Results Presentation

Q1 2024



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 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 the cautionary statements contained or referred to in this statement.

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 materially differ from what we expect.

This presentation includes certain financial measures not presented in accordance with IFRS including but not limited to Adjusted EBITDA. These financial measures are not measures of financial performance in accordance with IFRS and may exclude items that are significant in understanding and assessing our financial results. Therefore, these measures should not be considered in isolation or as an alternative to loss for the period or other measures of profitability, liquidity or performance under IFRS. You should be aware that our presentation of these measures may not be comparable to similarly titled measures used by other companies, which may be defined and calculated differently. See the appendix for a reconciliation of certain of these non-IFRS measures to the most directly comparable IFRS measure. The trademarks included herein are the property of the owners thereof and are used for reference purposes only. Such use should not be construed as an endorsement of our products or services.

Q1 2024 Key Takeaways

Growth strategy taking hold illustrated by improvement in several key markers across Jumia's KPIs

Topline revenue expansion driven by growth in GMV, AOV and Orders despite a challenging macro backdrop

Disciplined cost management with year-over-year reductions in technology and G&A expenses

Optimized marketing spend and focus on more efficient channels driving down costs and attracting stickier and higher-value customers

Reduced quarterly cash burn[1] due to topline growth and disciplined cost management

FY 2024 Guidance reaffirmed

[1]Cash burn is defined as the use of Liquidity Position, which is comprised of Jumia's cash and cash equivalents and term deposits and other financial assets.

Highlights - Q1 2024

GMV

$181 million

5% // 39%[1] YoY

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

Revenue

$49 million

19% // 57%[1] YoY

Loss before income tax from continuing operations

$40 million

36% // (12)%[4] YoY

Liquidity position[3]

$101 million

Δ $(19) million

(13)% YoY

Net cash flow from operating activities

$4 million

Adjusted EBITDA Loss

$4 million

(83)% // (94)%[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 61% of the GMV of physical goods in Q1 2024.
3. Liquidity position of $101.5 million comprised of $28.6 million of cash and cash equivalents and $72.8 million of term deposits marking a decrease of $19 million in Q1 2024.
4. Loss before income tax from continuing operations in constant currency excludes the impact of foreign exchange recorded in finance income/costs.

Strong Enablers Empower Marketplace Growth

JUMIA LOGISTICS

Enabling E-Commerce delivery

- Warehousing facilities
- Pick Up stations
- Vast logistics partners network
- Proprietary tools & systems

JUMIA Marketplace

Bridging the gap between supply and demand

- Access to large and growing consumer base
- Expanded product variety
- Localized seller center interface
- Unique data and insights
- Local and international vendor network
- Brand building and consumer targeting
- Consumer finance options[1]

JUMIA PAY

Enabling E-Commerce cashless payments

- Local currency
- Fast & secure payments
- Multiple payment methods

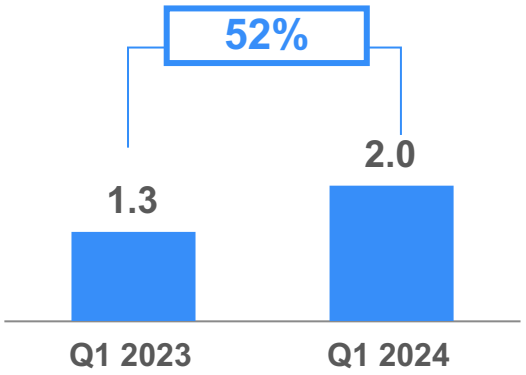
Notes

1. Third party lending

JumiaPay and Vast Logistics Network Enable Jumia's Marketplace

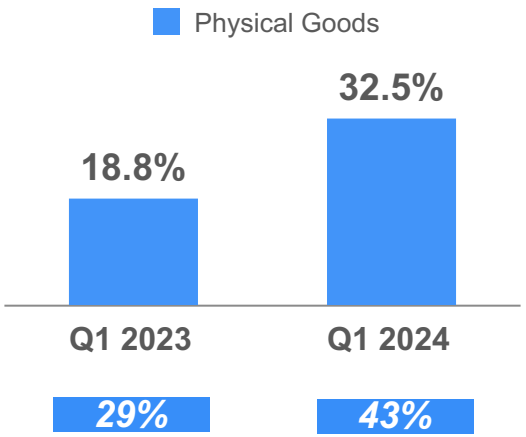
JumiaPay Transactions

mm



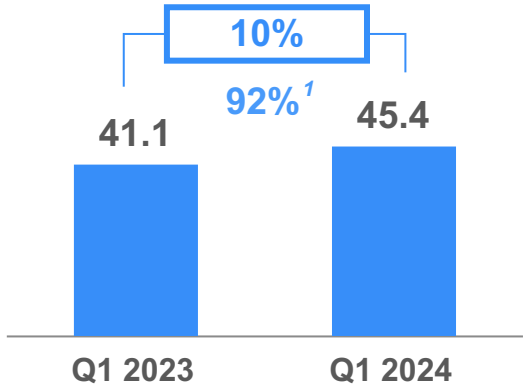
JumiaPay Transactions as % of Orders

% on-platform



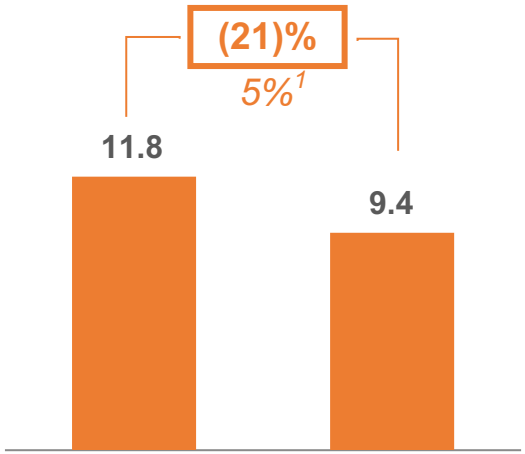
JumiaPay TPV

$mm



Fulfillment expense

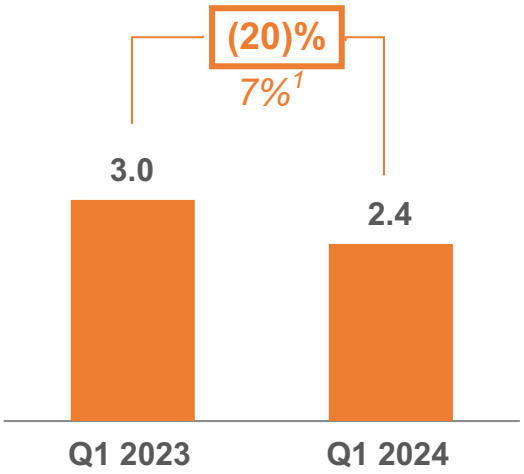
$mm



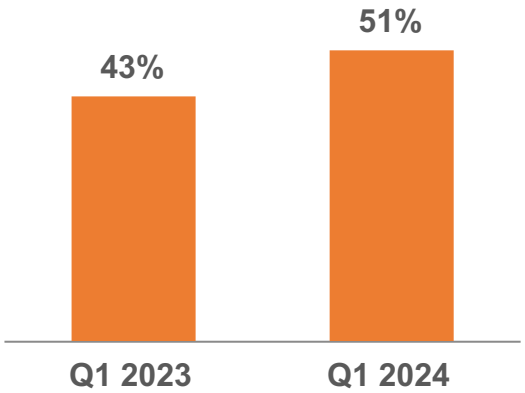
Fulfillment as % of GMV	Q1 2023		Q1 2024
	6.8%	(165)bps	5.2%

Fulfillment expense/Order[2]

$



Share of PUS[3] in shipped packages



Notes

1. Growth on a constant currency basis
2. Excluding JumiaPay app Orders which are digital services and do not incur logistics costs
3. Pick-up stations

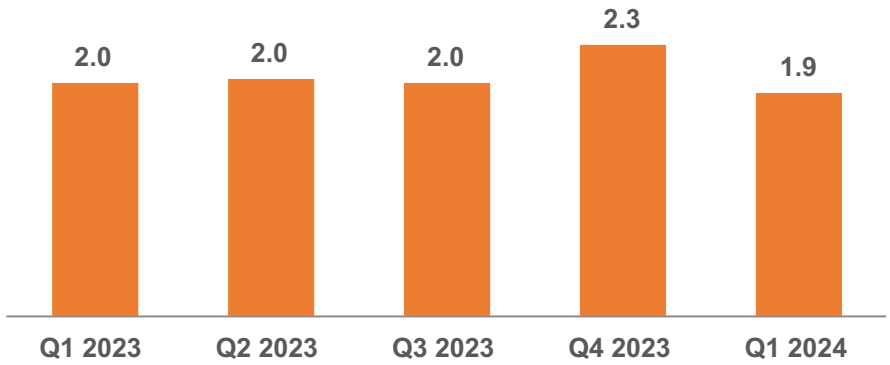


- **Usage highlights**
- Financial metrics
- Appendix

Strong Year-over-Year Growth in GMV and Orders

Quarterly Active Consumers

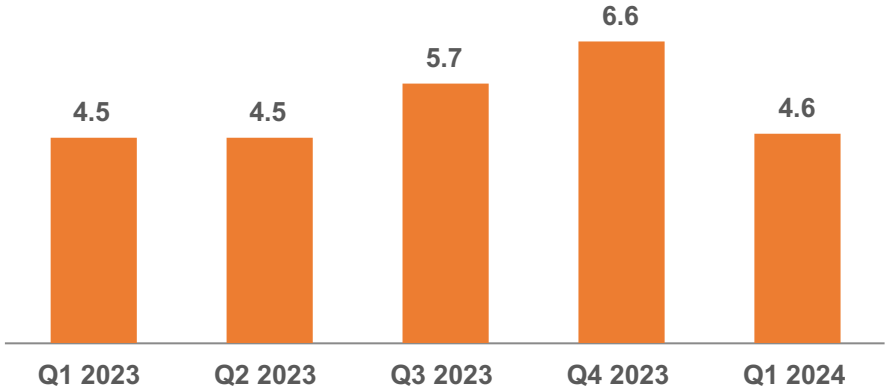
mm



	Q1 2023	Q2 2023	Q3 2023	Q4 2023	Q1 2024
YoY	(23)%	(29)%	(23)%	(16)%	(5)%

Orders

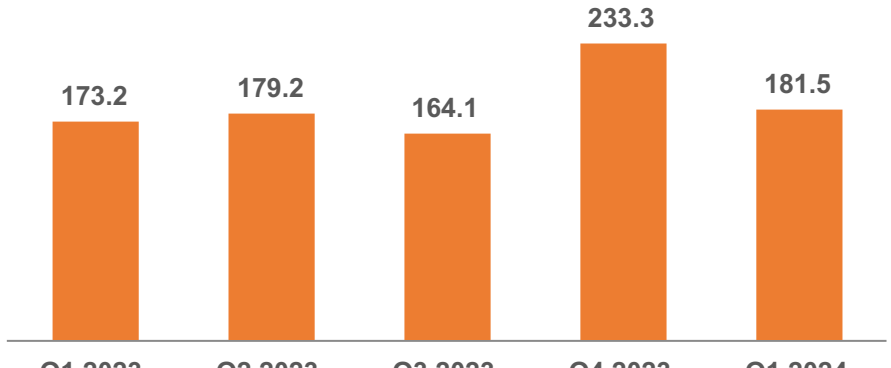
mm



	Q1 2023	Q2 2023	Q3 2023	Q4 2023	Q1 2024
YoY	(32)%	(39)%	(14)%	(4)%	2%

Quarterly GMV

$mm



	Q1 2023	Q2 2023	Q3 2023	Q4 2023	Q1 2024
YoY	(23)%	(26)%	(23)%	(8)%	5%
YoY[1]	(8)%	(12)%	1%	21%	39%

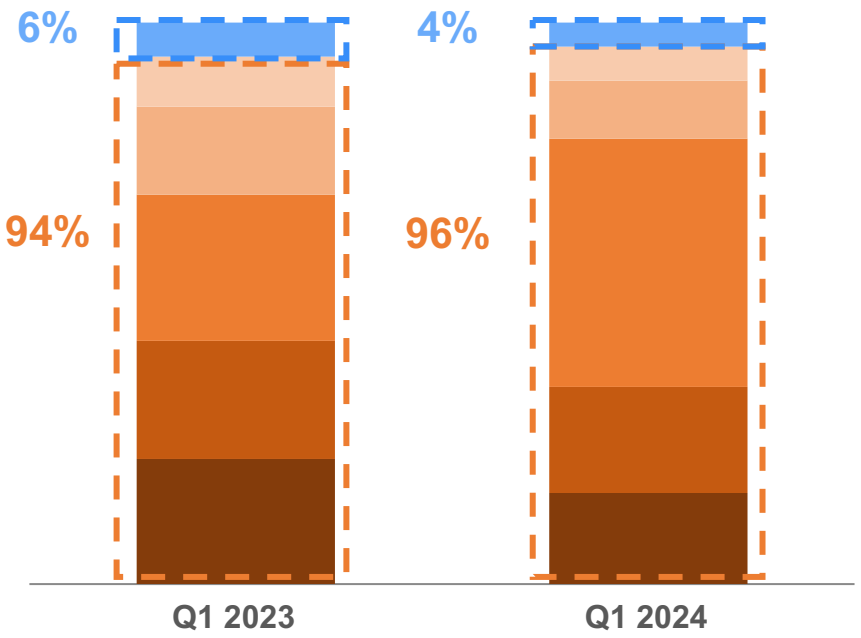
- Year-over-year growth of GMV reflects efforts to enhance product assortment, more efficient marketing spend and reductions in customer incentives. GMV growth on a constant currency basis is also accelerating.
- Year-over-Year growth in Orders driven by continued improvements to supply and product assortment while reducing customer incentives.
- Year-over-year decline in Active customers driven by deliberate decisions to focus on priority categories, and reduce customer incentives and free shipping expenditures. Efforts resulted in a stickier and higher quality customer base with increased repurchase rates.

Notes

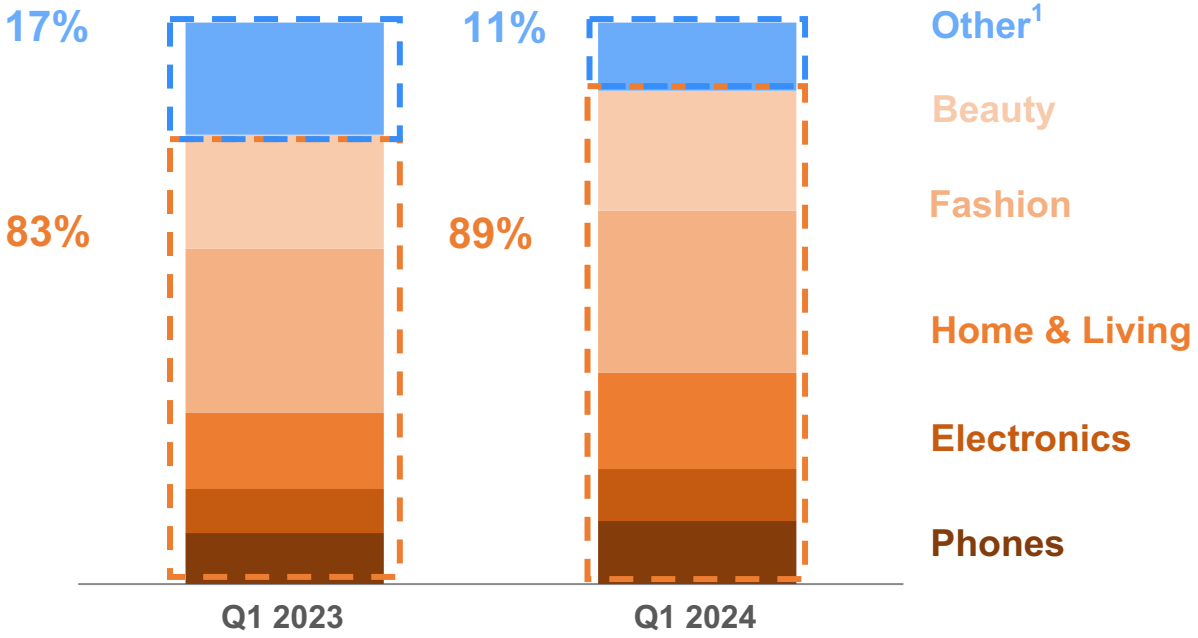
1. Year-over-year Growth on a constant currency basis

Improving Sales Trends Driven by Better Supply in Priority Categories

GMV Physical Goods Split



Items Sold Physical Goods Split



Average Order Value Physical Goods

Q1 2023	Q1 2024
$41.9	$46.2
23%[2]	45%[2]

- Continued strong performance in Home & Living and Electronics across countries in the quarter
- Increase in Average Order Value leading to better economics per order

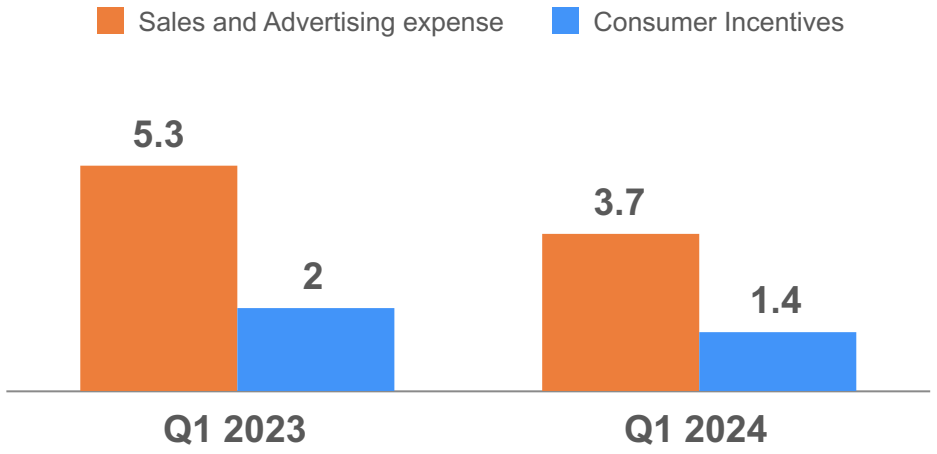
Notes:
1. Other includes FMCG and other categories
2. Growth on a constant currency basis

Efficient and Targeted Marketing Spend Improving Jumia Value Proposition

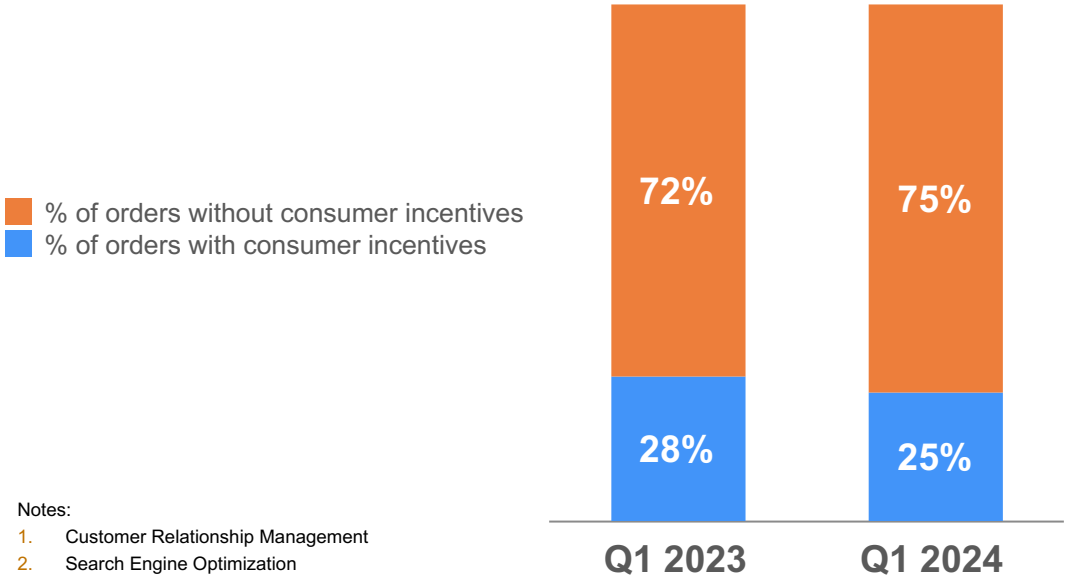
Progress on supply in priority channels and more efficient marketing channels delivering increased repurchase rates

S&A Expense and Consumer Incentives

$mm



% Orders of Physical Goods Benefiting from Consumer Incentives



- Improving repurchase rates.
  - 90 day repurchase rate of our Q4 2023 cohorts for new customers, across all categories, increased by **300-basis points** vs. the same cohort of 2022
  - 300-basis point is a significant milestone for an ecommerce company like Jumia.
  - Improvement in spite of termination of many voucher and free shipping offerings and moved away from categories with high repurchase rates but poor economics, like groceries
- Shift in priority marketing channels:
  - Focus on CRM[1] and SEO[2] channels, leading to significant increases in their share of visits on Jumia's physical goods platform
  - Employing enhanced SEO and customized marketing notifications and newsletters to target specific needs and preferences of local markets.

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

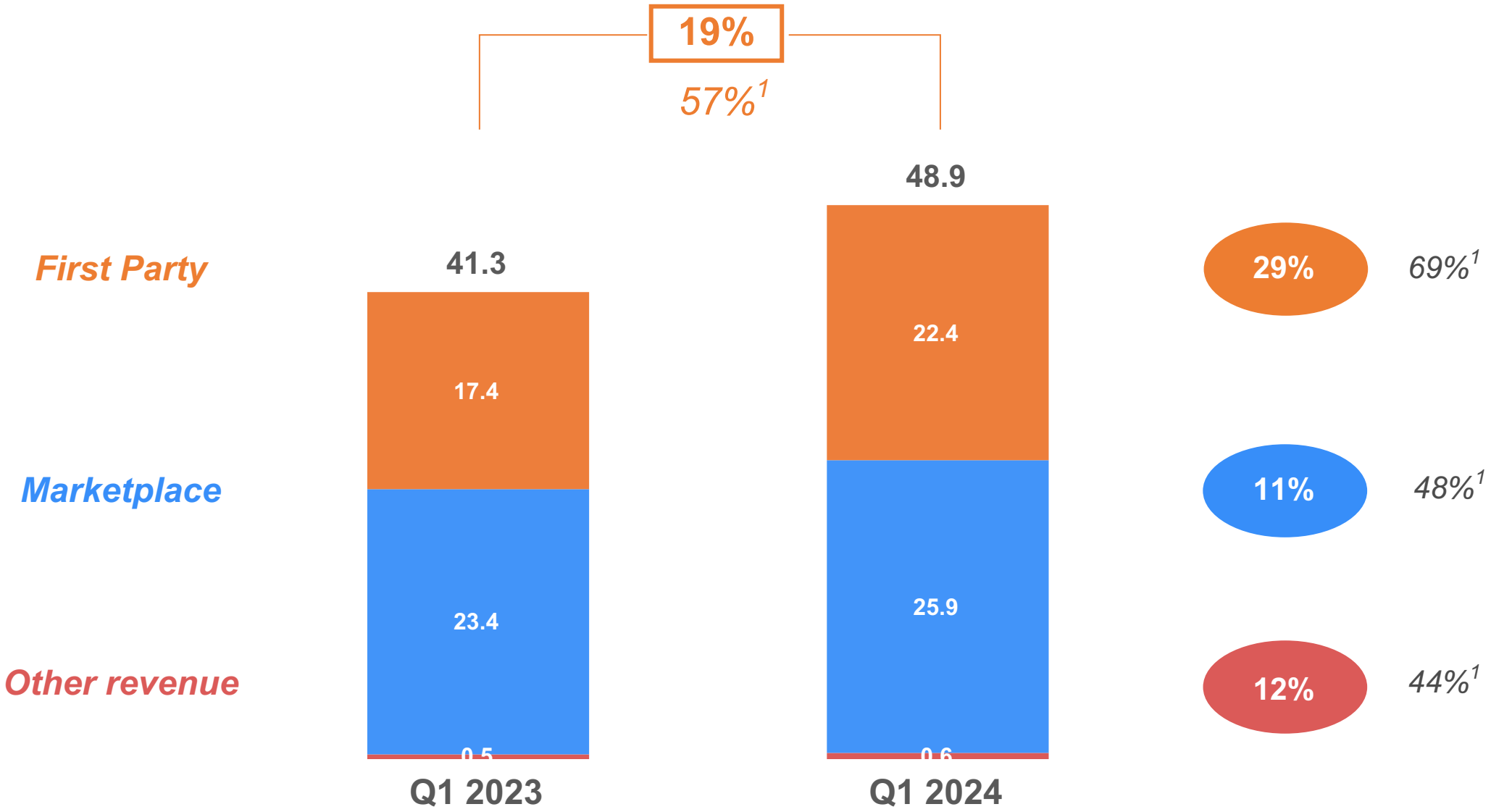


- Usage highlights
- **Financial metrics**
- Appendix

First Party Sales Growth in the Face of FX Headwinds

Revenue breakdown

$mm



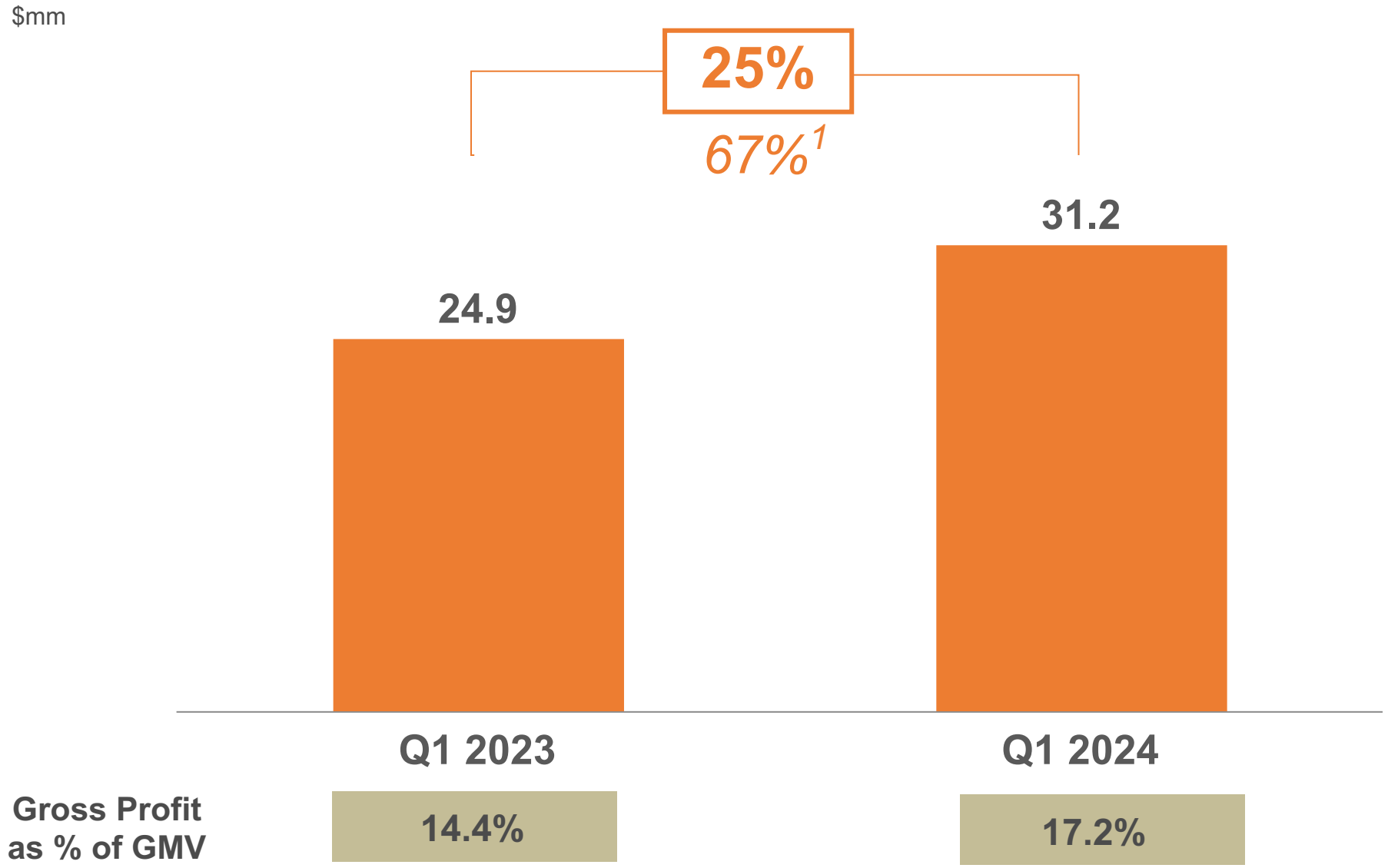
YoY Change

First Party	29%	69%[1]
Marketplace	11%	48%[1]
Other revenue	12%	44%[1]

Note

1. Constant currency change

…Driving Gross Profit Margin Expansion

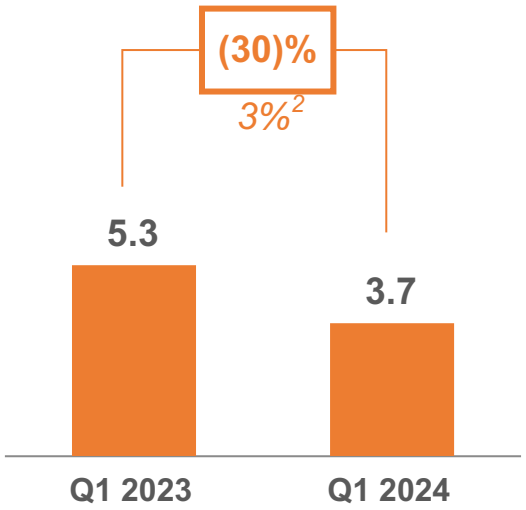


Note
1. Constant currency growth

Disciplined Cost Management Generating Real Savings

Sales & Advertising expense

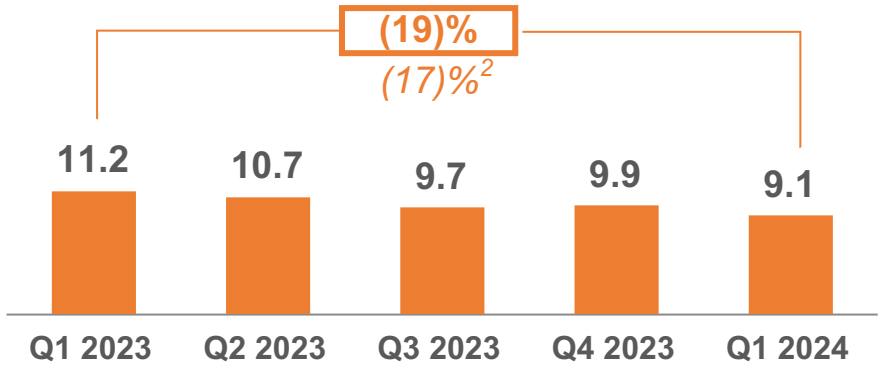
$mm



S&A per Order ($)	1.2	(31)%	0.8
S&A as % of GMV	3.1%	(102)bps	2.1%

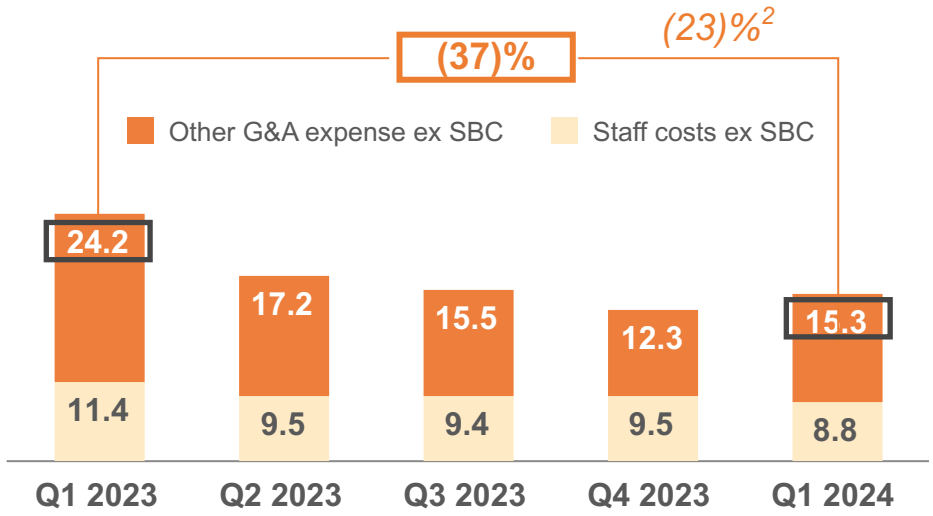
Technology & Content expense

$mm



General & Administrative expense ex SBC[1]

$mm



Notes

1. Share Based Compensation expense
2. Constant currency change

Balance Sheet and Cash Flow Highlights

$0.2mm

CAPEX[1] Q1 2024

$101.5mm

LIQUIDITY POSITION[2]

79% of Liquidity Position held in USD in Q1 2024

$10.8mm

WORKING CAPITAL

Net change in Working Capital[3] Q1 2024

$19.1mm

Δ LIQUIDITY POSITION[4]

Includes $5.9 million cash loss associated with currency translation

Notes

1. Corresponds to Purchase of Property and Equipment and Intangible assets, as presented on the Cash Flow Statement
2. Comprised of $28.6 million of cash and cash equivalents and $72.8 million of term deposits and other financial assets
3. Corresponds to a cash inflow of $10.8mm
4. Change in the liquidity position from $120.6 million as of December 31, 2023 to $101.5 million, marking a decrease of $19.1 million in the first quarter of 2024.

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 as 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 EBITDA is a non-GAAP financial measure, which is provided on a forward-looking basis. We do not provide a reconciliation of Adjusted EBITDA 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 March 31	
($ mm)	**2023**	**2024**
Marketplace revenue[1]	**23.4**	**25.9**
Commissions	9.7	17.3
Fulfillment	4.8	3.6
Marketing & Advertising	2.6	1.5
Value Added Services	6.2	3.5
First Party revenue	**17.4**	**22.4**
Other revenue	0.5	0.6
Revenue	**41.3**	**48.9**
Cost of revenue	(16.3)	(17.7)
Gross Profit	**24.9**	**31.2**

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)	**2023**	**2024**
Loss for the period from continuing operations	**(29.3)**	**(40.7)**
Income tax expense	0.1	1.0
Finance (income)/costs – net	0.8	31.3
Depreciation and amortization	2.8	1.9
Share-Based Compensation (income) / expense	0.9	2.2
Adjusted EBITDA	**(24.7)**	**(4.3)**

Constant Currency Data (USD)

($ mm, except percentages)	For the three months ended March 31				
	As reported		YoY Change	FX neutral data	YoY Change
	2023	2024		2024	
Gross Profit	**24.9**	**31.2**	***25.2%***	**41.6**	***67.0%***
Fulfillment expense	(11.8)	(9.4)	*(20.6)%*	(12.4)	*5.3%*
Sales & Advertising expense	(5.3)	(3.7)	*(29.9)%*	(5.5)	*3.0%*
Technology & content expense	(11.2)	(9.1)	*(18.5)%*	(9.3)	*(17.1)%*
G&A expense, excluding SBC	(24.2)	(15.3)	*(36.8)%*	(18.5)	*(23.5)%*
Adjusted EBITDA loss	**(24.7)**	**(4.3)**	***(82.6)%***	**(1.4)**	***(94.4)%***
Operating Loss	**(28.4)**	**(8.3)**	***(70.7)%***	**(6.0)**	***(78.8)%***
Loss before Income tax from continuing operations[(1)]	**(29.2)**	**(39.6)**	***35.5%***	**(23.9)**	***(12.5)%***
GMV	173.2	181.5	*4.8%*	240.3	*38.7%*
TPV	41.1	45.4	*10.3%*	78.8	*91.6%*
TPV as % of GMV	23.8%	25.0%		32.8%	

(1) Loss before Income tax from continuing operations in constant currency excludes the impact of foreign exchange recorded in finance income/costs.

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