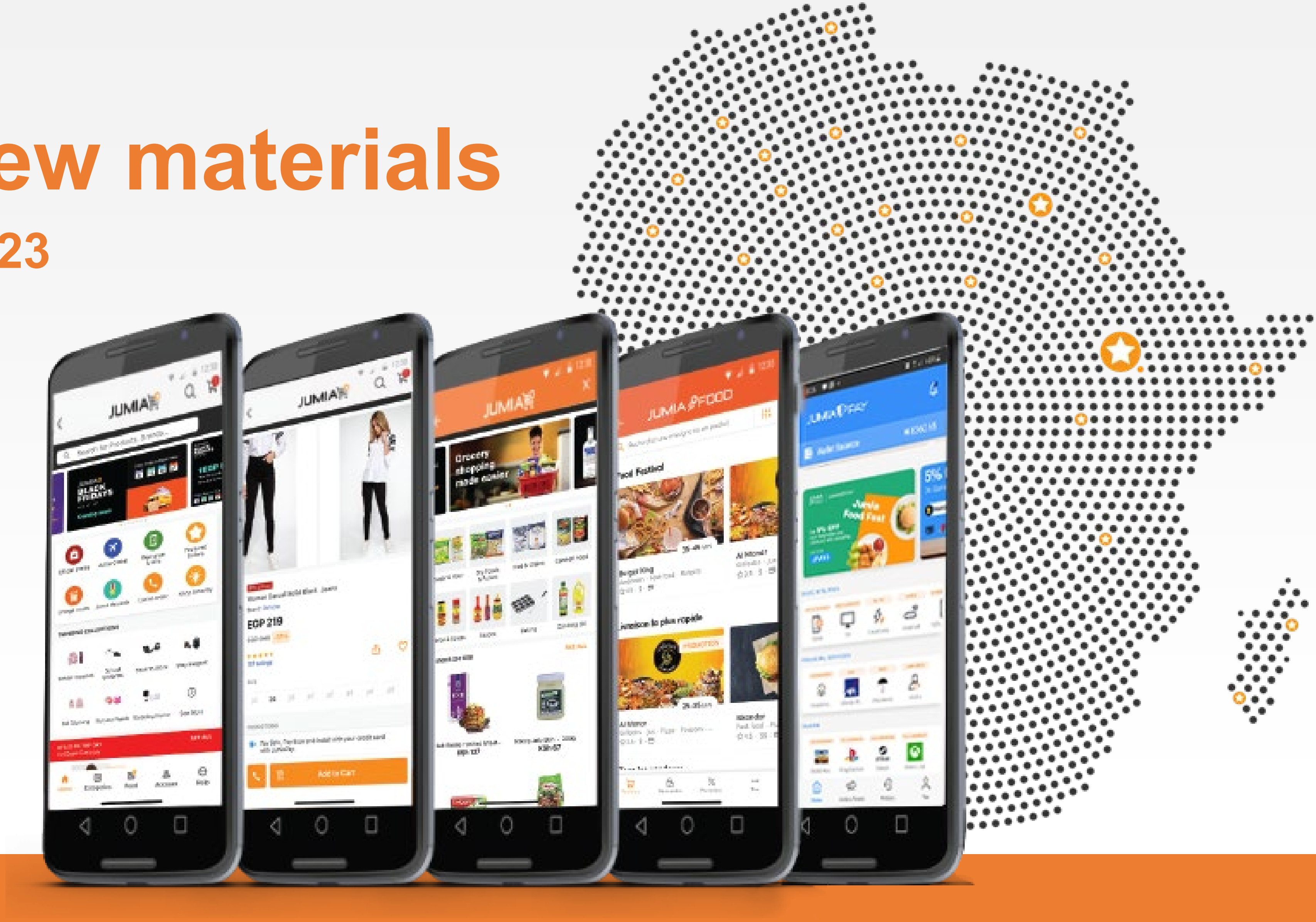
Overview materials

February 2023



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JUMIA
YEARS
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. IMF as of October 2022
2. Internet World Stats as of December 2021
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

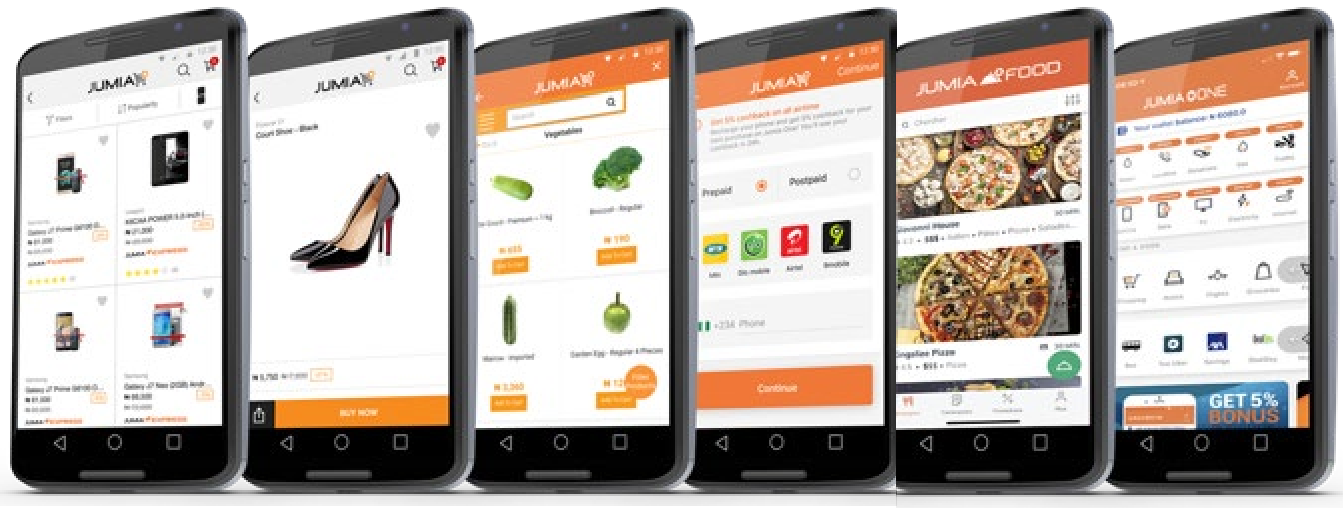
Jumia **takes the entire African economy online**, helping small and large businesses grow and reach new consumers

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

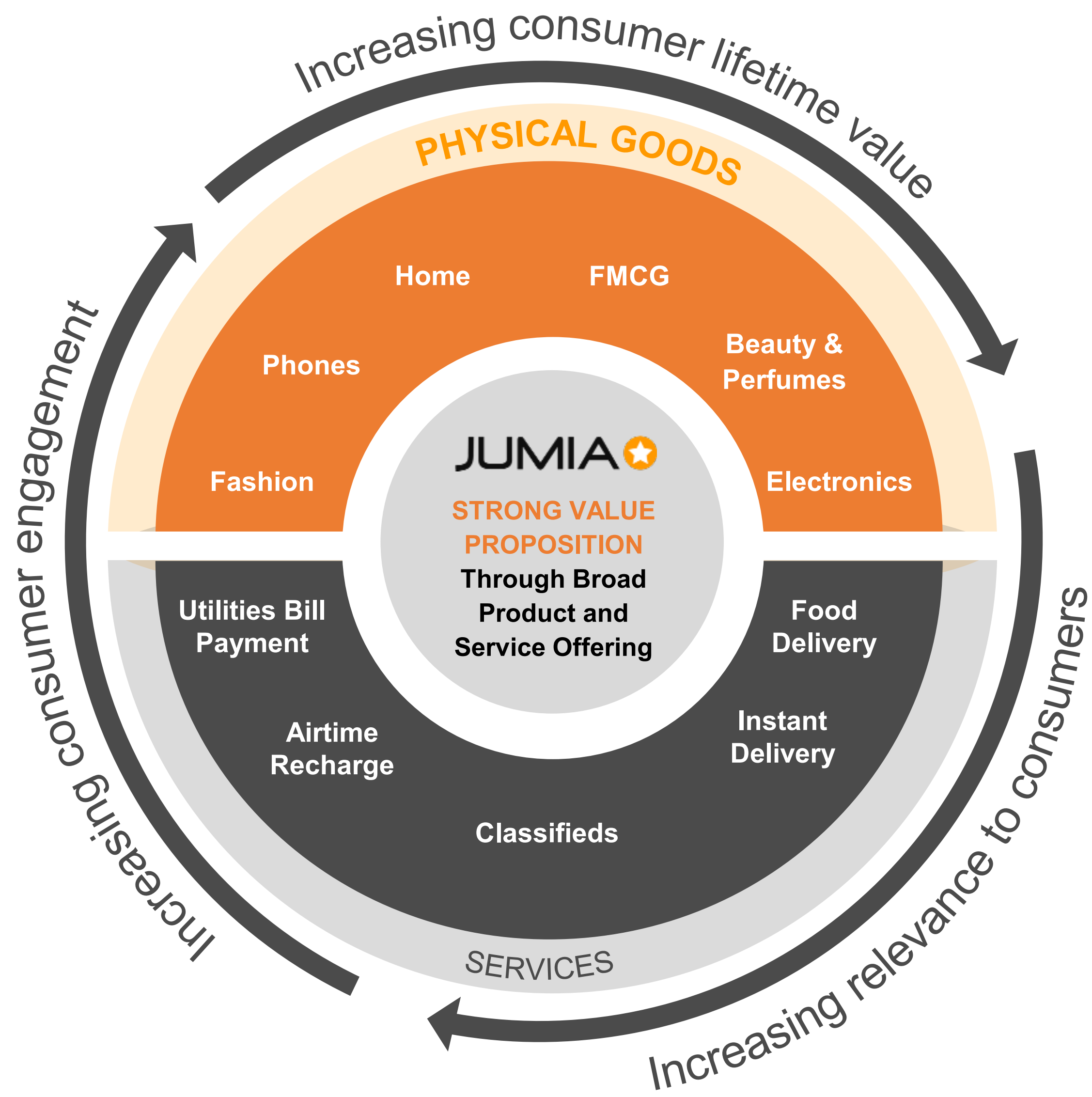
Buy a smartphone	Buy shoes	Buy your groceries	Recharge your data plan	Pay your bills	Order a pizza	…And many more

8.4mm	>100K	c.$1.0bn	38.9mm	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, 2022
2. As of December 2022, Active Sellers defined as unique sellers who received an order on our marketplace within the 12-month period preceding the relevant date, irrespective of cancellations or returns
3. For the 12-month period ending December 31, 2022
4. % Orders completed using JumiaPay in 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]

~70%

of Africa's GDP[1]

~71%

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**

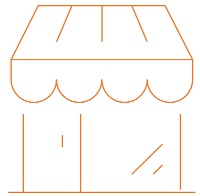
Notes:

1. IMF as of October 2022
2. Internet World Stats as of December 2021

Our platform is custom built for Africa

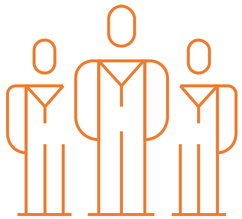
We provide a diverse offering of products and services

Split of number of items sold by product category, 2022



~80%
Of Items sold by 3rd party sellers[3]

100k+
Active Sellers[3]



Sources: Company information
Notes:
1. Fast-moving consumer goods
2. Digital Services includes services offered via our JumiaPay app
3. For 2022

We provide sellers with an attractive value proposition

L'ORÉAL intel Haier SAMSUNG P&G mi hp

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

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

40.3mm packages[1]

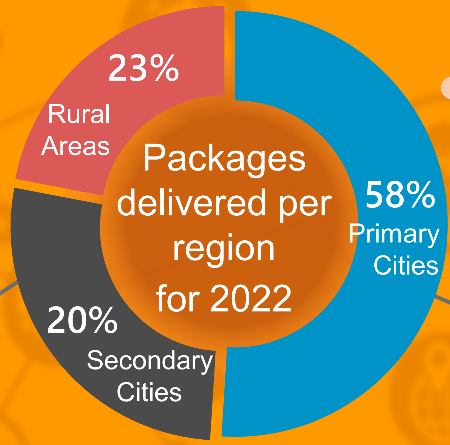
CONTROL

99.9% of deliveries are controlled by Jumia

ASSET-LIGHT

8.6% 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 December 31, 2022
2. Calculated based on property, plant and equipment over Total assets as of December 31, 2022

JumiaPay

E-commerce is a strong driver of online payments adoption

JumiaPay is a uniquely-tailored payment solution for Africa

Multiple local payment methods

Banks

FirstBank Since 1894
ZENITH
Diamond
FCMB
Fidelity
CMI
access

Cards

mastercard
VISA
Verve
meeza ميزة
CMI

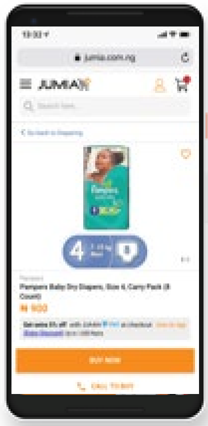
Mobile Money

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

Money Transfers / Cash

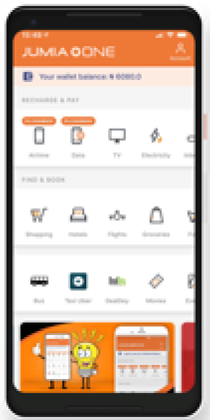
Fawry
m CASH
وفاكاش Wafacash
Wari
AmanPay

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

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 DATA GENERATES BETTER INSIGHTS FOR SELLERS AND CONSUMERS

JUMIA

DATA WAREHOUSE

BETTER INSIGHTS ATTRACT MORE SELLERS AND CONSUMERS GENERATING MORE DATA

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

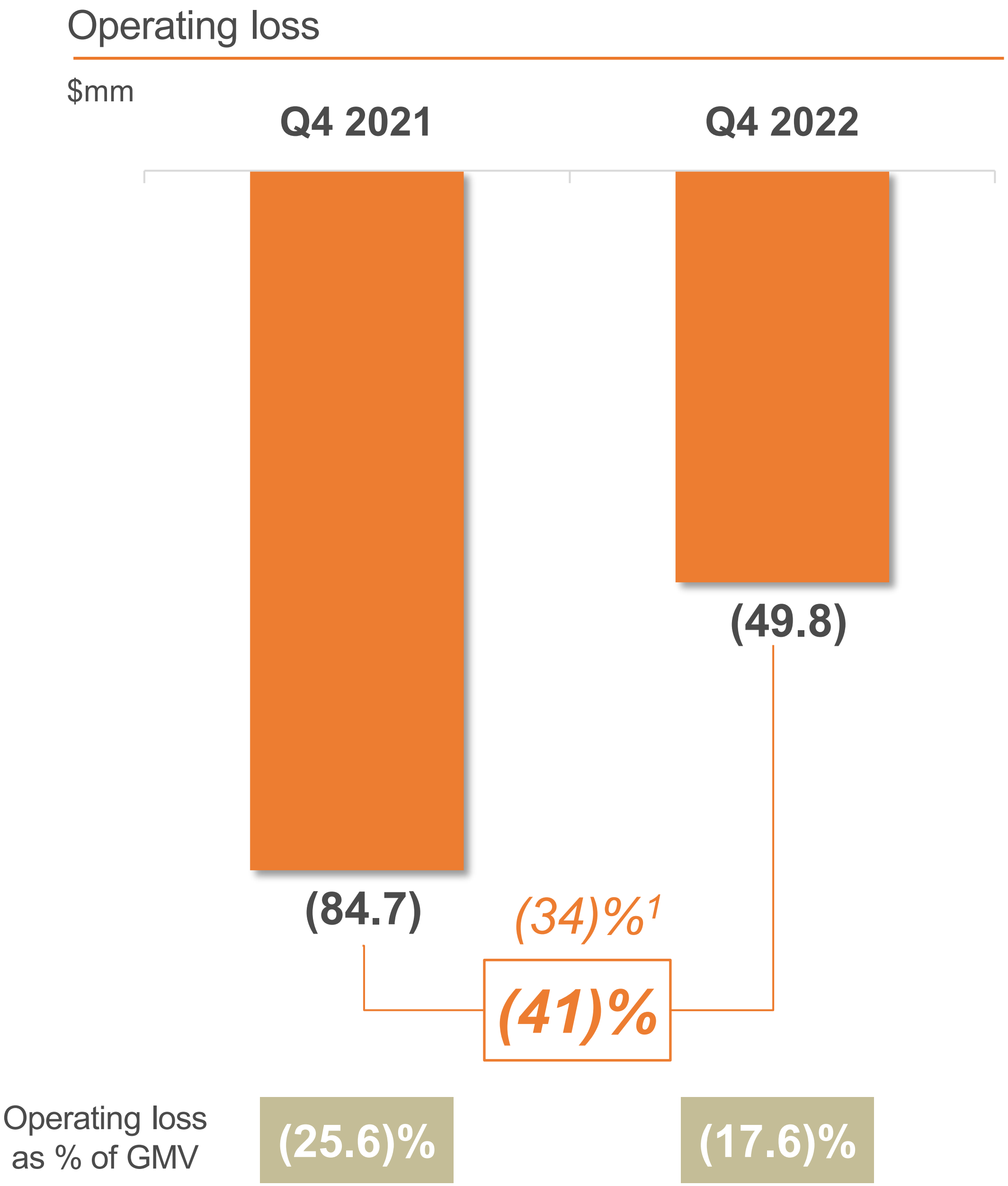
While there is continuity with the historical strategic pillars of Jumia, we will take more deliberate action and step-up execution intensity across all these areas

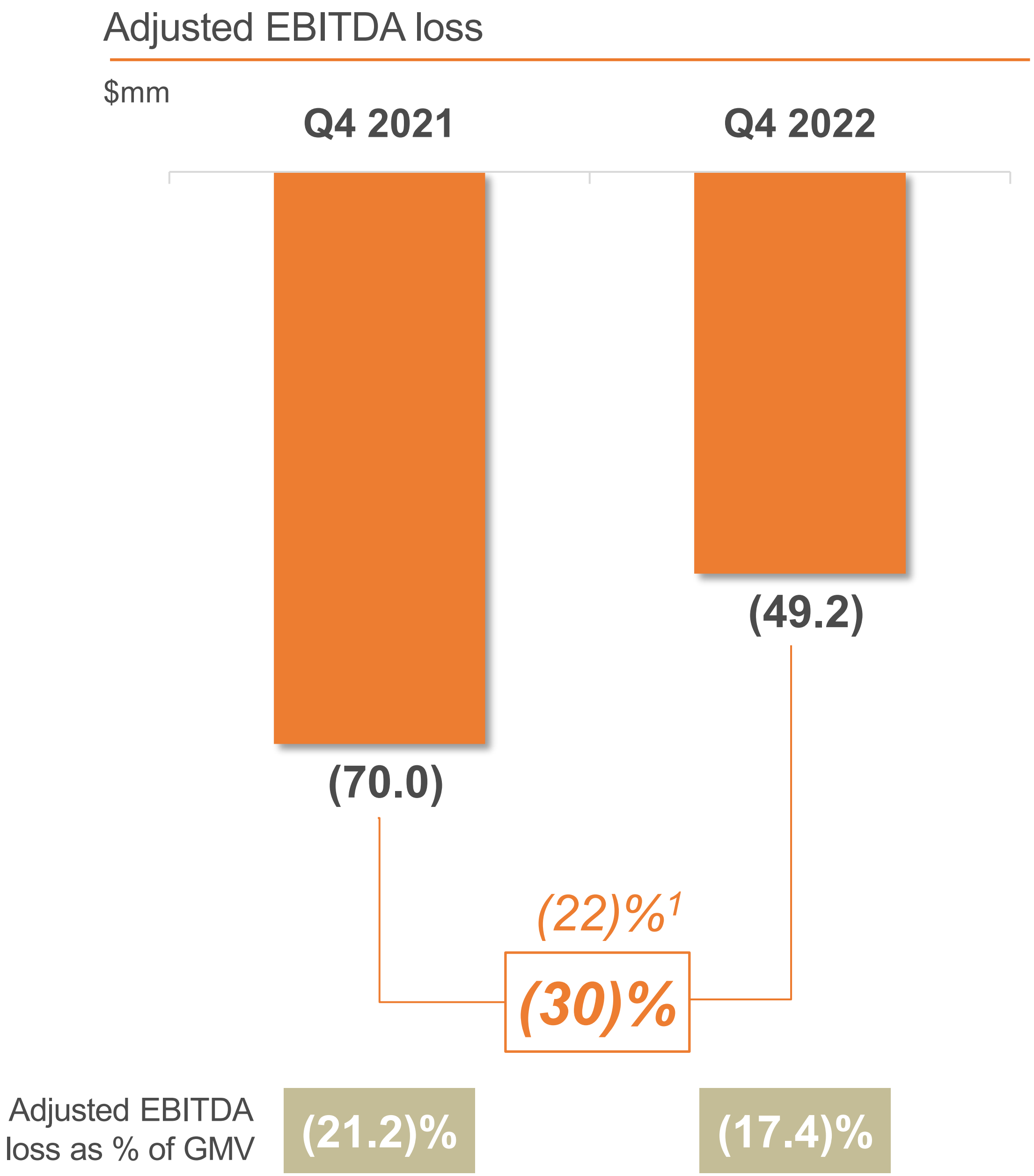
Q4.2022 marked meaningful progress on our strategic priorities

- ✓ **Significantly reduced Adjusted EBITDA and Operating losses**
- ✓ **Enhanced business focus**
- ✓ **Reduced costs**
- ✓ **Accelerated monetization**

These are early signs of success; we continue working across all strategy levers to drive better economics and more growth

1 Significantly reduced our Adjusted EBITDA and Operating losses





Note
1. Constant currency growth

2 Enhanced business focus to support unit economics

Terminated projects / ventures in Q4.2022

	Rationale	Impact[1]
Discontinued Jumia Prime	Limited benefit to consumer adoption and stickiness	Immaterial contribution to GMV and Revenue
Scaled back First Party Grocery Algeria, Ghana, Senegal and Tunisia	Adds business complexity, challenging unit economics, limited upside to consumer lifetime value	9M.22 share of GMV < 3% 9M.22 share of Revenue < 7%
Suspended logistics-as-a-service offering All geographies but Nigeria, Morocco and Ivory Coast	Adds business complexity, logistics platform not mature/ efficient enough to support 3rd party volume in these geographies	9M.22 share of Revenue < 1%
Selected food delivery closures In Egypt, Ghana and Senegal	Sub-scale business in these geographies, challenging path to profitability with limited upside to consumer lifetime value	9M.22 share of GMV < 1% 9M.22 share of Adjusted EBITDA loss < 2%

Note
1. Share of terminated activity in the overall group metrics

3 Reduced costs with further savings to come

Fulfillment	***(21)%*** Q4.22 YoY change in Fulfillment expense	***(74)bps*** Q4.22 YoY change in Fulfillment expense % of GMV	***(10)%*** Q4.22 YoY change in Fulfillment expense per Order
Sales & Advertising	***(41)%*** Q4.22 YoY change in S&A[1] expense	***(290)bps*** Q4.22 YoY change in S&A[1] % of GMV	***(32)%*** Q4.22 YoY change in S&A[1] per Order

General & Administrative

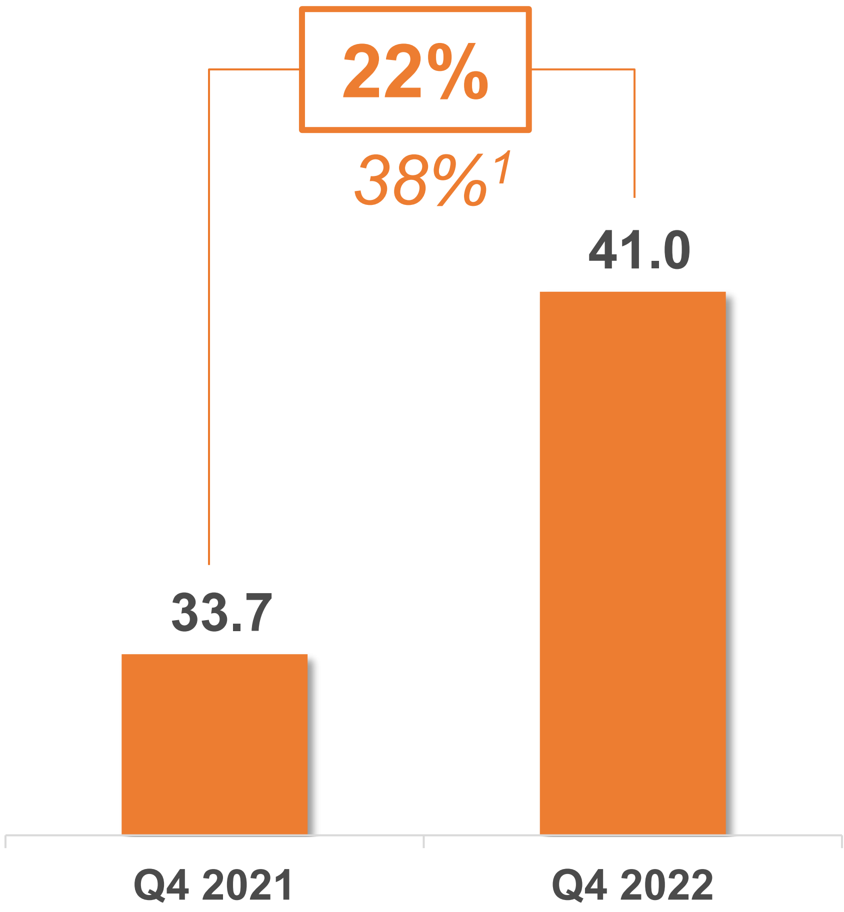
- **Significant headcount reduction**: Over **900 positions** terminated, or **20% headcount reduction**[2]
- **Significantly reduced presence in Dubai:** Reduced Dubai headcount **by over 60%.** Most of the remaining staff are being relocated to Africa
- Incurred $3.7 million of restructuring costs in Q4.22 associated with headcount reduction
- We expect actions taken to drive **over 30% in monthly staff costs savings** starting from March 2023, as compared to the October 2022 staff cost baseline

Note
1. Sales & Advertising expense
2. As compared to total group headcount at the end of Q3.22

4 Accelerated monetization to all-time highs

Gross Profit

$mm



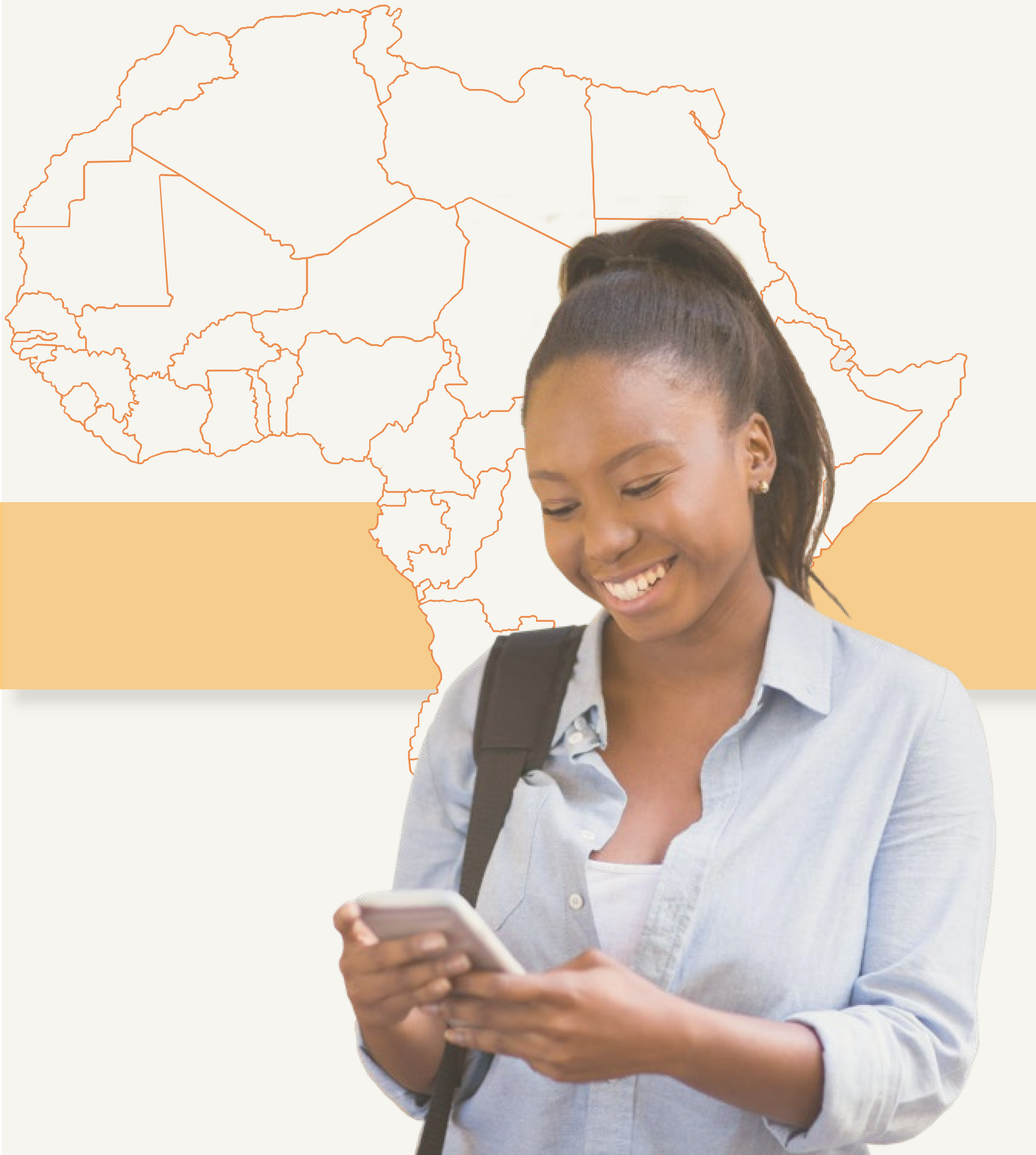
Gross Profit as % of GMV	Q4 2021	Q4 2022
	10.2%	14.5%

Record highs reached in multiple revenue streams

$mm

	Q4.22 ($mm)	Q4.22 YoY growth
Commissions	16.0	**81%** *105%*[1]
Value Added Services	9.5	**11%** *27%*[1]
Marketing & Advertising	7.4	**76%** *96%*[1]

Note
1. Constant currency growth

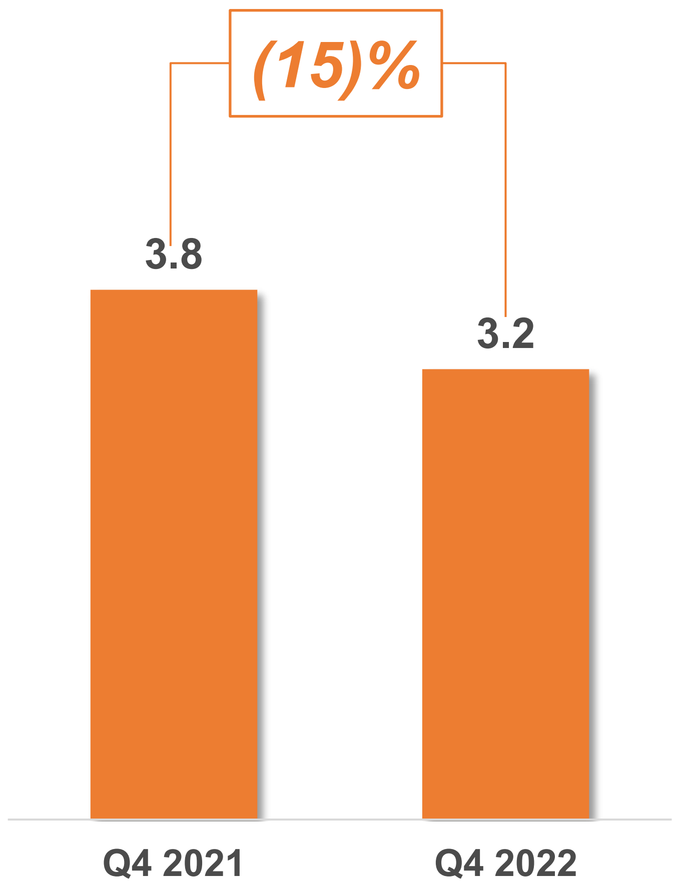


Usage

Usage growth in Q4.2022 was impacted by a challenging macro environment

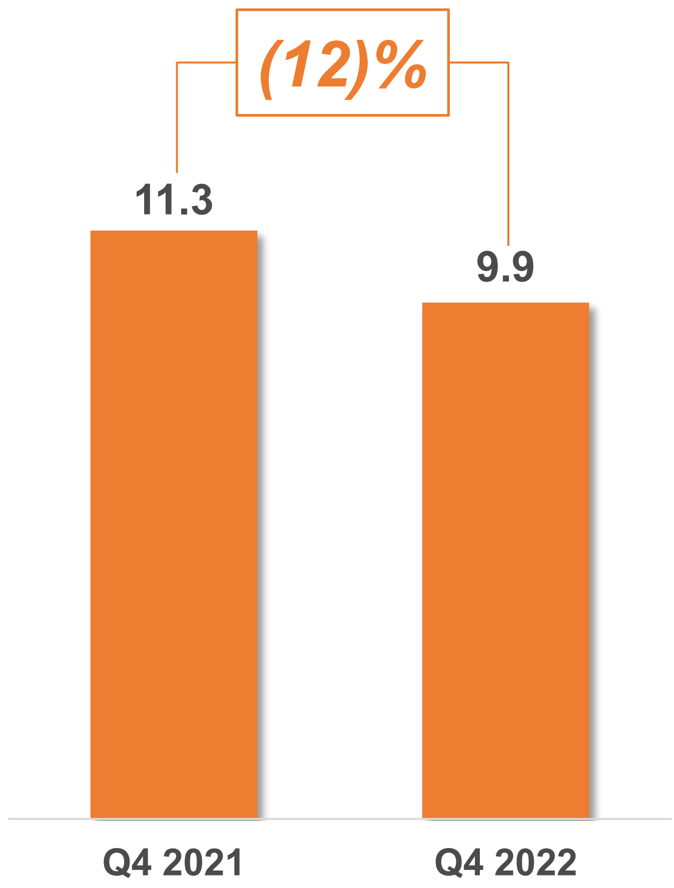
Quarterly Active Consumers

mm



Quarterly Orders

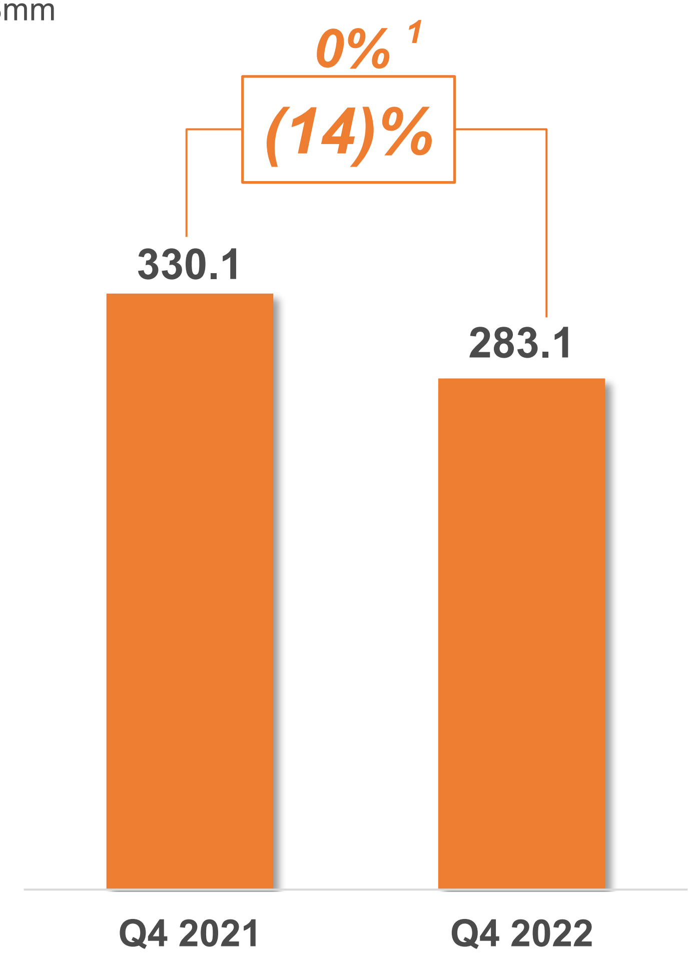
mm



	FY2021	FY2022
CFDR[2] % of Orders	16%	15%

Quarterly GMV

$mm



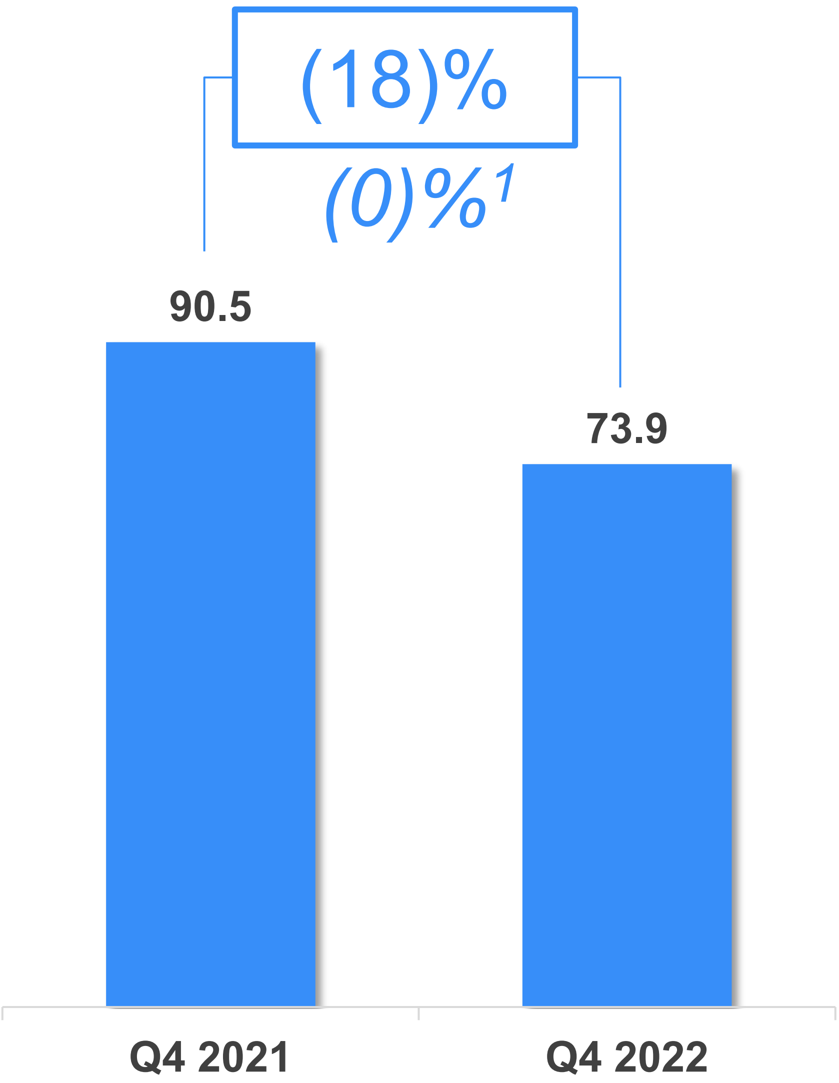
	FY2021	FY2022
CFDR[2] % of GMV	22%	20%

Notes
1. GMV growth on a constant currency basis
2. Rate of Cancellations, Failed Deliveries & Returns

JumiaPay TPV penetration remained stable at 26% of GMV…

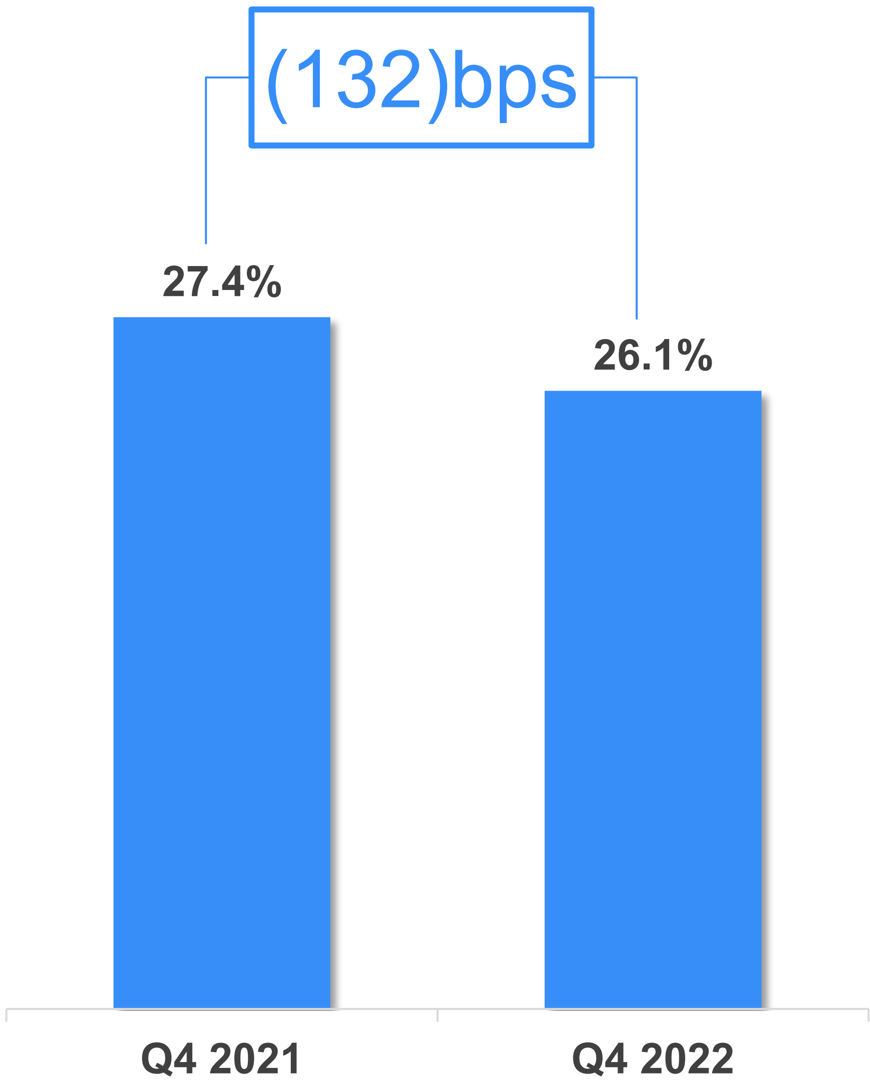
JumiaPay Total Payment Volume ("TPV")

$mm



JumiaPay TPV as % of GMV

% on-platform penetration



Notes

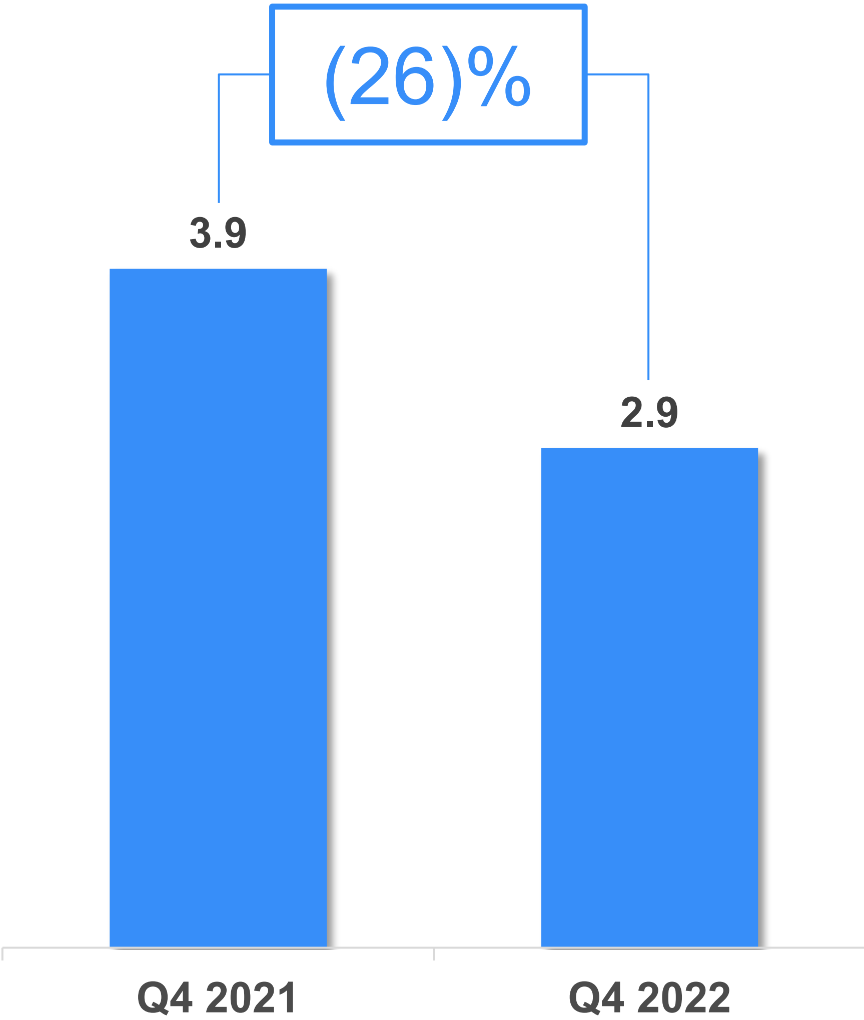
1. TPV growth on a constant currency basis

…while JumiaPay Transactions accounted for 29% of total orders

JumiaPay

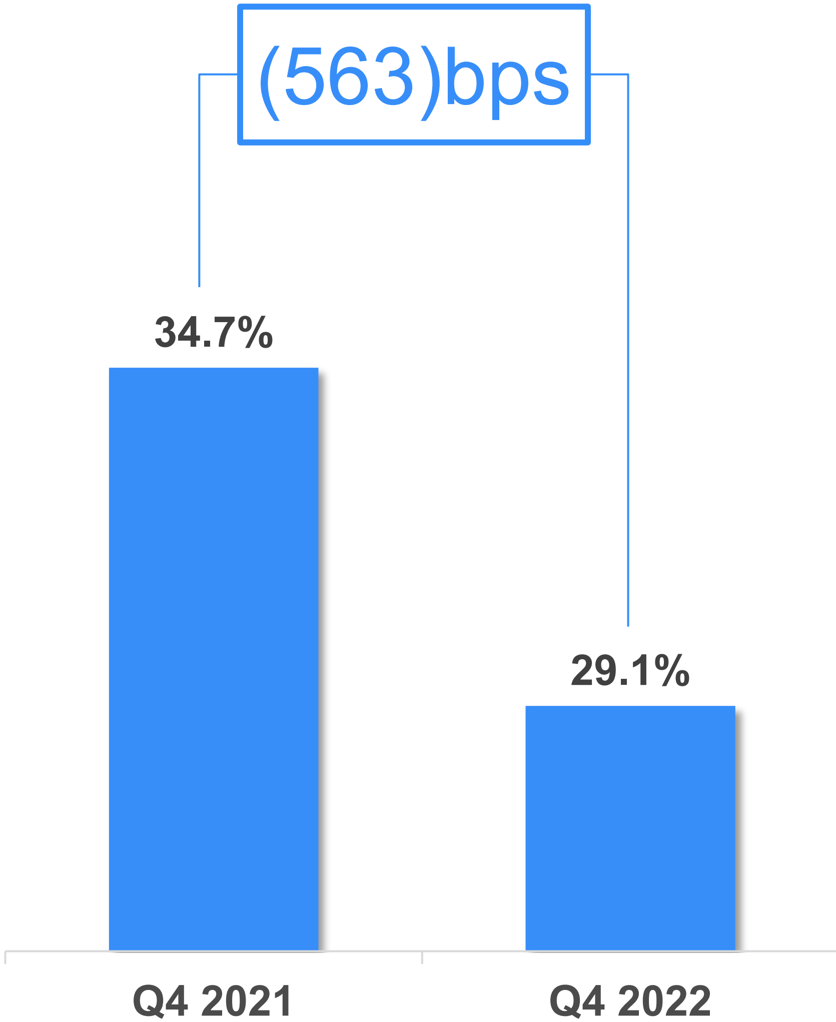
JumiaPay Transactions

mm

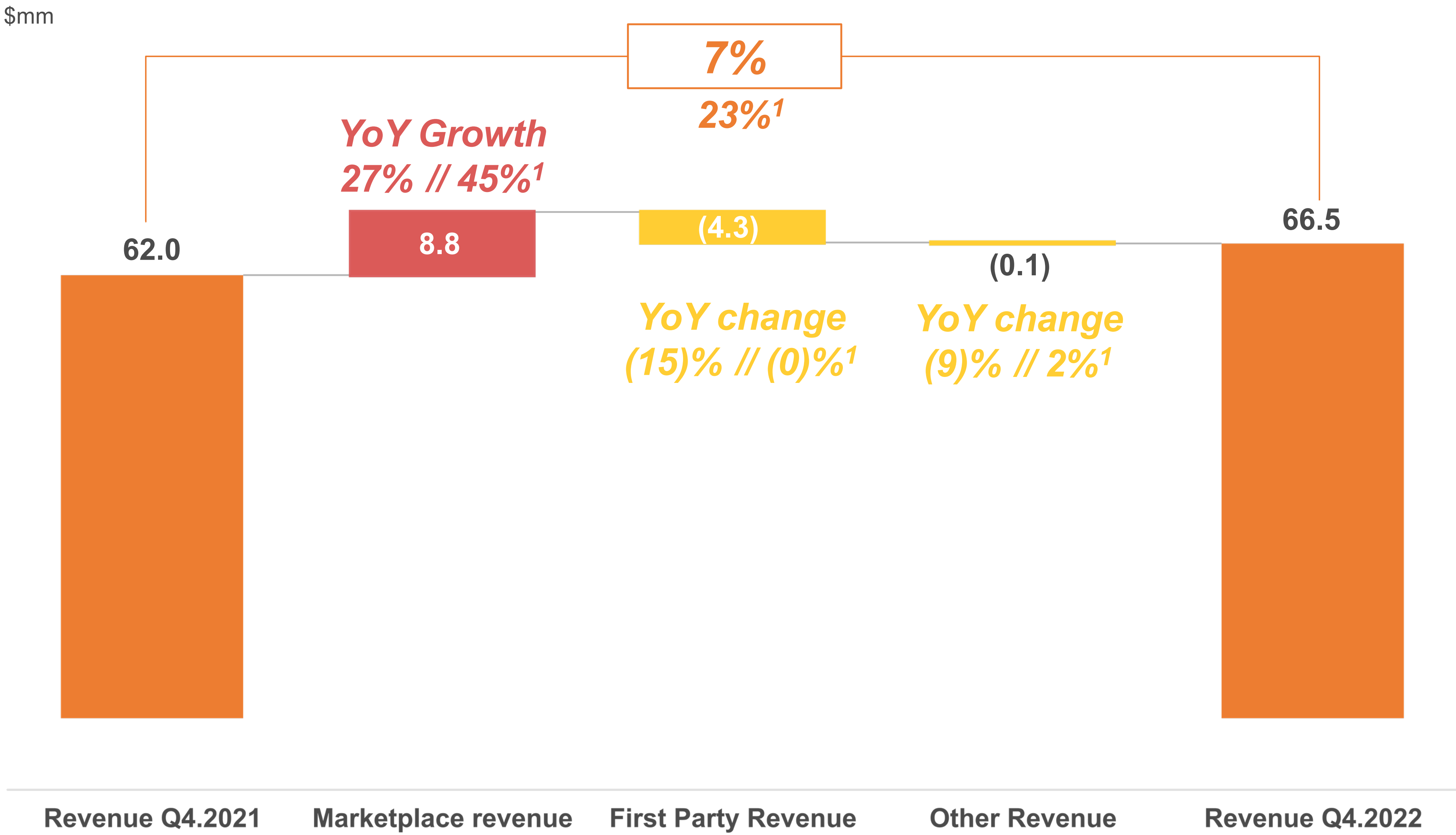


JumiaPay Transactions as % of total Orders

% on-platform penetration



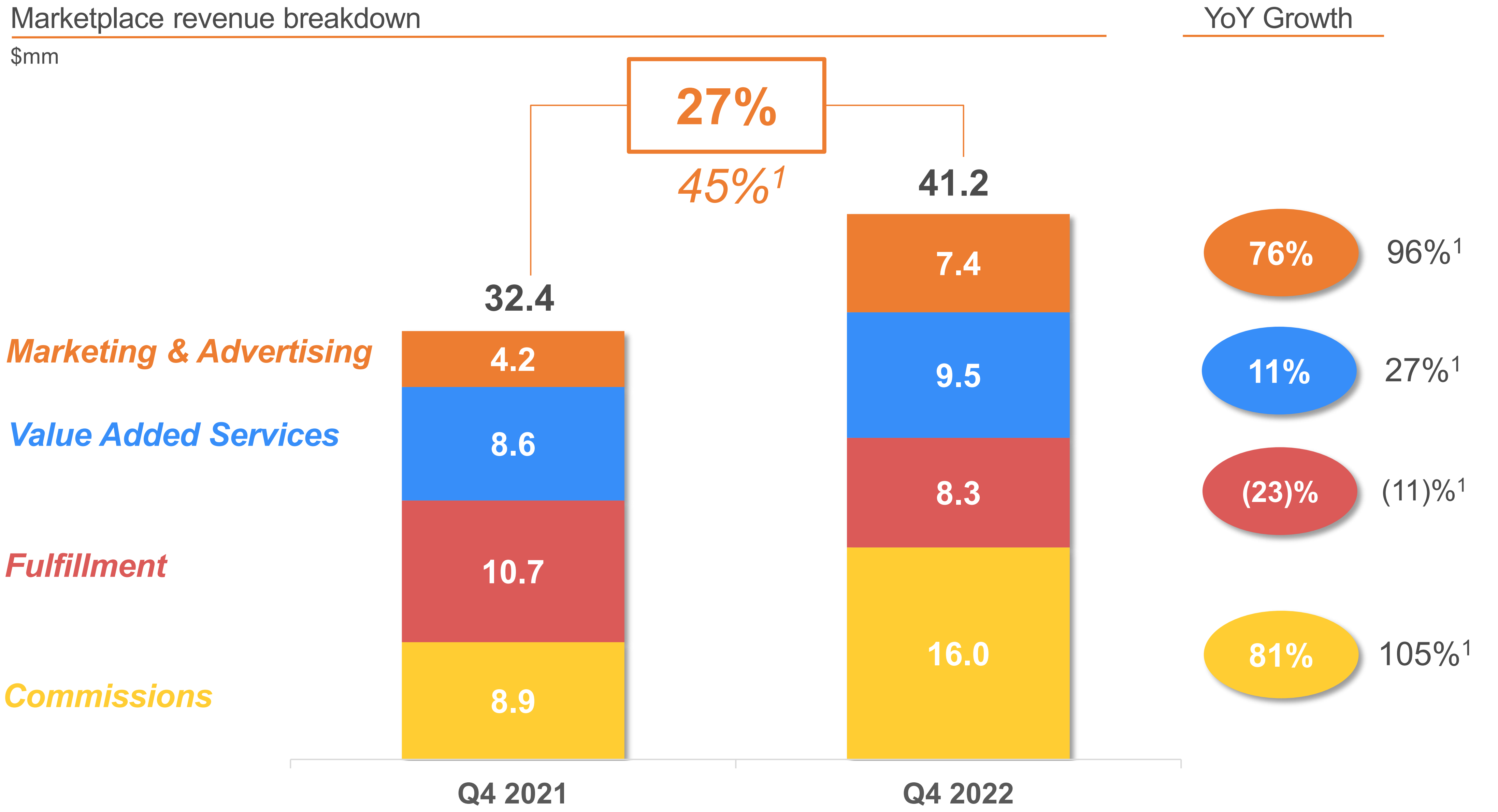
Robust revenue growth was supported by strong marketplace revenue momentum



Notes: Numbers in the yellow bars indicate change in the relevant metric between Q4.2021 and Q4.2022
1. Constant currency growth

Accelerating marketplace revenue was supported by record levels of commissions and advertising revenue…

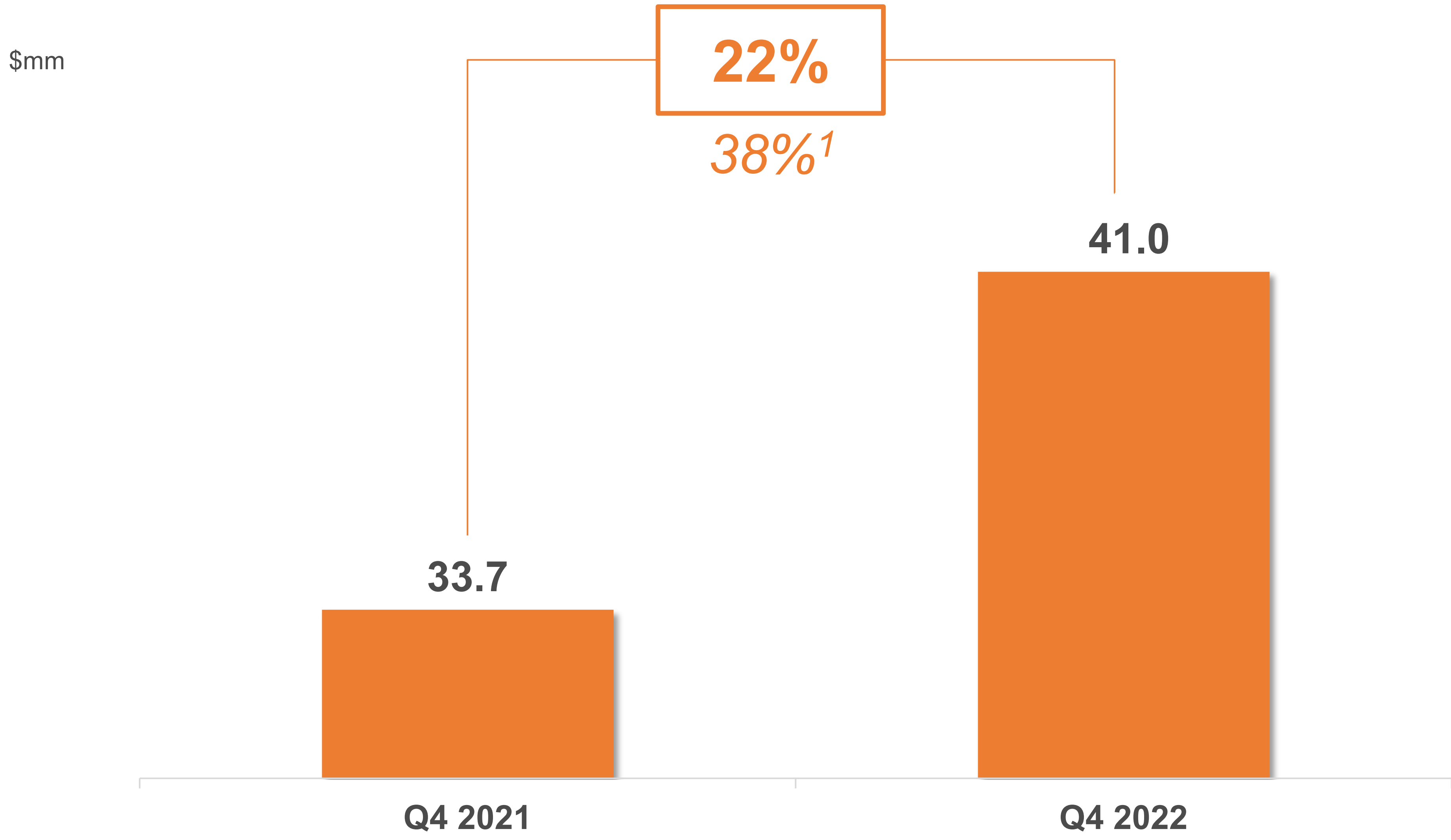
Monetization



Note
1. Constant currency growth

…driving all-time high gross profit and margin

Monetization

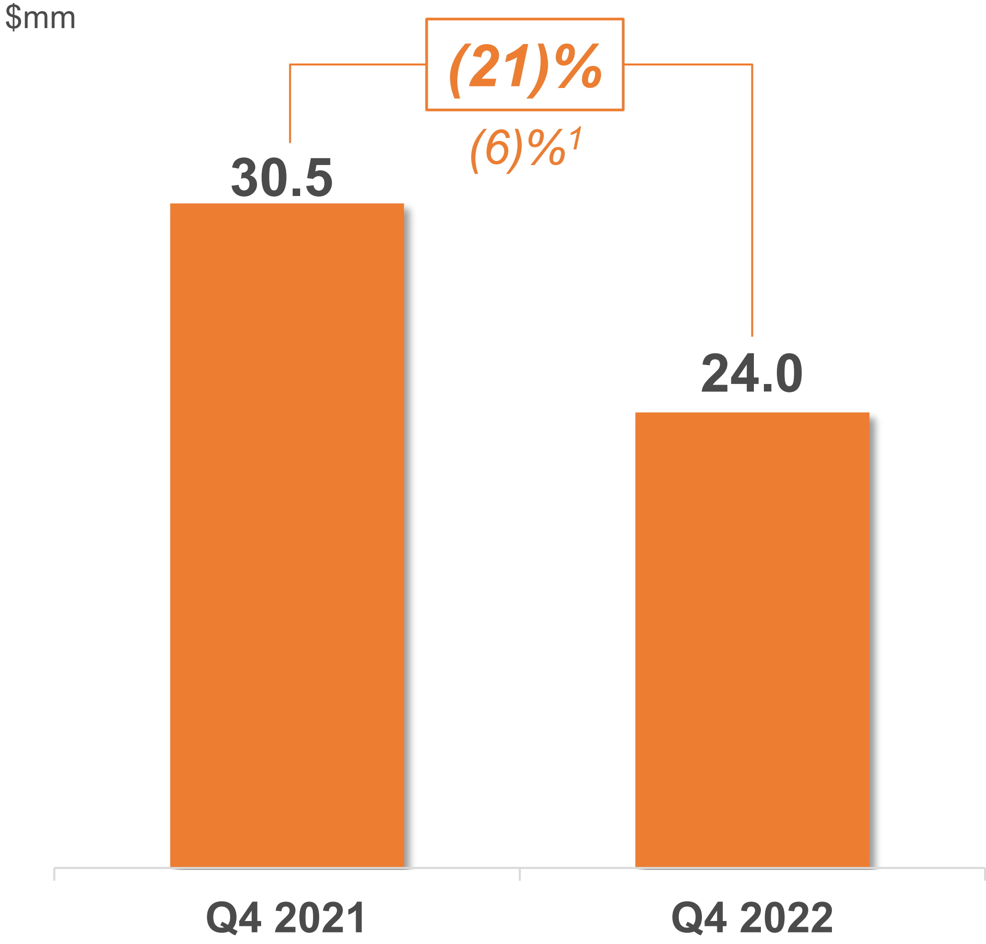


Gross Profit as % of GMV	10.2%	14.5%

Note
1. Constant currency growth

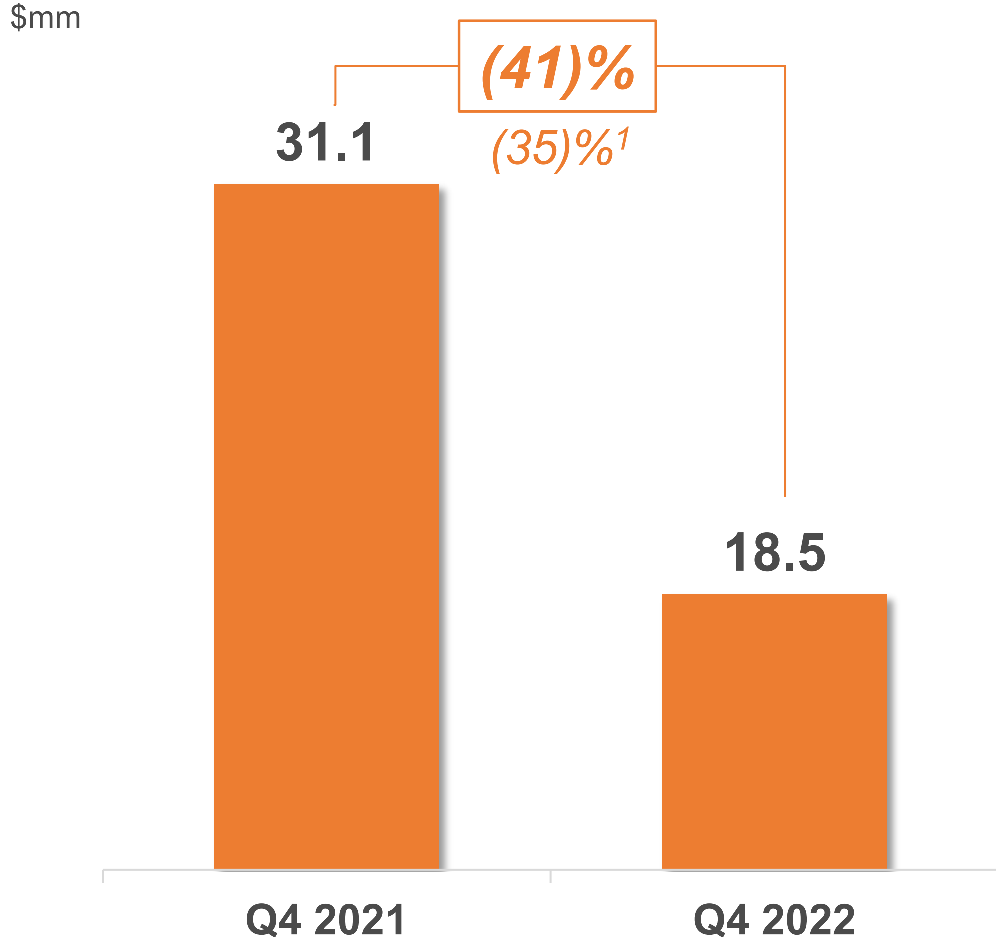
We are driving fulfillment and marketing efficiencies

Fulfillment expense



	Q4 2021	Change	Q4 2022
Fulfillment per Order[2] ($)	3.2	(17)%	2.7
Fulfillment as % of GMV	9.2%	(74)bps	8.5%

Sales & Advertising expense



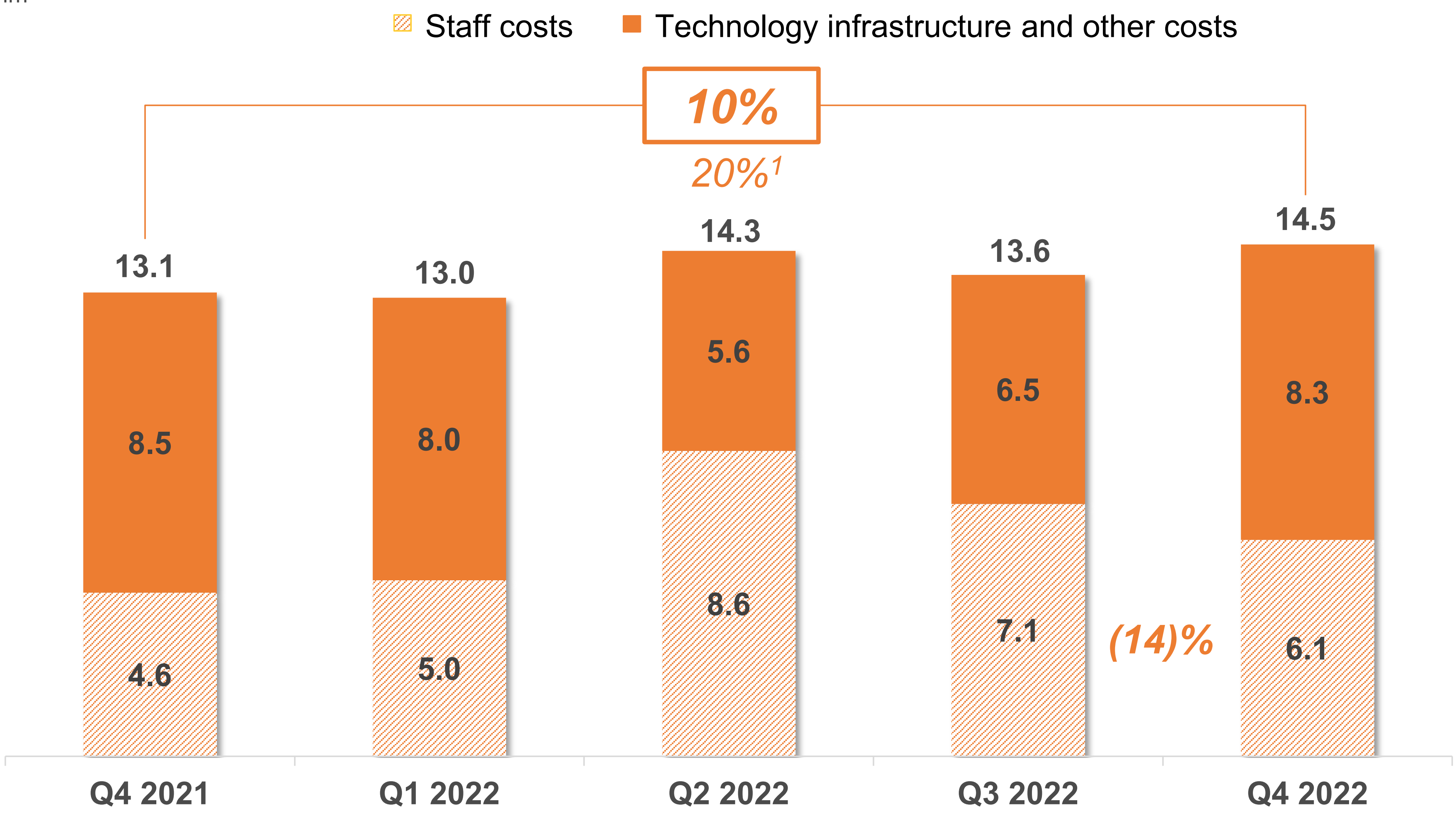
	Q4 2021	Change	Q4 2022
S&A per Order ($)	2.8	(32)%	1.9
S&A as % of GMV	9.4%	(290)bps	6.5%

Notes
1. Constant currency growth
2. Excluding JumiaPay app Orders which are digital services and do not incur logistics costs

While we continue investing in tech, we are seeing sequential declines in tech staff costs

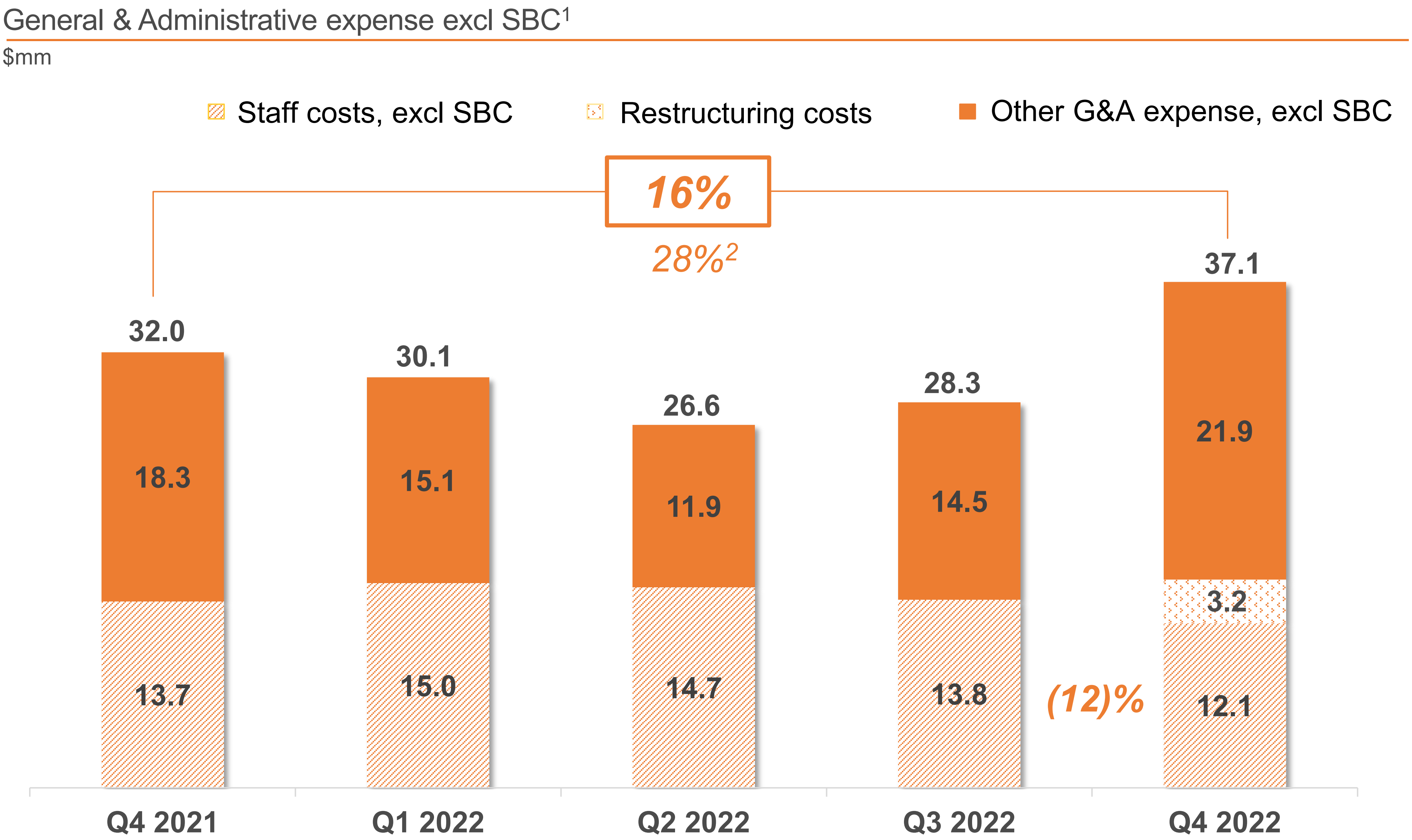
Technology & Content expense

$mm



Notes
1. Constant currency growth

We took action to significantly reduce G&A staff costs



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

Balance sheet and cash flow highlights

$2.8mm **CAPEX[1] Q4.2022**

$58.2mm **CASH UTILIZATION[2]**

$(13.0)mm **WORKING CAPITAL**
Net change in Working Capital[3]
Q4 2022

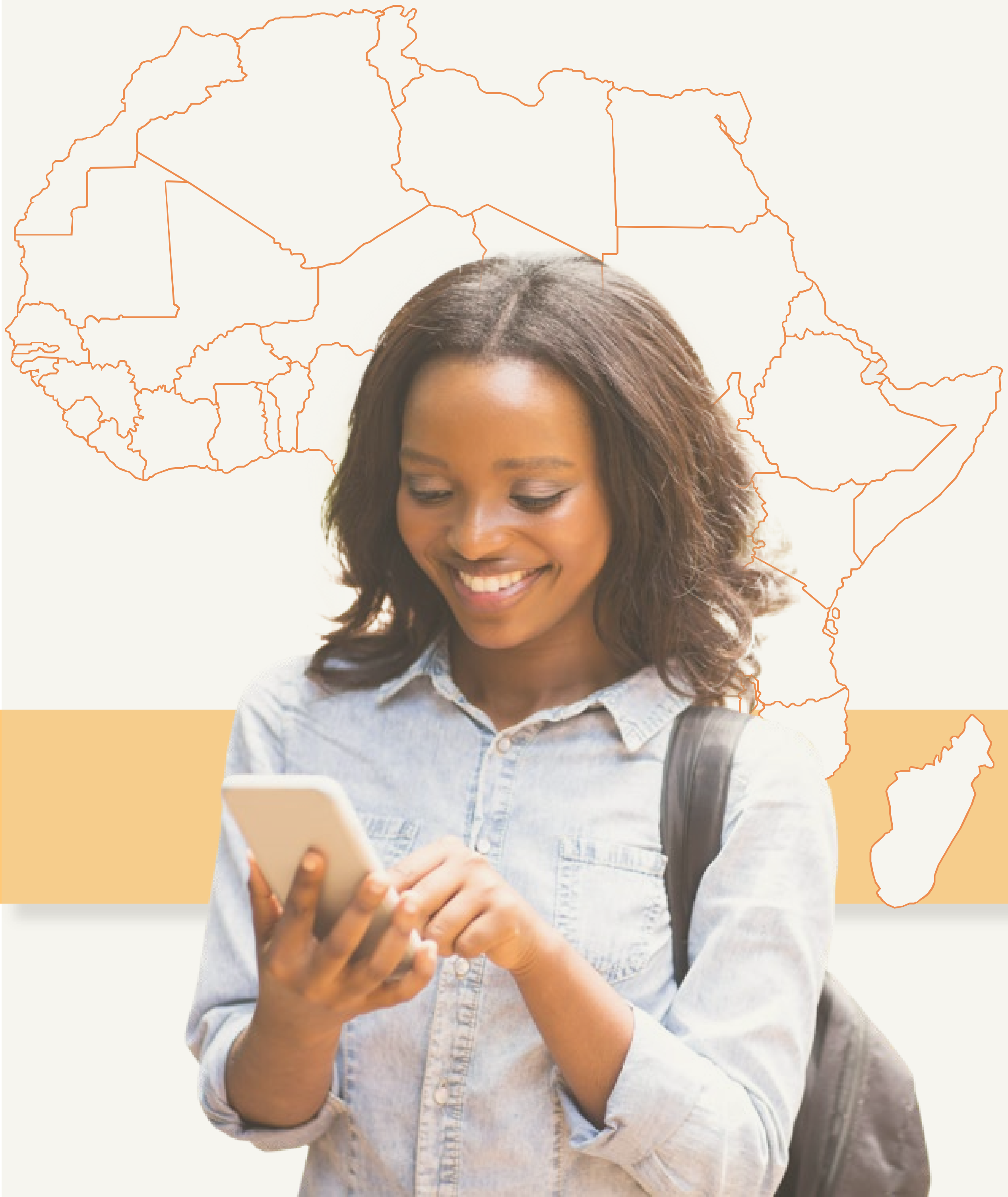
$227.8mm **CASH &TERM DEPOSITS[4]**

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 $13.0mm
4. Comprised of $72.1 million of cash and cash equivalents and $155.7 million of Term deposits and other financial assets

FY2023 Guidance

We remain committed to reducing our losses and driving cost efficiencies as we accelerate our progress towards profitability. Below our expectations for selected metrics for FY2023:

- **Adjusted EBITDA loss** between **$100mm and $120mm** vs $207mm in FY2022
- **Sales & Advertising expense** between **$30mm to $40mm** vs $76mm in FY2022
- **General & Administrative expense,** excluding share-based compensation, between **$90mm and $105mm** vs $122mm in FY2022



Non-IFRS Reconciliation (1/2)

	For the three months ended December 31	
($ mm)	**2021**	**2022**
Marketplace revenue[1]	**32.4**	**41.2**
Commissions	8.9	16.0
Fulfillment	10.7	8.3
Marketing & Advertising	4.2	7.4
Value Added Services	8.6	9.5
First Party revenue	**28.2**	**23.9**
Other revenue	1.5	1.4
Revenue	**62.0**	**66.5**
Cost of revenue	(28.4)	(25.4)
Gross Profit	**33.7**	**41.0**

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 December 31	
($ mm)	**2021**	**2022**
Loss for the period	**(85.1)**	**(54.9)**
Income tax expense	0.4	5.7
Finance (income)/costs – net	0.1	(0.6)
Depreciation and amortization	2.6	3.0
Share-Based Compensation (income) / expense	12.0	(2.3)
Adjusted EBITDA	**(70.0)**	**(49.2)**

Constant currency data (USD)

	For the three months ended December 31				
($ mm, except percentages)	As reported		*YoY Change*	FX neutral data	*YoY Change*
	2021	**2022**		**2022**	
GMV	330.1	283.1	*(14.2)%*	331.3	*0.4%*
TPV	90.5	73.9	*(18.4)%*	90.3	*(0.2)%*
TPV as % of GMV	27.4%	26.1%		27.3%	
Gross Profit	**33.7**	**41.0**	***21.9%***	**46.5**	***38.0%***
Fulfillment expense	(30.5)	(24.0)	*(21.1)%*	(28.6)	*(6.1)%*
Sales & Advertising expense	(31.1)	(18.5)	*(40.6)%*	(20.3)	*(34.7)%*
Technology & content expense	(13.1)	(14.5)	*10.4%*	(15.7)	*19.7%*
G&A expense, excluding SBC[1]	(32.0)	(37.1)	*16.2%*	(41.0)	*28.1%*
Adjusted EBITDA loss	**(70.0)**	**(49.2)**	***(29.8)%***	**(54.7)**	***(21.8)%***
Operating Loss	**(84.7)**	**(49.8)**	***(41.2)%***	**(56.1)**	***(33.7)%***

Notes
1. Share Based Compensation expense

2022 Overview

USD mm unless stated otherwise	FY 2020	FY 2021	FY 2022	FY 2022 vs FY 2021
Marketplace KPIs				
GMV	955.5	990.6	1,047.6	*5.7%*
Annual Active Consumers (mm)	6.8	8.0	8.4	*4.3%*
Orders (mm)	**27.9**	**34.0**	**38.9**	***14.4%***
JumiaPay KPIs				
JumiaPay TPV	224.3	263.3	285.3	*8.4%*
% on-platform penetration	*23.5%*	*26.6%*	*27.2%*	
JumiaPay Transactions	9.6	12.1	12.5	*3.1%*
% on-platform penetration	***34.5%***	***35.5%***	***32.0%***	
Selected Financials				
Gross profit	106.0	110.5	132.1	*19.5%*
Fulfillment expense	(79.1)	(88.7)	(99.7)	*12.4%*
Gross profit after fulfillment expense	**26.9**	**21.9**	**32.4**	***48.3%***
Sales & Advertising expense	(37.1)	(81.9)	(75.9)	*(7.3)%*
Technology & Content expense	(31.8)	(39.2)	(55.3)	*41.0%*
G&A excluding SBC[1]	(107.3)	(108.2)	(122.2)	*12.9%*
Adjusted EBITDA loss	**(136.3)**	**(196.7)**	**(207.2)**	***5.3%***
Operating loss	(170.3)	(240.9)	(227.1)	*(5.7)%*

Notes
1. Share Based Compensation expense

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