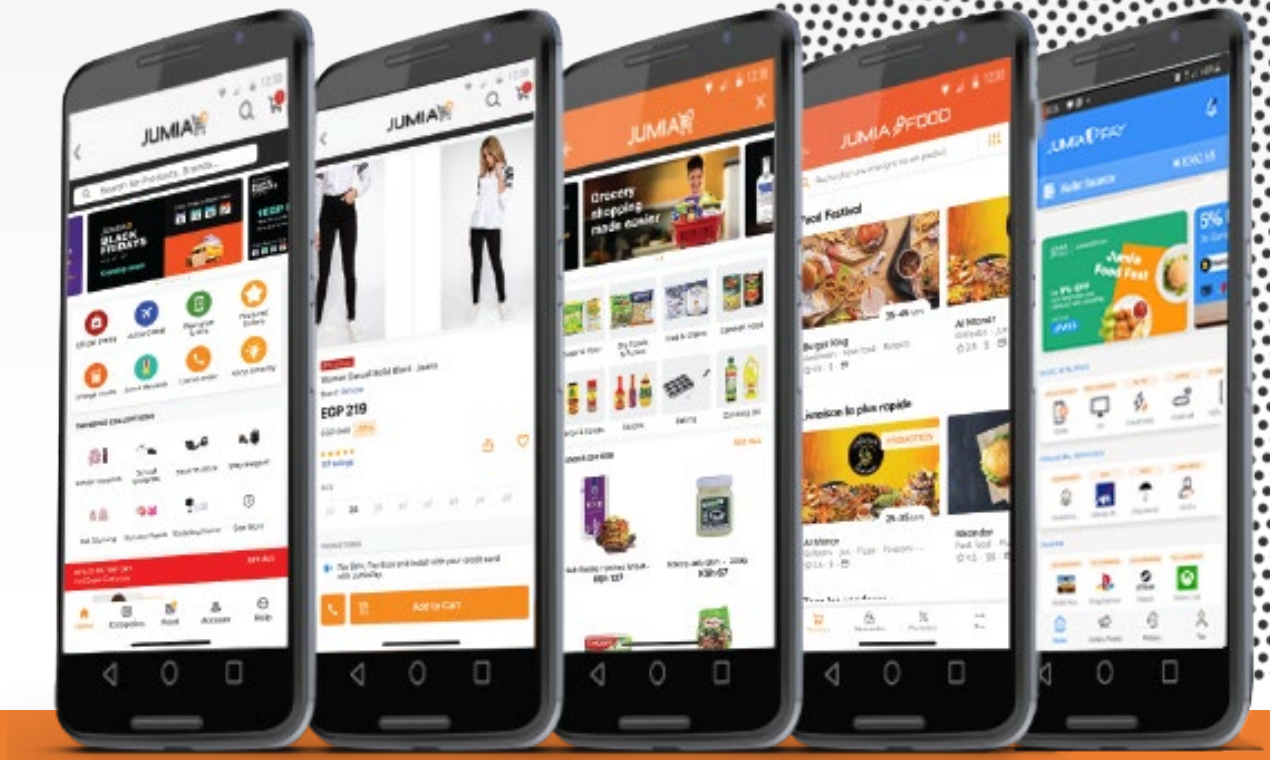
Overview materials

May 2022



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 materially 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 these cautionary statements.

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 be materially different from what we expect.

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Jumia overview

- Strategy update
- Q1.22 financial highlights
- Appendix

Africa is a massive market



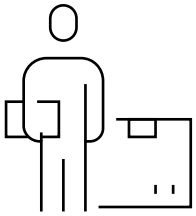
1.4Bn

Population[1]



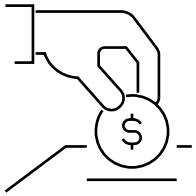
590mm

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, IMF, Internet World Stats

Notes:

1. As of October 2021
2. As of December 2020
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

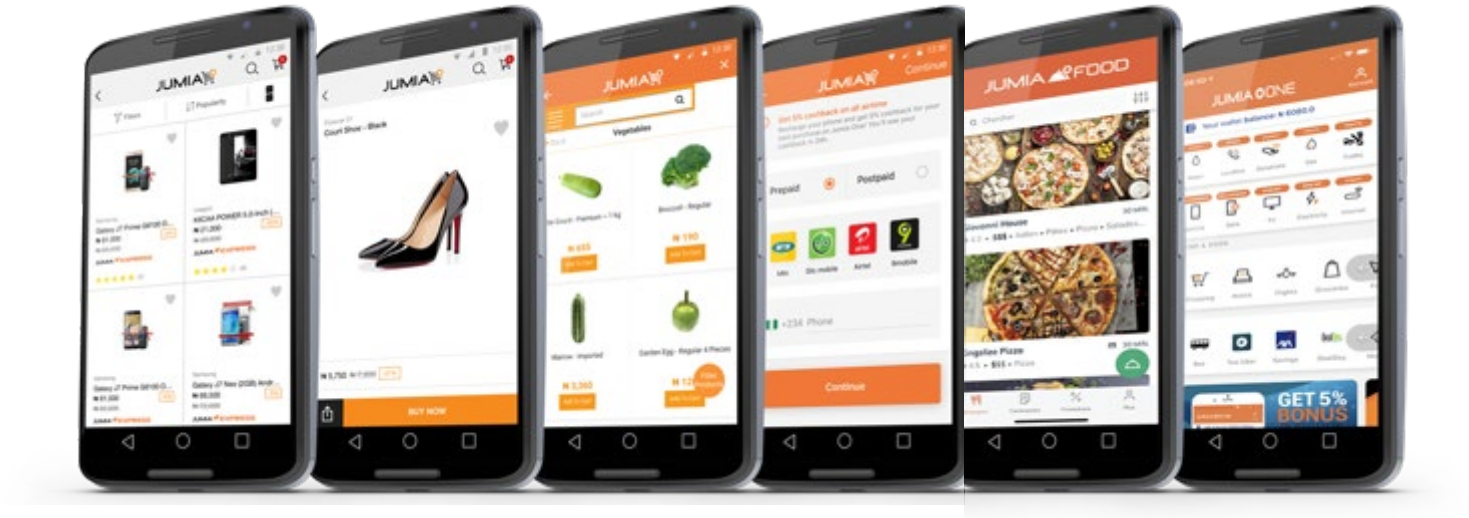


Creating sustainable impact

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

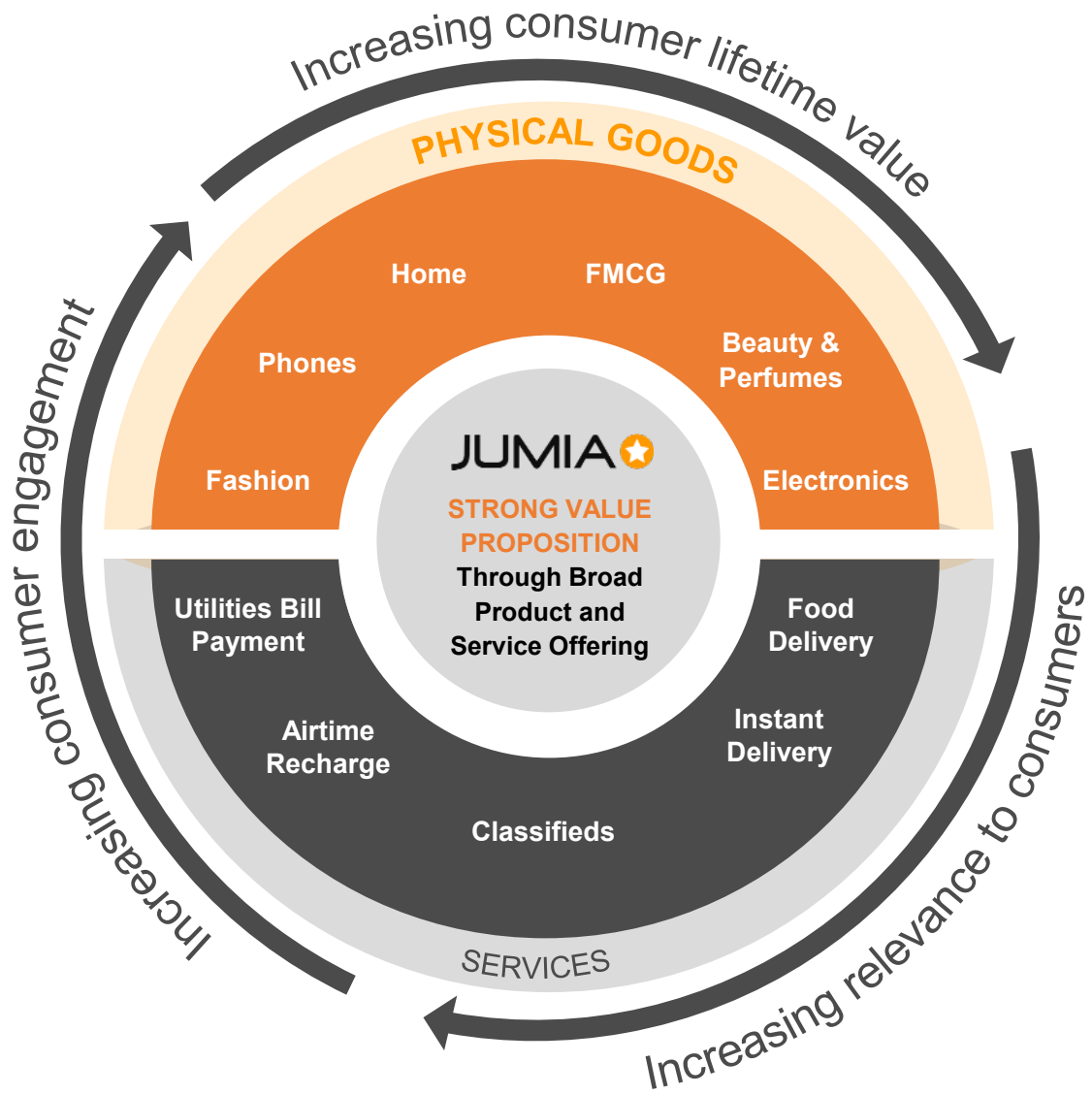
Buy a smartphone	Buy shoes	Buy your groceries	Recharge your data plan	Pay your bills	Order a pizza	…And many more

8.0mm	>100K	c.$1.0bn	36.7mm	34%
Annual Active Consumers[1]	Active Sellers[2]	GMV[3]	Orders[3]	Transactions via JumiaPay[4]

Notes:

1. For the 12-month period ending December 31, 2021
2. As of December 2021, 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 March 31, 2022
4. % Orders completed using JumiaPay in Q1 2022, 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[1]

~70%
of Africa's Internet users[2]

Pan-African presence provides strong strategic benefits

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

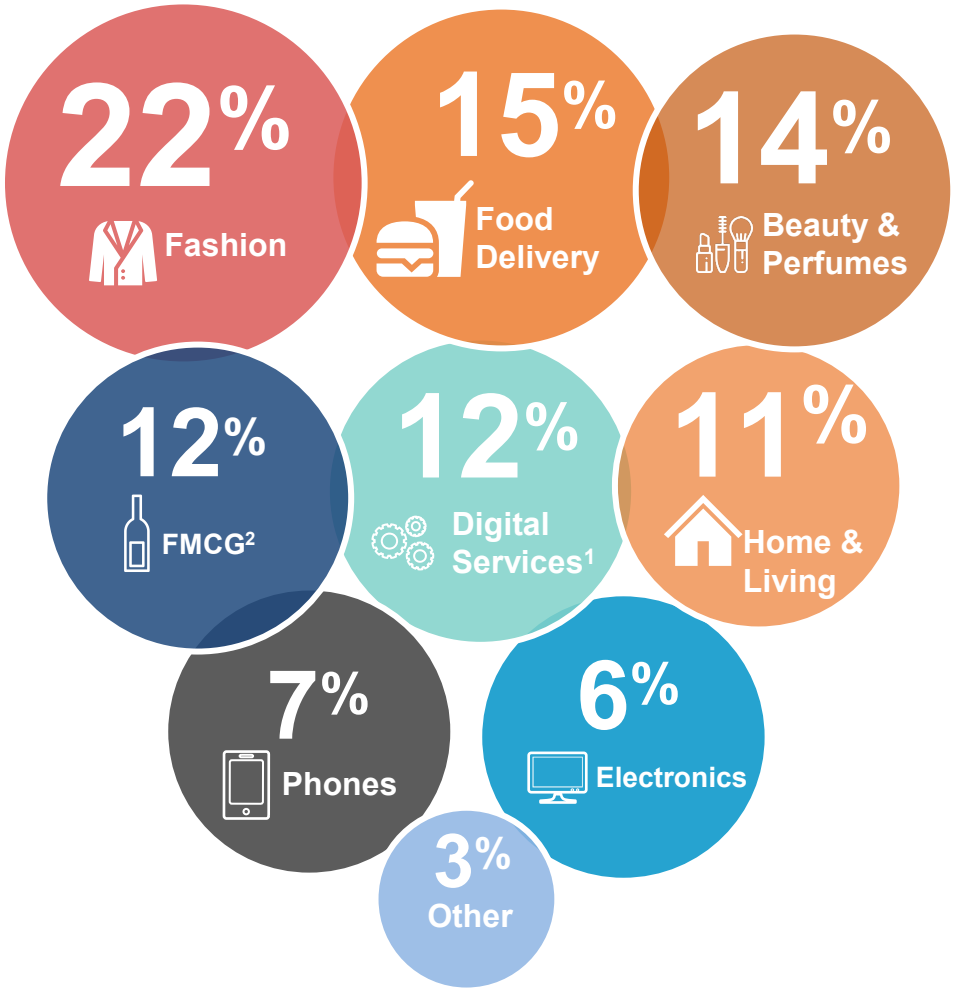
Notes:
1. IMF as of October 2021
2. Internet World Stats as of December 2020

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, 2021



50mm+
Live product listings[3]

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

100k+
Active Sellers[4]

Sources: Company information

Notes:

1. Digital Services includes services offered via our JumiaPay app
2. Fast-moving consumer goods
3. As at December 31, 2021
4. For 2021

We provide sellers with an attractive value proposition

Sellers

BRANDS



LOCAL SELLERS



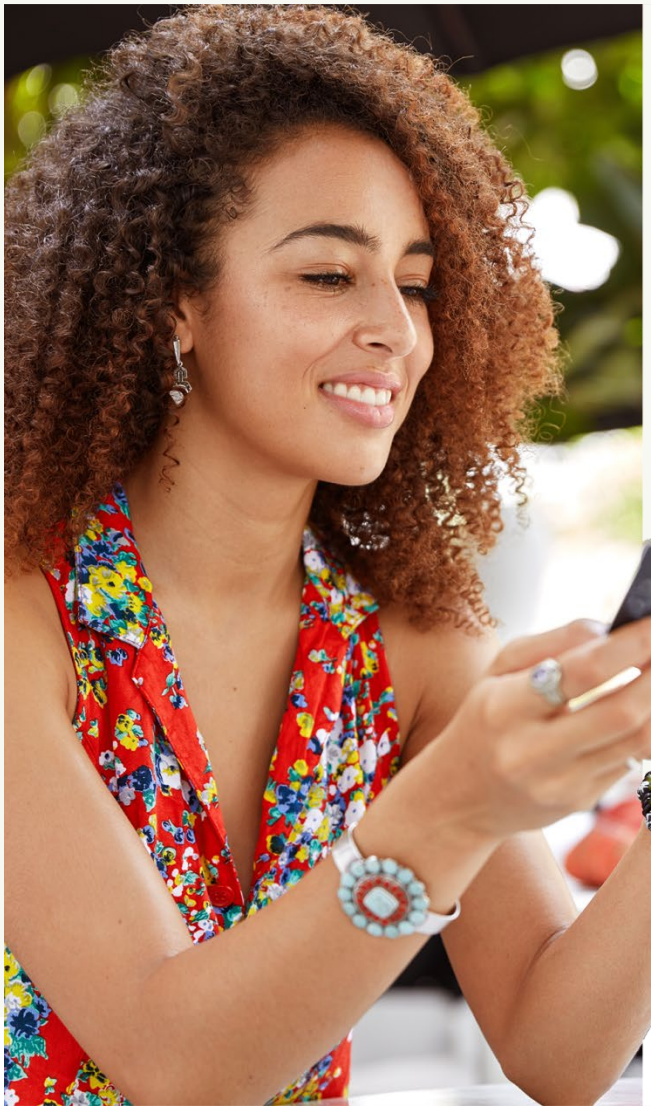
CROSS-BORDER SELLERS



- 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

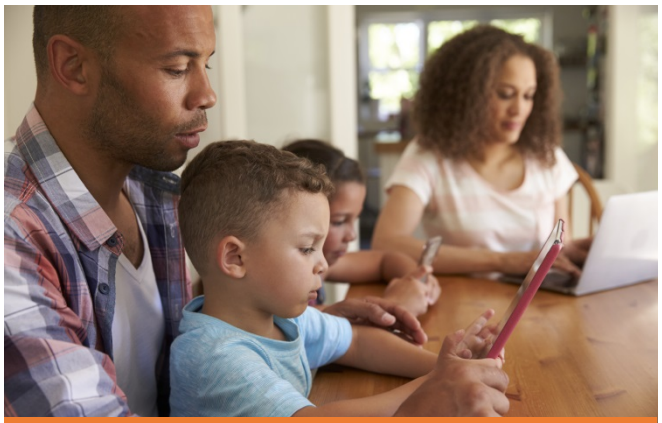
Our well-recognized and highly-trusted brand wins over African online shoppers



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"

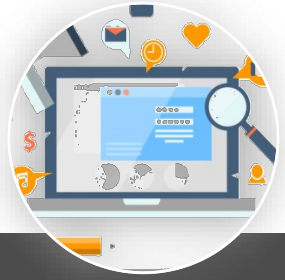
"I cannot check the quality of the products"

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



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

SCALE

36.7mm packages[1]

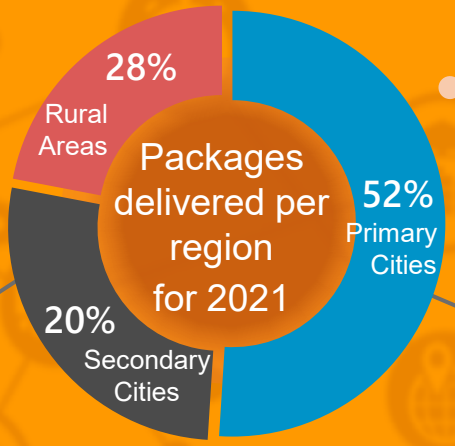
CONTROL

99.8% of deliveries are controlled by Jumia

ASSET-LIGHT

3.8% 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 12-month period ending March 31, 2022
2. Calculated based on property, plant and equipment over Total assets as of December 31, 2021
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 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 ميزة · CMI

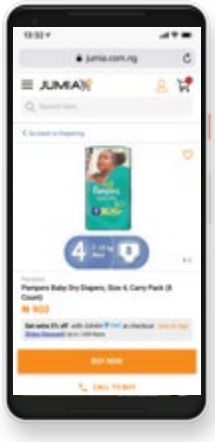
Mobile Money

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

Money Transfers / Cash

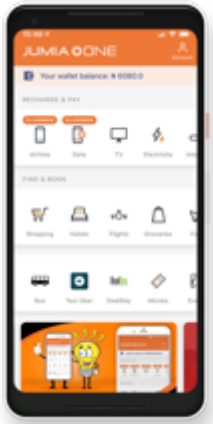
Fawry · m CASH · وفاكاش Wafacash · Wari · AmanPay

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

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

JUMIA MARKETPLACE

- Traffic
- Consumer
- Purchase
- Product Trends
- Feedback
- Returns

JUMIA LOGISTICS

- Shipping Info
- Location
- Smart route

JumiaPay

- Purchase data
- Fraud Events
- Payment Method
- Validated Transactions
- Refunded Transactions



MORE VALUE FOR CONSUMERS

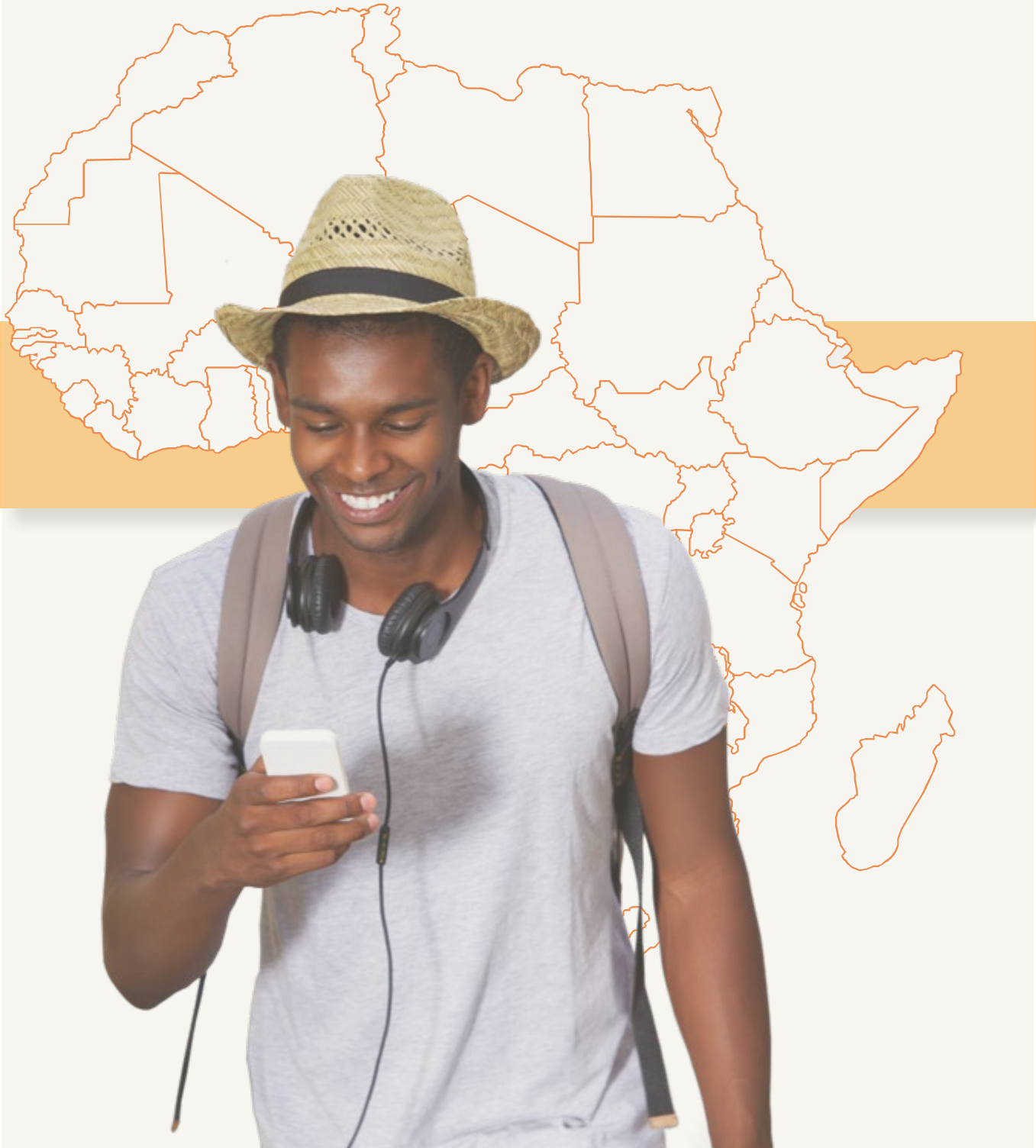
- Personalization
- More relevant offering
- Faster and better delivery
- Enhanced experience

MORE VALUE FOR SELLERS

- Enhanced consumer view
- Better pricing
- Inventory management
- Tailored marketing

MORE VALUE FOR JUMIA

- Single view of consumer
- Real-time analytics
- Personalized engagement
- Better processes



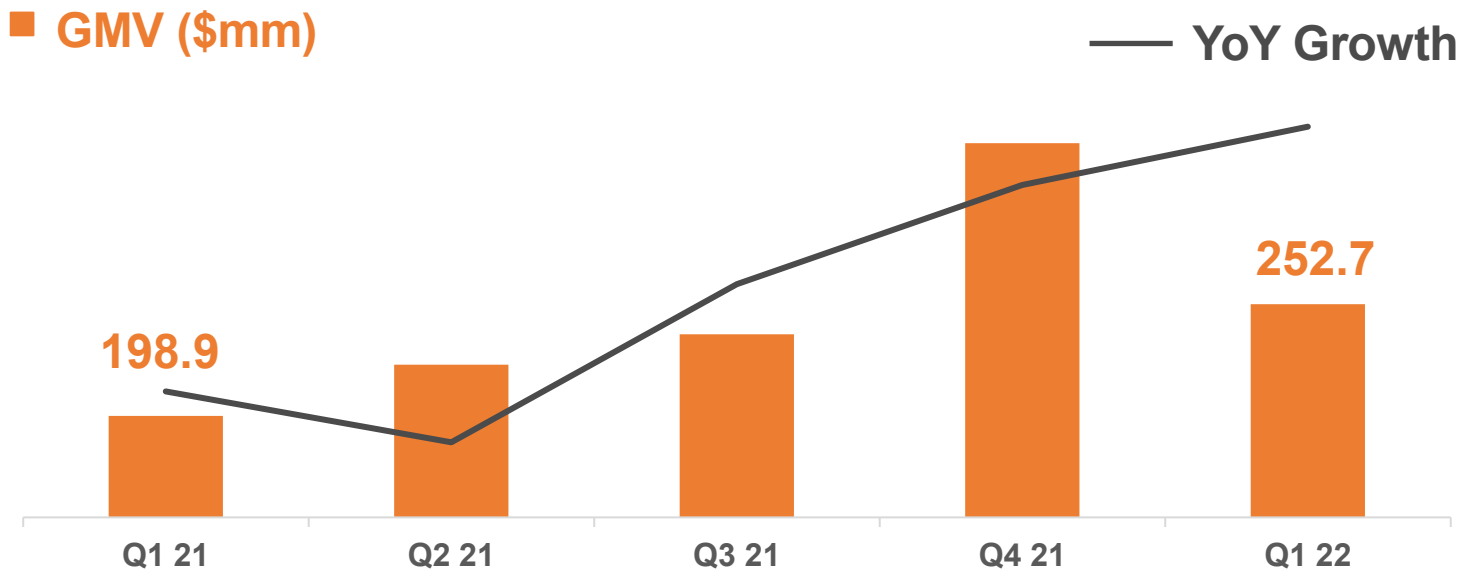
- Jumia overview
- **Strategy update**
- Q1.22 financial highlights
- Appendix

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

2012 - 2019	2019 - 2021	Present
Setting strong platform foundations	**Building robust unit economics**	**Scaling the platform towards profitability**
• Marketplace model • Logistics platform • JumiaPay payment and fintech solutions	• Positive Gross profit after Fulfillment expense • Stronger balance sheet • More diversified, more relevant marketplace	• Accelerating usage growth • Accelerating monetization • Improving cost efficiency • Developing JumiaPay

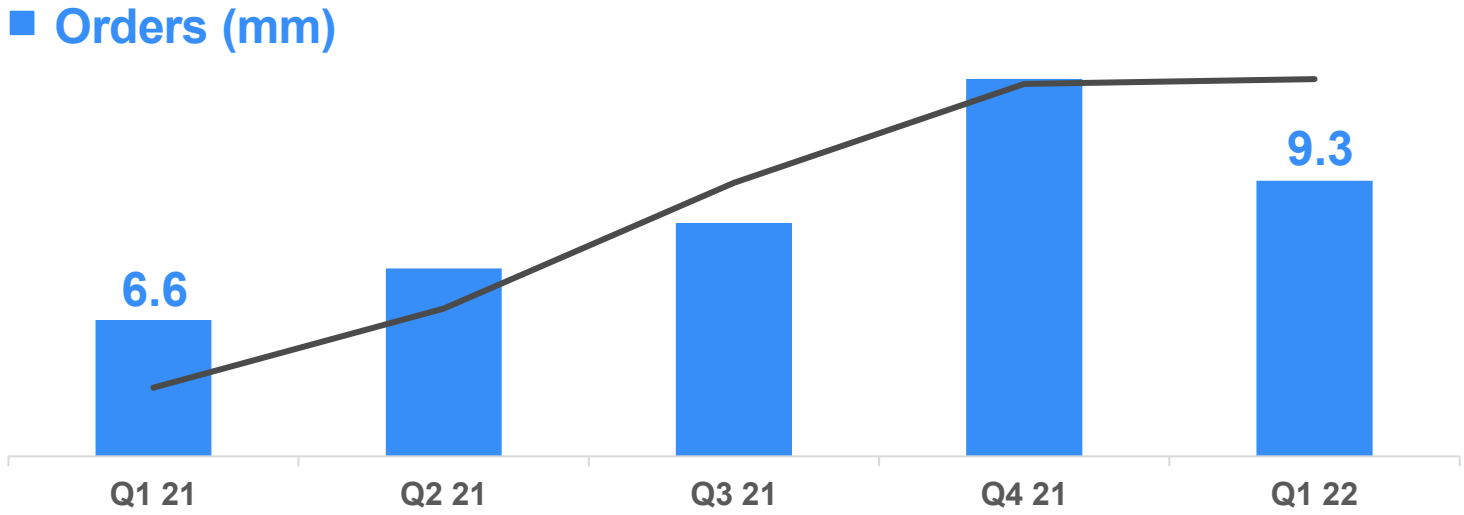
Accelerating usage growth

Fastest GMV and Order growth rates of the past 9 quarters



+27% YoY[1]

+35% YoY[2]



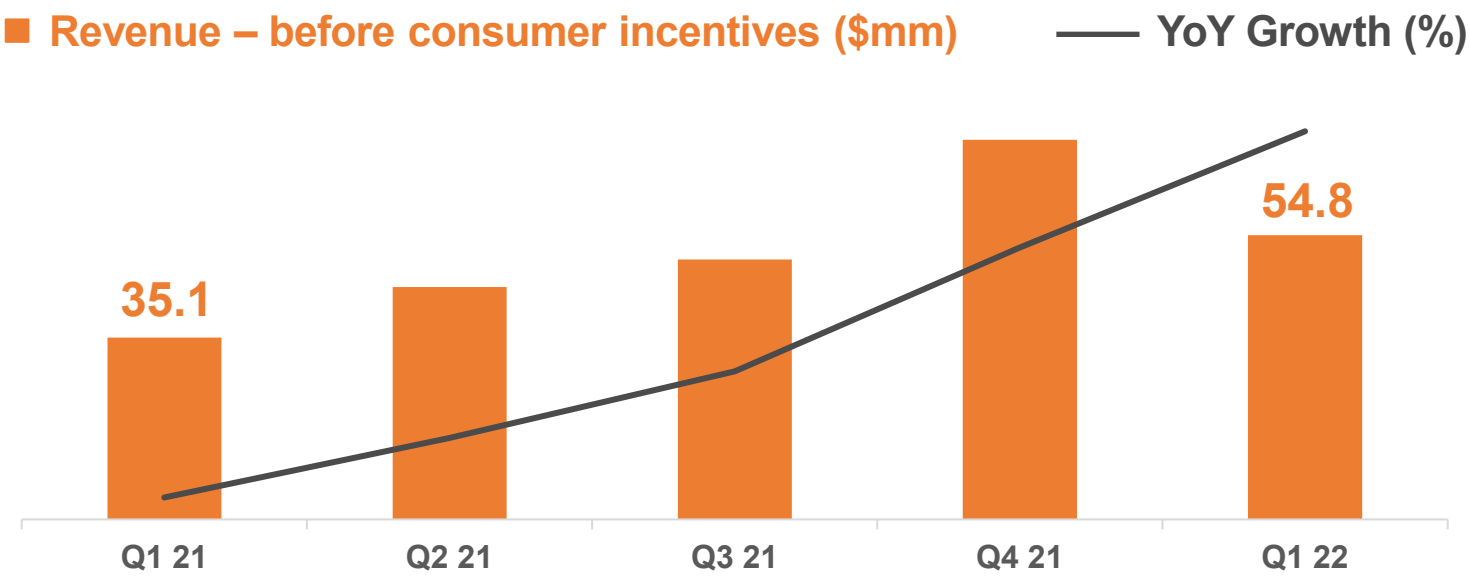
+40% YoY[1]

Notes

1. Year-Over-Year, i.e. Q1.2022 vs Q1.2021
2. GMV growth on a constant currency basis

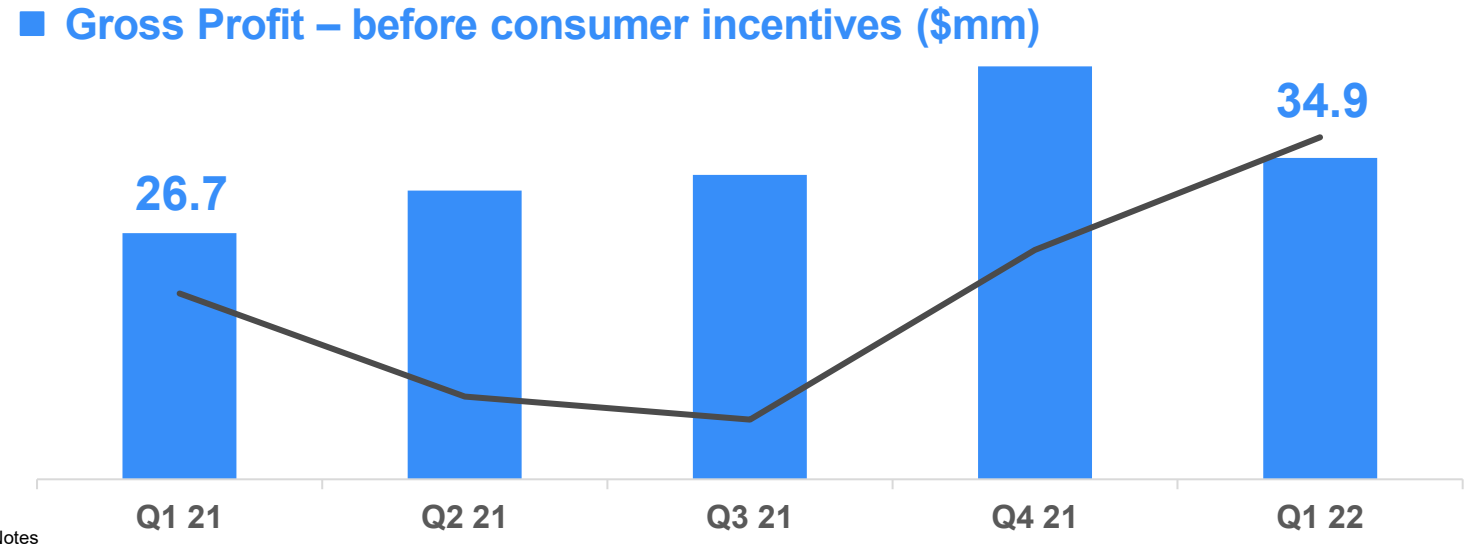
Accelerating monetization

Fastest Revenue[3] and Gross Profit[3] growth rates of the past 9 quarters



+56% YoY[1]

+65% YoY[2]



+31% YoY[1]

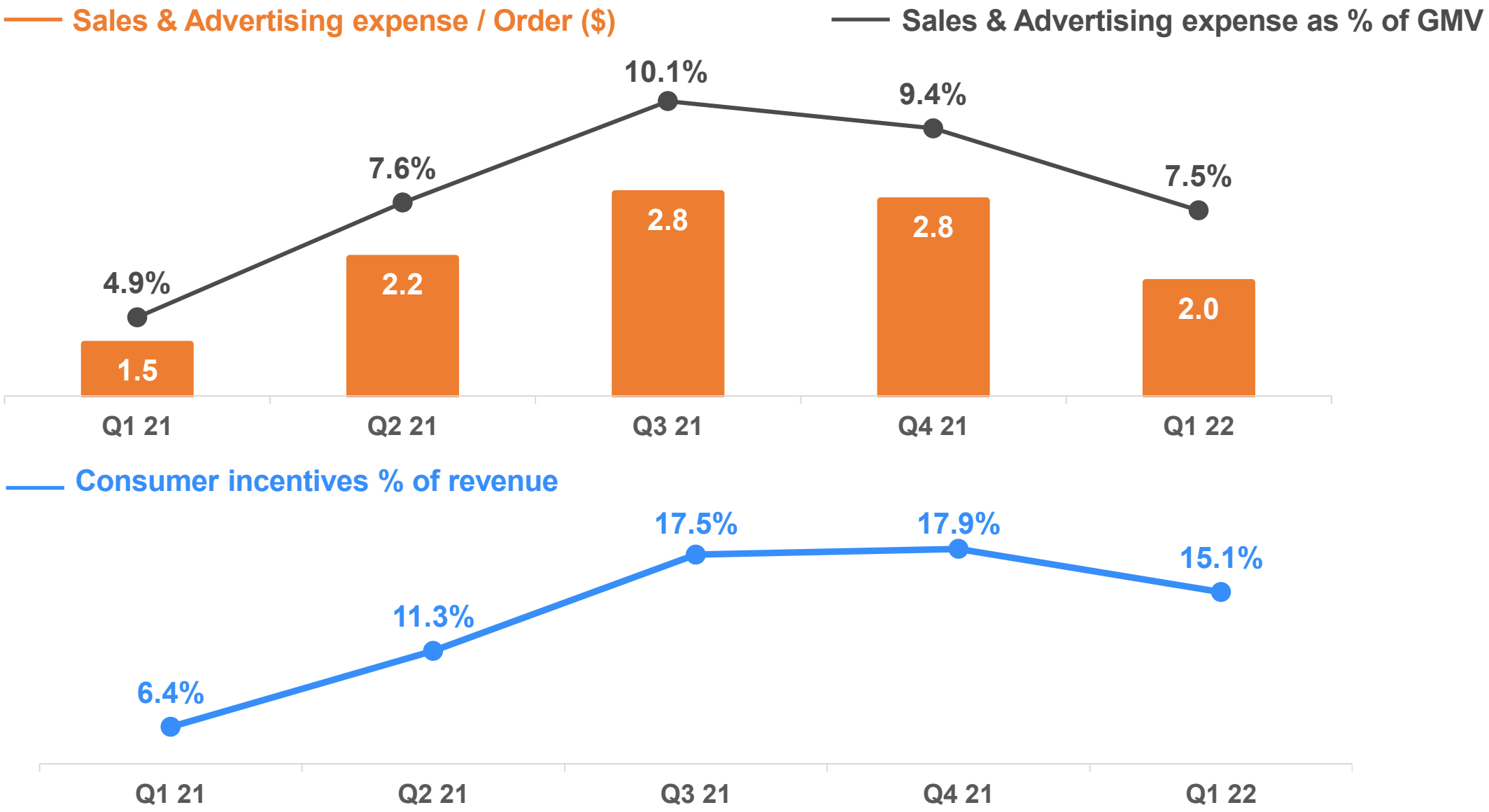
+38% YoY[2]

Notes

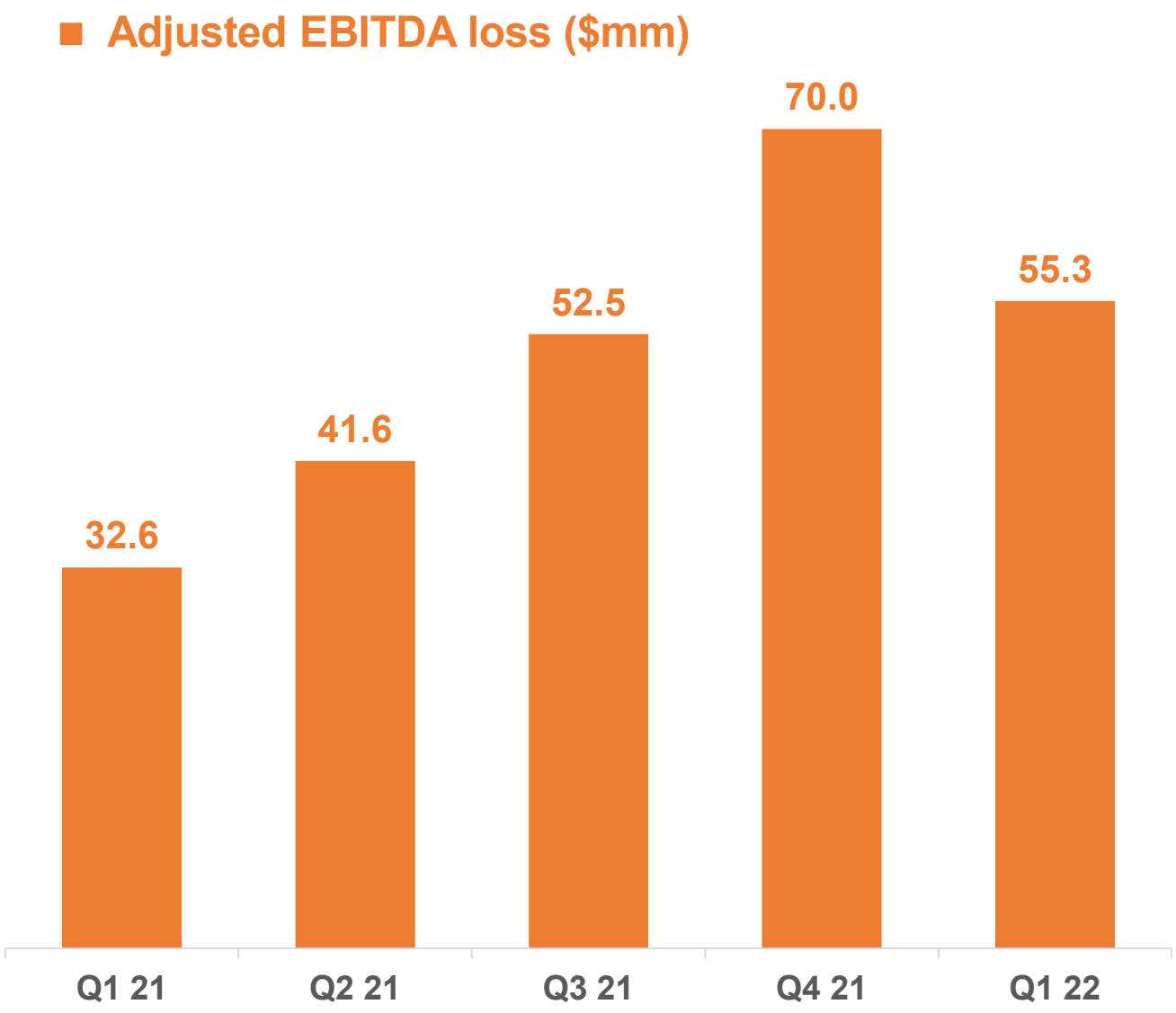
1. Year-Over-Year, i.e. Q1.2022 vs Q1.2021
2. Growth on a constant currency basis
3. Before consumer incentives

Improving marketing efficiency

Best level of Sales & Advertising efficiency in the last 4 quarters



We are past the peak of quarterly Adjusted EBITDA losses



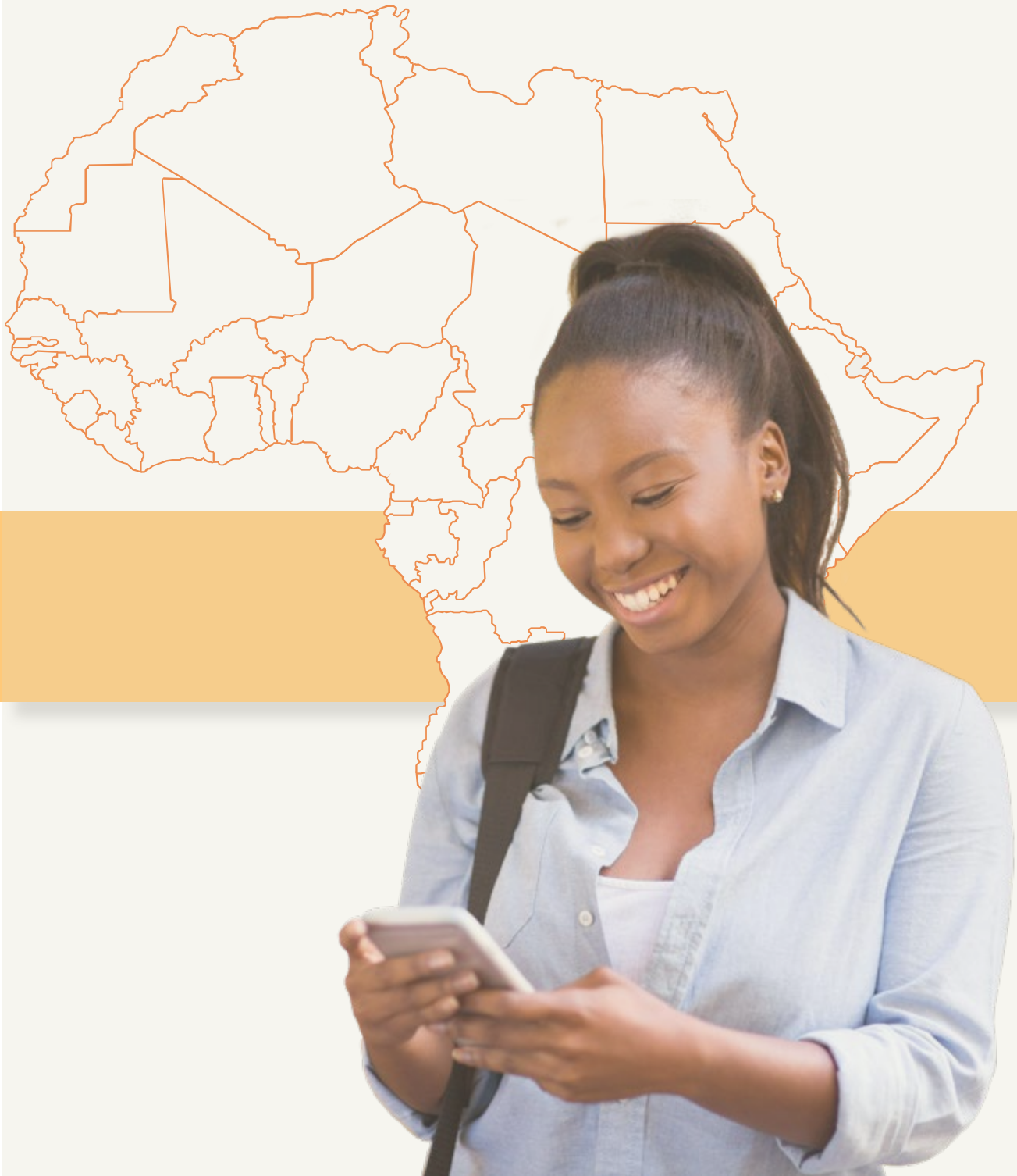
- We are **past the peak of quarterly Adjusted EBITDA losses** reached in Q4.21
- We maintain our **FY22 guidance of Adjusted EBITDA loss ranging between $200mm and 220mm**
- We expect our **YoY Adjusted EBITDA loss to decrease starting from FY23**

The building blocks of our path to profitability

	Q1.2022 progress	Initiatives to drive further progress
Accelerating usage growth	**Fastest YoY GMV** and **Order** growth rates **of the past 9 quarters**	Maintain usage growth momentum with consistent execution across the business: • Marketing: continued **marketing investment with improving efficiency** • Commercial: further penetrate **everyday product categories** • Logistics: **disciplined roll-out of next day free delivery**[1] • Technology: **further UI/UX improvements**
Accelerating monetization	**Fastest YoY Revenue**[2] and **Gross Profit**[2] growth rates **of the past 9 quarters**	Further accelerate monetization, leveraging our diversified monetization engine: • First Party activity: **further enhance first party margins introducing volume rebates negotiation** on the back of first-party sales growth • Marketplace activity: i) **selected commission take-rates increases** on the back of usage growth acceleration, ii) **monetize Jumia Express** with the targeted roll-out of free next-day delivery • Further develop currently nascent revenue streams: **advertising, logistics-as-a-service** • Further **monetization upside**: roll-out of **JumiaPay off-platform**
Improving cost efficiencies	**Best level of Sales & Advertising efficiency**[3] **in the last 4 quarters**	• **Further marketing efficiency improvement** • **Operating leverage**/ scale efficiencies on **Technology and General & Administrative ex SBC expenses**

Notes

1. On Jumia Express items, in main cities, for baskets above a minimum size
2. Before consumer incentives
3. Sales & Advertising expense per Order and as % of GMV



- Jumia overview
- Strategy update
- **Q1.22 financial highlights**
- Appendix

Usage

We are executing with consistency and discipline to accelerate usage growth



Further entrench Jumia as **the digital destination for everyday needs and occasional purchases in Africa**

Marketing	Commercial	Logistics	Technology
Investments in customer acquisition & retention	**Further penetrate everyday** product categories	**Disciplined** roll-out of **free next-day delivery**[1]	**Increase headcount and capacity**

Selected Q1.2022 Developments

#1 Most Influential Brand

In e-commerce category

Ipsos Most Influential Brands, Egypt, 2021

+ 1 million[2] SKUs

In the FMCG category between 12/31/2021 and 03/31/2022

57% of packages[3]

Reached consumers within 24 hours of order placing

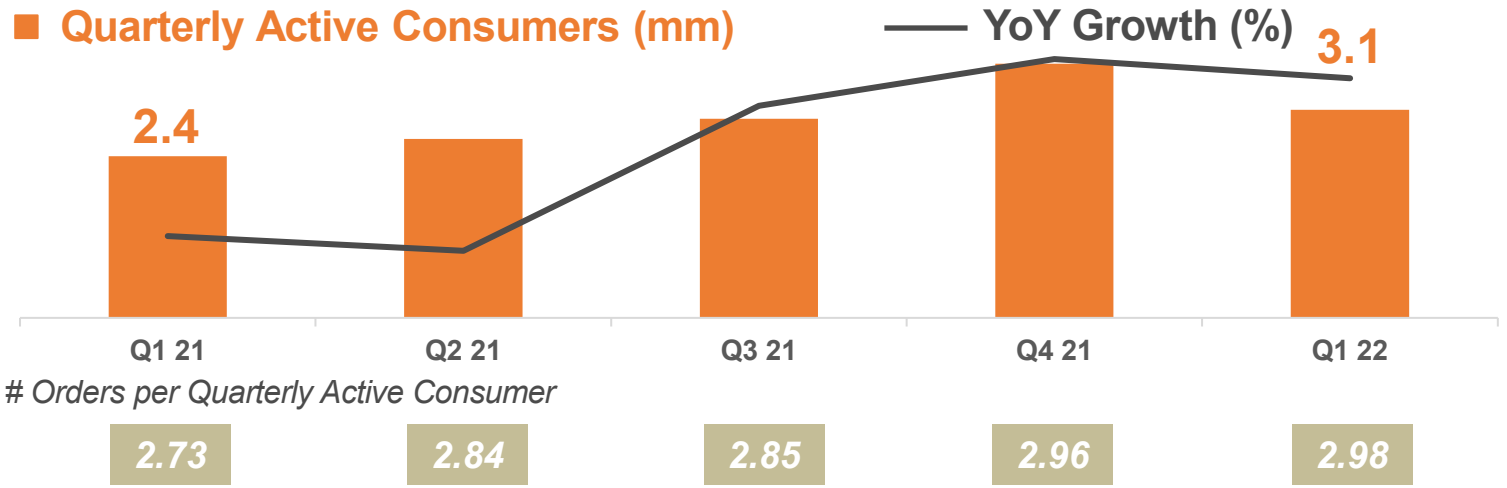
UI/UX overhaul

Revamp of homepage structure and product description pages

Notes

1. On Jumia Express items, in main cities, for baskets above a minimum size
2. 946,020 SKUs
3. Of shipped packages

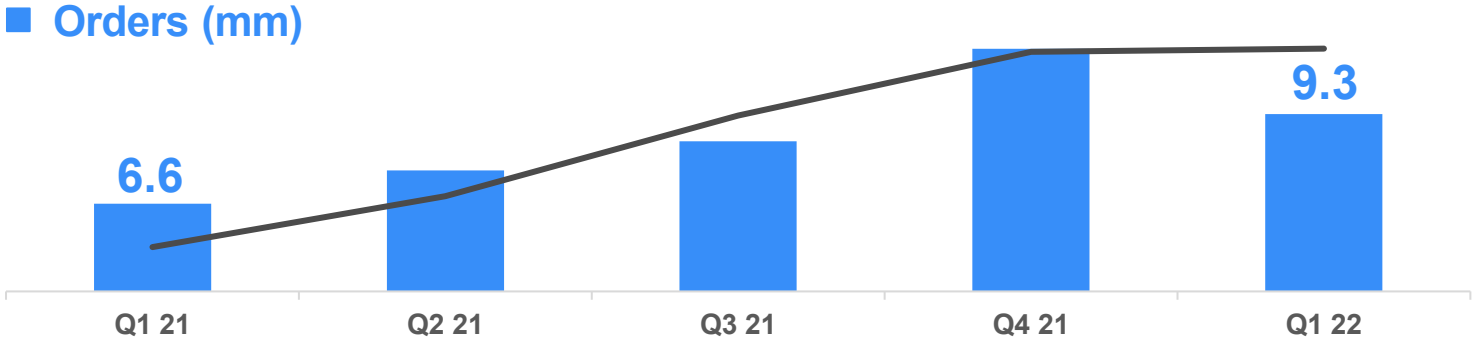
Usage growth is clearly accelerating



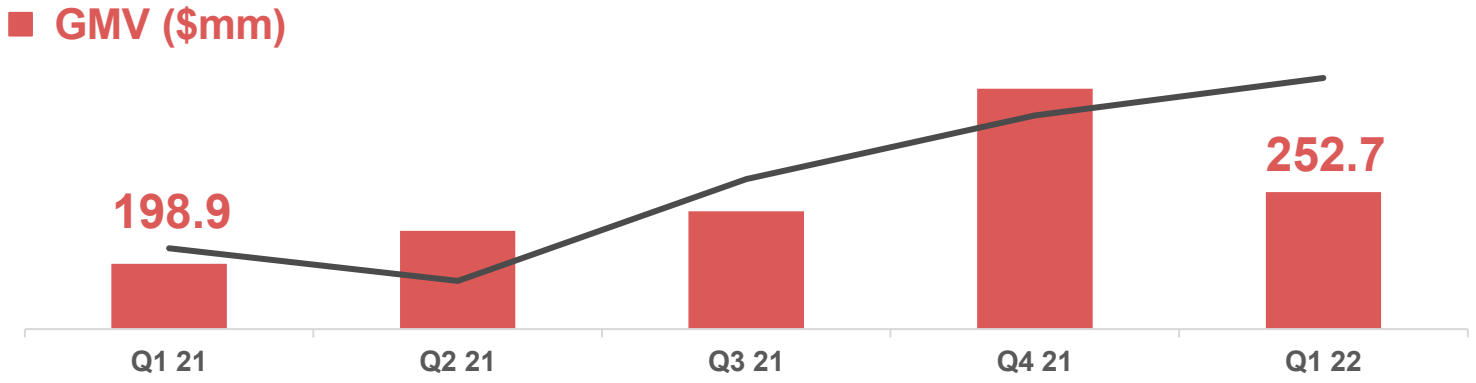
 # Orders per Quarterly Active Consumer

Q1 21	Q2 21	Q3 21	Q4 21	Q1 22
2.73	2.84	2.85	2.96	2.98

+29% YoY[1]



+40% YoY[1]



+27% YoY[1]

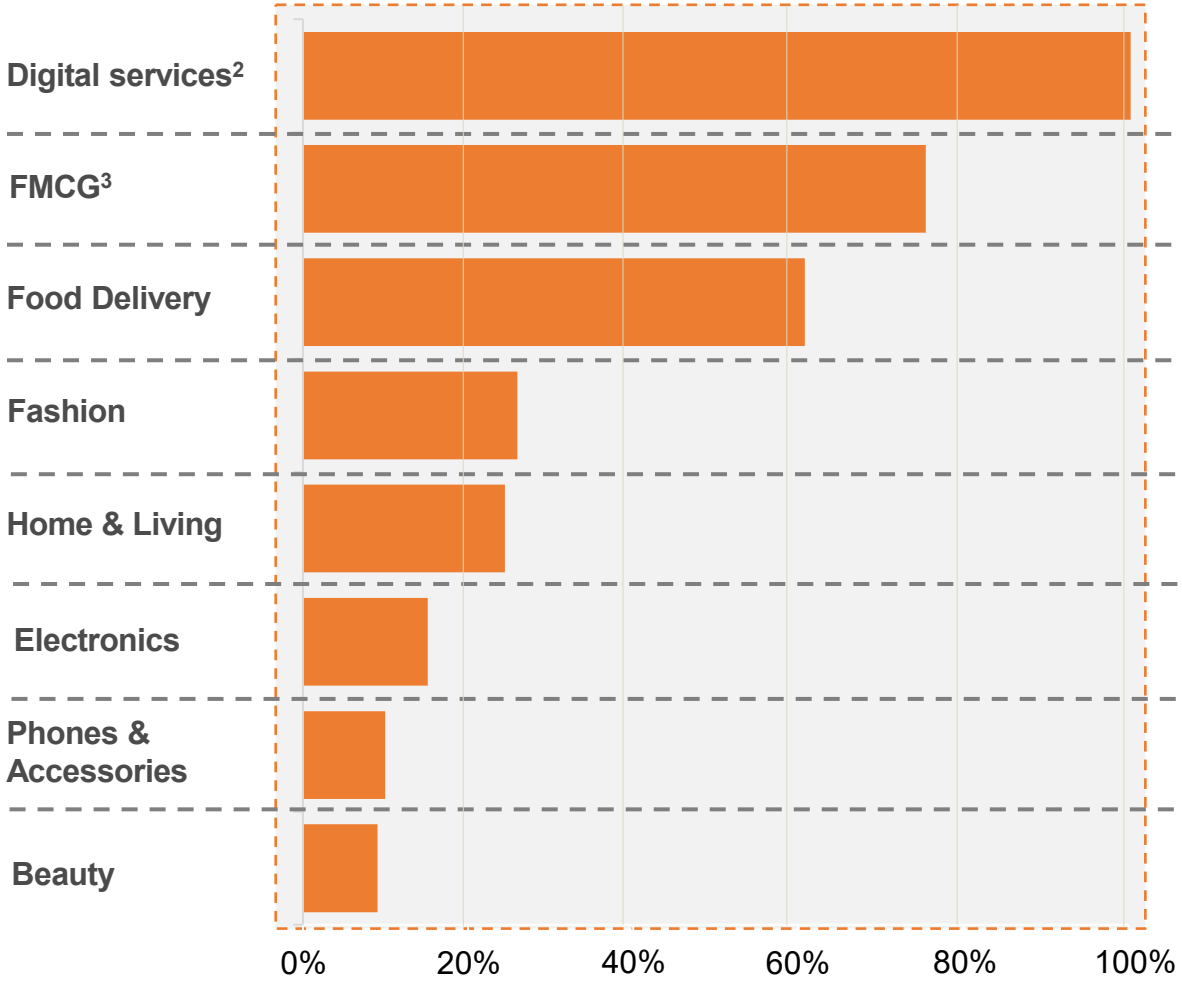
+35% YoY[2]

Notes
1. Year-Over-Year i.e. Q1.2022 vs Q1.2021
2. GMV growth on a constant currency basis

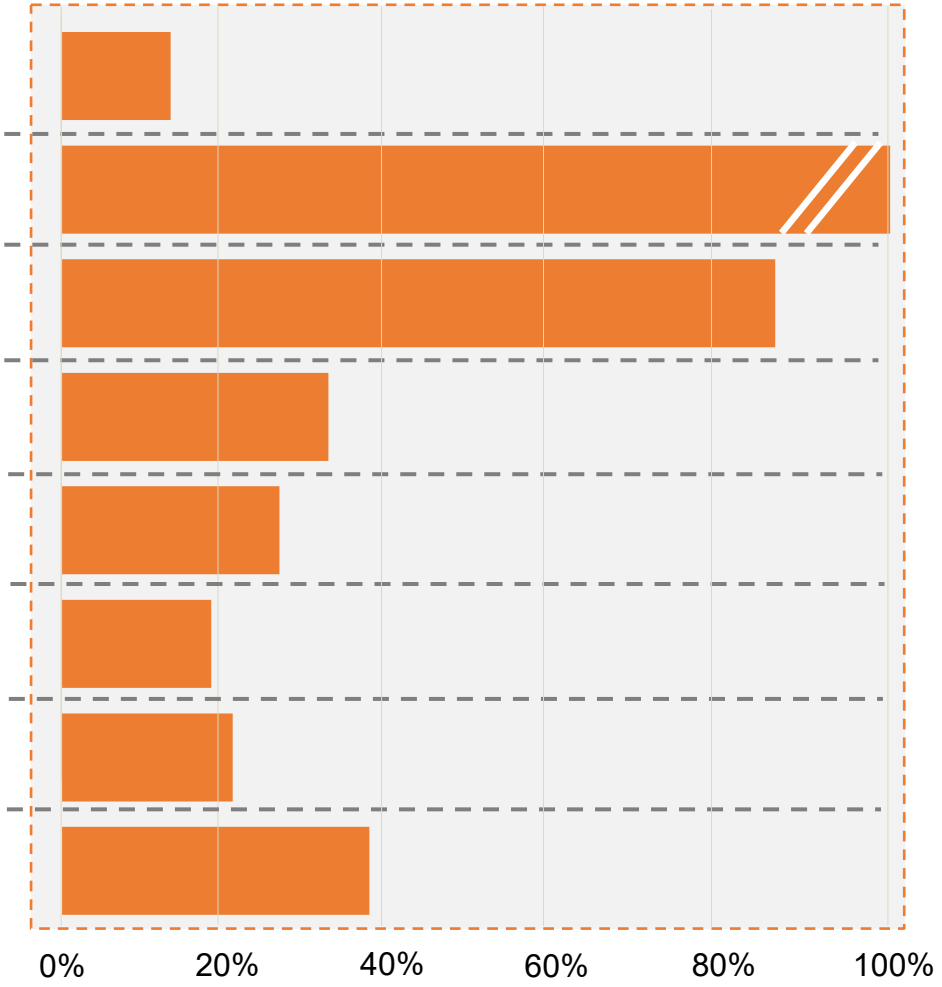
We are seeing growth momentum across all product categories

Usage

Q1.2022 - GMV YoY Growth[1]



Q1.2022 – Items Sold YoY Growth[1]



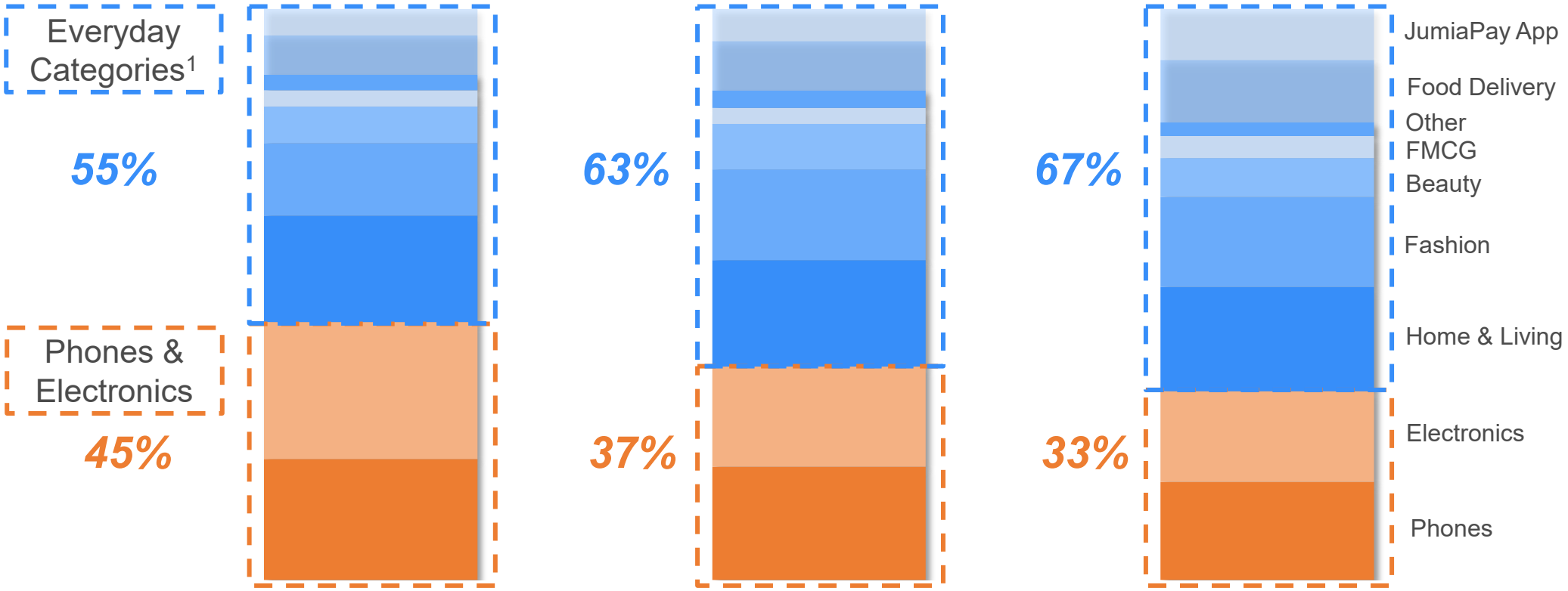
Notes

1. Chart excludes “Other” product categories which includes auto accessories, books etc. GMV for “Other” product categories decreased by 2% YoY and Items Sold grew 8% YoY.
2. Digital Services offered via the JumiaPay app
3. Fast-Moving Consumer Goods Items Sold grew 180% YoY

GMV mix continues to shift towards everyday product categories

Usage

GMV Split



Average Order Value

Q1 2020	Q1 2021	Q1 2022
$32.6	$30.0	$27.1

Notes:

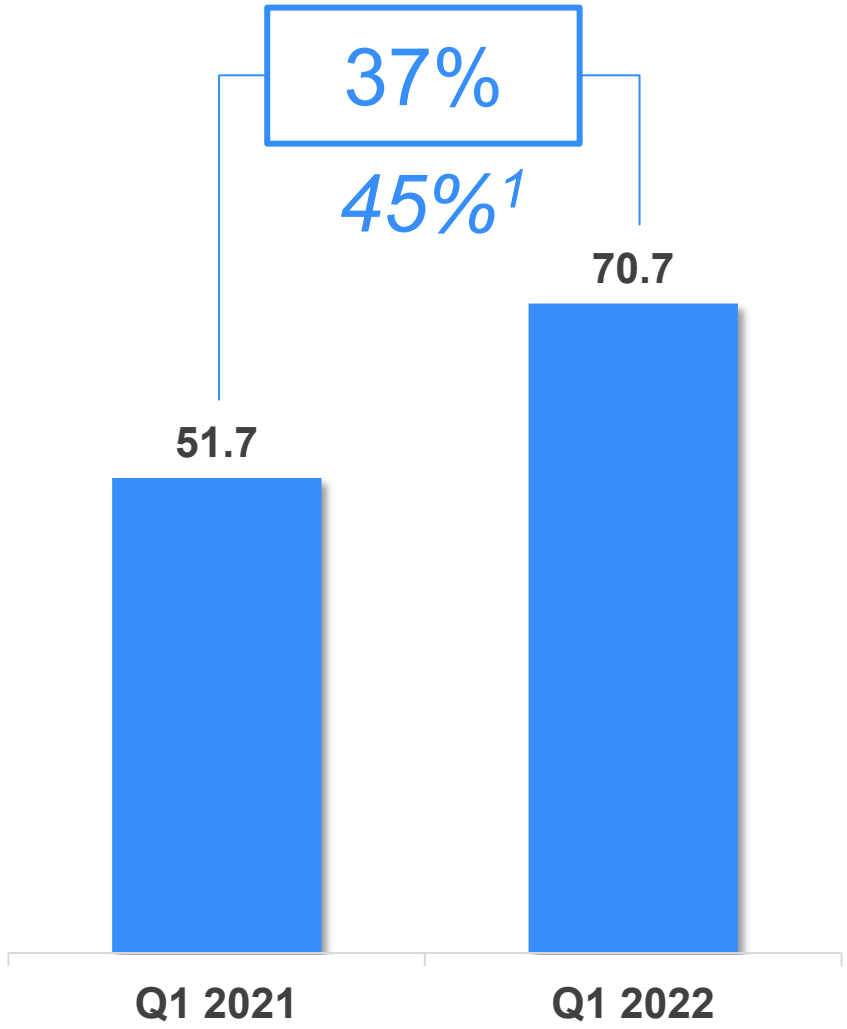
1. Categories include fashion, beauty, home & living, FMCG, digital services, food delivery and others

JumiaPay TPV penetration reached 28% of GMV…

JumiaPay

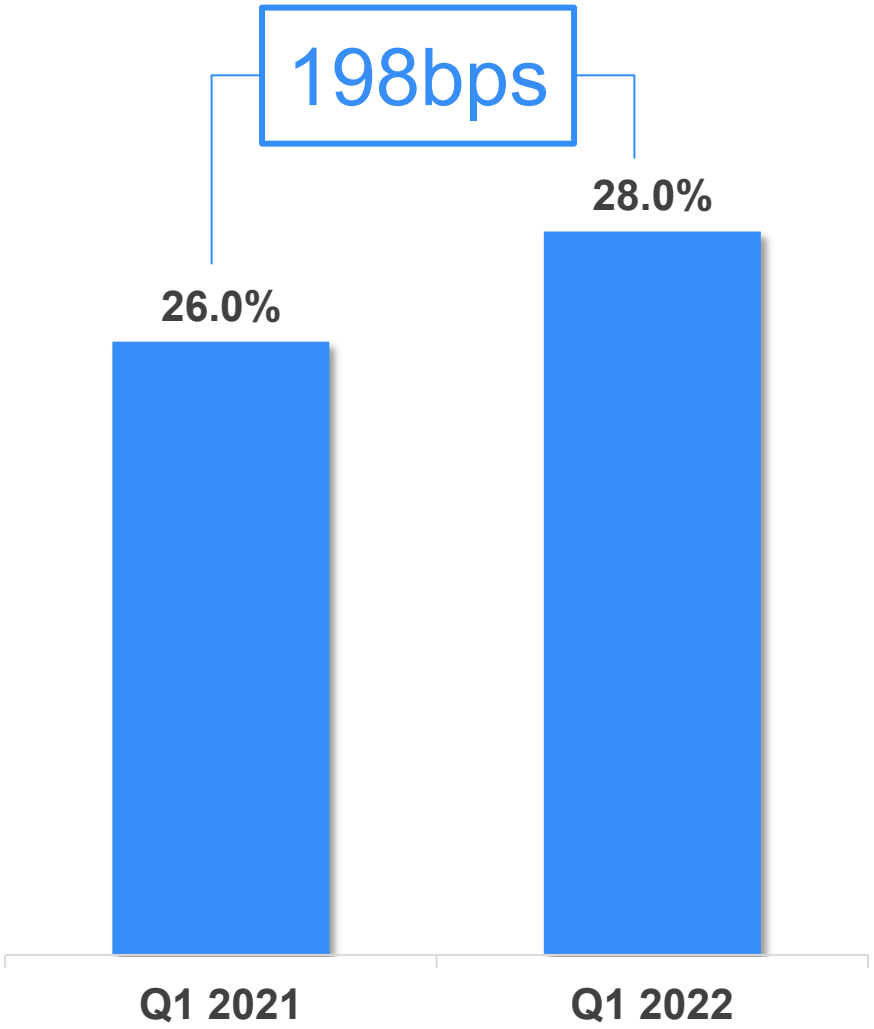
JumiaPay Total Payment Volume (“TPV”)

$mm



JumiaPay TPV as % of GMV

% on-platform penetration



Notes

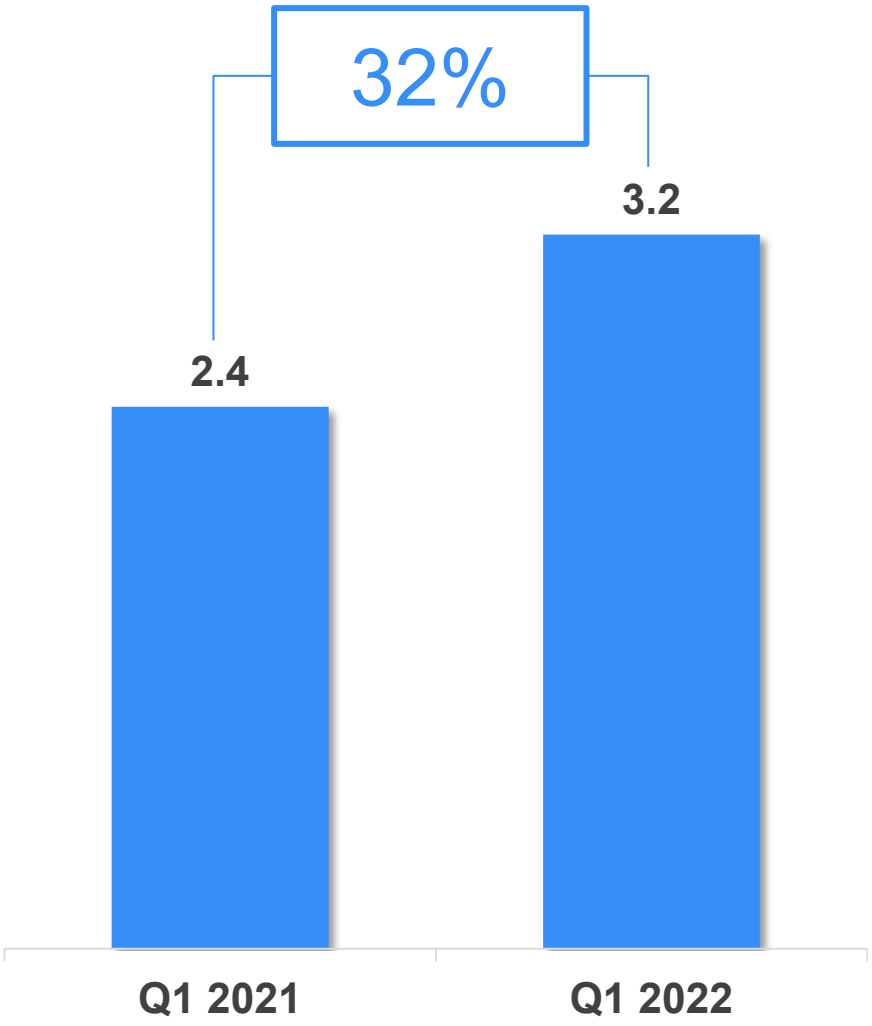
1. TPV growth on a constant currency basis

…while JumiaPay Transactions accounted for 34% of total orders

JumiaPay

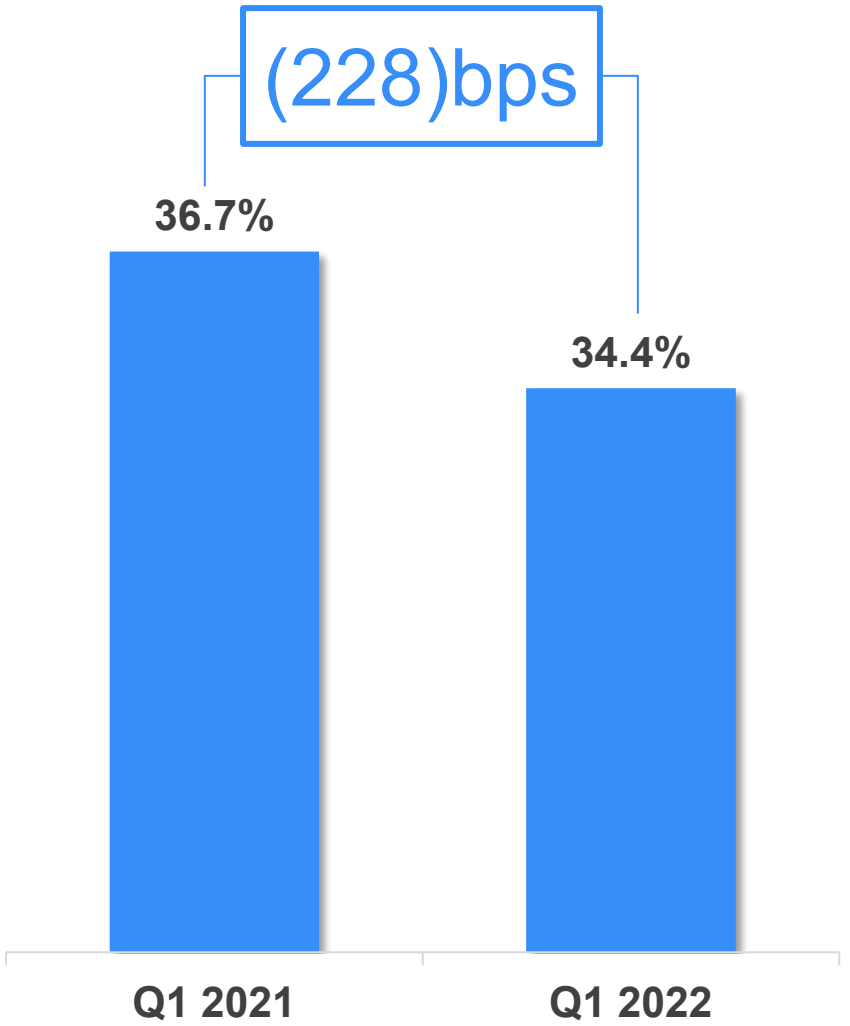
JumiaPay Transactions

mm



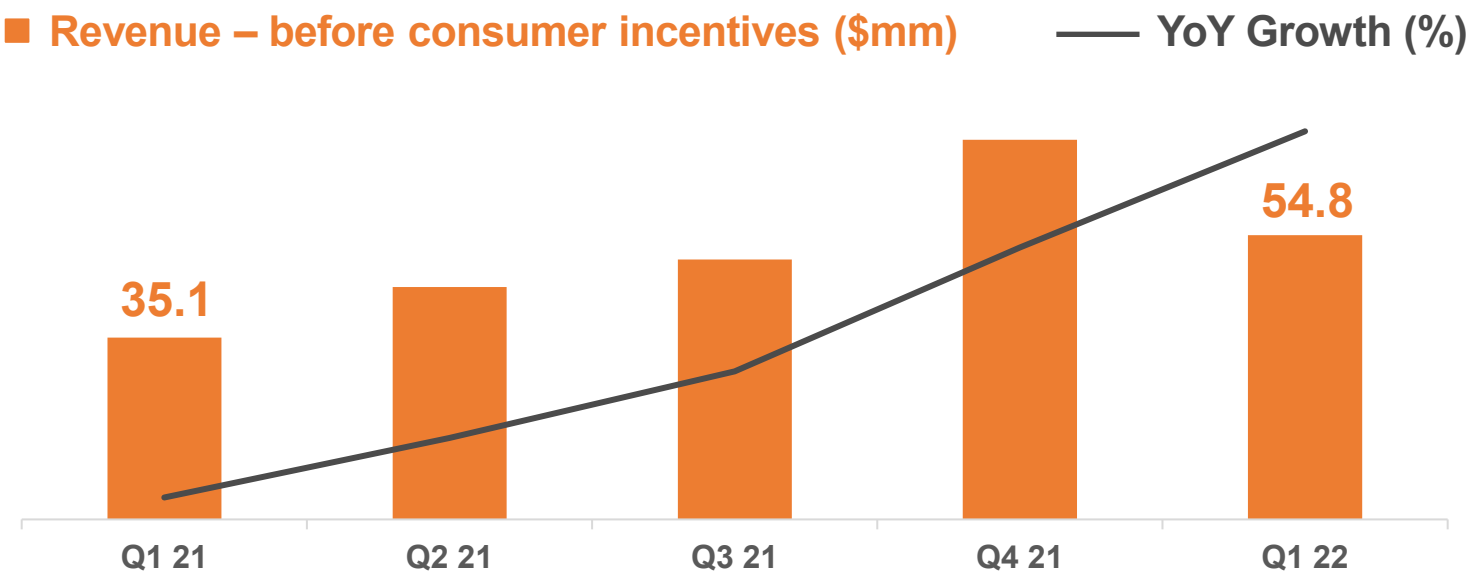
JumiaPay Transactions as % of total Orders

% on-platform penetration



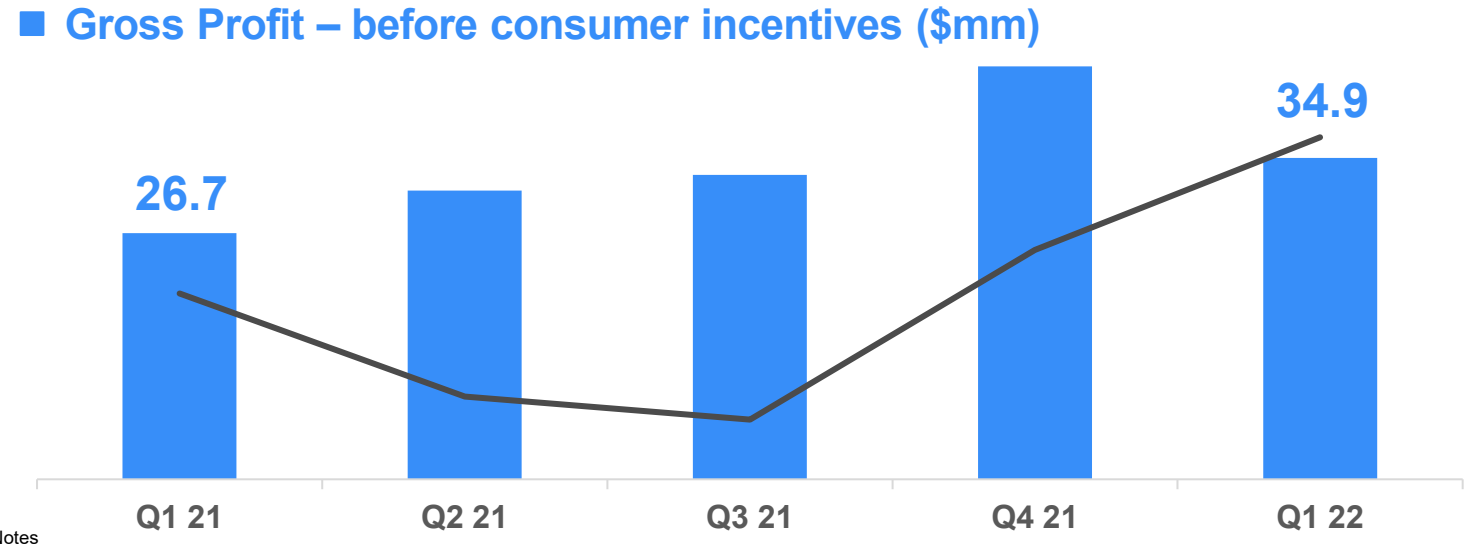
Monetization growth is accelerating

Fastest Revenue[3] and Gross Profit[3] growth rates of the past 9 quarters



+56% YoY[1]

+65% YoY[2]



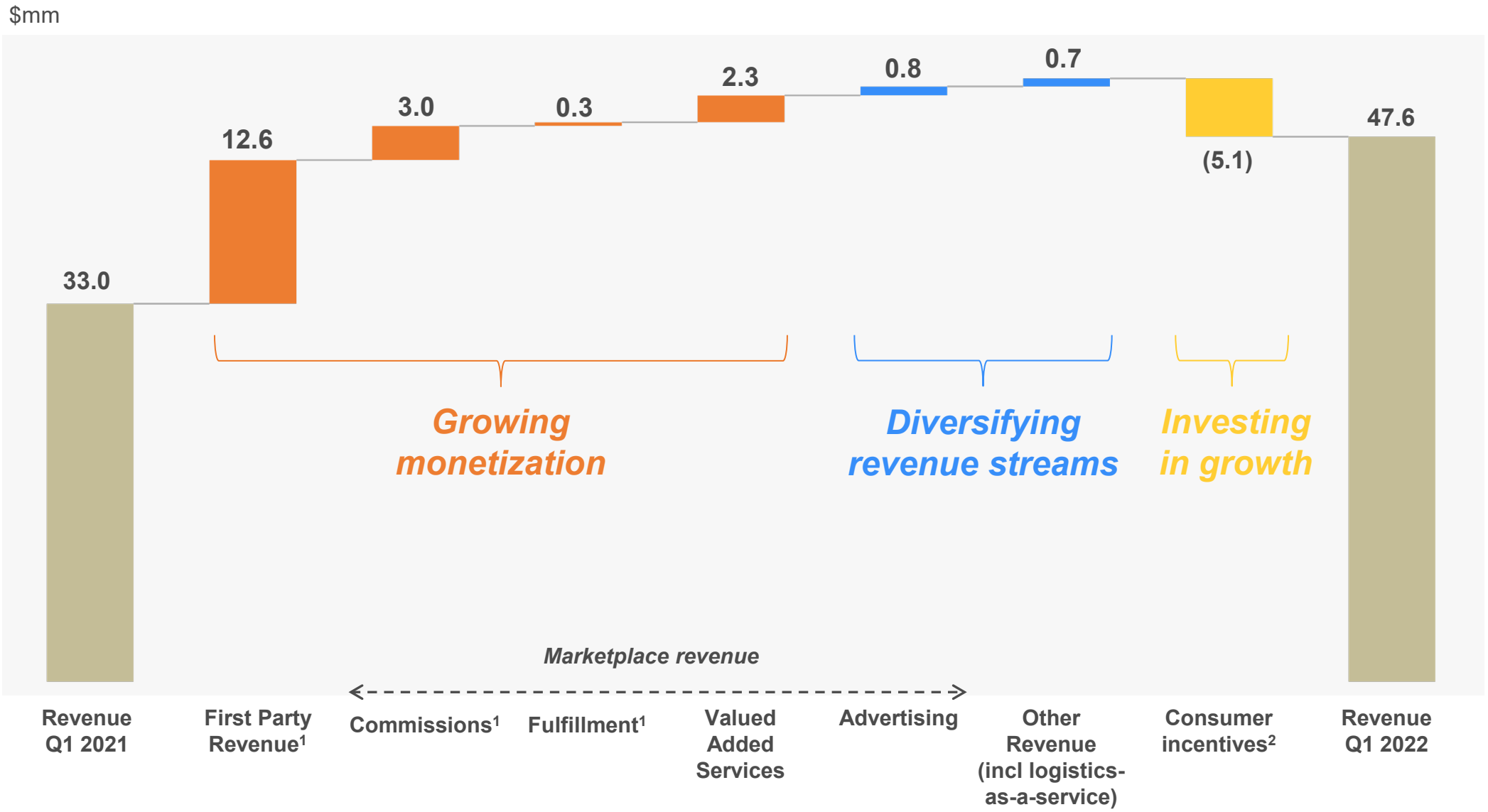
+31% YoY[1]

+38% YoY[2]

Notes
1. Year-Over-Year, i.e. Q1.2022 vs Q1.2021
2. Growth on a constant currency basis
3. Before consumer incentives

Revenue evolution breakdown

Monetization

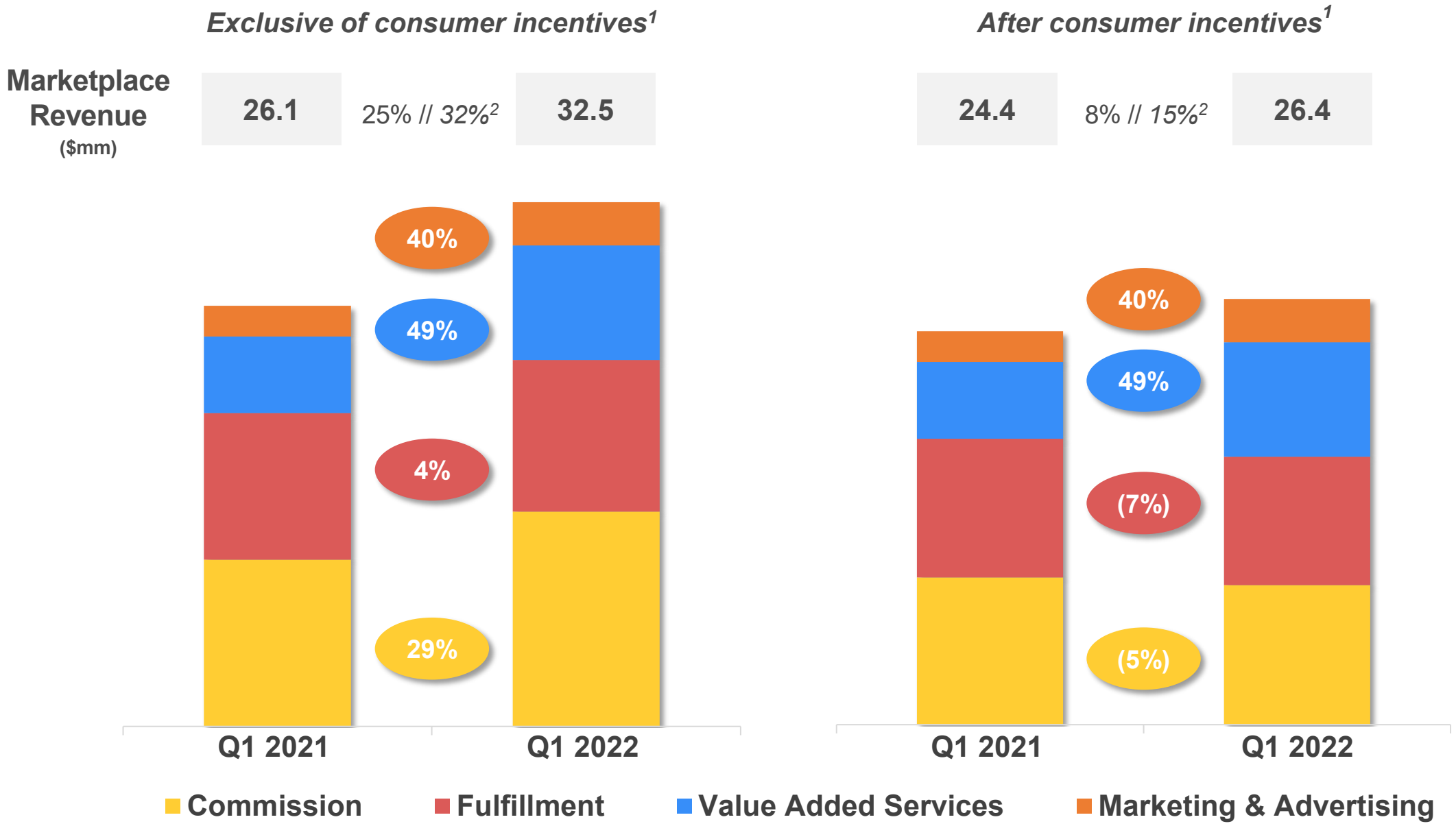


Notes: Numbers in the orange, blue and yellow bars indicate change in the relevant metric between Q1.2021 and Q1.2022

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

Monetization

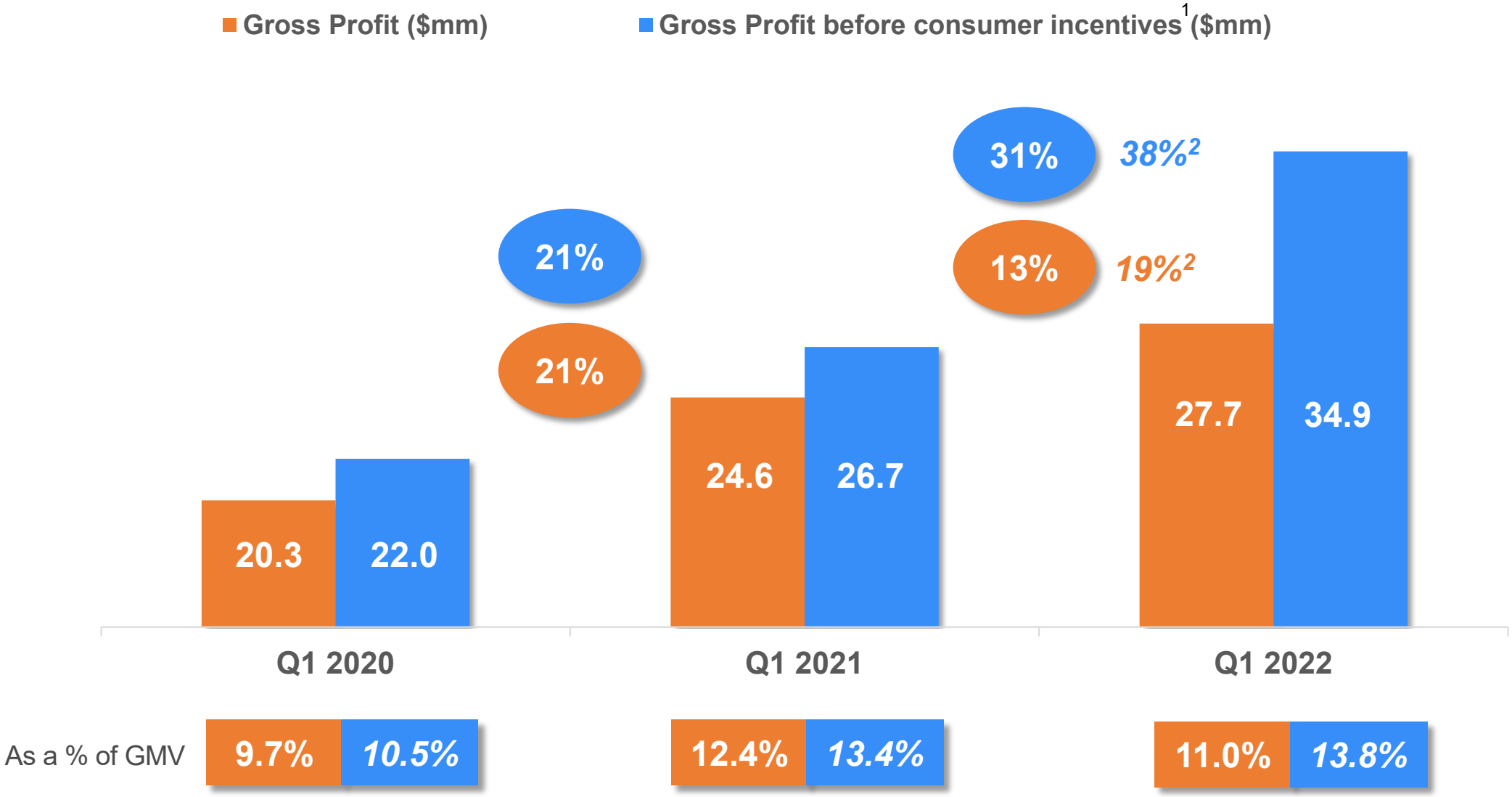
We are leveraging robust Marketplace Revenue momentum to invest further into growth



Notes:

1. Consumer incentives include marketplaces discounts and subsidies as well as shipping discounts
2. Marketplace revenue growth in constant currency

Gross Profit continues to grow



Notes
1. Consumer incentives include retail sales discounts, marketplace discounts and subsidies as well as shipping discounts
2. Constant currency growth

Monetization

Our logistics-as-a-service offering has an attractive value proposition and is experiencing strong momentum

Platform assets

PARTNER NETWORK	PHYSICAL PRESENCE	TECHNOLOGY & DATA
~700[1] logistics partners	>50,000 sqm[1] of warehouses >3,000[1] drop-off and pick-up stations	Optimization of logistics workflows Tracking & updates

Key services offered



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

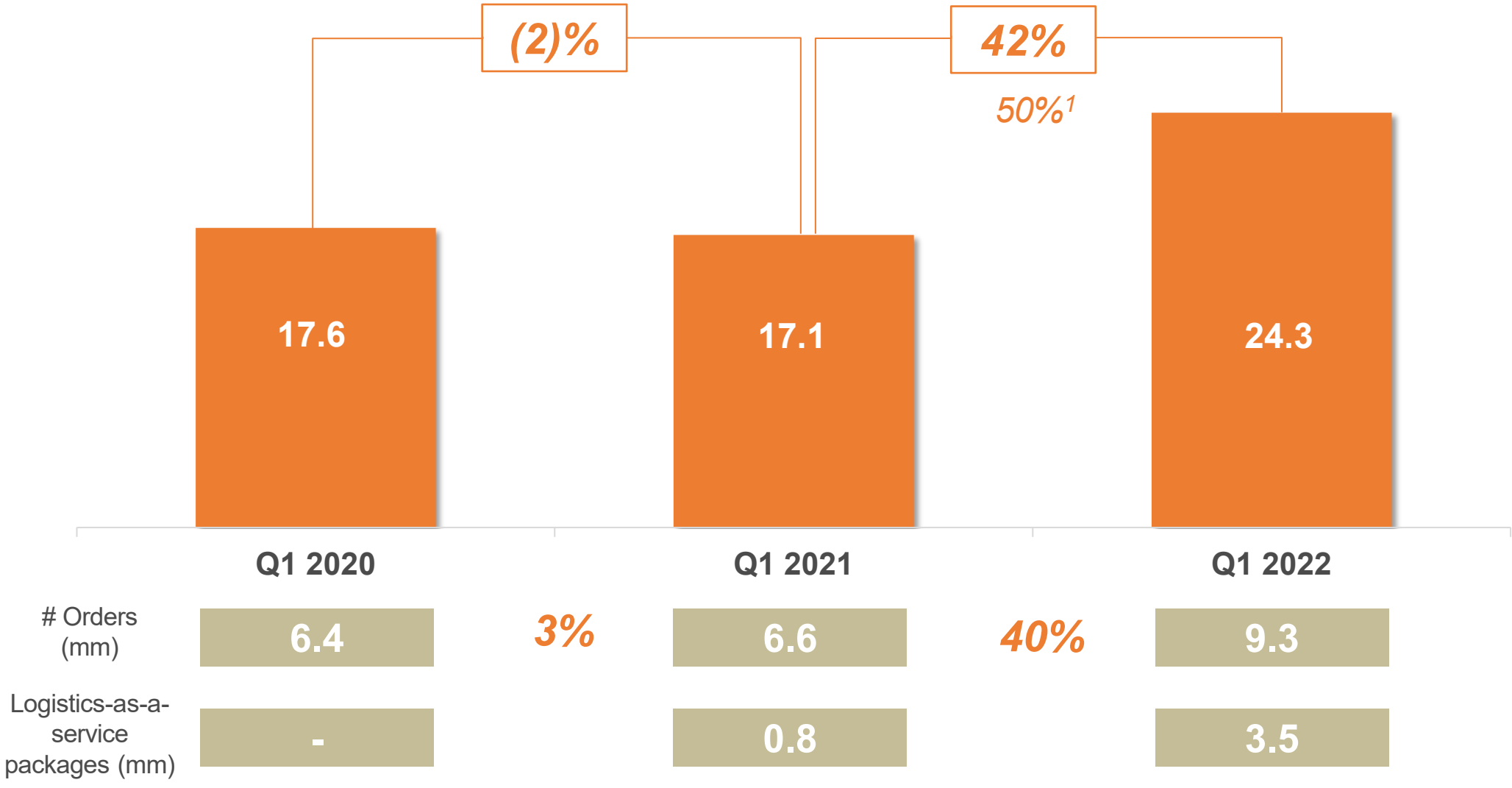
Q1.2022 highlights

3.5 million ***Logistics-as-a-service packages***	***>$1.2 million*** ***Logistics revenue from 3rd parties***	***>1,250 clients*** ***Large corporates and SMEs***

Notes
1. As of December 31, 2021

Fulfillment costs are growing in line with volume growth

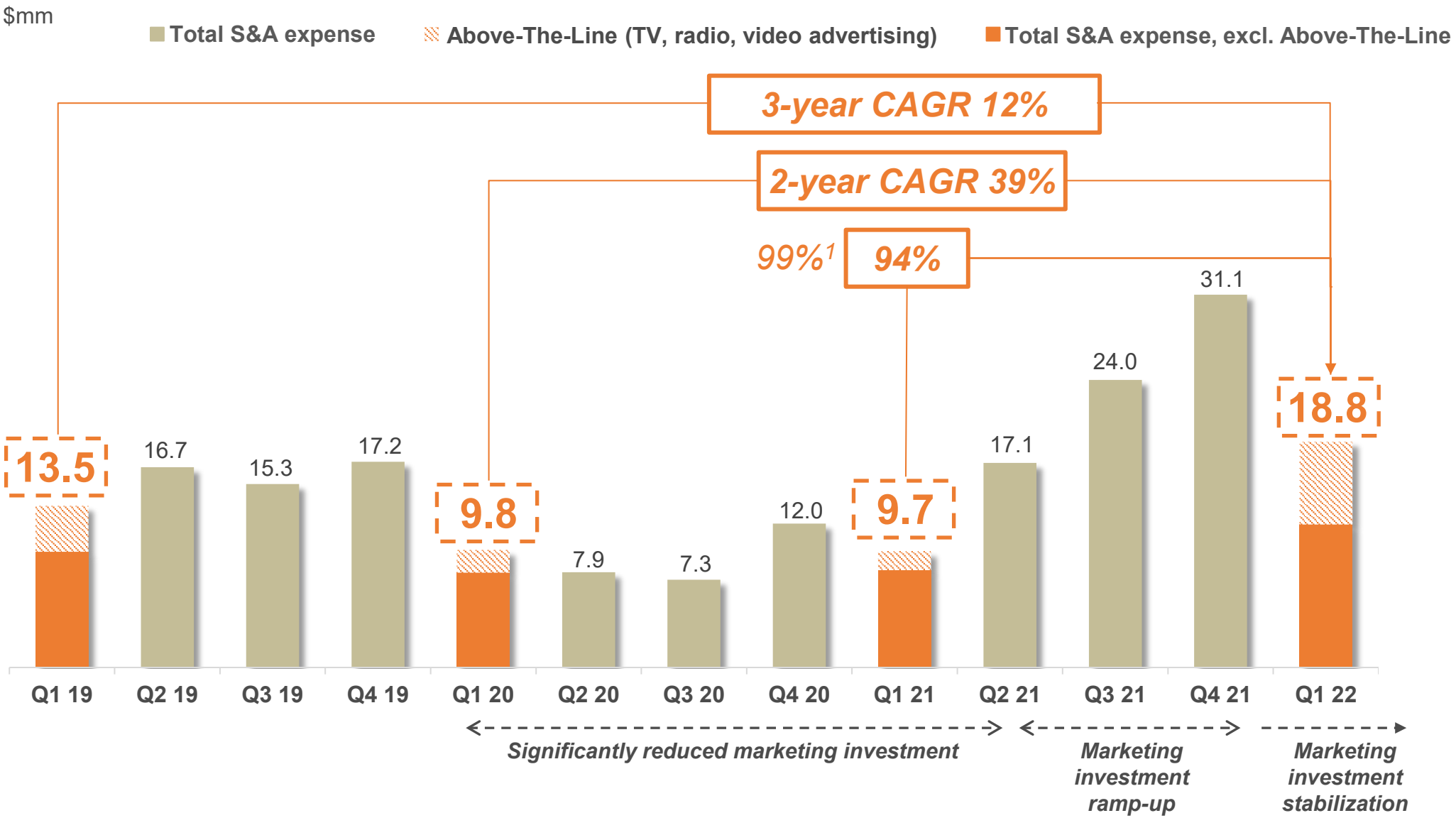
Fulfillment expense($mm)



Notes
1. Constant currency growth

We are stabilizing the level of Sales and Advertising investment

Costs

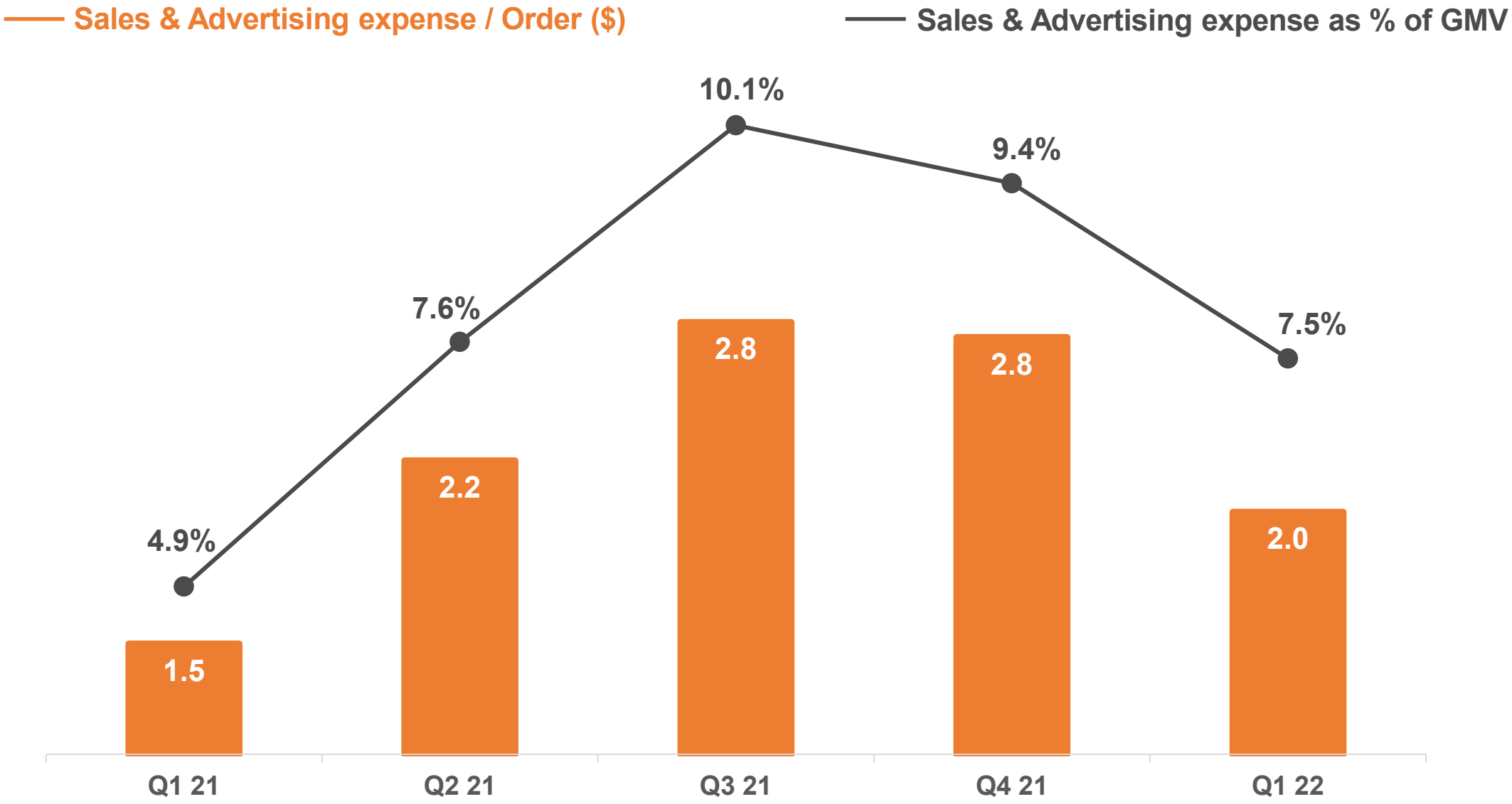


Notes

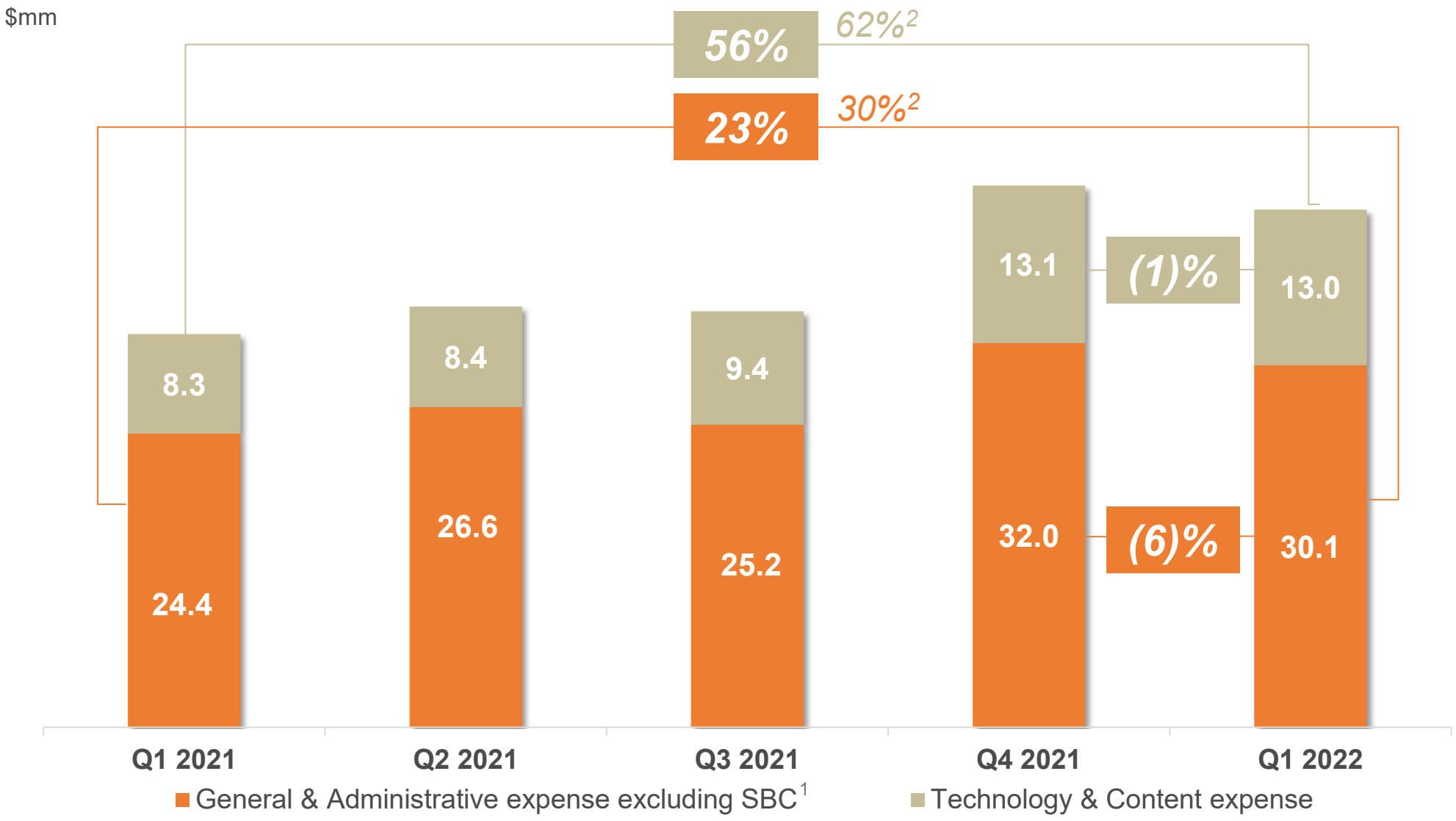
1. Constant currency growth

We are strongly improving marketing efficiency on a sequential basis

Costs



We are stabilizing our Tech and G&A investments on a sequential basis

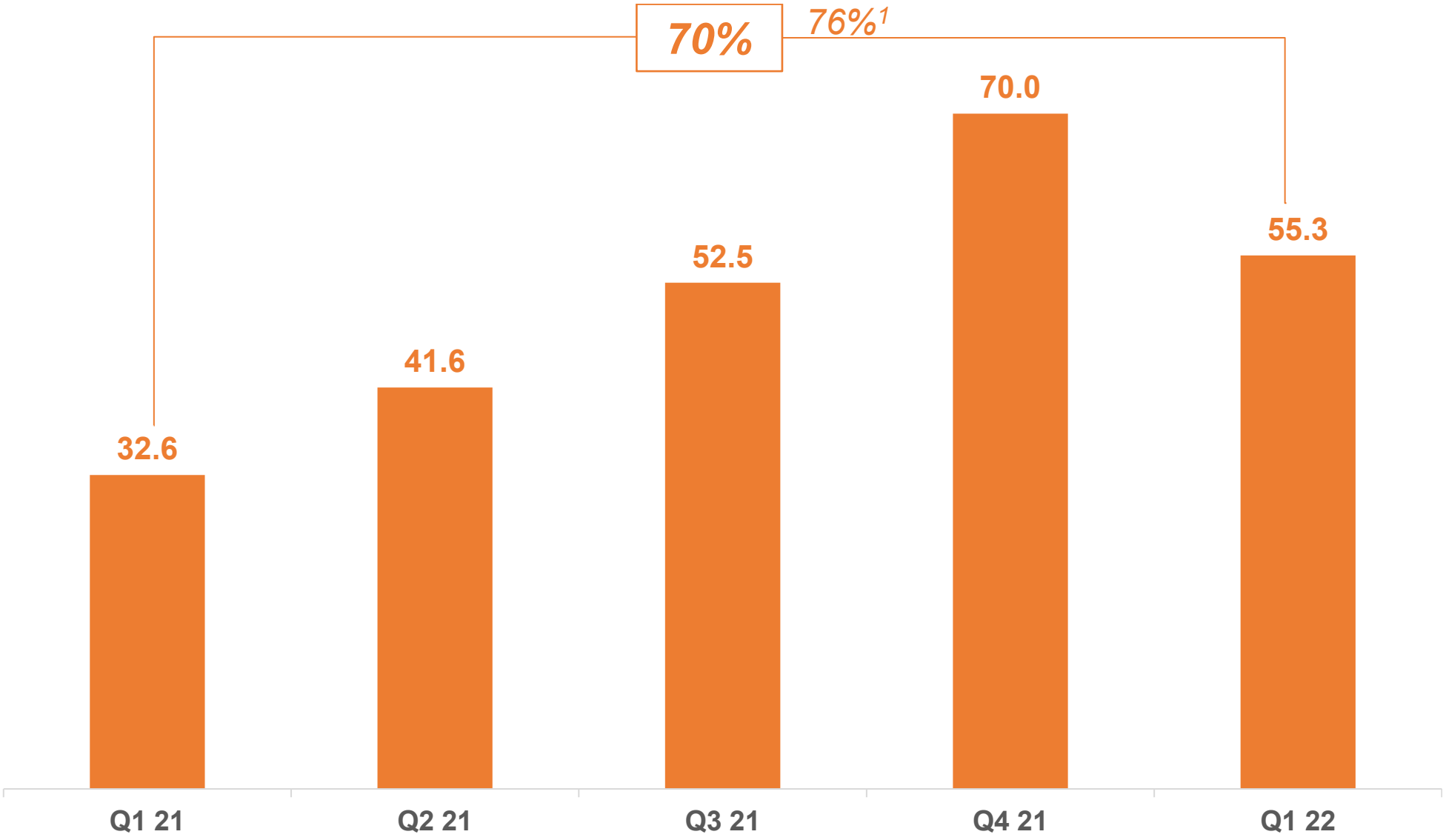


Notes
1. Share Based Compensation expense
2. Constant currency growth

We are past the peak of quarterly Adjusted EBITDA losses

Costs

Adjusted EBITDA loss ($mm)



Notes
1. Constant currency growth

Balance sheet and cash flow highlights

$1.7mm **CAPEX[1] Q1.2022**

$78.2mm **CASH UTILIZATION[2]**

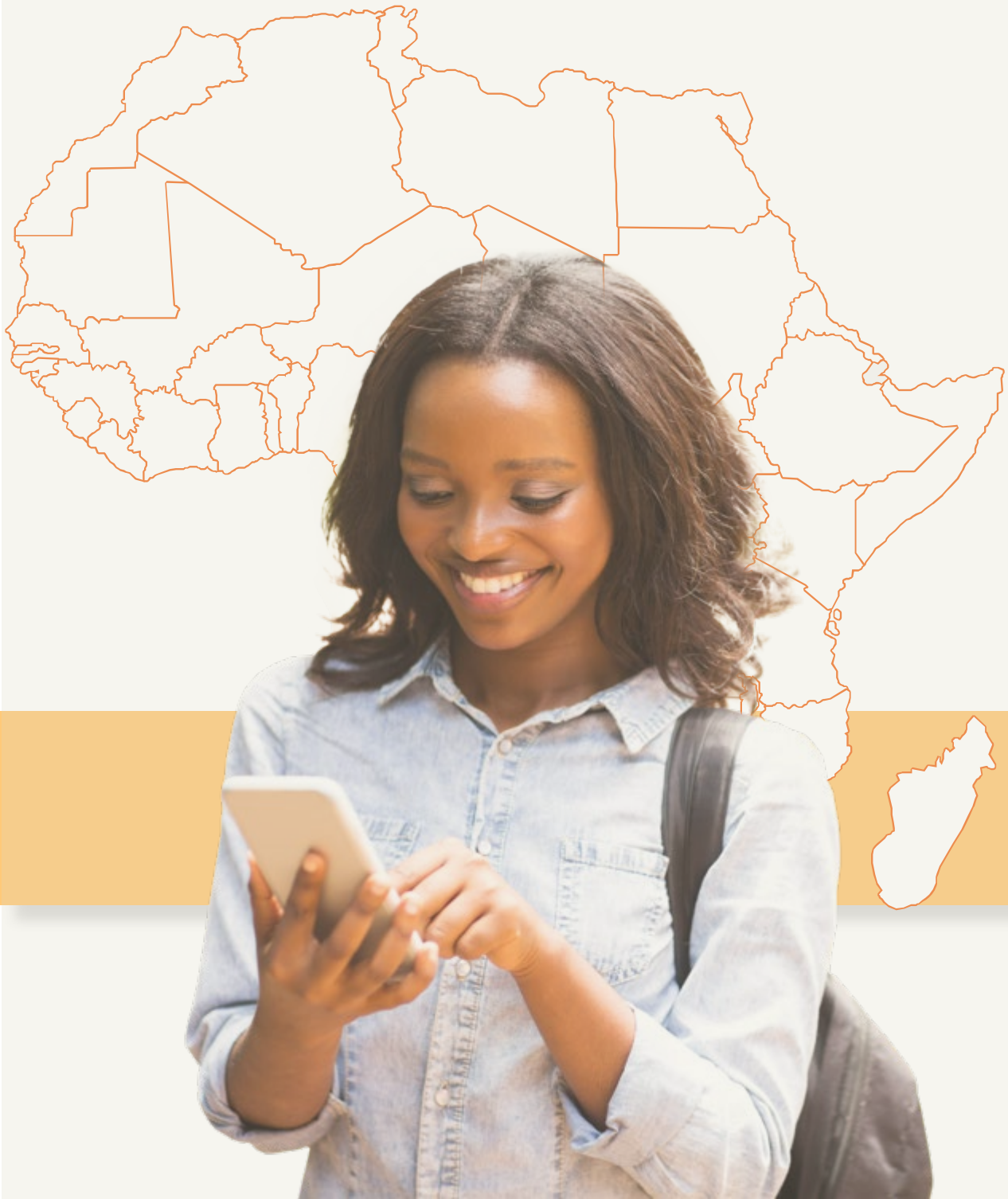
$(23.4)mm **WORKING CAPITAL**
Net change in Working Capital[3]
Q1 2022

$421.2mm **CASH &TERM DEPOSITS[4]**

Notes
1. Corresponds to Purchase of Property and Equipment and Intangible assets, as presented on the Cash Flow Statement
2. Net decrease in cash and cash equivalents adjusted for FX effects and movements in term deposits and other financial assets
3. Corresponds to a cash outflow of $23.4mm
4. Comprised of $88.7 million of cash and cash equivalents and $332.6 million of Term deposits and other financial assets

We reiterate our guidance for FY2022

- **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**
- **Begin decreasing YoY Adjusted EBITDA losses from FY2023**
- **Logistics capacity expansion/ upgrades** to increase customer reach and reduce delivery time: **$15-25mm capex in FY2022**



- Jumia overview
- Strategy overview
- Q1.22 financial highlights
- **Appendix**

Non-IFRS Reconciliation (1/2)

	For the three months ended March 31	
($ mm)	**2021**	**2022**
Marketplace revenue[1]	**24.4**	**26.4**
Commissions	9.1	8.6
Fulfillment	8.6	8.0
Marketing & Advertising	1.9	2.7
Value Added Services	4.7	7.1
First Party revenue	**7.8**	**19.7**
Other revenue	0.8	1.6
Revenue	**33.0**	**47.6**
Cost of revenue	(8.4)	(19.9)
Gross Profit	**24.6**	**27.7**

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 March 31	
($ mm)	**2021**	**2022**
Loss for the period	**(24.9)**	**(69.5)**
Income tax expense	0.3	0.1
Finance (income)/costs – net	(15.9)	2.9
Depreciation and amortization	2.3	2.6
Share-Based Compensation expense	5.8	8.4
Adjusted EBITDA	**(32.6)**	**(55.3)**

Constant currency data (USD)

($ mm, except percentages)	For the three months ended March 31					
	As reported		YoY Change	As reported	FX neutral data	YoY Change
	2021	2022		2021	2022	
GMV	198.9	252.7	*27.0%*	198.9	268.1	*34.8%*
TPV	51.7	70.7	*36.7%*	51.7	75.0	*45.1%*
TPV as % of GMV	26.0%	28.0%		26.0%	28.0%	
Gross Profit	**24.6**	**27.7**	***12.6%***	**24.6**	**29.3**	***19.3%***
Fulfillment expense	(17.1)	(24.3)	*41.7%*	(17.1)	(25.8)	*50.3%*
Sales & Advertising expense	(9.7)	(18.8)	*93.8%*	(9.7)	(19.3)	*98.6%*
Technology & content expense	(8.3)	(13.0)	*56.4%*	(8.3)	(13.4)	*61.7%*
G&A expense, excluding SBC	(24.4)	(30.1)	*23.3%*	(24.4)	(31.7)	*29.7%*
Adjusted EBITDA loss	**(32.6)**	**(55.3)**	***69.9%***	**(32.6)**	**(57.4)**	***76.4%***
Operating Loss	**(40.6)**	**(66.4)**	***63.5%***	**(40.6)**	**(68.6)**	***69.0%***

2021 Overview

USD mm unless stated otherwise	FY 2019	FY 2020	FY 2021	FY 2021 vs FY 2020
Marketplace KPIs				
GMV	1,154.1[1]	955.5	990.6	*3.7%*
Annual Active Consumers (mm)	6.1	6.8	8.0	*16.7%*
Orders (mm)	**26.5**	**27.9**	**34.0**	***22.0%***
JumiaPay KPIs				
JumiaPay TPV	139.1	224.3	263.3	*17.4%*
% on-platform penetration	*12.1%*	*23.5%*	*26.6%*	
JumiaPay Transactions	7.6	9.6	12.1	*25.5%*
% on-platform penetration	***28.7%***	***34.5%***	***35.5%***	
Selected Financials				
Gross profit	84.9	106.0	110.5	*4.3%*
Fulfillment expense	(86.6)	(79.1)	(88.7)	*12.1%*
Gross profit after fulfillment expense	**(1.7)**	**26.9**	**21.9**	***(18.6%)***
Sales & Advertising expense	(62.7)	(37.1)	(81.9)	*121.0%*
Technology & Content expense	(30.5)	(31.8)	(39.2)	*23.3%*
G&A ex SBC	(120.1)	(107.3)	(108.2)	*0.8%*
Adjusted EBITDA loss	**(204.5)**	**(136.3)**	**(196.7)**	***44.3%***
Operating loss	(255.1)	(170.3)	(240.9)	*41.4%*

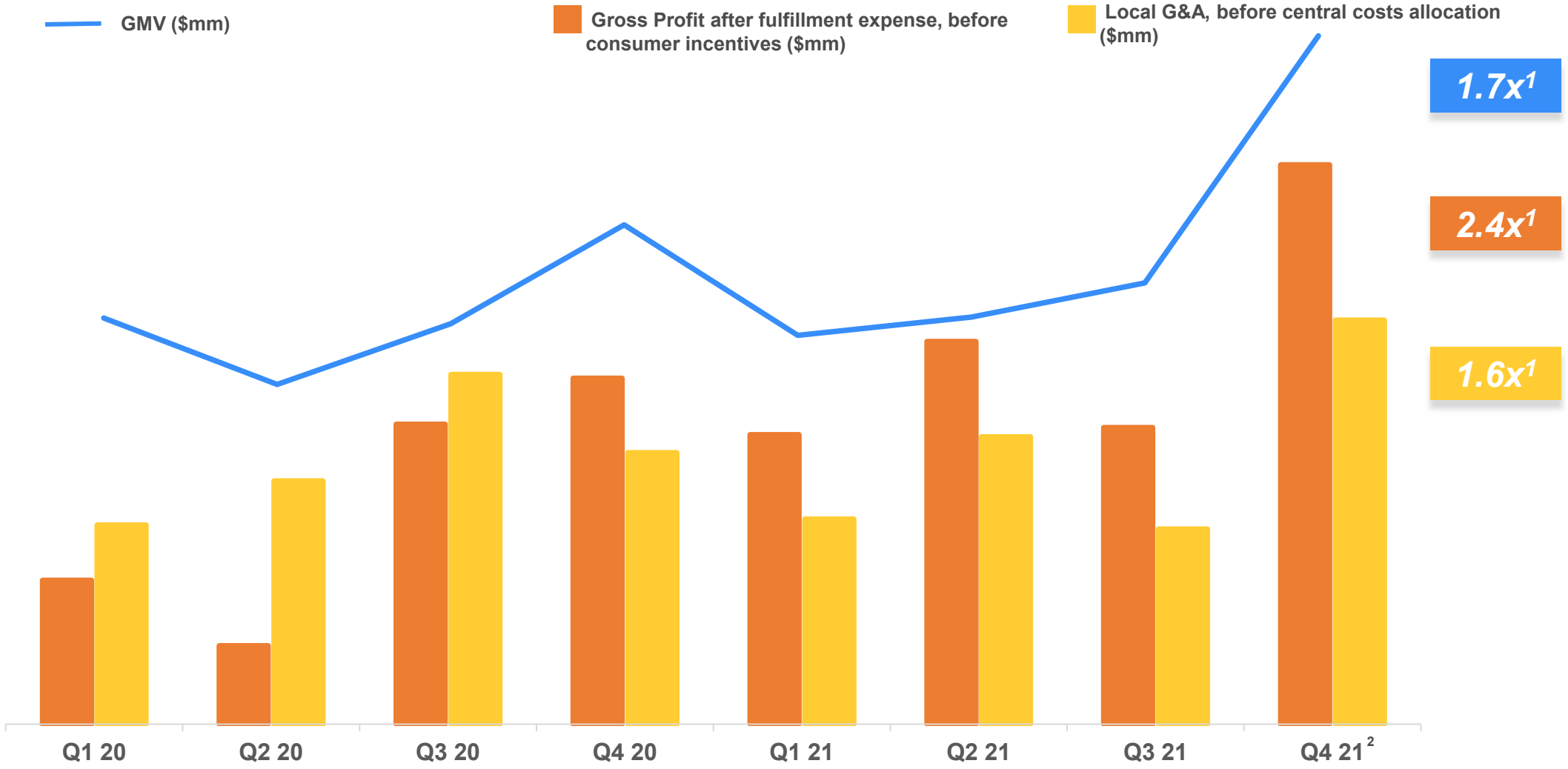
Notes
1. Adjusted for perimeter changes and improper sales practices

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

Our unit economics remain very strong and allow us to increase growth investments

	Q1 2020	Q1 2021	Q1 2022	*2020 - 2022 CAGR*
Average Order Value (AOV[1])	$32.6	$30.0	$27.1	*(9%)*
Gross Profit / Order before consumer incentives[2]	$3.4	$4.0	$3.7	*+4%*
As % of AOV	*10.5%*	*13.4%*	*13.8%*	*+326bps[5]*
Fulfillment expense / Order	($2.7)	($2.6)	($2.6)	(2%)
Gross Profit after Fulfillment expense / Order before consumer incentives[2]	**$0.7**	**$1.4**	**$1.1**	***+28%***
As % of AOV	***2.1%***	***4.8%***	***4.2%***	***+204bps[6]***
Consumer incentives / Order	($0.3)	($0.3)	($0.8)	*+69%*
S&A[3] / Order	($1.5)	($1.5)	($2.0)	*+15%*
Technology & content expense / Order	($1.2)	($1.2)	($1.4)	*6%*
G&A[4] / Order	($4.2)	($3.7)	($3.2)	*(12%)*
Adjusted EBITDA loss / Order	($6.1)	($4.9)	($5.9)	*(2%)*

Enhanced unit economics…

…allow us to increase growth investments

Notes:

1. Average Order Value calculated as GMV divided by number of Orders
2. Consumer incentives include retail sales discounts, marketplace discounts and subsidies as well as shipping discounts
3. Sales & Advertising expense
4. G&A, excluding SBC
5. Increase in Gross profit per order before consumer incentives as % of AOV between 2020 and 2022
6. Increase in Gross profit after Fulfillment expense per order before consumer incentives as % of AOV between 2020 and 2022

We are building a two-sided payment ecosystem with dedicated solutions for both consumers and merchants

Overview of selected live solutions and near/mid-term future launches

Consumers

Payments

- JumiaPay Checkout (Account)
- JumiaPay Wallet

Fintech

- Microloans
- Savings
- Insurance
- Payment cards
- Buy Now Pay Later
- P2P transfers

Consumer services

- Bill payment
- Recurring payments
- Everyday services

Live products | Nascent products/ pilots | Near/mid-term future launches

+

Merchants

Payments

- JumiaPay Checkout
- Unbranded/ guest checkout

Fintech

- Seller financing
- Payment cards
- Point Of Sale
- Consumer financing
- Payment links/ Invoicing
- QR Codes

Merchant services

- Business dashboards
- Data insights
- Marketing/ Loyalty

Live products | Near/mid-term launches

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
- “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
- General and administrative expense, excluding SBC, corresponds to the General & Administrative (“G&A”) expense excluding share-based payment expense (“SBC”). We use this metric to measure the development of our G&A costs exclusive of the impact of SBC which is mainly a non-cash expense, influenced, in part, by share price fluctuations.
- “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