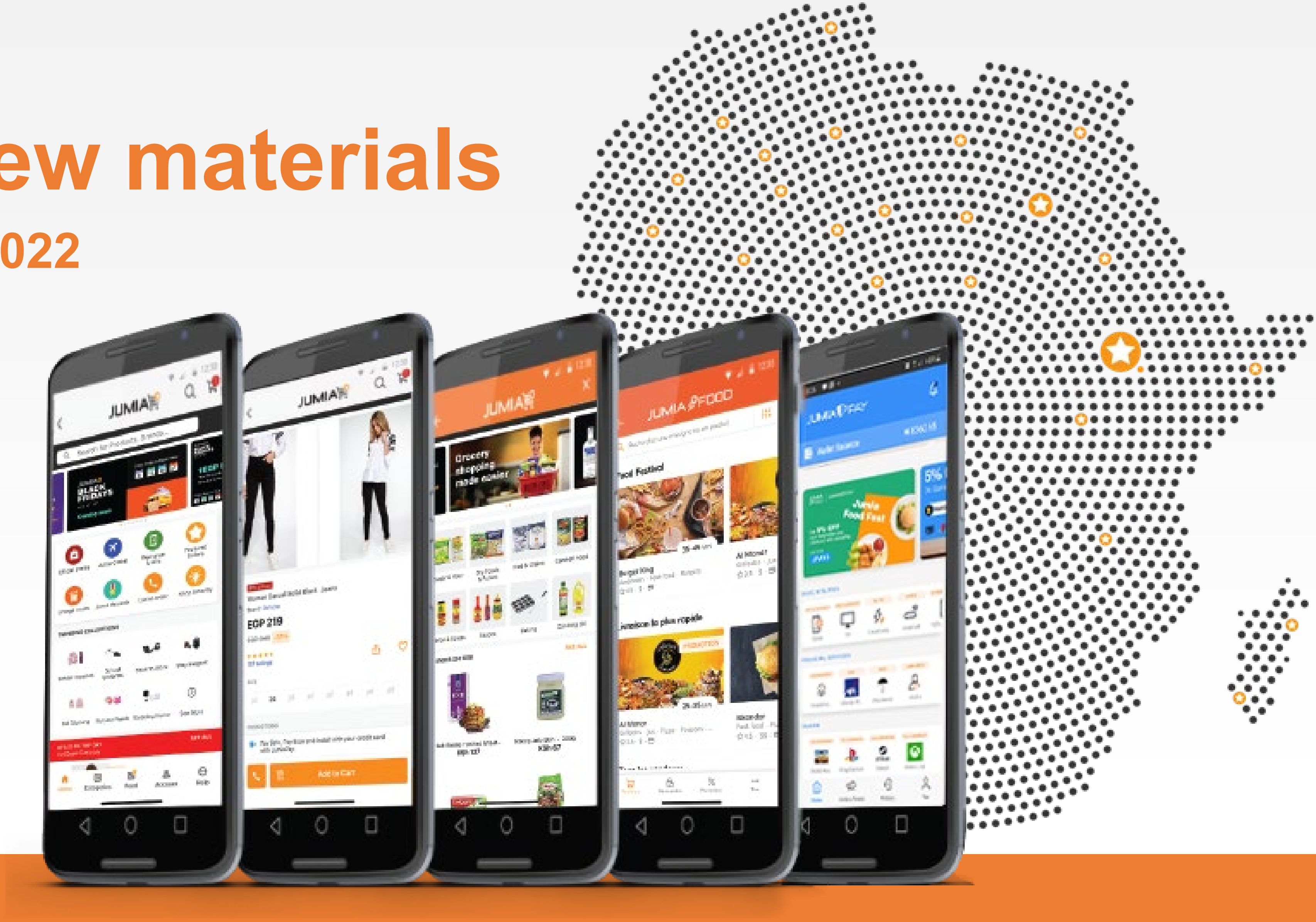
Overview materials

November 2022



JUMIA

Disclaimer

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JUMIA
YEARS
#YouMakeUs
JUMIA

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

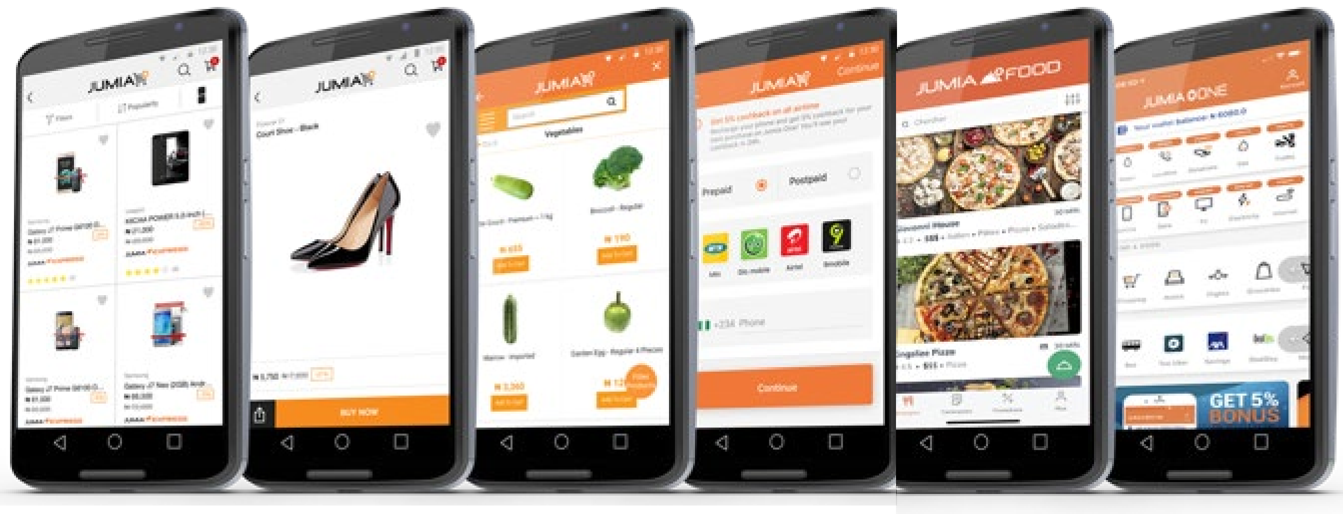
Jumia **takes the entire African economy online**, helping small and large businesses grow and reach new consumers

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**



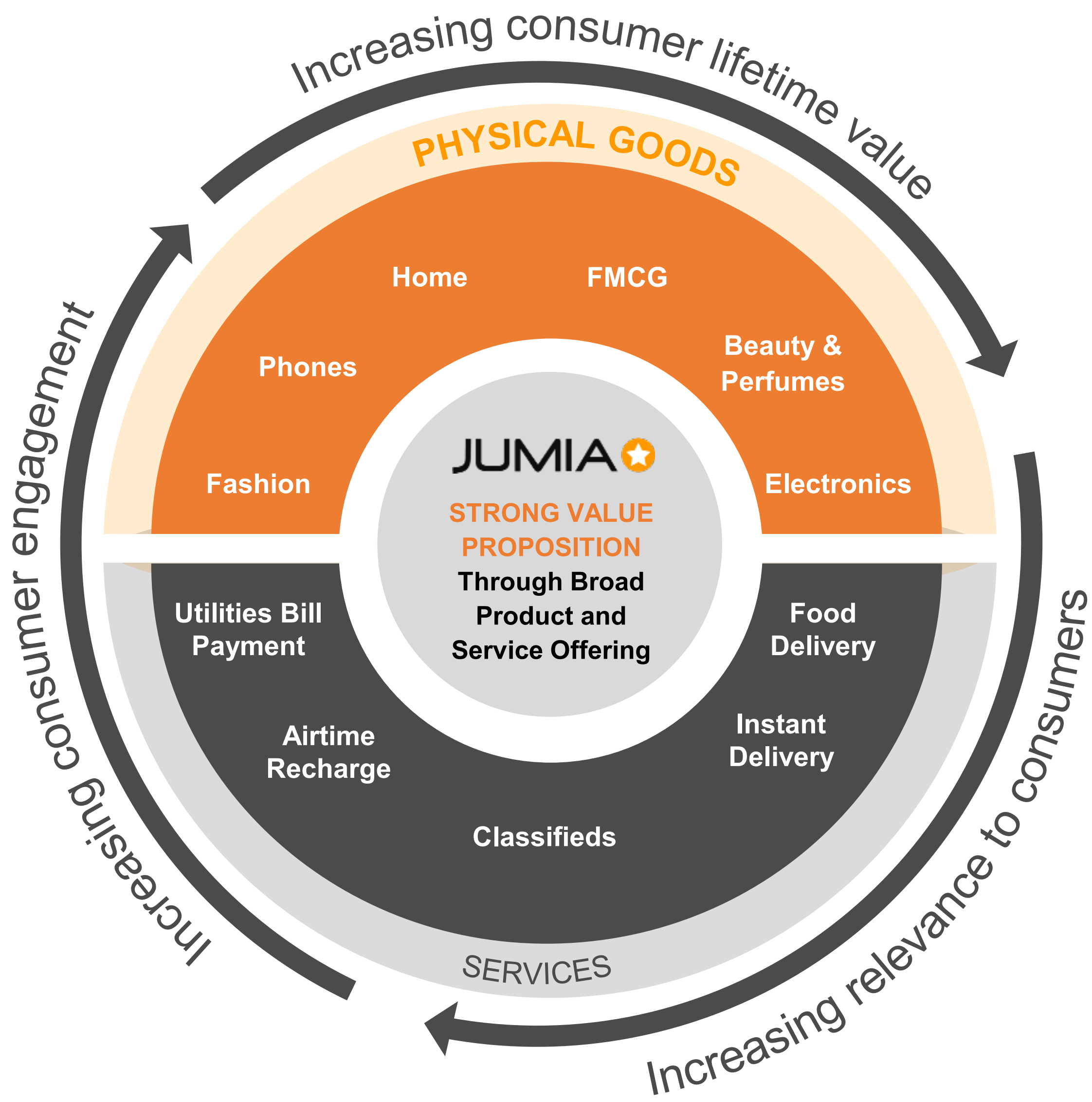
One brand, single sign-on, full integration

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.$1.1bn	40.3mm	32%
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 September 30, 2022
4. % Orders completed using JumiaPay in Q3 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

~650MM

People[1]

~73%

of Africa's GDP[2]

~71%

of Africa's Internet users[3]

Pan-African presence provides strong strategic benefits

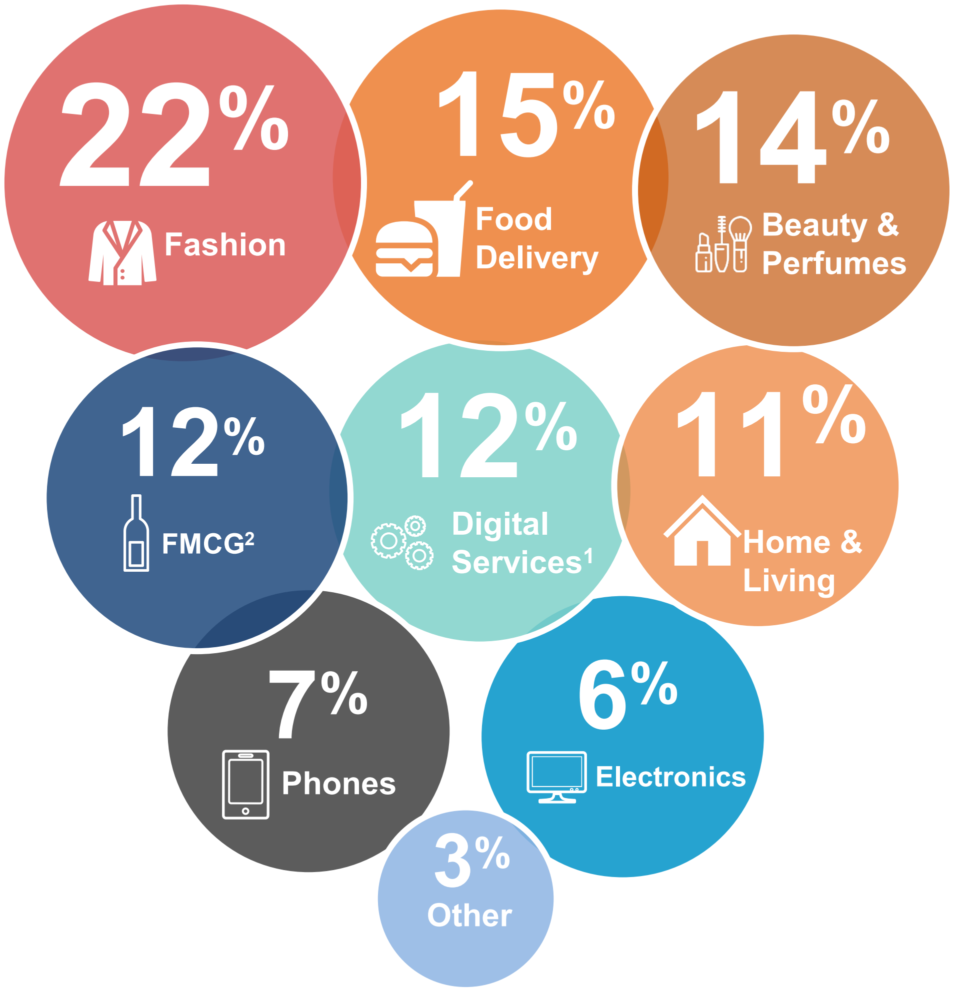
- Macroeconomic **diversification**
- **Natural partner** for global brands
- Economies of **scale**
- **Best practice** sharing
- Talent **attraction and retention**

Notes:
1. United Nations World Population Prospects (2021)
2. World Bank (2021)
3. Internet World Stats as of December 2021

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

Sellers

We provide sellers with an attractive value proposition

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

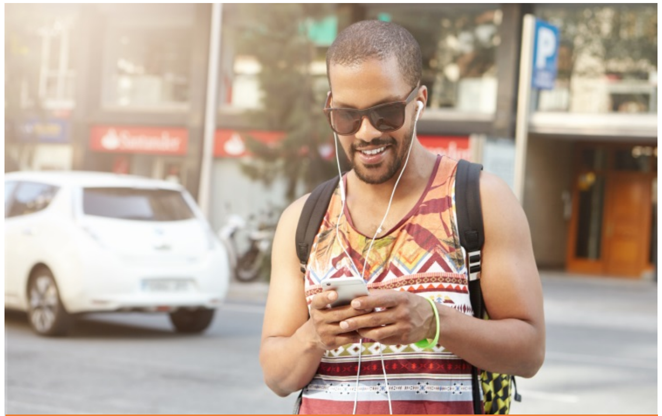
We deliver a superior, localized experience to consumers

Consumers

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

Consumers

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

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

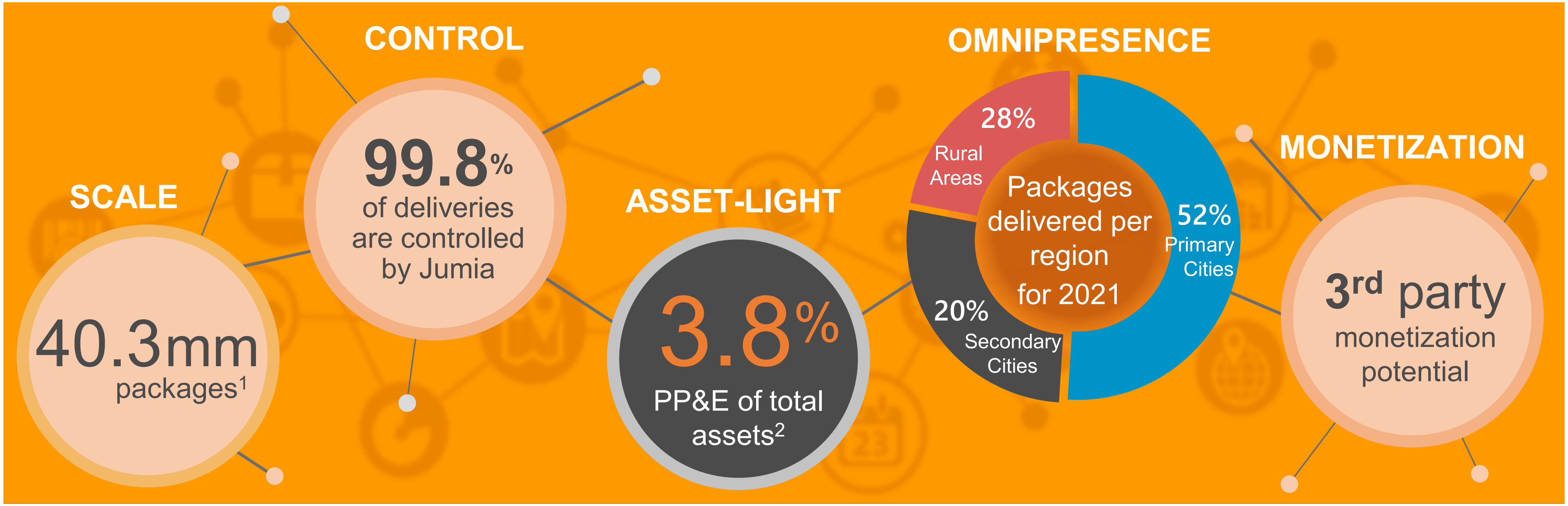
EXTENSIVE PARTNER NETWORK

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



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

Sources: Company information

Notes:

1. For the 12-month period ending September 30, 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

JumiaPay

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
CMI
access

Cards

mastercard
VISA
Verve
meeza
CMI

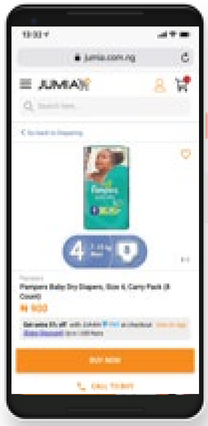
Mobile Money

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

Money Transfers / Cash

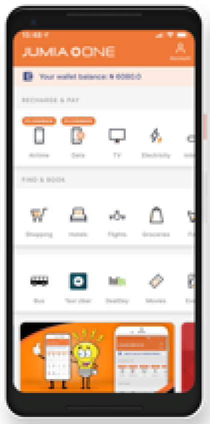
Fawry
m CASH
وفاكاش Wafacash
Wari
AmanPay

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
…	…	…	…	…	…	…

Tech

Powerful data insights that benefit the whole ecosystem

JUMIA MARKETPLACE

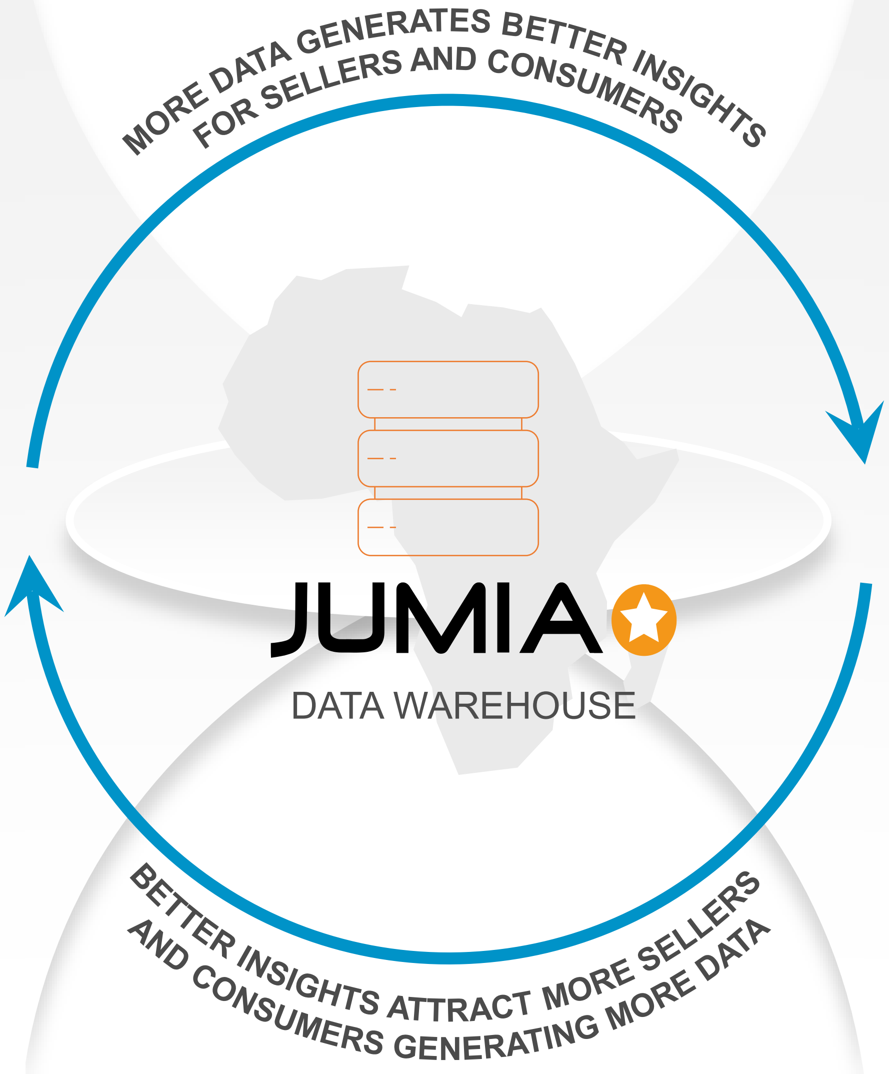
- Traffic
- Consumer
- Purchase
- Product Trends
- Feedback
- Returns

JUMIA LOGISTICS

- Shipping Info
- Location
- Smart route

JumiaPay

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



MORE VALUE FOR CONSUMERS

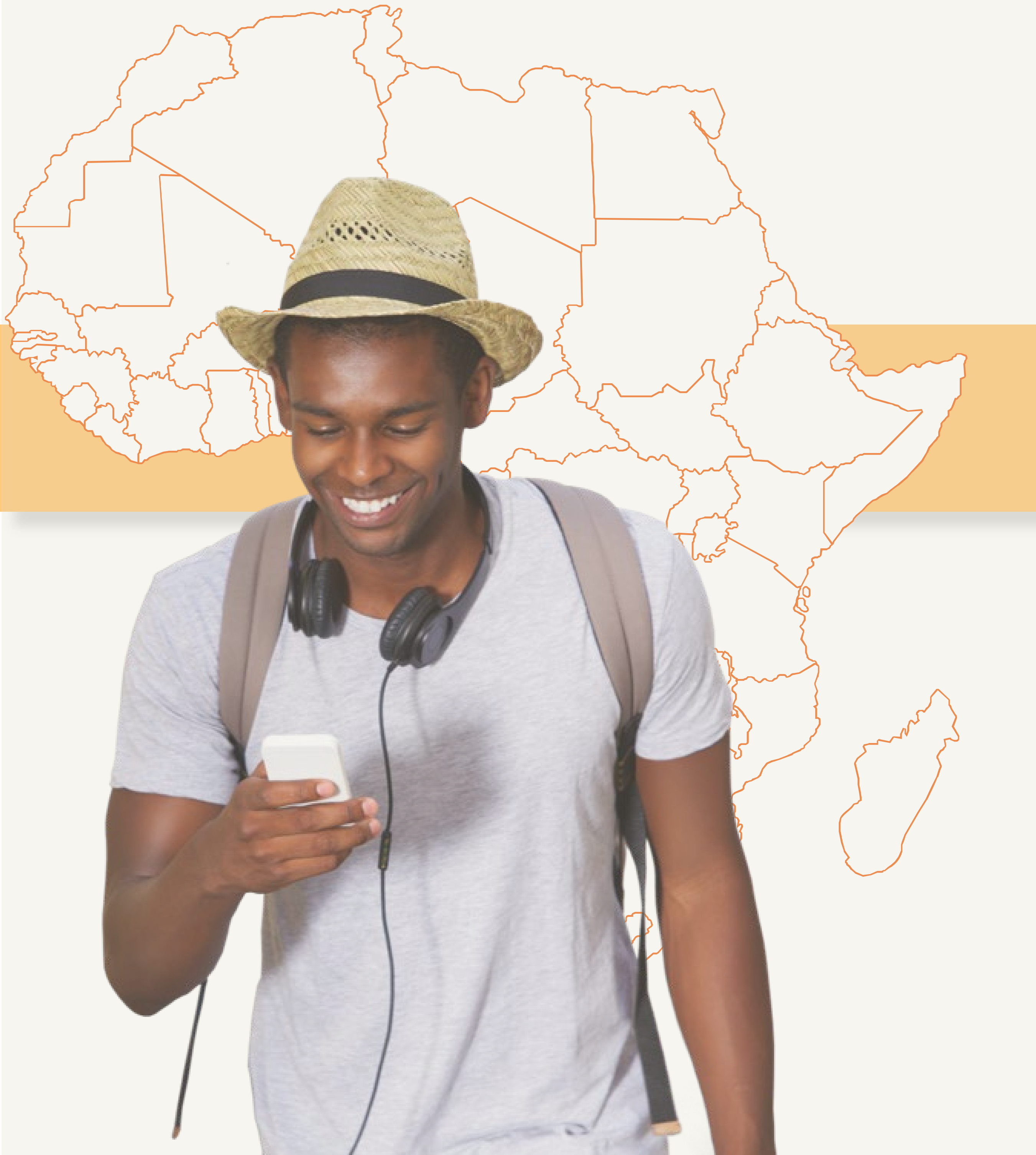
- Personalization
- More relevant offering
- Faster and better delivery
- Enhanced experience

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



We intend to accelerate progress towards profitability with a comprehensive plan

1. **ENHANCED BUSINESS FOCUS**
   Allocate capital & resources to projects with proven value for the platform

2. **USAGE GROWTH**
   Drive sustainable growth through enhanced e-commerce fundamentals

3. **COST DISCIPLINE**
   Enforce stronger cost discipline across the full cost structure

4. **MONETIZATION**
   Build a balanced, diversified monetization model

5. **JUMIAPAY**
   A priority that we will drive with discipline

While there is continuity with the historical strategic pillars of Jumia, we will take more deliberate action and step-up execution intensity across all these areas

1 Enhance business focus: doing less, better

What will we be doing differently?

- **Allocate capital / resources to projects that bring proven value** to consumers, sellers and broader ecosystem participants
- **De-emphasize / cease projects that do not meet such criteria.**

Selected actions

- **Discontinue Jumia Prime:** too early in the adoption curve to push such a product. Instead, focus on enhancing the basics of the customer value proposition to drive repurchase rates
- **Scale back First Party grocery e-commerce:** in geographies where the category remains sub-scale to support unit economics
- **Suspend logistics-as-a-service offering in selected geographies:** in countries where logistics infrastructure is not ready yet to support third-party volumes

2 Drive sustainable growth through enhanced e-commerce fundamentals

What will we be doing differently?

- **Move away from subsidizing growth** with consumer incentives and marketing spend…
- **…Instead enhance e-commerce fundamentals** to structurally improve the consumer value proposition

Selected actions

- **Master the basics of e-commerce: selection, price and convenience** across core categories
- **Focus on core categories:** phones & consumer electronics, home appliances, fashion and beauty
- **Build stronger relationships with suppliers:** key brands and local distributors, to secure supply and better prices
- **Increase customer centricity and improve experience:** more user-friendly and engaging UI, deeper logistics reach with shorter delivery times, more effective customer-support

3 Enforce stronger cost discipline

What will we be doing differently?

- **More deliberate actions** to cut costs and drive efficiencies across the full cost structure

Selected actions

- **Fulfillment:** scale back on product categories with inefficient delivery economics (grocery in selected geographies), renegotiate delivery rates with relevant third-party logistics partners, enhance productivity in warehouses
- **Sales & Advertising:** focus investments on the most relevant marketing channels with higher returns on investments
- **Technology:** prioritize our development roadmap on products and features that deliver proven benefits to the platform
- **G&A:** reduce staff costs through a leaner, more simplified organization. Significantly reduce central staff costs, locating senior leaders and decision centers in Africa

4 Build a balanced, diversified monetization model

What will we be doing differently?

- **Move away from monetization shortcuts** that can have a detrimental impact on the platform growth e.g. excessive commission rate increases or fees escalation for sellers' services
- **Look at monetization as a by-product of scale** – drive scale first, monetize through adding value to sellers and other platform participants

Selected actions

- **No further commission increases in the near-term**
- **Continue developing advertising:** through more effective ad solutions, increased sellers' take-up of our ad solutions
- **More disciplined approach to our logistics-as-a-service offering:** suspend the service in selected countries, ensuring the systems and infrastructure are ready to support third-party volumes

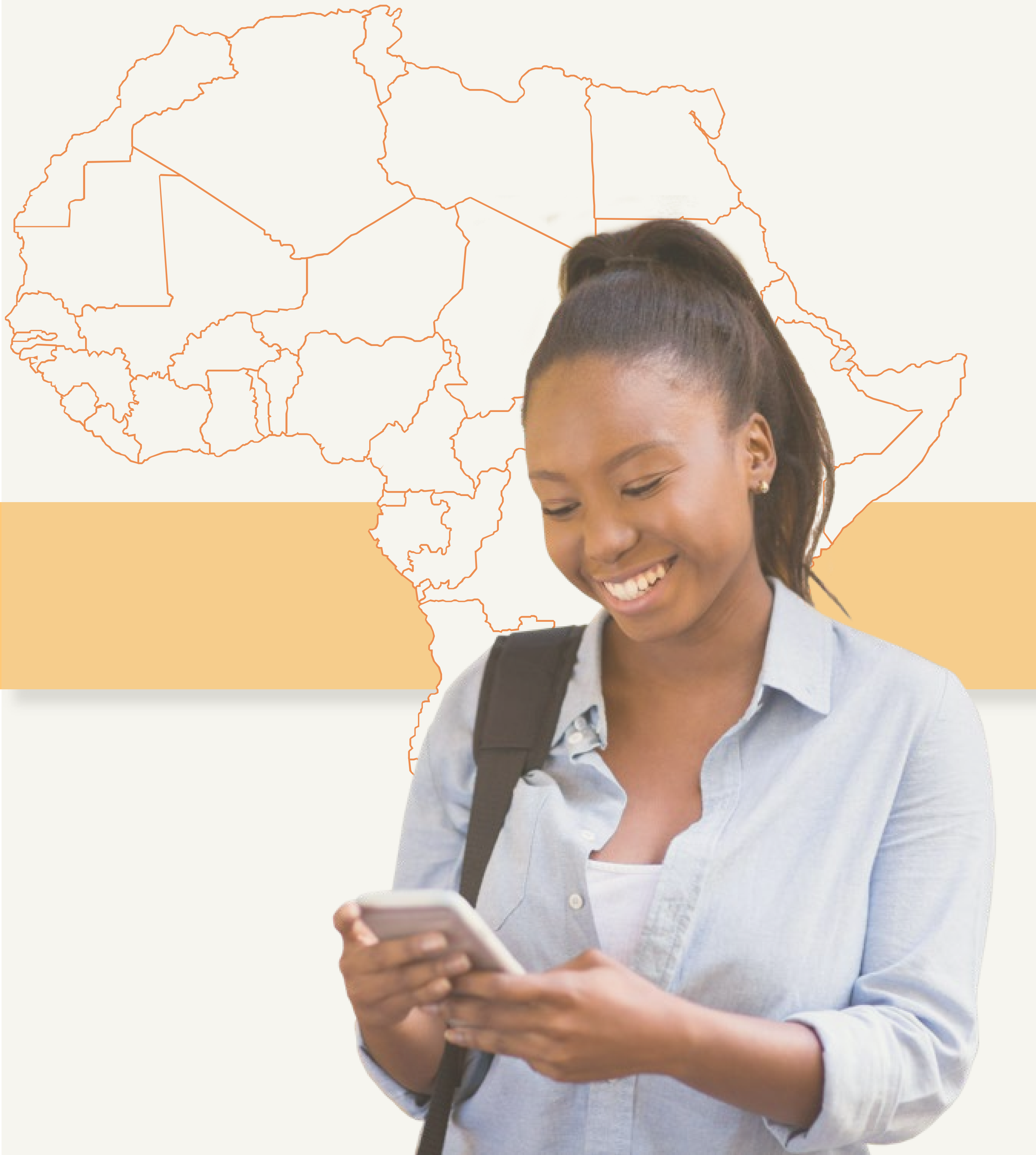
5 JumiaPay remains a priority that we will develop with discipline

What will we be doing differently?

- **Focus the deployment of capital and human resources** on a smaller set of highly relevant products and projects

Selected actions

- **Develop JumiaPay on-platform as an e-commerce enabler:** prioritize projects that add immediate value to the payment experience for consumers and sellers
- **Drive on-platform JumiaPay penetration in a disciplined manner:** in terms of marketing spend and consumer subsidies
- **More disciplined roll-out of consumer services on the JumiaPay app:** focus on services with attractive unit economics and consumer lifetime value
- **Drive off-platform payment processing in Nigeria and Egypt**



Jumia overview

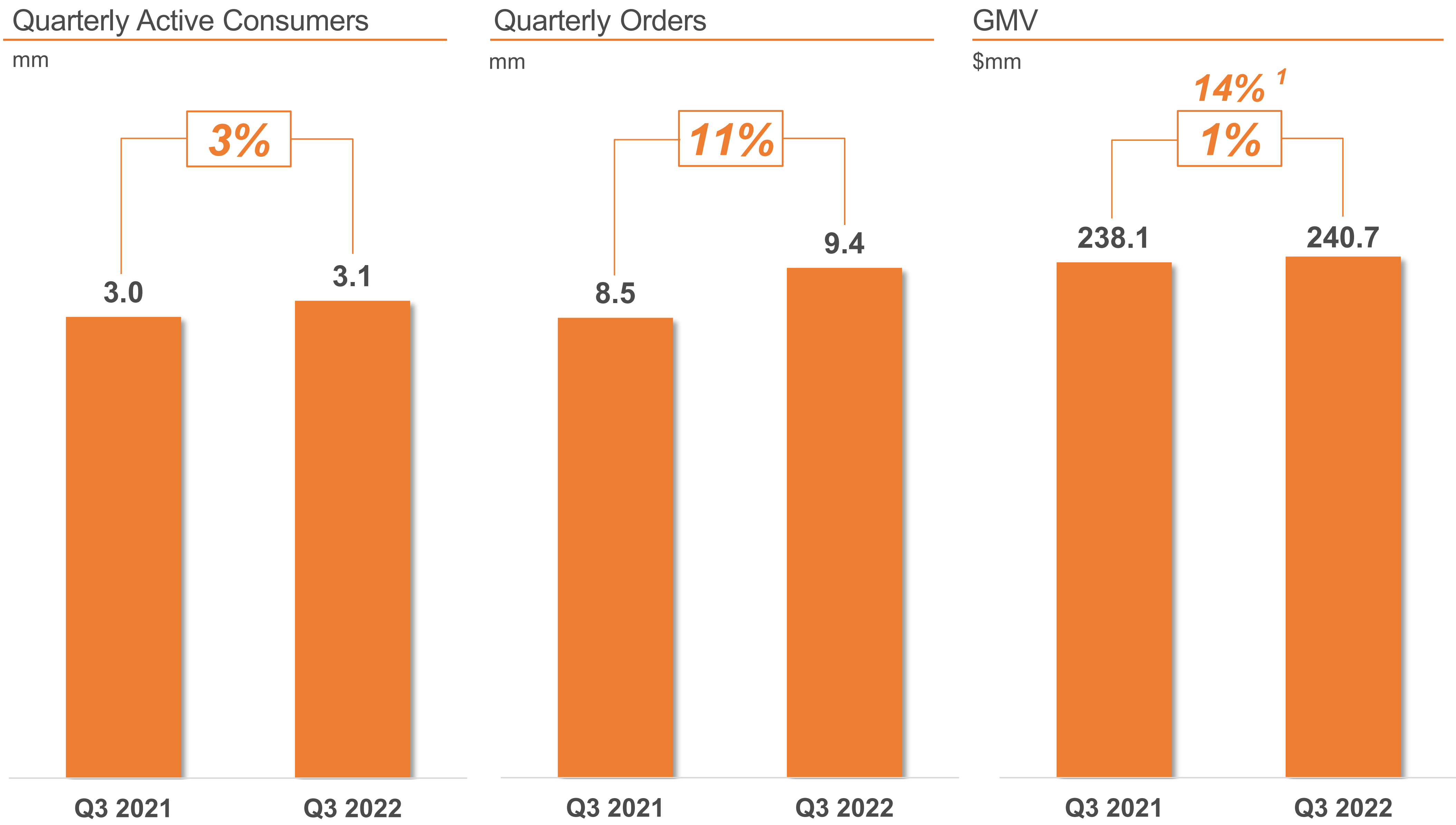
Strategy update

Q3.22 financial highlights

Appendix

Sustained usage growth despite more challenging macro environment

Usage

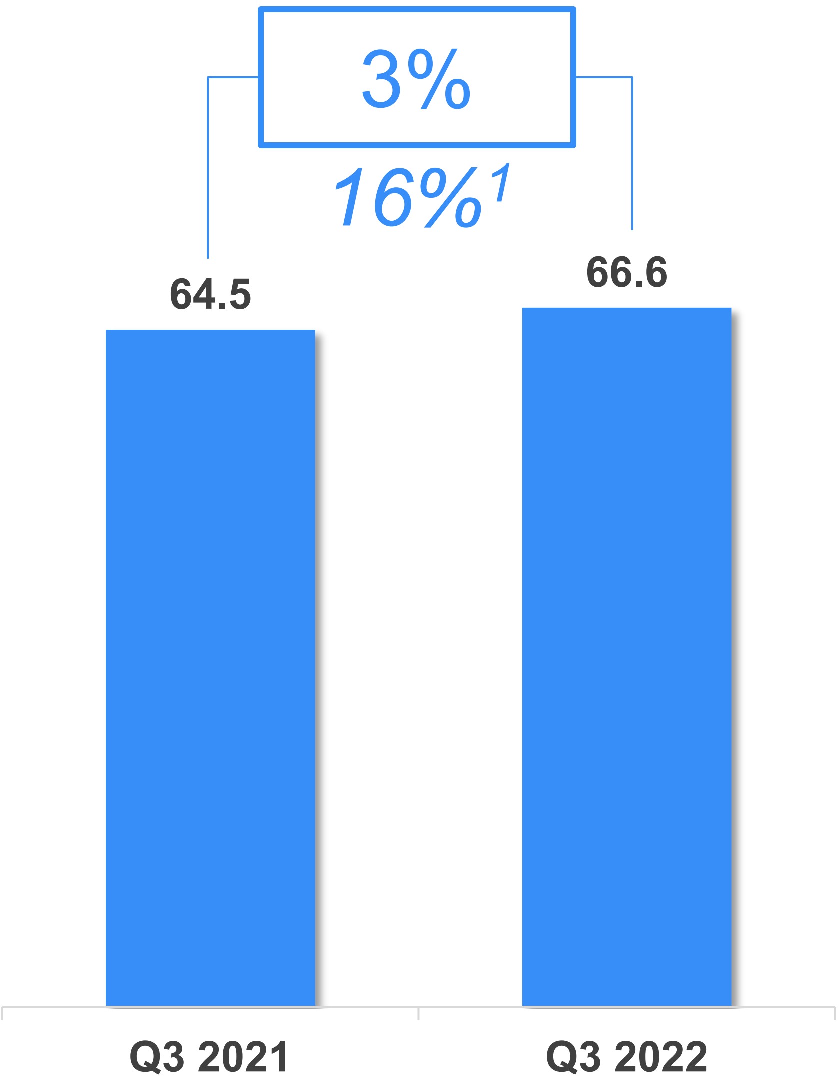


Note
1. GMV growth on a constant currency basis

JumiaPay TPV penetration reached 28% of GMV…

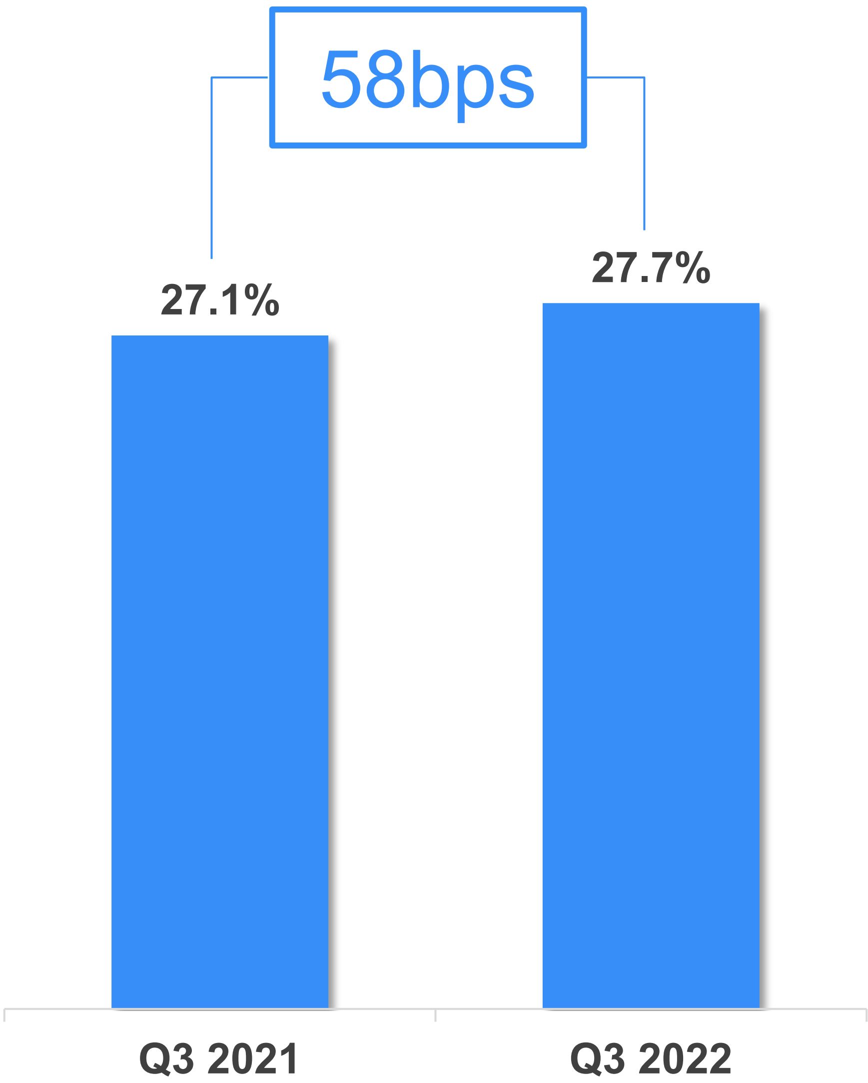
JumiaPay Total Payment Volume ("TPV")

$mm



JumiaPay TPV as % of GMV

% on-platform penetration

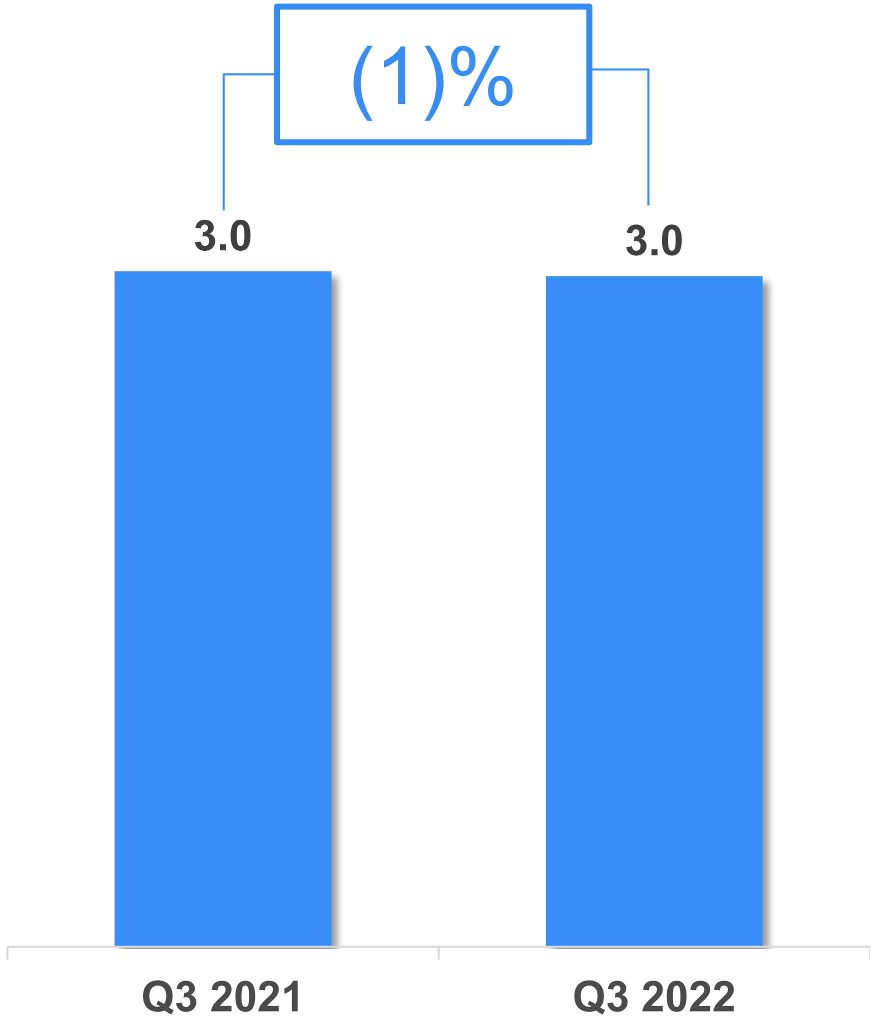


Notes
1. TPV growth on a constant currency basis

…while JumiaPay Transactions accounted for 32% of total orders

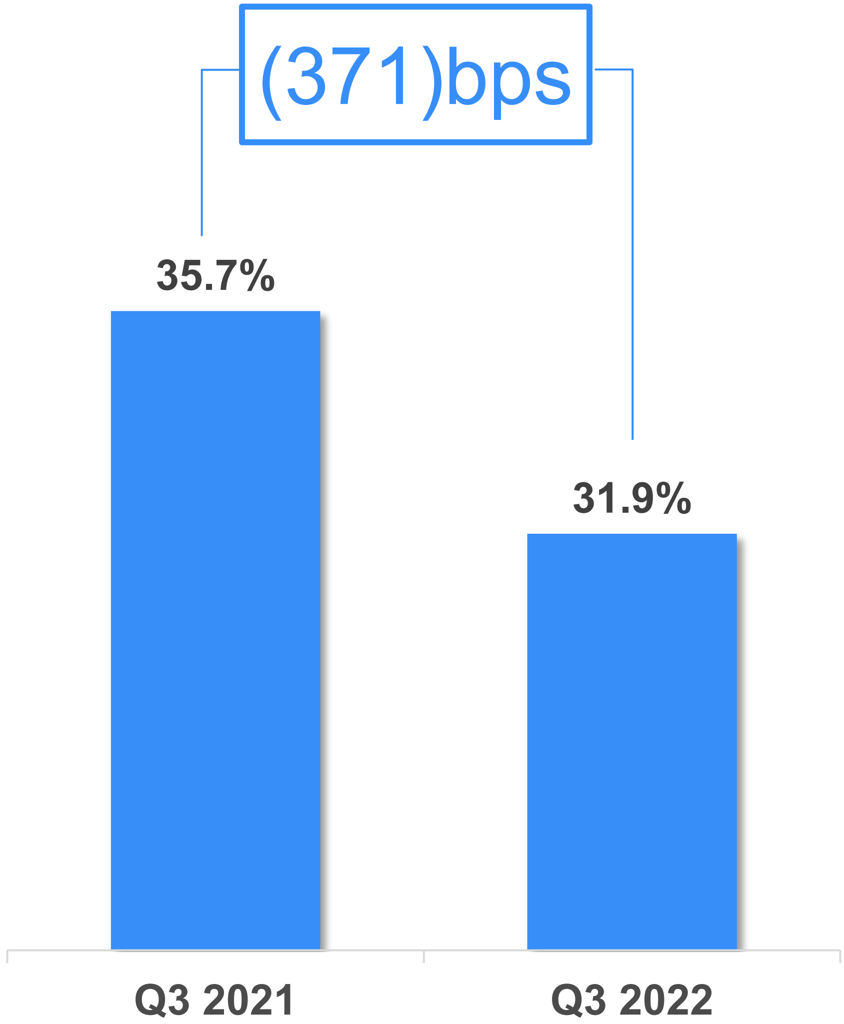
JumiaPay Transactions

mm

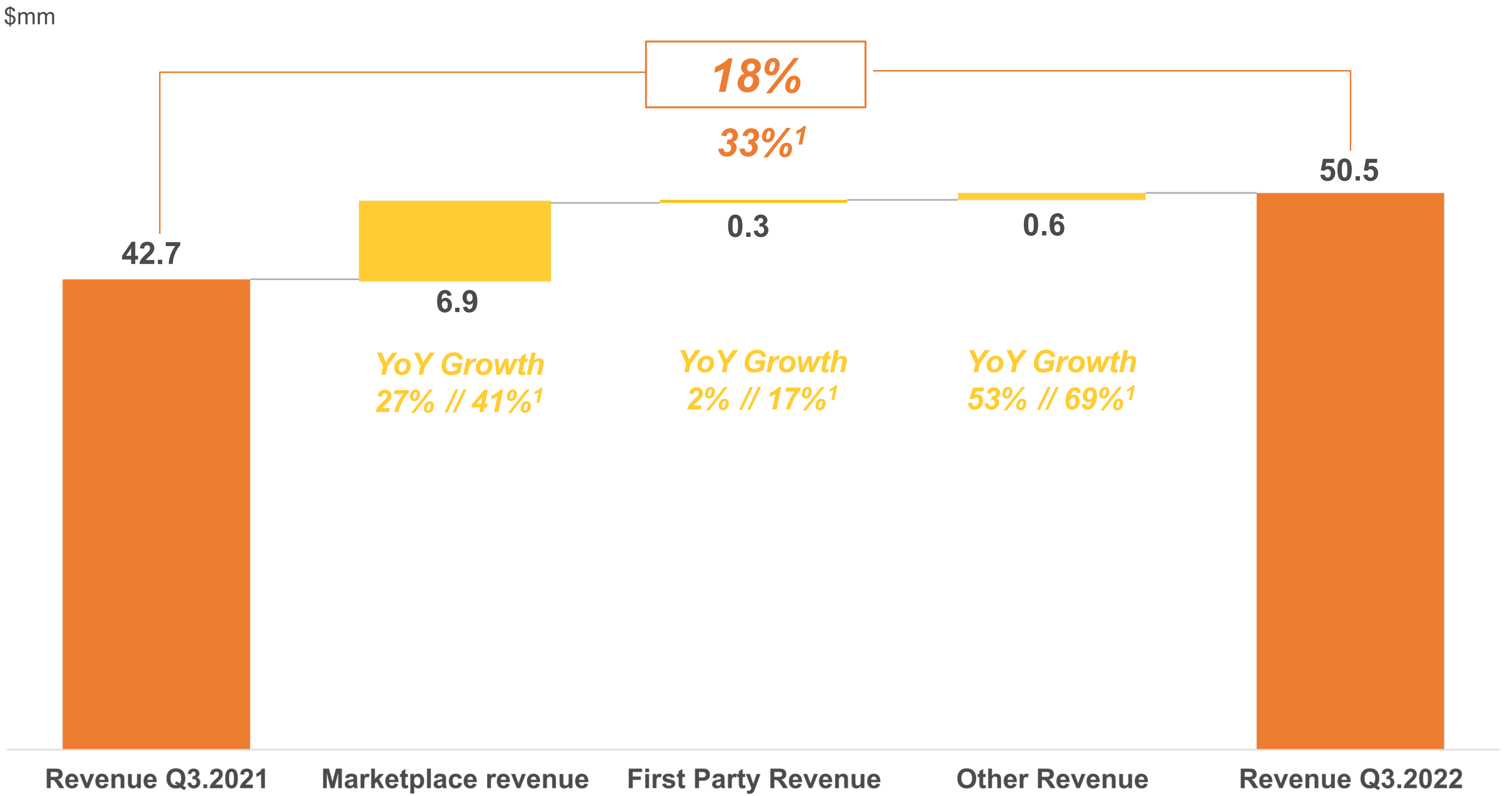


JumiaPay Transactions as % of total Orders

% on-platform penetration



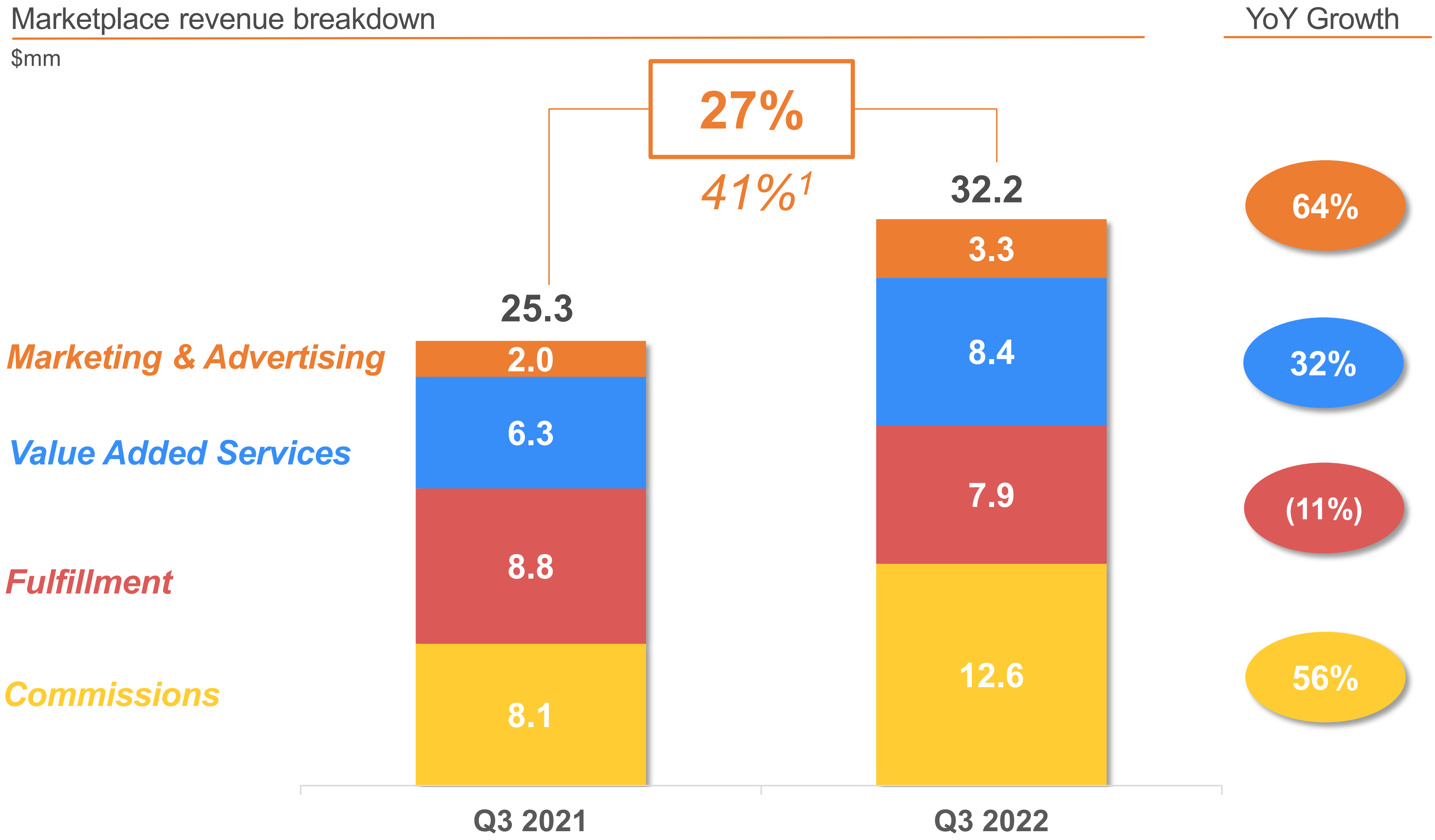
Robust revenue growth supported by marketplace revenue momentum



Notes: Numbers in the yellow bars indicate change in the relevant metric between Q3.2021 and Q3.2022

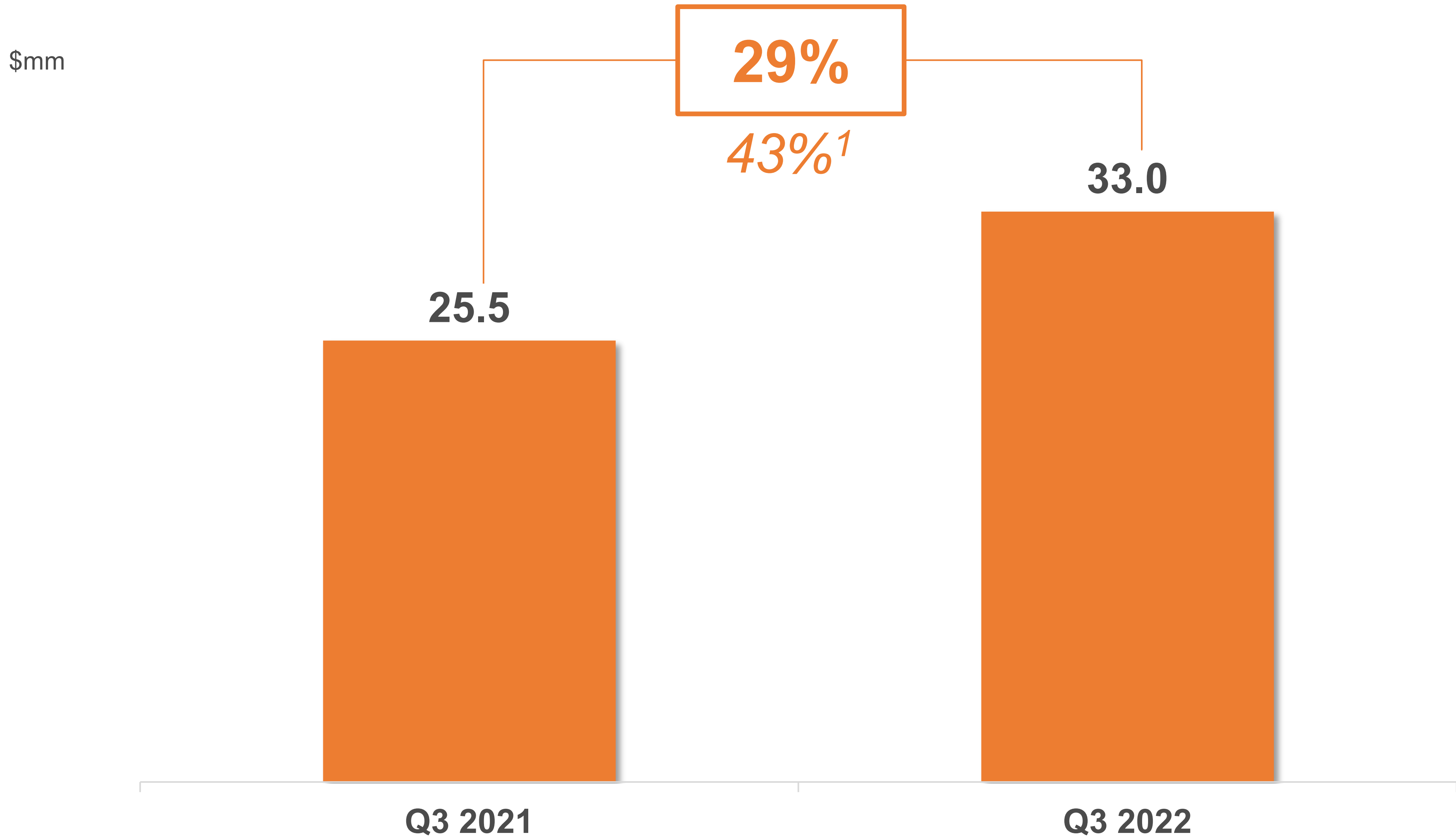
1. Constant currency growth

Accelerating marketplace revenue supported by commission increases…



Note
1. Constant currency growth

…driving accelerating gross profit growth and all-time high margin

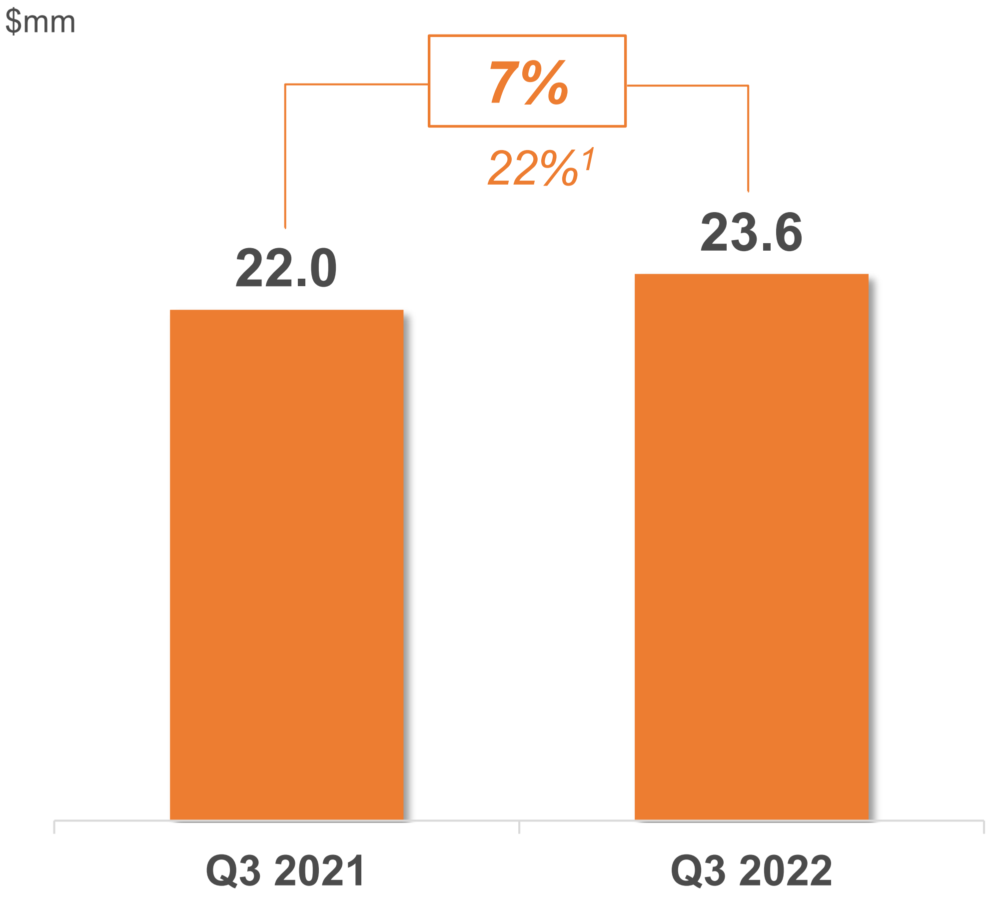


Gross Profit as % of GMV	10.7%	13.7%

Note
1. Constant currency growth

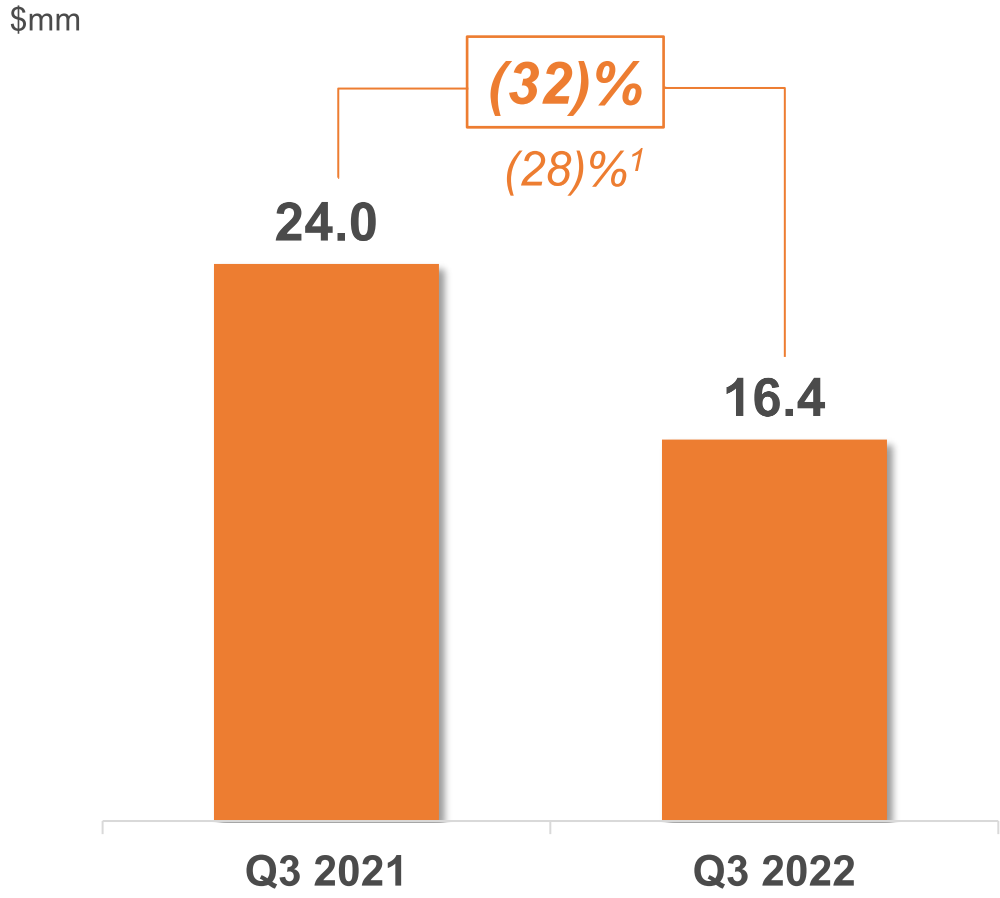
We are focused on increasing fulfillment and marketing efficiencies

Fulfillment expense



	Q3 2021		Q3 2022
Fulfillment per Order ($)	2.6	(3)%	2.5
Fulfillment as % of GMV	9.2%	6%	9.8%

Sales & Advertising expense



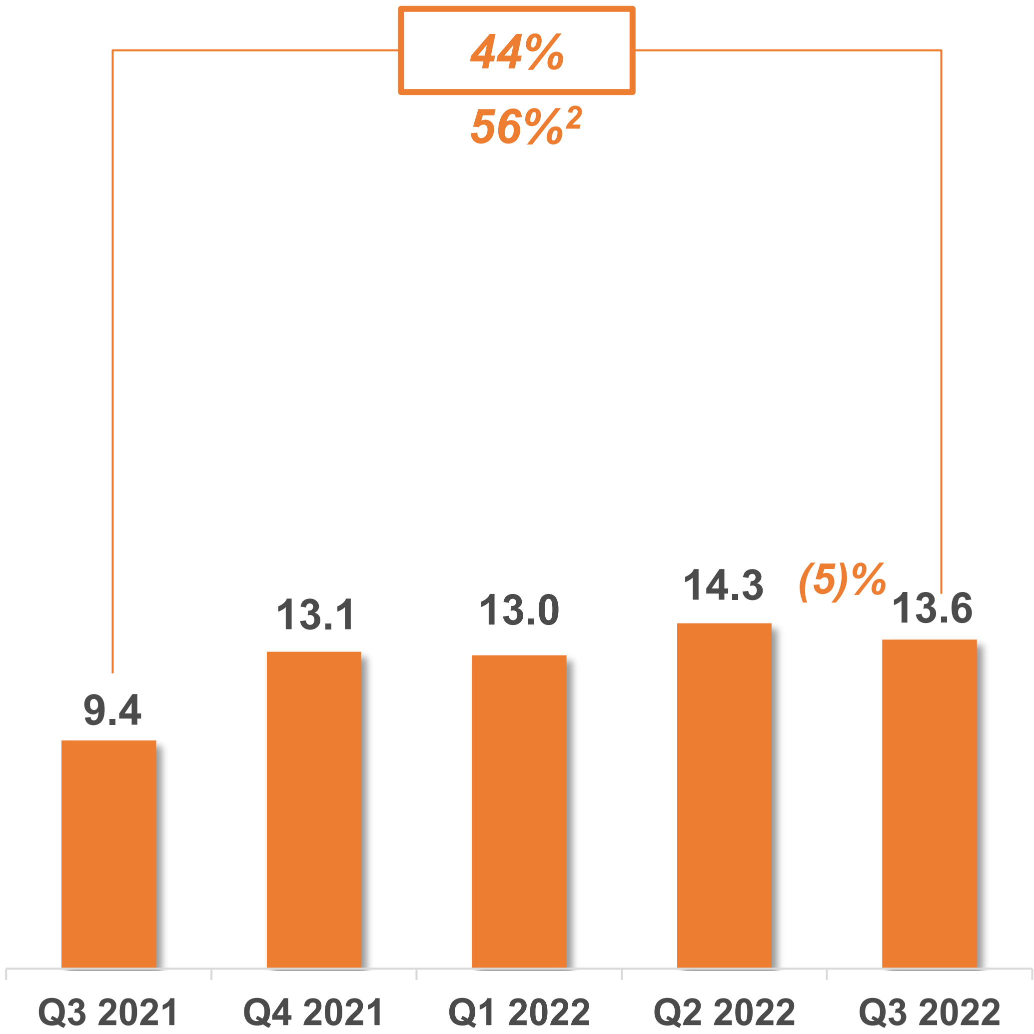
	Q3 2021		Q3 2022
S&A per Order ($)	2.8	(38)%	1.7
S&A as % of GMV	10.1%	(32)%	6.8%

Notes
1. Constant currency growth

We have started driving sequential declines in technology and staff costs

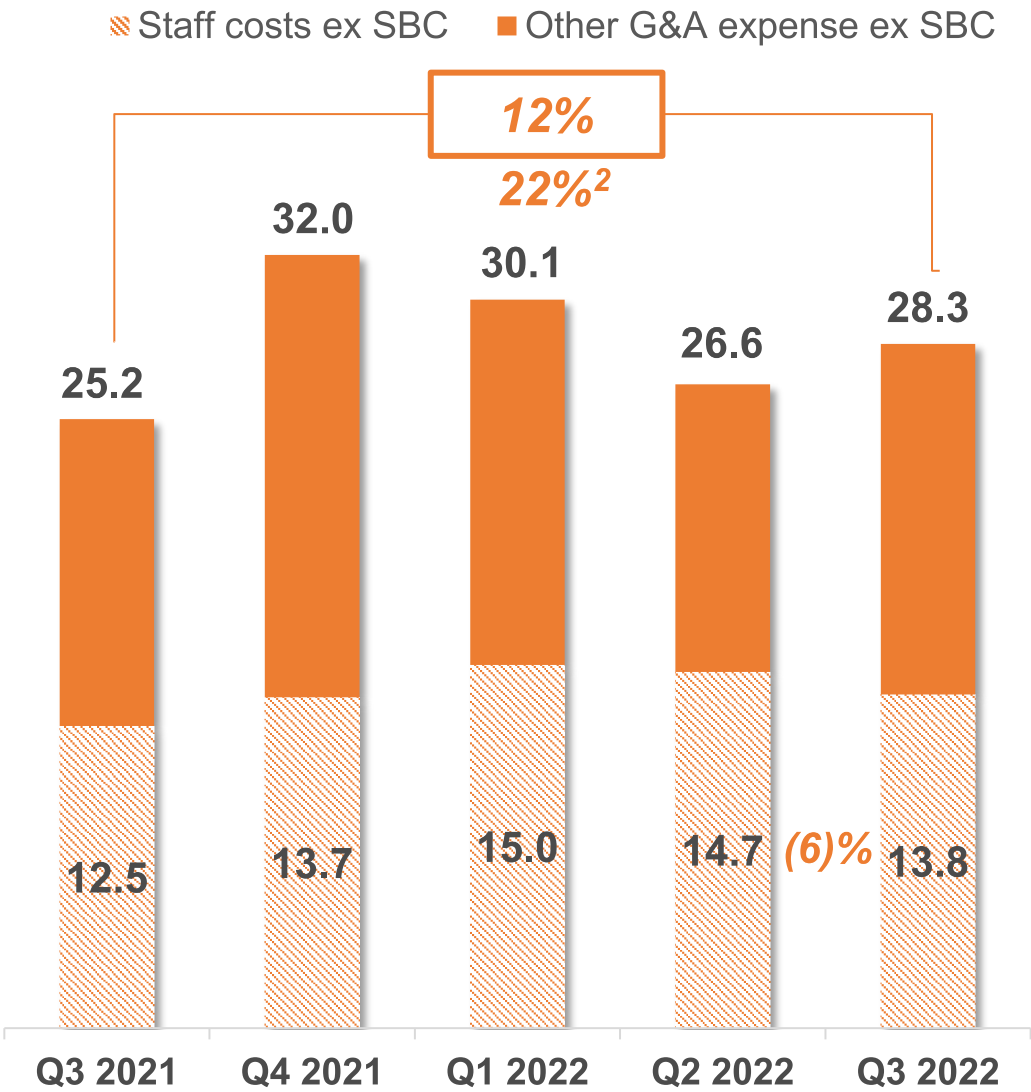
Technology & Content expense

$mm



General & Administrative expense ex SBC[1]

$mm



Notes

1. Share Based Compensation expense
2. Constant currency growth

Balance sheet and cash flow highlights

$3.0mm CAPEX[1] Q3.2022

$62.2mm CASH UTILIZATION[2]

$(13.1)mm WORKING CAPITAL
Net change in Working Capital[3]
Q3 2022

$284.7mm CASH &TERM DEPOSITS[4]

Notes

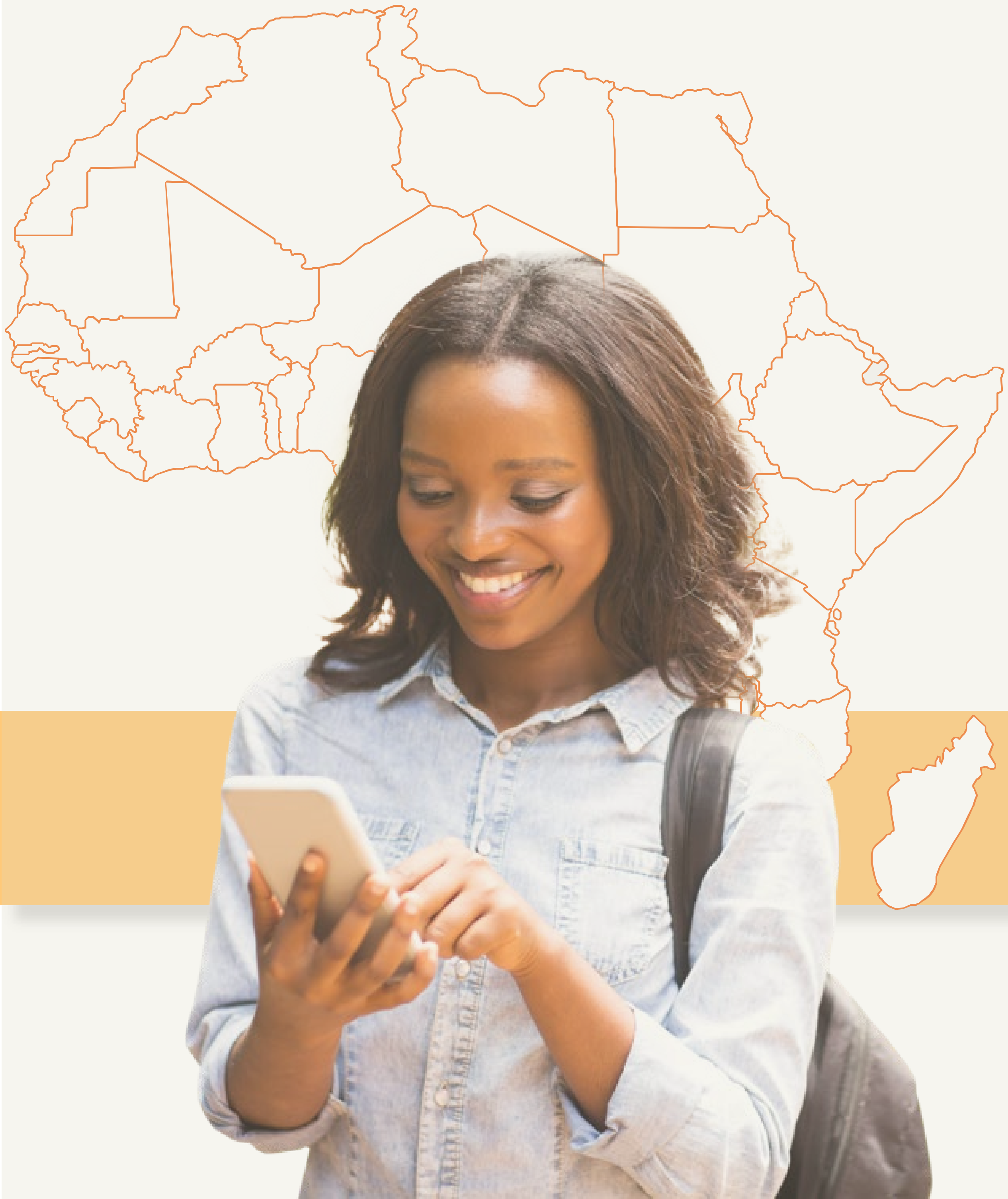
1. Corresponds to Purchase of Property and Equipment and Intangible assets, as presented on the Cash Flow Statement
2. Net decrease in cash and cash equivalents adjusted for FX effects and movements in term deposits and other financial assets
3. Corresponds to a cash outflow of $13,1mm
4. Comprised of $104.3 million of cash and cash equivalents and $180.5 million of Term deposits and other financial assets

Guidance

- In light of the highly volatile and unpredictable macro environment, we have decided to **suspend the full year 2022 GMV growth guidance and Gross Profit guidance** for the second half of 2022 provided earlier this year

We reiterate our previously provided guidance for the metrics below:

- **Sales & Advertising expense** of **$35mm to $45mm in H2.2022** implying a range of **$19mm to $29mm in Q4.2022**
- Adjusted EBITDA loss ranging between **$200mm and $220mm in FY2022** implying a range of **$42mm to $62mm in Q4.2022**
- Capex of **$10mm to $15mm in FY2022**



Non-IFRS Reconciliation (1/2)

	For the three months ended September 30	
($ mm)	**2021**	**2022**
Marketplace revenue[1]	**25.3**	**32.2**
Commissions	8.1	12.6
Fulfillment	8.8	7.9
Marketing & Advertising	2.0	3.3
Value Added Services	6.3	8.4
First Party revenue	**16.2**	**16.5**
Other revenue	1.2	1.8
Revenue	**42.7**	**50.5**
Cost of revenue	(17.1)	(17.5)
Gross Profit	**25.5**	**33.0**

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 September 30	
($ mm)	**2021**	**2022**
Loss for the period	**(65.6)**	**(44.6)**
Income tax expense	0.1	0.8
Finance (income)/costs – net	1.5	0.6
Depreciation and amortization	2.4	3.1
Share-Based Compensation expense	9.2	(5.5)
Adjusted EBITDA	**(52.5)**	**(45.5)**

Constant currency data (USD)

	For the three months ended September 30				
($ mm, except percentages)	As reported		*YoY Change*	FX neutral data	*YoY Change*
	2021	**2022**		**2022**	
GMV	238.1	240.7	*1.1%*	271.5	*14.0%*
TPV	64.5	66.6	*3.3%*	75.0	*16.3%*
TPV as % of GMV	27.1%	27.7%		27.6%	
Gross Profit	**25.5**	**33.0**	***29.2%***	**36.6**	***43.2%***
Fulfillment expense	(22.0)	(23.6)	*7.0%*	(26.9)	*22.0%*
Sales & Advertising expense	(24.0)	(16.4)	*(31.5)%*	(17.4)	*(27.6)%*
Technology & content expense	(9.4)	(13.6)	*44.1%*	(14.9)	*57.8%*
G&A expense, excluding SBC	(25.2)	(28.3)	*12.4%*	(30.7)	*21.8%*
Adjusted EBITDA loss	**(52.5)**	**(45.5)**	***(13.3)%***	**(49.5)**	***(5.7)%***
Operating Loss	**(64.0)**	**(43.2)**	***(32.6)%***	**(47.7)**	***(25.5)%***

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

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

+

Merchants

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