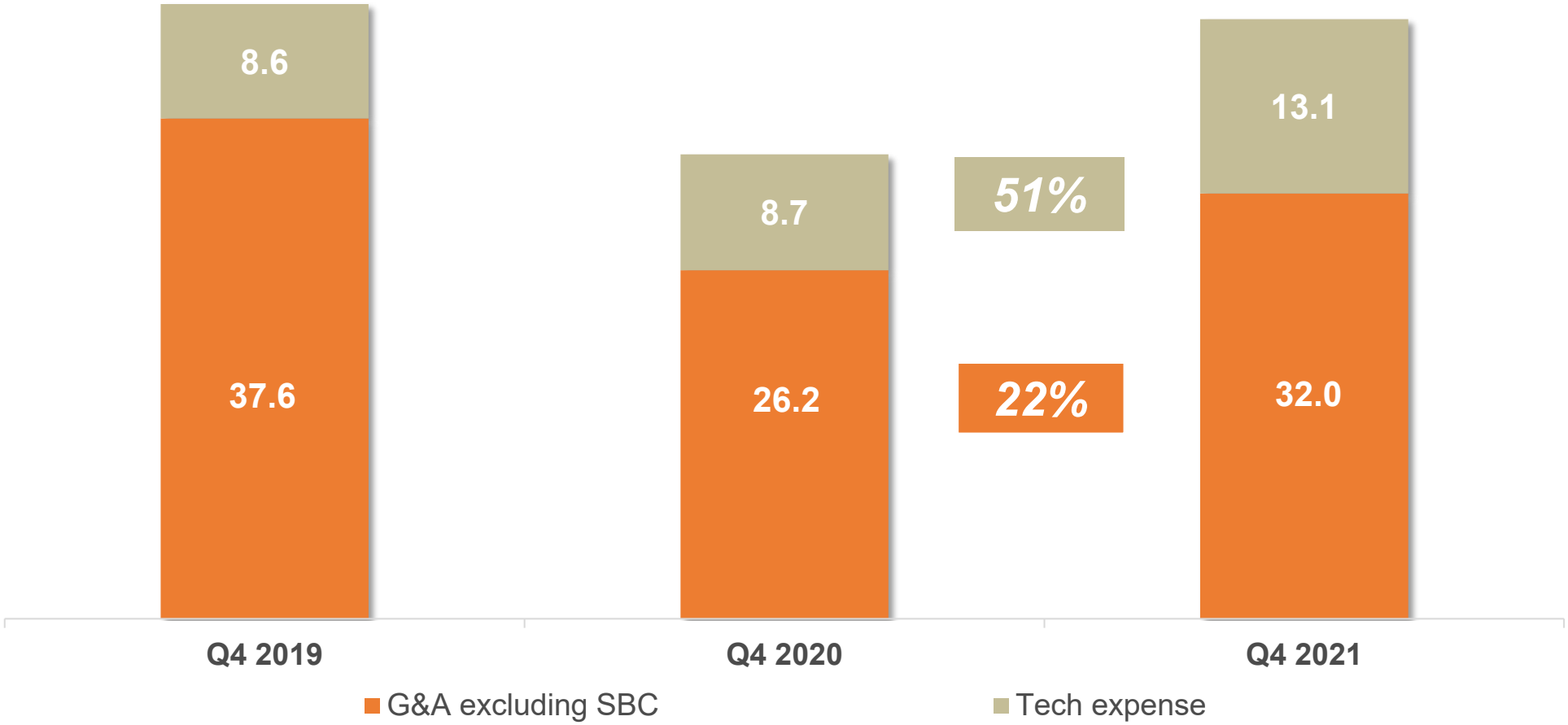
Sales & Advertising expense



We are increasing our Tech investments while maintaining G&A discipline

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

$mm



Notes

1. Excluding Share Based Compensation expense
2. Technology & Content expense

Selected initiatives in 2022 to increase monetization and cost efficiency

Monetization

Advertising

- Develop **more advertising solutions**
- **Increase take-up** by sellers and third-party advertisers

Jumia Express

- Drive **monetization of Jumia Express** services which allow sellers to offer free shipping, faster delivery times to consumers

Logistics-as-a-service

- Acquire **new logistics-as-a-service clients** across geographies
- **Grow volumes with existing** clients

Cost efficiency

- Scale-driven **logistics efficiencies**
- **Improve marketing efficiency** as brand awareness and activation investments start to pay out
- **Maintain G&A discipline**

- **Diversify revenue** streams
- Increase **monetization from platform assets**
- **Reduce reliance on commissions** and consumer shipping fees, supporting **usage growth**

- **Increase operating leverage** on costs

Balance sheet and cash flow highlights

$4.4mm

CAPEX[1] Q4 2021

$66.6mm

CASH UTILIZATION

Cash used in operating and investing activities in Q4 2021

$4.1mm

POSITIVE WORKING CAPITAL DYNAMICS

Net change in Working Capital[2] Q4 2021

$512.8mm

CASH &TERM DEPOSITS[3]

Notes

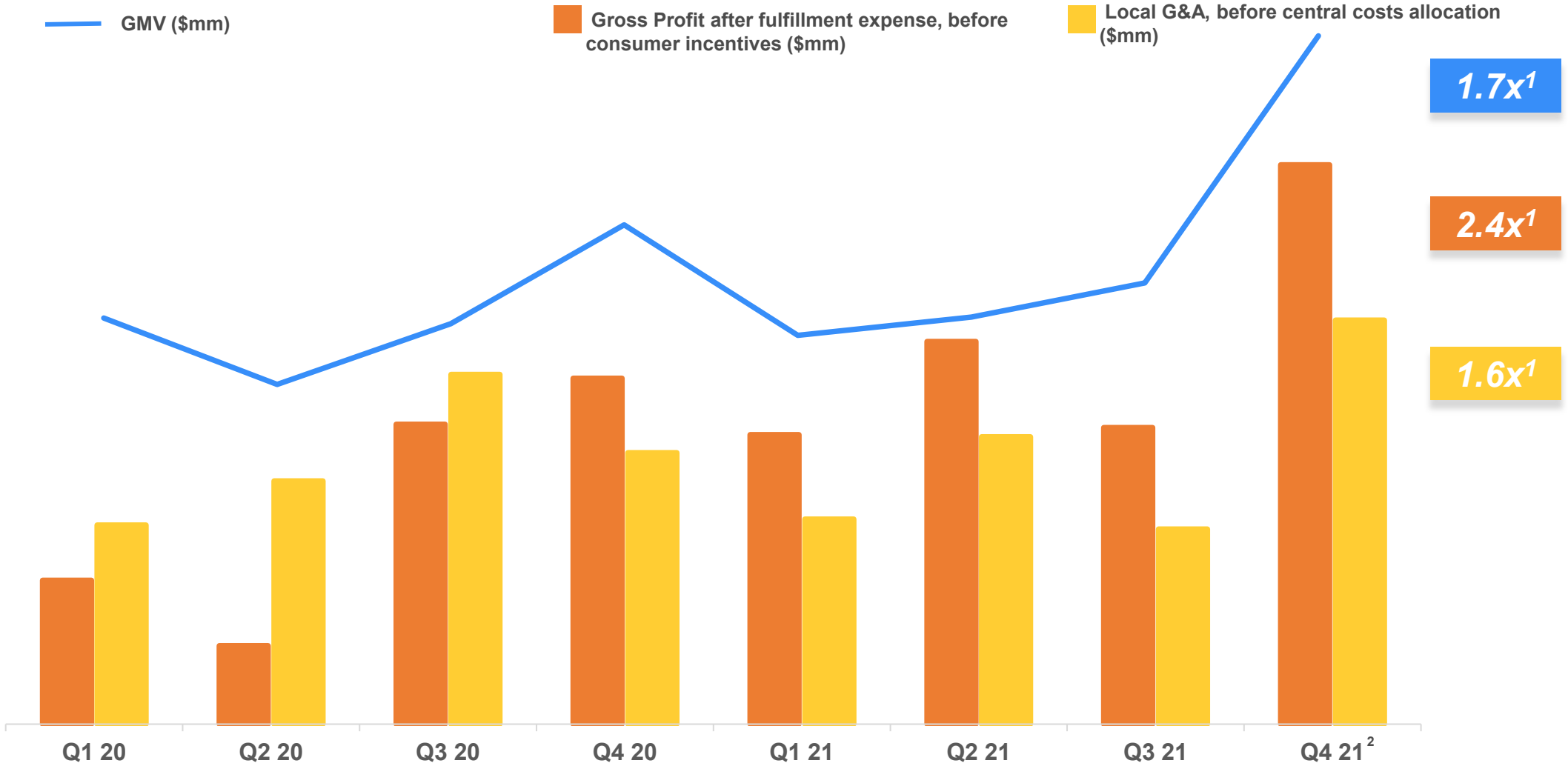
1. Corresponds to Purchase of Property and Equipment and Intangible assets, as presented on the Cash Flow Statement
2. Corresponds to a cash inflow of $4.1mm
3. Comprised of $117.1 million of cash and cash equivalents and $395.7 million of Term deposits and other financial assets

Accelerating usage growth and monetization helps us reach a new milestone towards profitability - *Nigeria case study*

Accelerating usage growth…

…and accelerating monetization…

…allow us to largely cover local G&A costs



Note

1. Q4.2021 vs Q1 2020
2. Local G&A in Q4 2021 excludes non-recurring consulting fees of c. $3mm

We have clear strategic priorities for FY2022



Usage growth

- Jumia Everyday
- Targeted free shipping
- Enhanced user experience

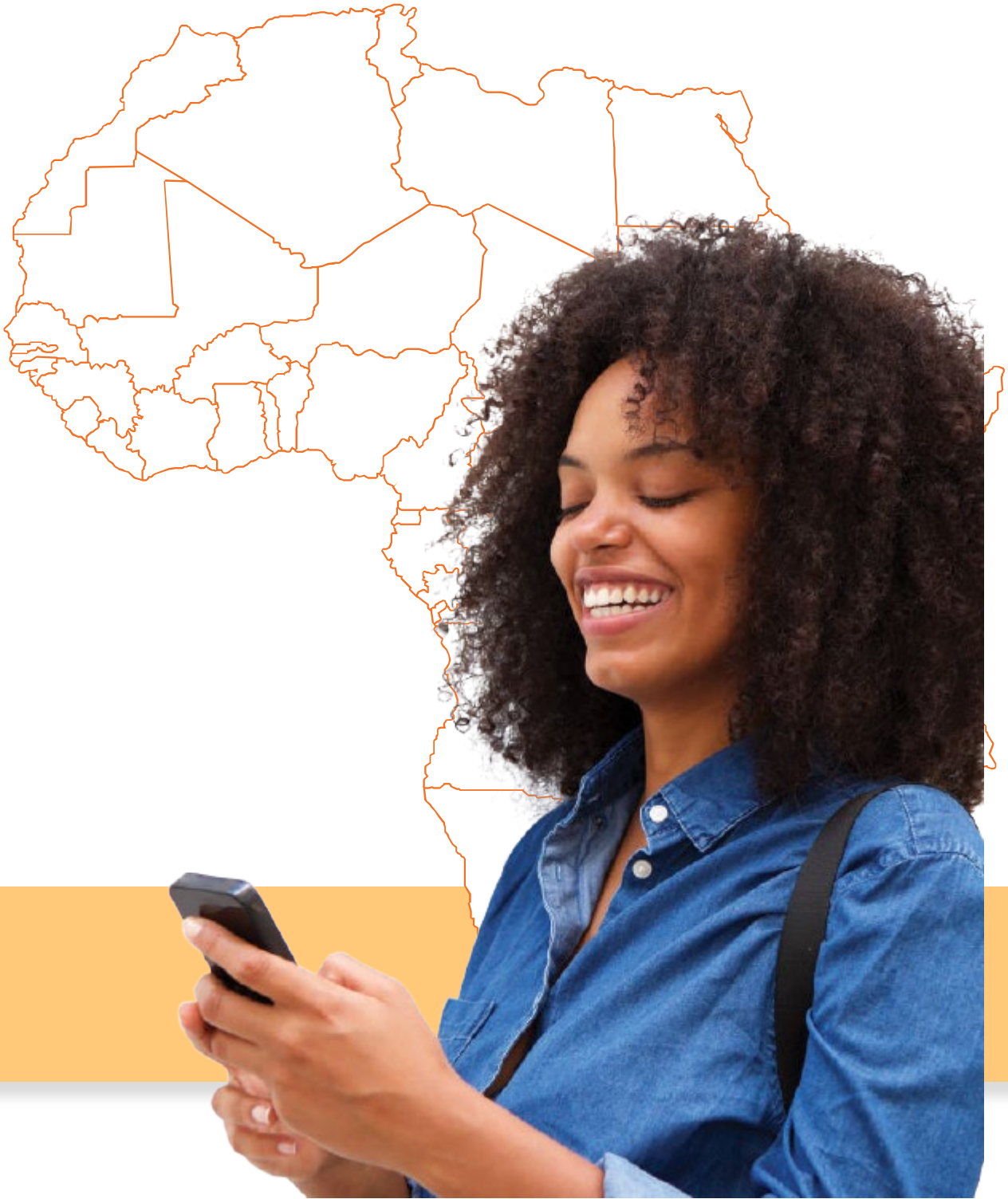
JumiaPay development

- Off-platform payment processing
- More licenses in relevant countries
- Buy Now Pay Later solutions

Increased Monetization & Cost efficiency

- Advertising
- Jumia Express
- Logistics-as-a-service
- Operating leverage cost efficiencies

- **YoY GMV growth acceleration in 2022, building on the momentum of H2.2021**
- **Sales & Advertising expense between $50mm and $55mm in H1.2022**
- **Adjusted EBITDA loss** ranging between **$200mm and $220mm in FY2022**
- **Logistics capacity expansion/ upgrades** to increase customer reach and reduce delivery time: **$15-25mm capex in FY2022**



- Usage trends
- JumiaPay development
- Monetization
- Cost efficiency
- **Appendix**

Non-IFRS Reconciliation (1/2)

	For the three months ended December 31	
($ mm)	**2020**	**2021**
Marketplace revenue[1]	**32.8**	**32.4**
Commissions	11.8	8.9
Fulfillment	11.9	10.7
Marketing & Advertising	3.5	4.2
Value Added Services	5.6	8.6
First Party revenue	**15.9**	**28.2**
Other revenue	0.6	1.5
Revenue	**49.3**	**62.0**
Cost of revenue	(16.3)	(28.4)
Gross Profit	**33.0**	**33.7**

Notes

1. Revenue from Marketplace calculated as the sum of revenue from Commissions, Fulfillment, Marketing & Advertising and Value Added Services, excluding First Party revenue and Other revenue

Non-IFRS Reconciliation (2/2)

	For the three months ended December 31	
($ mm)	**2020**	**2021**
Loss for the period	**(55.5)**	**(85.0)**
Income tax expense	1.4	0.4
Finance (income)/costs – net	6.6	(0.0)
Depreciation and amortization	2.4	2.6
Share-Based Compensation expense	11.2	12.0
Adjusted EBITDA	**(33.8)**	**(70.0)**

Constant currency data (USD)

($ mm, except percentages)	For the three months ended December 31					
	As reported		YoY Change	As reported	FX neutral data	YoY Change
	2020	2021		2020	2021	
GMV	274.6	330.1	*20.2%*	274.6	339.2	*23.5%*
TPV	70.1	90.5	*29.1%*	70.1	93.4	*33.2%*
TPV as % of GMV	25.5%	27.4%		25.5%	27.5%	
Gross Profit	**33.0**	**33.7**	***2.1%***	**33.0**	**34.7**	***5.1%***
Fulfillment expense	(23.1)	(30.5)	*31.8%*	(23.1)	(31.2)	*34.9%*
Sales & Advertising expense	(12.0)	(31.1)	*159.1%*	(12.0)	(31.4)	*161.3%*
Technology & content expense	(8.7)	(13.1)	*50.8%*	(8.7)	(13.3)	*52.5%*
G&A expense, excluding SBC	(26.2)	(32.0)	*22.2%*	(26.2)	(36.2)	*38.6%*
Adjusted EBITDA loss	**(33.8)**	**(70.0)**	***106.9%***	**(33.8)**	**(71.7)**	***111.8%***
Operating Loss	**(47.5)**	**(84.7)**	***78.3%***	**(47.5)**	**(86.0)**	***81.2%***

2021 Overview

USD mm unless stated otherwise	FY 2019	FY 2020	FY 2021
Marketplace KPIs			
GMV	1,154.1[1]	955.5	990.6
Annual Active Consumers (mm)	6.1	6.8	8.0
Orders (mm)	**26.5**	**27.9**	**34.0**
JumiaPay KPIs			
JumiaPay TPV	139.1	224.3	263.3
% on-platform penetration	*12.1%*	*23.5%*	*26.6%*
JumiaPay Transactions	7.6	9.6	12.1
% on-platform penetration	***28.7%***	***34.5%***	***35.5%***
Selected Financials			
Gross profit	84.9	106.0	110.5
Fulfillment expense	(86.6)	(79.1)	(88.7)
Gross profit after fulfillment expense	**(1.7)**	**26.9**	**21.9**
Sales & Advertising expense	(62.7)	(37.1)	(81.9)
Technology & Content expense	(30.5)	(31.8)	(39.2)
G&A ex SBC	(120.1)	(107.3)	(108.2)
Adjusted EBITDA loss	**(204.5)**	**(136.3)**	**(196.7)**
Operating loss	(255.1)	(170.3)	(240.9)

Notes
1. Adjusted for perimeter changes and improper sales practices

Our logistics services to 3rd parties exhibit strong momentum

Key highlights for Q4 2021



Selected case studies

	Centrepoint	Nigerian Bottling Co.	MIB
Country	Ghana	Nigeria	Ivory Coast
Sector	Storage & Distribution	Fast Moving Consumer Goods	Fast Moving Consumer Goods
Client Overview	Supply chain management	Franchise bottler of Coco-Cola brands	Manufacturer of wines and liqueurs
Jumia Logistics Role	Trucking services to transport items from its warehouse to its contractual partners	Haulage and fulfilment services to its retailers in Abuja	Delivery of its products to customers across Ivory Coast

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

- “Quarterly Active Consumers” means unique consumers who placed an order for a product or a service on our platform, within the 3-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 for which JumiaPay was used including shipping fees, value-added tax, and before deductions of any discounts or vouchers, irrespective of cancellations or returns, for the relevant period

- “JumiaPay Transactions” corresponds to the total number of orders for products and services on our marketplace for which JumiaPay was used, irrespective of cancellations or returns, for the relevant period

- “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