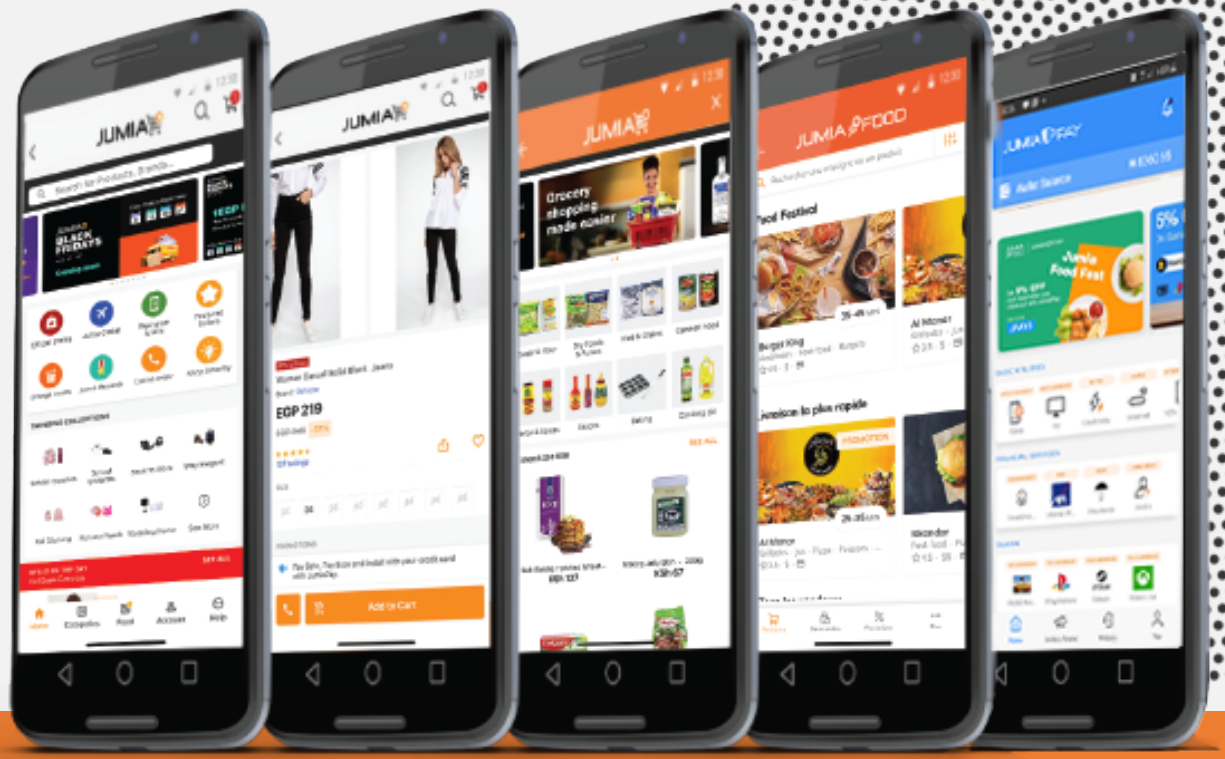
Results Presentation

Q4 2023



JUMIA

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Highlights - FY 2023

GMV

$750 million
(20)% // 1%[1] YoY

GMV of physical goods growing in five countries YoY[2]

Revenue

$186 million
(8)% // 20%[1] YoY

Loss before Income tax from continuing operations

$99 million
(52)% // (47)%[1] YoY

Liquidity position[3]

$121 million

Δ $(107) million
(47)% YoY

Net cash flow used in operating activities

$74 million
(69)% YoY

Adjusted EBITDA Loss

$58 million
(68)% // (70)%[1] YoY

Notes
1. Growth on a constant currency basis
2. Growth in both reporting and on constant currency basis. These 5 countries accounted for 48% of the GMV of physical goods in FY 2023.
3. Liquidity position of $120.6 million comprised of $35.5 million of cash and cash equivalents and $85.1 million of term deposits marking a decrease of $107 million in the 2023.

Highlights - Q4 2023

GMV

$233 million

(8)% // 21%[1] YoY

42% QoQ

GMV growing in five countries YoY[2]

Revenue

$59 million

(2)% // 28%[1] YoY

Loss before Income tax from continuing operations

$17 million

(62)% // (66)%[1] YoY

Liquidity position[3]

$121 million

Δ $(27) million

(53)% YoY

Net cash flow used in operating activities

$10 million

(80)% YoY

Adjusted EBITDA Loss

$1 million

(99)% // (111)%[1] YoY

Notes

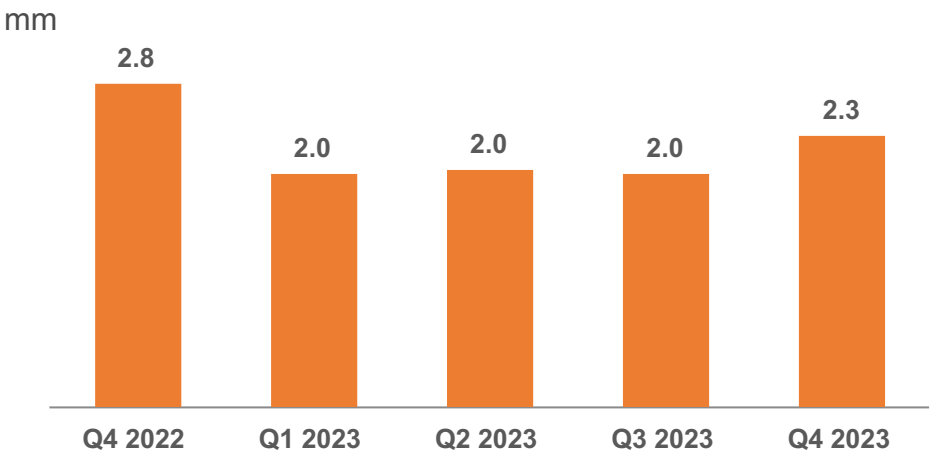
1. Growth on a constant currency basis
2. Growth in both reporting and on constant currency basis. These 5 countries accounted for 56% of the GMV in Q4 2023.
3. Liquidity position of $120.6 million comprised of $35.5 million of cash and cash equivalents and $85.1 million of term deposits marking a decrease of $27 million in the fourth quarter of 2023.



- **Usage highlights**
- Financial metrics
- Appendix

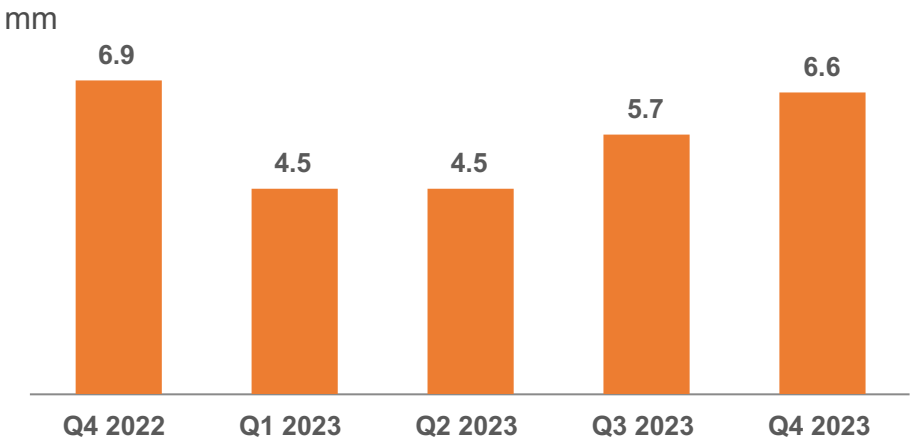
Strong quarter-over-quarter improvement in all usage KPIs, driven by consistent execution of our strategy over Black Friday and end-of-year season

Quarterly Active Consumers



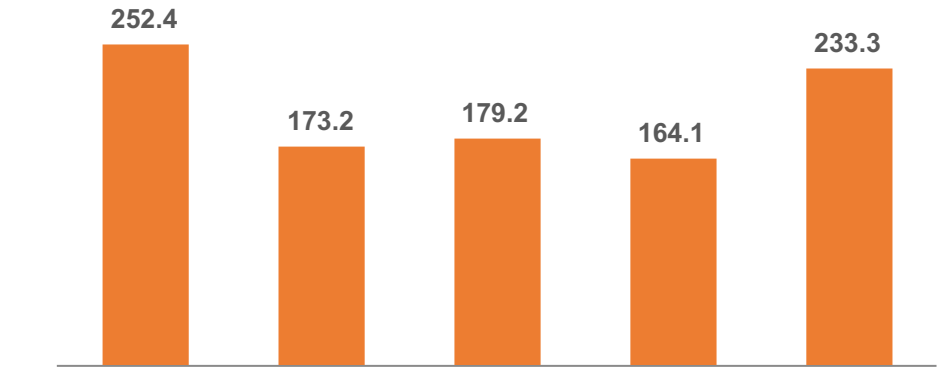
	Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023
YoY		(23)%	(29)%	(23)%	(16)%

Orders



	Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023
YoY		(19)%	(32)%	(39)%	(14)%	(4)%

Quarterly GMV



	Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023
YoY	(16)%	(23)%	(26)%	(23)%	(8)%
YoY[1]	(1)%	(8)%	(12)%	1%	21%

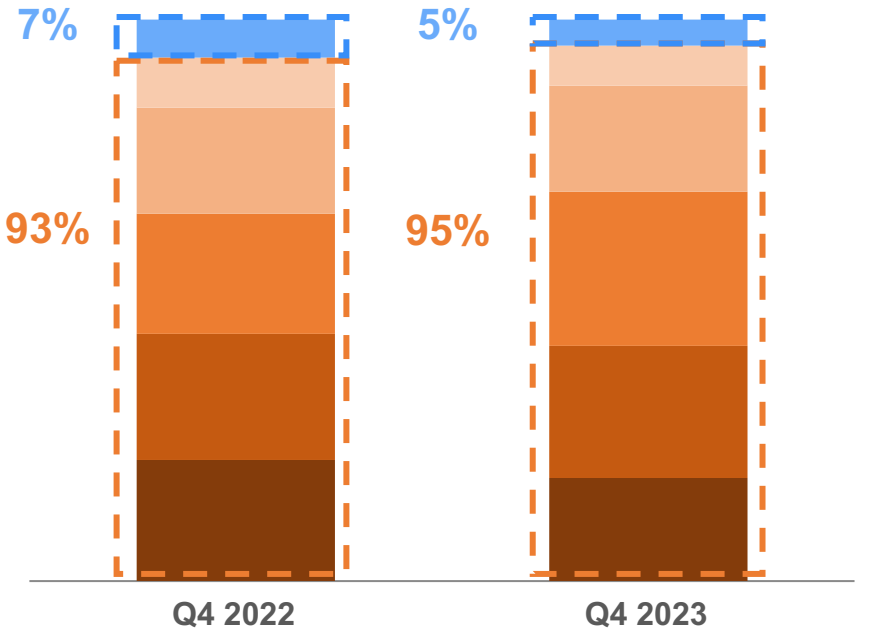
- Year-over-year decrease in Active customers and Orders remains driven by deliberate decisions to focus on our priority categories, and reduce customer incentives and free shipping expenditures.
- Year-over-year evolution of GMV reflects strong impact from Fx, while we see year-over-year growth in 5 countries accounting for about half of the group GMV. GMV growth on a constant currency basis is accelerating.
- Quarter-over-quarter trends on all usage KPIs are generally improving, thanks to successful execution of our Black Friday campaign and strong Christmas sales overall.
    - Quarter-over-quarter growth shows our ability to drive growth and run successful promotional events, while maintaining low marketing expenditure and healthy economics.

Notes

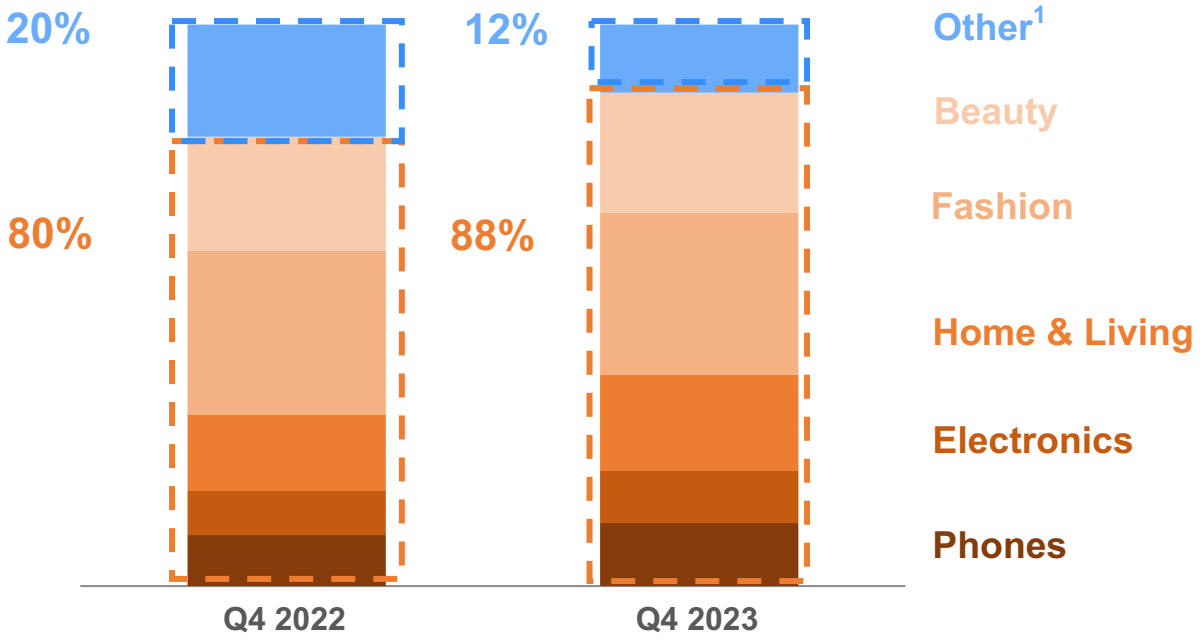
1. Year-over-year Growth on a constant currency basis

Improving sales trends driven by better supply in our priority categories, especially in Home & living and Electronics

GMV Physical Goods Split



Items Sold Physical Goods Split



Average Order Value Physical Goods

Q4 2022	Q4 2023
$40.6	$45.5
13%[2]	46%[2]

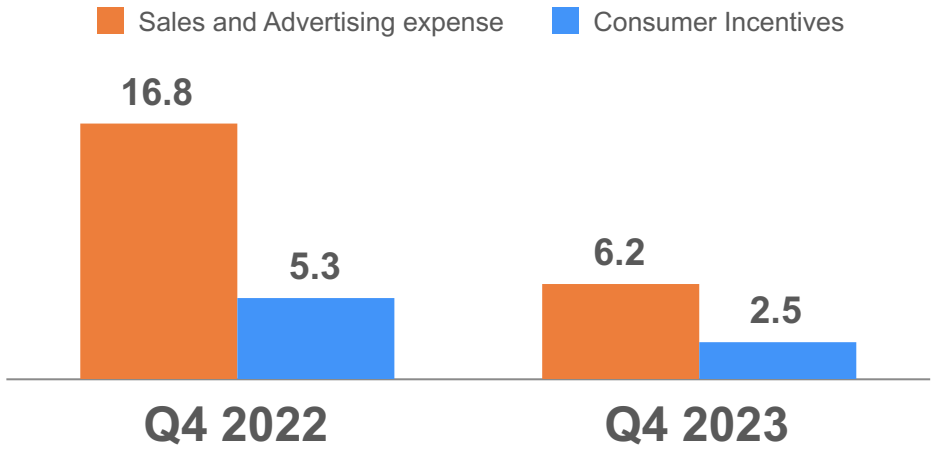
- Consistent execution of our strategy, focusing on improving supply in priority categories (Phones, Electronics, Home & Living, Fashion and Beauty) has driven significant change in category mix over
- Particularly strong performance in Home & Living and Electronics across countries, driven by strong planning of supply for Black Friday and new sourcing routes (such as direct imports, in North African markets)
- Increase in Average Order Value leading to better economics per order

Notes:
1. Other includes FMCG and other categories
2. Growth on a constant currency basis

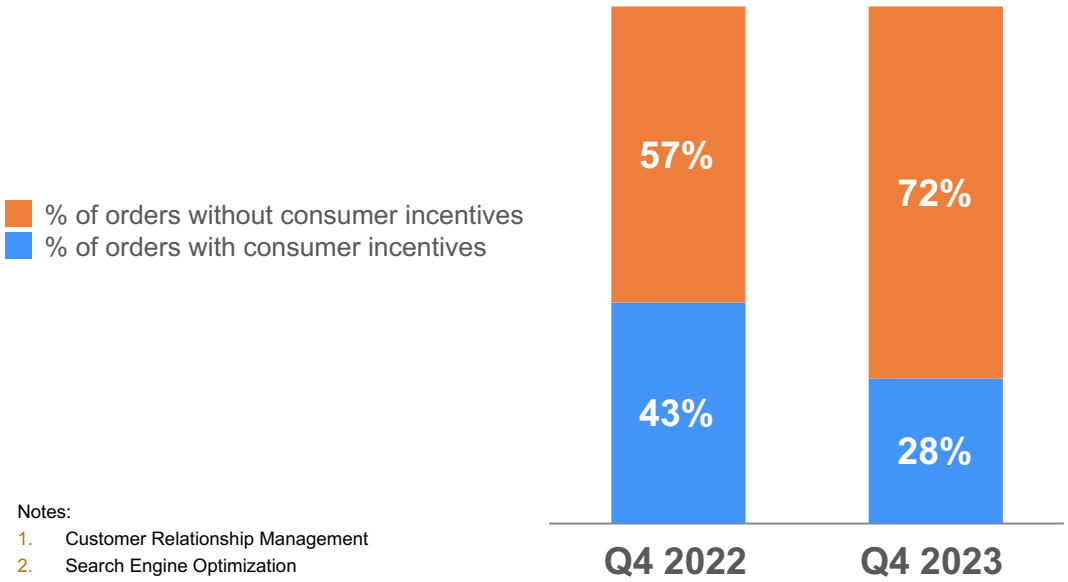
We can sustainably reduce marketing costs thanks to improved value proposition and focus on most efficient marketing channels

S&A Expense and Consumer Incentives

$mm



% Orders of Physical Goods Benefiting from Consumer Incentives



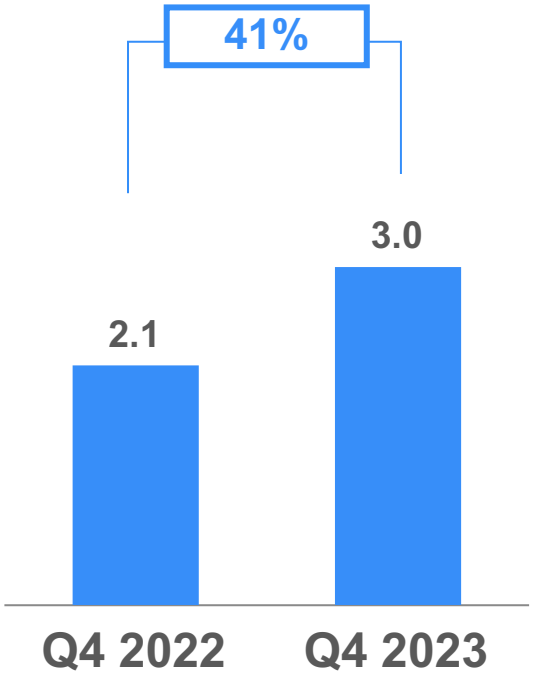
- Progress on supply in priority categories contributes to building a more compelling value proposition, reflecting in increasing repurchase rates.
  - 30 days repurchase rate of our Q4 2023 cohorts for new customers, across all categories, increased by 1 percentage point vs. the same cohort of 2022
  - 90 days repurchase rate for our Q3 2023 cohorts for new customers, across all categories, increased by 3 percentage points vs. the same cohort of 2022
- Priority marketing channels have changed significantly vs. 2022, shifting away from paid online advertising and increasing focus on most relevant and efficient ones:
  - Strong push on on-the-ground activation campaigns and J-Force, particularly in smaller cities where physical presence drives trust and adoption.
  - Long term focus on CRM[1] and SEO[2] channels, leading to significant increases in their share of visits on Jumia's physical goods platform

Notes:
1. Customer Relationship Management
2. Search Engine Optimization

We are making JumiaPay a more effective enabler for physical goods

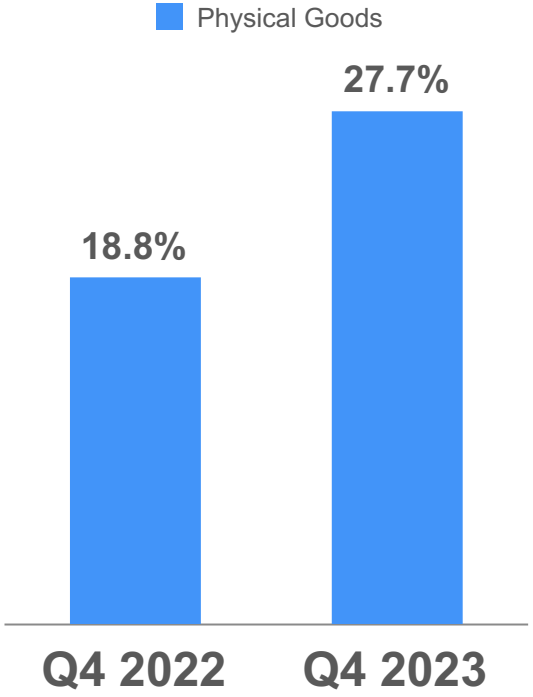
JumiaPay Transactions

mm



JumiaPay Transactions as % of Orders

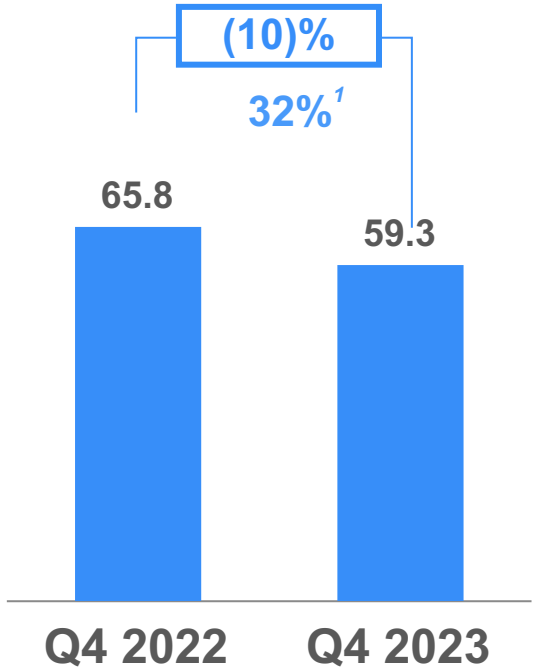
% on-platform



Group Transactions as % of Orders	Q4 2022	Q4 2023
	31%	45%

JumiaPay TPV

$mm



Notes

1. Growth on a constant currency basis

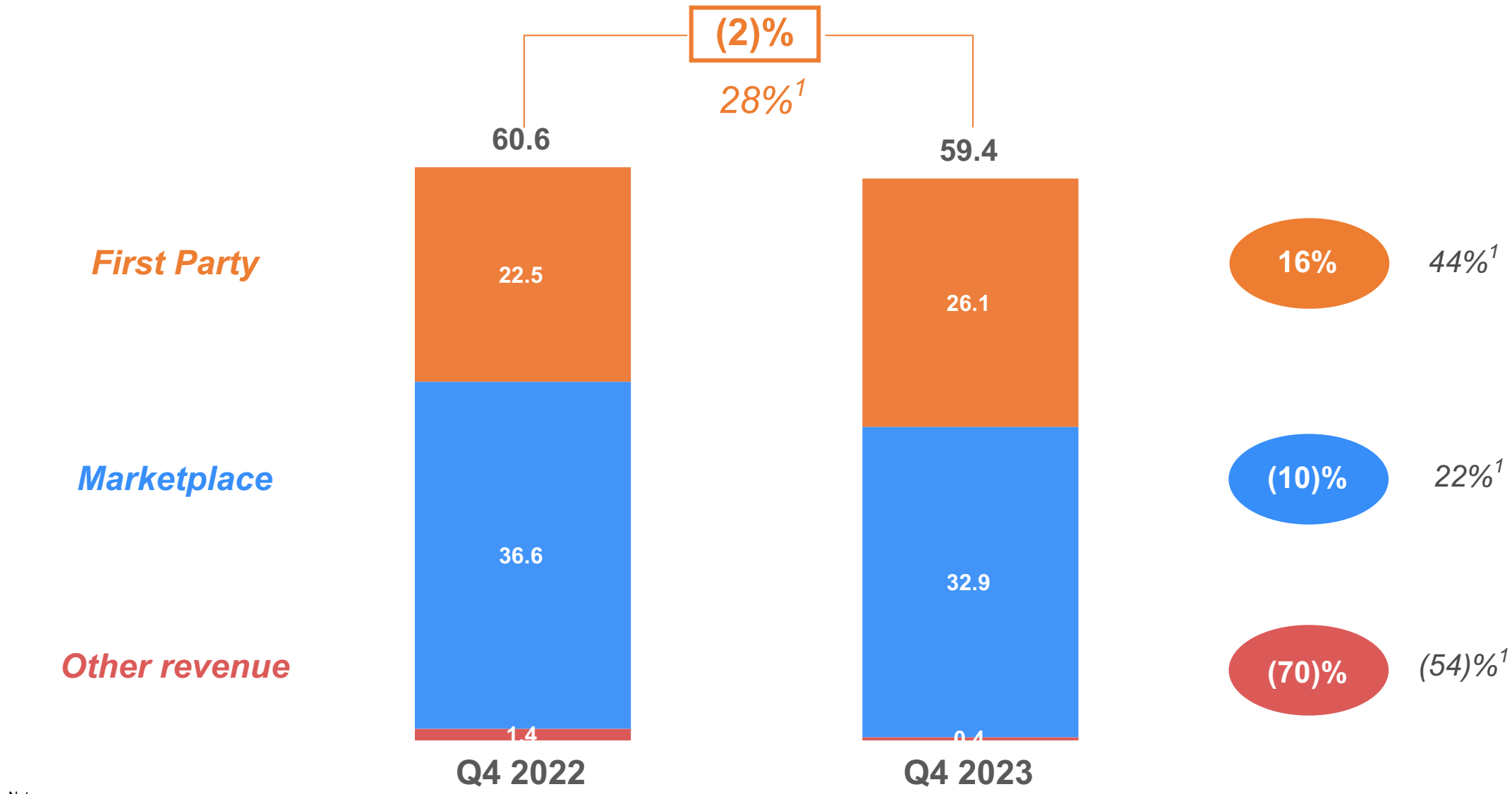


- Usage highlights
- **Financial metrics**
- Appendix

Revenue performance: navigating FX headwinds while experiencing First Party growth…

Revenue breakdown

$mm



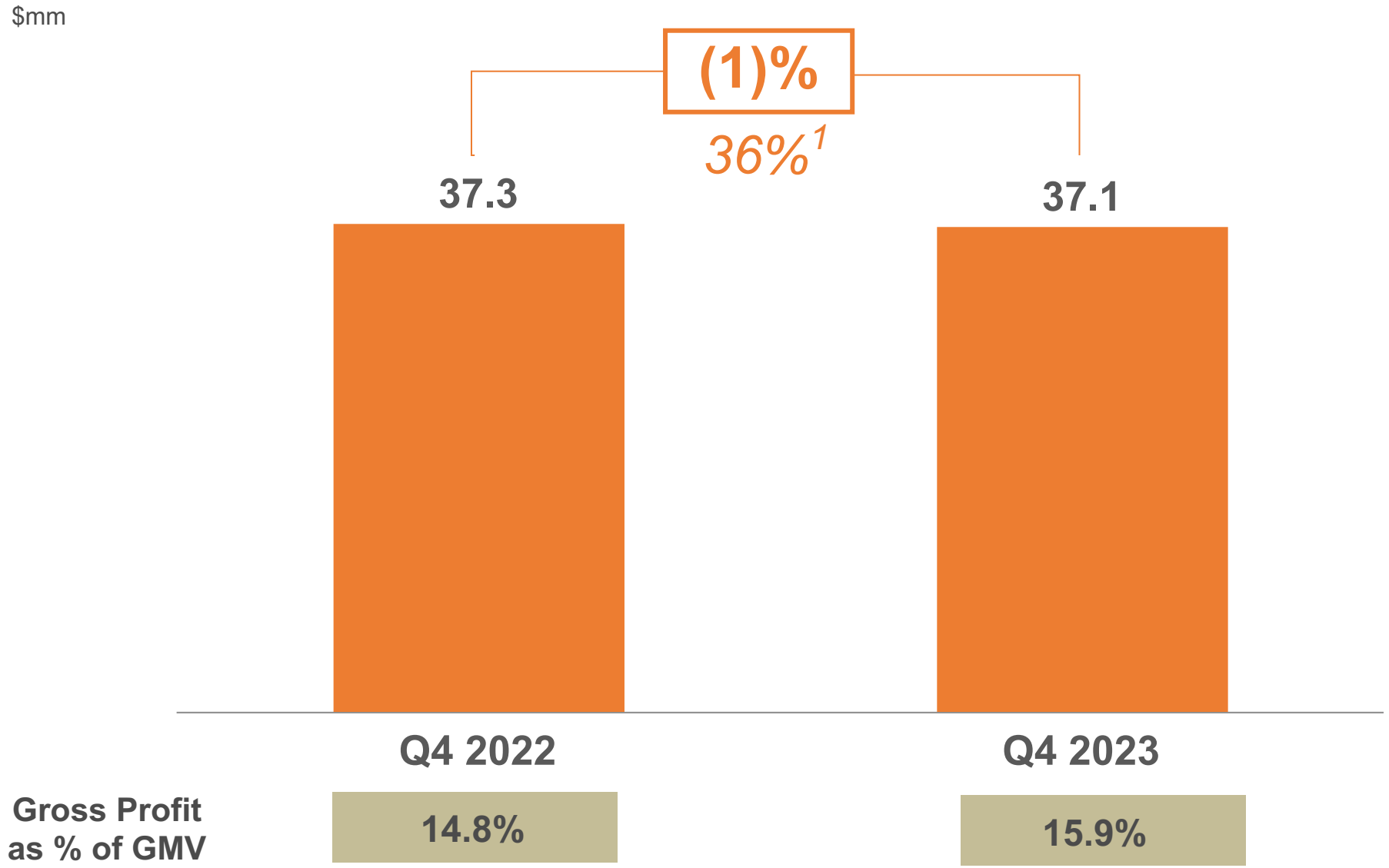
YoY Change

First Party	16%	44%[1]
Marketplace	(10)%	22%[1]
Other revenue	(70)%	(54)%[1]

Note

1. Constant currency change

…driving Gross Profit margin expansion

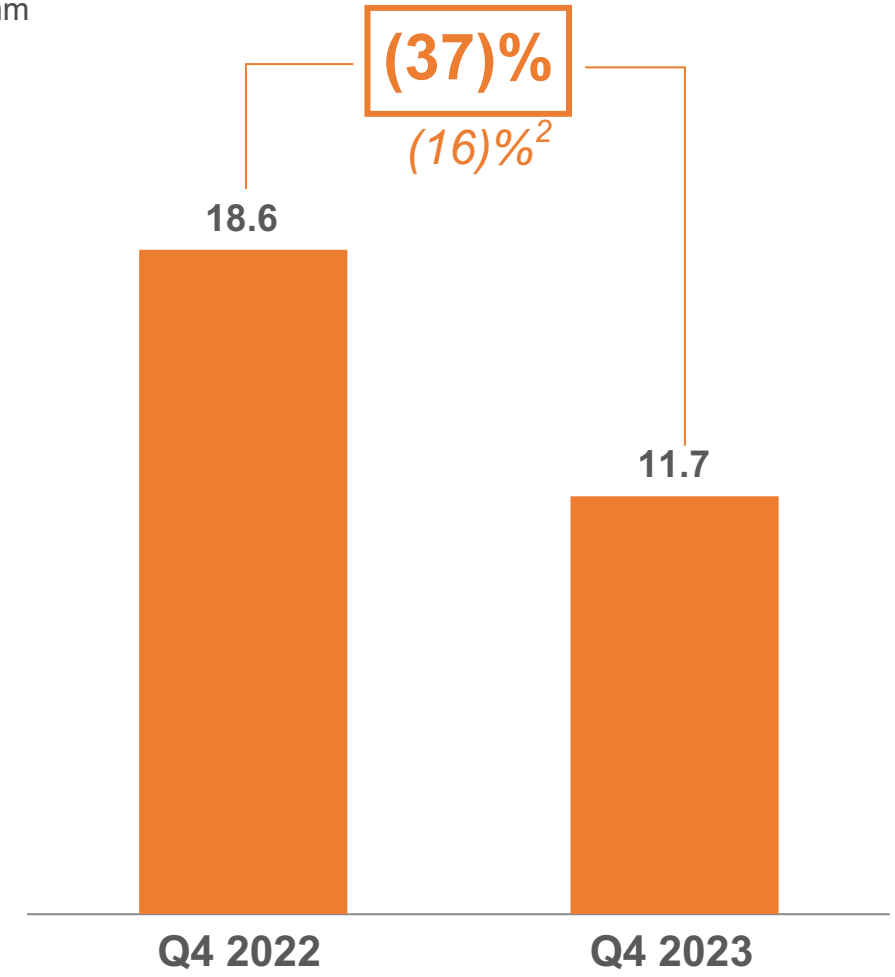


Note
1. Constant currency growth

We keep improving our operational efficiency, while expanding our logistics footprint…

Fulfillment expense

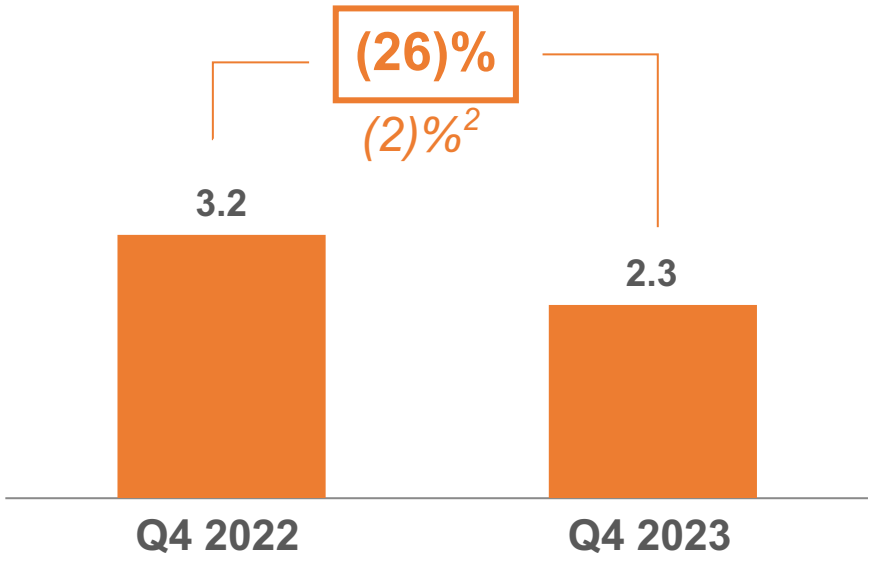
$mm



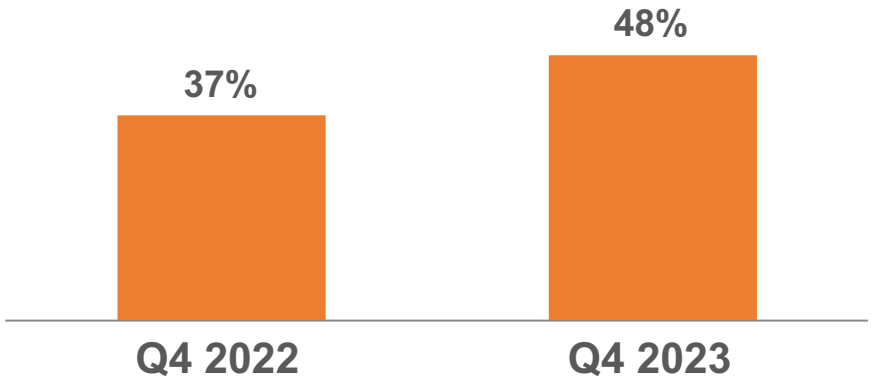
Fulfillment as % of GMV	7.4%	(234)bps	5.0%

Fulfillment expense/Order[1]

$



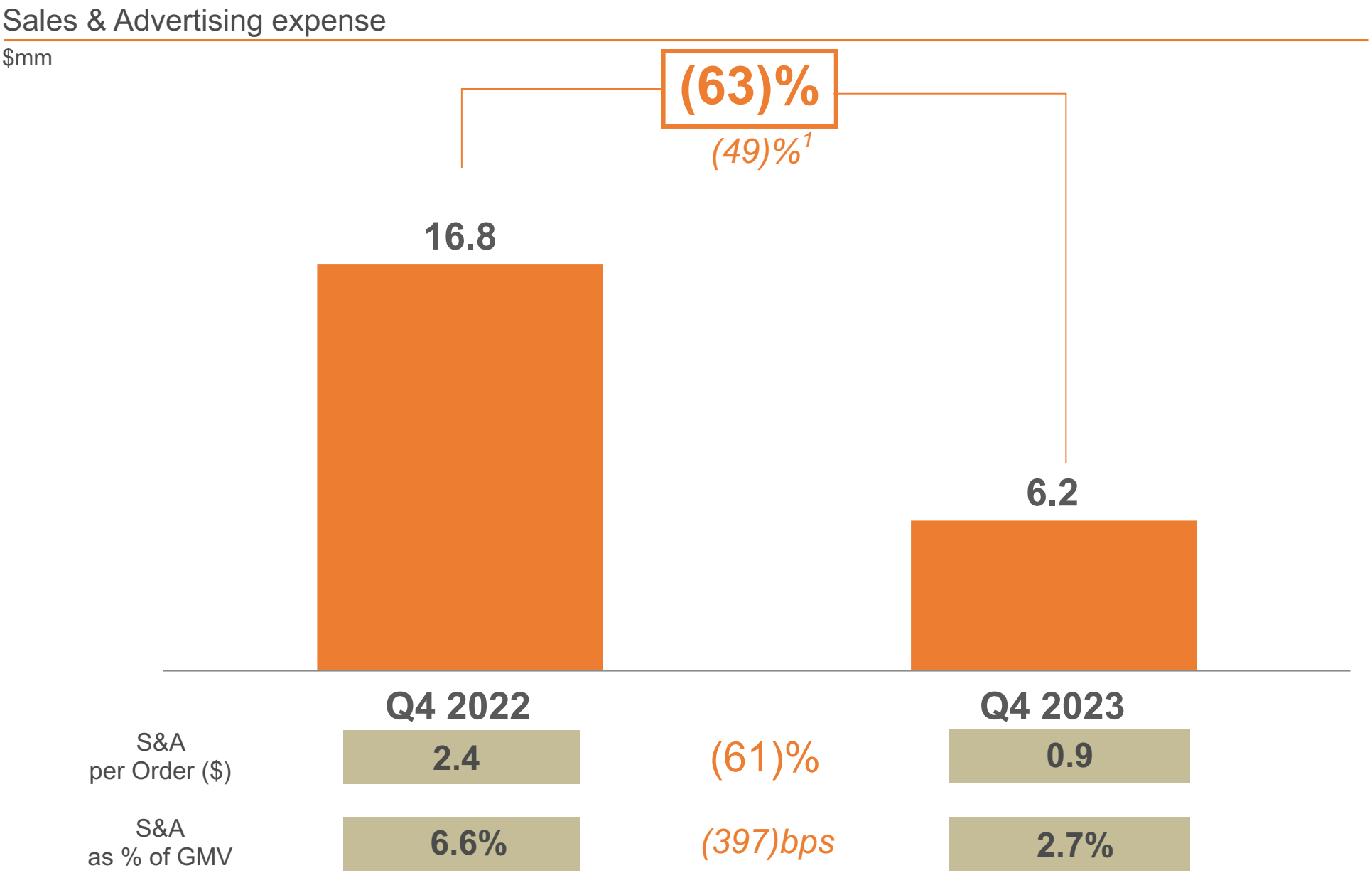
Share of PUS[3] in shipped packages



Notes

1. Excluding JumiaPay app Orders which are digital services and do not incur logistics costs
2. Constant currency change
3. Pick-up stations

We continue bringing discipline to our marketing investments



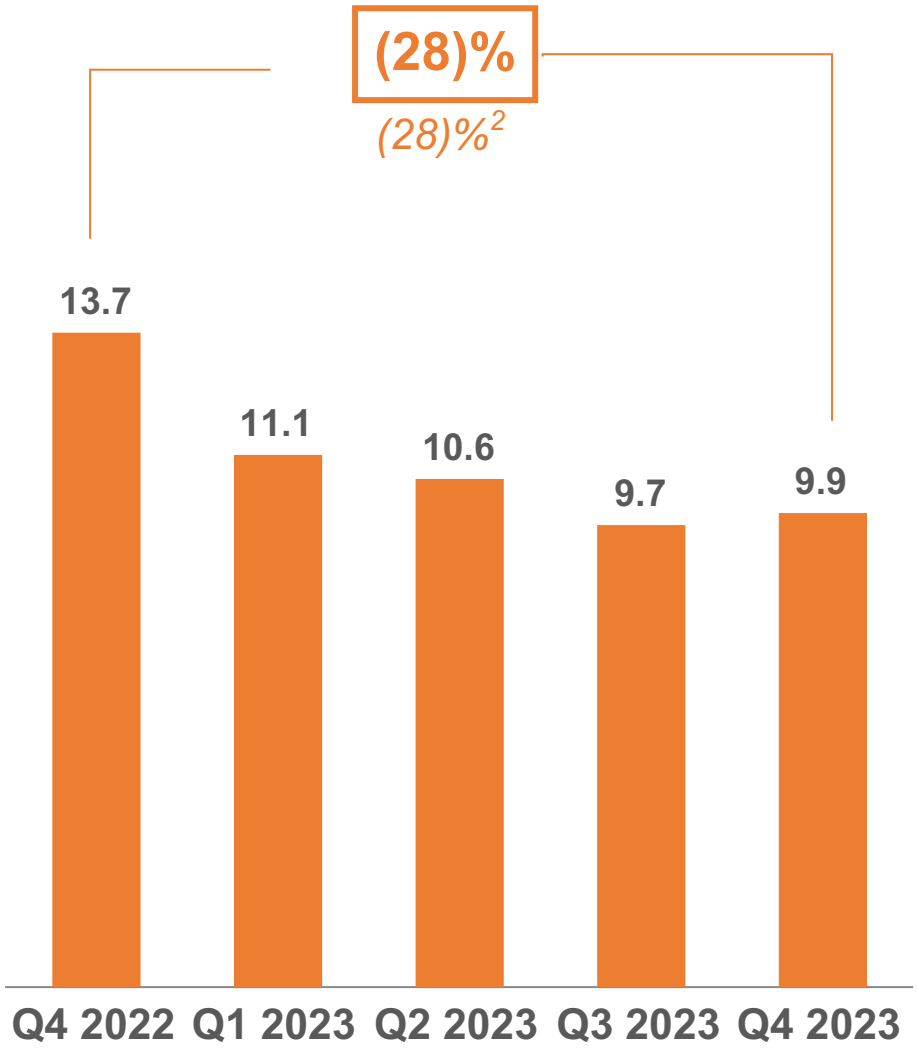
Notes

1. Constant currency change

…while generating tech and G&A savings

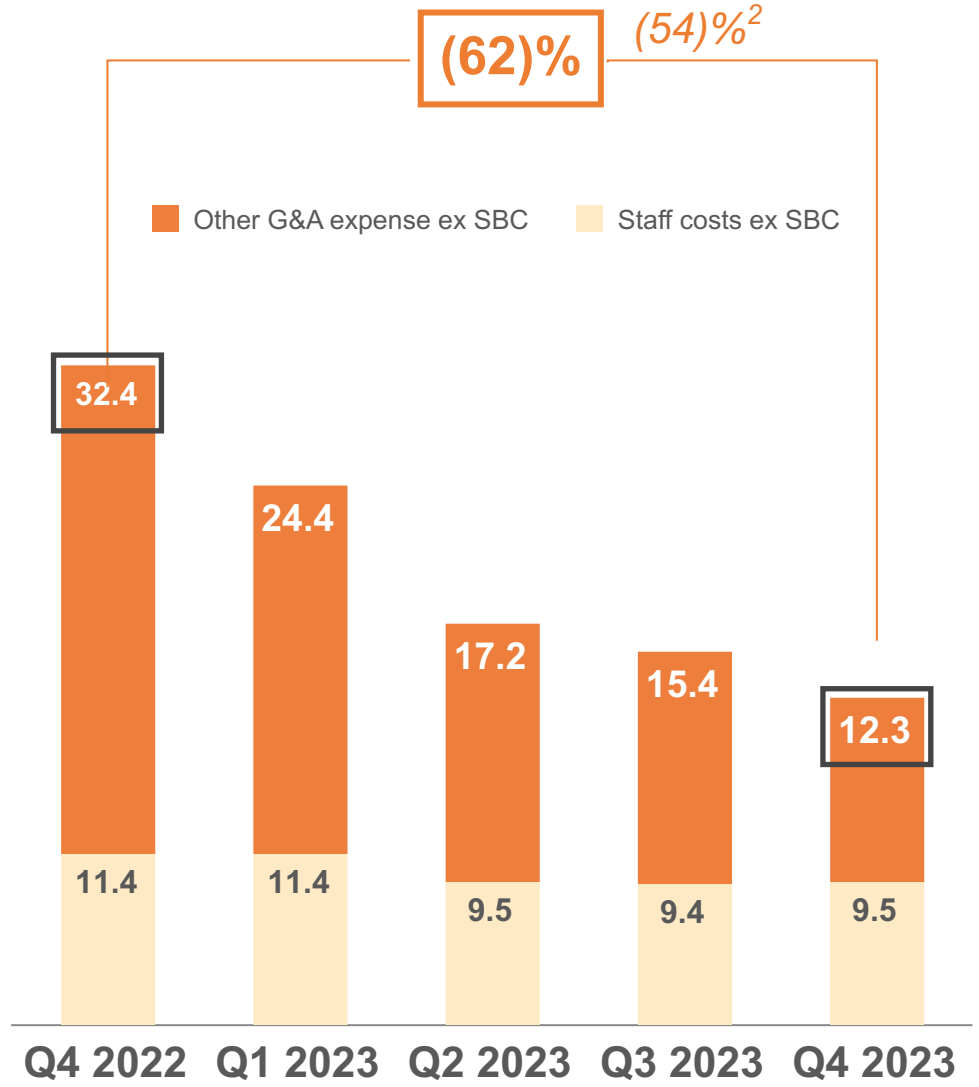
Technology & Content expense

$mm



General & Administrative expense ex SBC[1]

$mm



Notes

1. Share Based Compensation expense
2. Constant currency change

Balance sheet and cash flow highlights

$0.8mm **CAPEX[1] Q4 2023**

$120.6mm **LIQUIDITY POSITION[2]**

$(5.4)mm **WORKING CAPITAL**
Net change in Working Capital[3]
Q4 2023

$26.8mm **Δ LIQUIDITY POSITION[4]**

Notes
1. Corresponds to Purchase of Property and Equipment and Intangible assets, as presented on the Cash Flow Statement
2. Comprised of $35.5 million of cash and cash equivalents and $85.1 million of Term deposits and other financial assets
3. Corresponds to a cash exflow of $5.4mm
4. Change in the liquidity position from $147.4 million as of September 30, 2023 to $120.6 million, marking a decrease of $26.8 million in the fourth quarter of 2023.

FY 2024 Guidance

We remain committed to reducing our losses and accelerating our progress towards cash efficiency and profitable growth.

Looking at 2024,

- We aim to further reduce our cash utilization compared to 2023.
- Based on the positive impact of our growth strategy, we project an increase in both orders and Gross Merchandise Value (GMV) in 2024, excluding potential impact of foreign exchange.

Notes

1. Adjusted EDITDA is a non-GAAP financial measure, which is provided on a forward-looking basis. We do not provide a reconciliation of Adjusted EDITDA on a forward-looking basis as we are unable to reasonably predict share-based payments expenses excluded from the GAAP financial measures without unreasonable efforts. This is due to the high variability and inherent difficulty of forecasting the development of our future share price. For the same reasons, we are unable to address the probable significance of the unavailable information. Non-GAAP forward-looking measures provided without the most directly comparable GAAP financial measures may vary materially from the corresponding GAAP financial measures.



Usage highlights

Financial metrics

Appendix

Non-IFRS Reconciliation (1/2)

	For the three months ended December 31	
($ mm)	**2022**	**2023**
Marketplace revenue[1]	**36.6**	**32.9**
Commissions	13.5	19.3
Fulfillment	6.7	4.9
Marketing & Advertising	7.2	3.7
Value Added Services	9.3	4.9
First Party revenue	**22.5**	**26.1**
Other revenue	1.4	0.4
Revenue	**60.6**	**59.4**
Cost of revenue	(23.2)	(22.3)
Gross Profit	**37.3**	**37.1**

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)	**2022**	**2023**
Loss for the period from continuing operations	**(50.4)**	**(16.6)**
Income tax expense	5.8	(0.6)
Finance (income)/costs – net	(0.2)	12.7
Depreciation and amortization	2.9	2.1
Share-Based Compensation (income) / expense	(2.3)	1.7
Adjusted EBITDA	**(44.1)**	**(0.6)**

Constant currency data (USD)

($ mm, except percentages)	For the three months ended December 31				
	As reported		YoY Change	FX neutral data	YoY Change
	2022	2023		2023	
Gross Profit	**37.3**	**37.1**	***(0.6)%***	**50.8**	***36.2%***
Fulfillment expense	(18.6)	(11.7)	*(37.0)%*	(15.6)	*(16.0)%*
Sales & Advertising expense	(16.8)	(6.2)	*(62.8)%*	(8.5)	*(49.4)%*
Technology & content expense	(13.7)	(9.9)	*(27.7)%*	(9.9)	*(27.7)%*
G&A expense, excluding SBC	(32.4)	(12.3)	*(62.2)%*	(15.0)	*(53.8)%*
Adjusted EBITDA loss	**(44.1)**	**(0.6)**	***(98.5)%***	**4.7**	***(110.7)%***
Operating Loss	**(44.7)**	**(4.5)**	***(90.0)%***	**0.4**	***(100.9)%***
GMV	252.4	233.3	*(7.6)%*	305.8	*21.1%*
TPV	65.8	59.3	*(9.9)%*	86.6	*31.7%*
TPV as % of GMV	26.1%	25.4%		28.3%	

Metrics definitions

- “Gross Merchandise Value”, or “GMV”, corresponds to the total value of orders for products and services including shipping fees, value-added tax, and before deductions of any discounts or vouchers, irrespective of cancellations or returns
- “Orders” corresponds to the total number of orders for products and services on our platform, irrespective of cancellations or returns
- “Annual Active Consumers” means unique consumers who placed an order for a product or a service on our platform, within the 12-month period preceding the relevant date, irrespective of cancellations or returns.
- “Quarterly Active Consumers” means unique consumers who placed an order for a product or a service on our platform, within the 3-month period preceding the relevant date, irrespective of cancellations or returns
- “Total Payment Volume”, or “TPV” corresponds to the total value of orders for products and services for which JumiaPay was used including shipping fees, value-added tax, and before deductions of any discounts or vouchers, irrespective of cancellations or returns, for the relevant period
- “JumiaPay Transactions” corresponds to the total number of orders for products and services on our marketplace for which JumiaPay was used, irrespective of cancellations or returns, for the relevant period
- 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