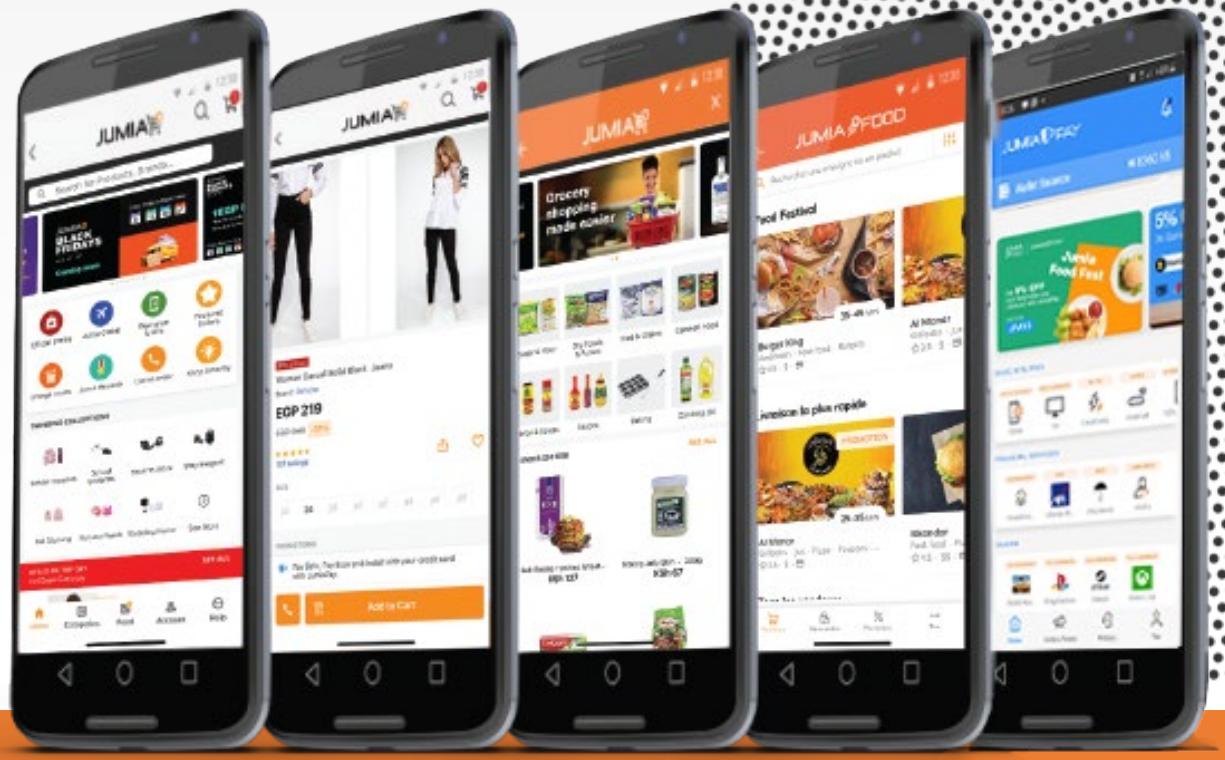
Sustainability Executive Summary

May 2022



JUMIA

Our ESG Objectives

- Make our business **sustainable for the long term** for the **benefit of our five stakeholders** – customers, sellers & partners, employees, investors and local communities
- **Align ESG with our corporate mission**
- **Embed sustainable practices into our business** operations and leverage it as a competitive advantage
- Report on our performance in an annual Non-Financial Report (NFR)
- Drive our sustainability journey through a four-stage approach
  - Stage 1: Improve existing sustainable practices and set future targets (2022)
  - Stage 2: “Do new things in new ways” (2023)
  - Stage 3: Transform core business (2023 - 2024)
  - Stage 4: Create new business models for differentiation (2024-)

The 3 Pillars of Our Sustainability Strategy

- **Pillar 1 – Living our mission**

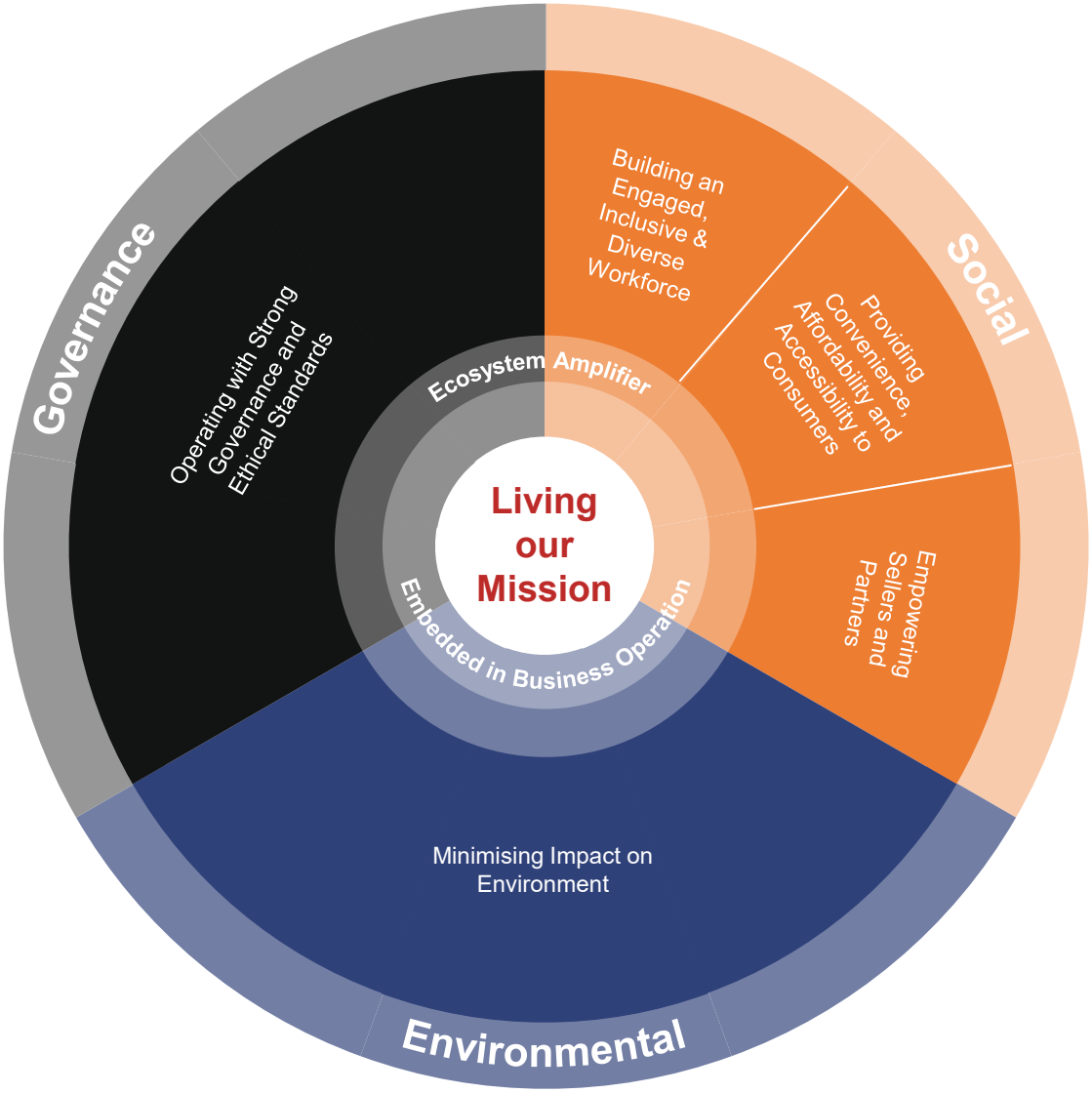
  Our mission “Leveraging technology to improve everyday lives in Africa” has sustainability at its core and as such is the first pillar of our sustainability strategy. As we execute on this mission, we create jobs, reduce inequalities and positively impact our communities

- **Pillar 2 – Embedding sustainability in Business operations**

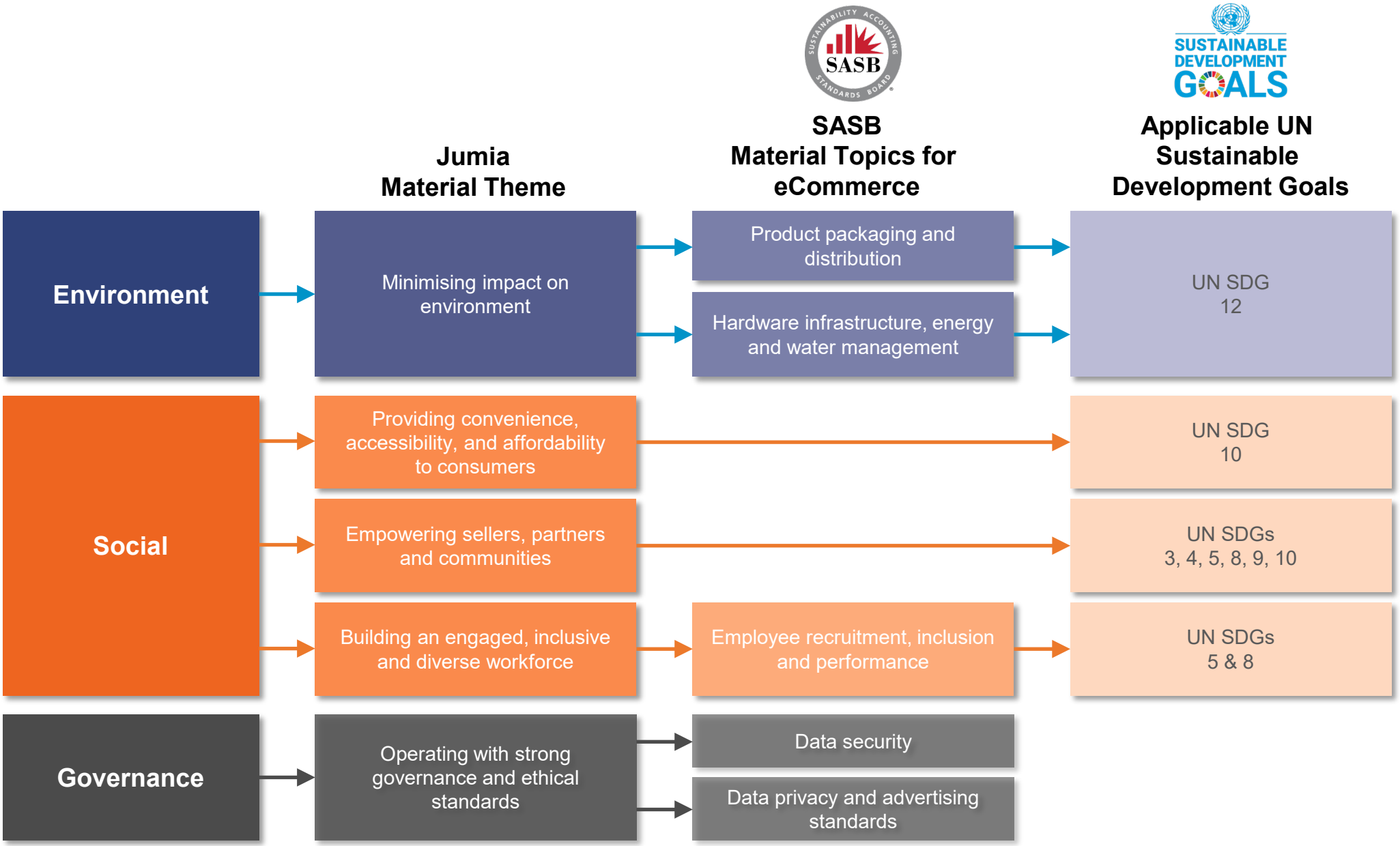
  Make business decisions and conduct our operations with sustainability guidelines and objectives

- **Pillar 3 – Our ecosystem amplifies our impact**

  Expand sustainability practices to our ecosystem of partners and stakeholders



Our 5 Material Sustainability Themes Align with SASB and UN SDGs



Theme 1 – Minimising Environmental Impact

Minimising Impact on Environment	
Number of Pick-up stations[1] *(At December 31, 2021)*	2,916
% of total packages delivered through Pick up stations[2]	21.0%
YoY[3] growth in shipped packages[4]	36.0%
YoY[3] reduction in fuel consumed per package shipped	(24.0)%
Corresponding YoY[3] growth in CO_2e (scope 3) from package shipments	3.6%
No. of refurbished phones sold in 2021	8,472

> "Jumia is focused on optimising efficiency across the business and has identified opportunities to eliminate or reduce waste where possible. This includes minimising unnecessary transit across the value chain from shipping logistics to consumer trips, extending the lifetime of products through refurbishment, and improving the energy efficiency of operations."

Notes
1. At December 31, 2021
2. FY 2021 vs FY 2020
3. Shipped packages corresponds to the total of forward and reverse shipments.

The table below summaries how Jumia's actions in Material Theme 1 – **Minimising Impact on the Environment** positively impact **UN SDG 12 (Responsible Consumption).**

Material Theme 1		
UN SDG	**Target Outcome**	**Jumia Project**
12 RESPONSIBLE CONSUMPTION AND PRODUCTION	• By 2030 substantially reduce waste generation through prevention, reduction, recycling and reuse	• 28,000 reverse shipment packages avoided in 2021 • 24% saving in fuel utilised per package shipped • 8,472 refurbished phones sold as sustainable alternatives to consumers • Energy saved through use of sunlight panels and exhaust fans in warehouses • Paper saved through reuse and recycling

Areas for Improvement

1. Tracking and measuring reduction in packaging material use
2. Further reduction in CO_2e from shipments
3. Tracking and measuring CO_2e impact of our operations (scopes 1-3)

Note: Jumia's Material Theme 1 in Alignment with UN SDG 12.

Theme 2 – Providing Convenience, Affordability and Accessibility to Consumers

Convenience[1]	
Live Product listings on the platform	>50 million
Number of countries where Jumia offers grocery on demand vs 11 countries where Jumia operates	10

Affordability[1]	
Average customer savings on 50,000+ products in Jumia Phoenix[2] program	1-10%

Accessibility[1]	
Average load time of Jumia app	1.14-1.45 seconds
Average data used on first load of Jumia app	3.2 kilobytes
Number of JForce agents supporting customers	102,300
% of packages delivered to rural areas	27.0%

Notes

1. Data for FY2021
2. The Phoenix program is a price competitiveness tool used to benchmark Jumia pricing across multiple channels including offline on a target list of strategic products

The table below shows how Jumia's actions in Material Theme 2 – **Providing Convenience, Affordability and Accessibility for Consumers** positively impact **UN SDG 10 (Reduced Inequalities).**

Material Theme 2		
UN SDG	**Target Outcome**	**Jumia Project**
	• Ensure equal opportunity and reduce inequalities of outcome, including eliminating discriminatory laws, policies, practices and promoting appropriate legislation, policies and action in this regard	• Saves time and money for all consumers regardless of socioeconomic status • Accessible to consumers without internet access or with language and geographical barriers • Supports financial inclusion through JumiaPay • Accessible to consumers in rural areas

Areas for Improvement
1. Increasing awareness and adoption of JumiaPay
2. Increasing JumiaPay adoption outside capital cities

Note: Jumia's Material Theme 2 in Alignment with UN SDG 10.

Theme 3 – Empowering Sellers, Partners and Communities

Sellers	
% of sellers who started business exclusively on Jumia	33.0%
% of sellers for whom Jumia represents at least 35% of their total annual revenue	30.0%
% of sellers who employ 1-10 people	92.0%
Number of unique sellers who received loans through Jumia	805
Average loan size	$2,217

Logistics Partners	
Number of logistics partners who work with Jumia	>700
% of logistics partners for whom Jumia represents at least 60% of their total annual revenue	36.0%

JForce Agents[1]	
% of agents who rely exclusively on JForce program for income	29.0%
% of agents employing at least one employee since joining the program	15.0%
% of agents who started a Sales career through JForce	53.0%

The table below summarises how Jumia's actions in Material Theme 3 – **Empowering Sellers, Partners and Communities,** positively impact **UN SDGs 3, 4, 5, 8, 9 and 10.**

Material Theme 3

UN SDG	Target Outcome	Jumia Project
3 GOOD HEALTH AND WELL-BEING	• Ensure universal access to sexual reproductive healthcare services, including for family planning, information and education, and the integration of reproductive health into national strategies and programmes	• Partnership with UNFPA – Distribution of sexual health products through Jumia platform
4 QUALITY EDUCATION	• Ensure equal access for all women and men to affordable and quality technical, vocational and tertiary education, including university	• Jumia University provides technical education for SMEs to grow their business

Material Theme 3 (Cont'd)

UN SDG	Target Outcome	Jumia Project
5 GENDER EQUALITY	• Enhance the use of enabling technology in particular information and communication technology, to promote the empowerment of women	• Jumia platform empowers women entrepreneurs. 51% of Jumia sellers in Nigeria and Kenya are women
8 DECENT WORK AND ECONOMIC GROWTH	• Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalisation and growth of micro, small and medium sized enterprises, including through access to financial services	• Approximately 33% of Jumia sellers say they started their business on Jumia
9 INDUSTRY, INNOVATION AND INFRASTRUCTURE	• Increase the access of small-scale industrial and other enterprises, in particular in developing countries, to financial services, including affordable credit, and their integration into value chains and markets	• Jumia connects SMEs to millions of consumers and financial services. 805 sellers received loans in 2021
10 REDUCED INEQUALITIES	• Ensure equal access for all women and men to affordable and quality technical, vocational and tertiary education, including university	• Jumia lowers barriers to entry for sellers

Areas for Improvement

1. Increase the number of sellers in general and women sellers in particular on Jumia
2. Increase the number of sellers accessing financial services through Jumia
3. Expand training options for sellers on Jumia (with a focus on women)

Note: Jumia's Material Theme 3 in Alignment with UN SDG 3, 4, 5, 8, 9 and 10.

Note: Seller, Logistics Partners and JForce data is sourced from a survey conducted in 2021 with over 600 sellers, 75 logistics partners and 1,000 JForce agents to assess the added value and impact of Jumia on their businesses.

1. A network of independent sales consultants who help in educating consumers about e-commerce and Jumia on the ground

Theme 4 – Building an Engaged and Diverse Workforce

Engagement	
Employees with minimum tenure of 5 years at Jumia	20.0%
Engagement score[1]	96.0%
Voluntary attrition	20.0%
Involuntary attrition	7.0%

Total Permanent Employees	
Broad Nationality Groups	**% of Workforce**
African	88.4%
European	7.9%
Asian	2.0%
Middle Eastern	1.0%
American	0.7%
Total	**100.0%**

Key Inclusiveness and Diversity Data	
Inclusiveness	
Geographical locations	Located in 8 countries classified by the World Bank as low to low middle income countries
Diversity	
Women in workforce	33.4%
Women in Tech workforce	21.9%
Number of nationalities in workforce	57
Number of broad nationality groups in workforce	5

Note: Based on the HR annual survey of 2021. Corresponds to the percentage of respondents who either agreed or strongly agreed with the propositions in the survey and strongly committed to Jumia's mission

Tech Staff by Location	
Porto	263
Cairo	122
Rest of Africa	29
Total	**414**

The table below shows how Jumia's actions in Material Theme 4 – **Building an Engaged Inclusive and Diverse Workforce** positively impact **UN SDGs 5 and 8.**

Material Theme 4		
UN SDG	**Target Outcome**	**Jumia Project**
5 GENDER EQUALITY	• Protect labour rights and promote safe and secure working environments for all workers, including migrant workers, in particular women migrants, and those in precarious employment	• Investment in 7,392 helmets with ECE 22.05 United Nations minimum safety standards for Jumia delivery agents
8 DECENT WORK AND ECONOMIC GROWTH	• Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision making in political, economic and public life	• 33.4% of women in workforce and 21.9% of women in Tech workforce

Areas for Improvement

1. Increasing the percentage (%) of women in total Jumia workforce
2. Increase in percentage (%) women at Manager and above levels

Note: Jumia's Material Theme 4 in Alignment with UN SDG 5 and 8.

Theme 5 – Operating with Strong Governance and Ethical Standards

Governance Structure	• Follows **best-practice for German corporations** • Supervisory Board with a **majority of non-executive independent directors and 3 female** board members out of 7 • Management Board including the 2 co-CEOS and co-Founders • 3 Board committees: Risk & Audit, Compensation, Corporate Governance and Nominations
ESG Committee	• Created in 2021 with 3 Supervisory Board members to oversee the execution of the sustainability strategy
Data Security & Protection Practices	• **No data breaches** experienced in 2020 and 2021 • **Security architecture comprises 3 systems**: a Security Operations Center[1], a Risk Assessment System and a Cyber Assurance System • **Full disaster recovery plan** with critical recovery steps following standard operating procedures: incident identification and escalation, diagnosis and plan definition, leading to system recovery through managed procedure and progress monitoring • **2 main data security axes:** ➢ Internal axis: based on 2 systems, Access Control List to centralize user access and permissions and OKTA, a software application for identity management ➢ Operational systems axis with multiple layers of protection including a Content Delivery Network covering geographic servers that work together, API rate limiting mechanism for malware protection, API management and monitoring system to further restrict access and prevent account takeovers etc.

Notes

1. A centralized unit that deals with security issues at organizational and technical levels