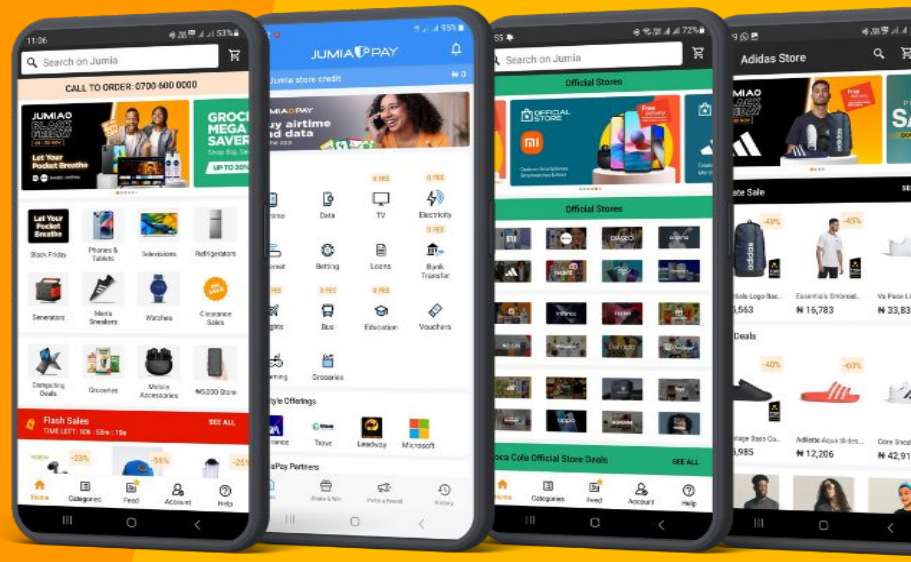
JUMIA

Q2 2024 Results Presentation



August 6, 2024

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.

Key Takeaways
Q2 2024

Further acceleration in usage KPIs due to continued execution against strategic priorities

Reduced quarterly cash burn[1] by 78% year-over-year and 55% quarter-over-quarter in Q2 2024 on disciplined cost management

Delivered GMV growth in across six countries, up from five in Q1 2024

Efficient marketing spend attracting stickier and higher-value customer base; Active customers up 6% quarter-over-quarter in Q2 2024

Disciplined cost management driving improvements in Adjusted EBITDA and Loss before income tax from continuing operations

FY 2024 Guidance reaffirmed

Note
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
Q2 2024

GMV
$170.1 million
(5)% // 35%[1] YoY

GMV growing in six countries YoY[2]

Revenue
$36.5 million
(17)% // 15%[1] YoY

Loss before income tax from continuing operations
$22.5 million
(27)% // 1%[3] YoY

Liquidity position[4]
$92.8 million
△$(8.7) million
(78)% YoY

Net cash flow used in operating activities
$8.4 million

Adjusted EBITDA Loss
$16.3 million
(10)% // (11)%[1] YoY

Notes
1. Growth on a constant currency basis
2. Growth in both constant currency and reporting currency basis. These 6 countries accounted for 69% of the GMV in reporting currency in Q2 2024.
3. Loss before income tax from continuing operations in constant currency excludes the impact of foreign exchange recorded in finance income/costs.
4. Liquidity position of $92.8 million comprised of $45 million of cash and cash equivalents and $48 million of term deposits marking a decrease of $8.7 million in Q2 2024.

Enablers Power Jumia's Marketplace Growth

Marketplace tailored to address consumer and supplier demand - ensuring consistent supply of desired products

JUMIA LOGISTIC SERVICES

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 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

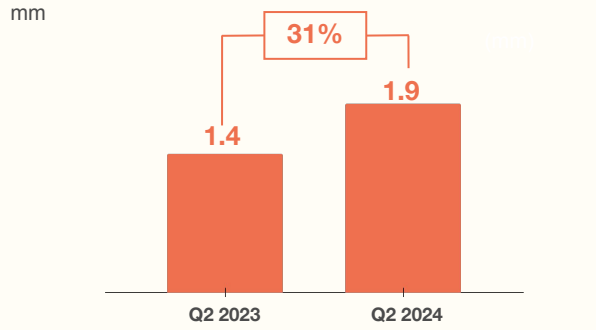
Enabling E-commerce cashless payments

- Local currency
- Fast payments
- Multiple payment methods

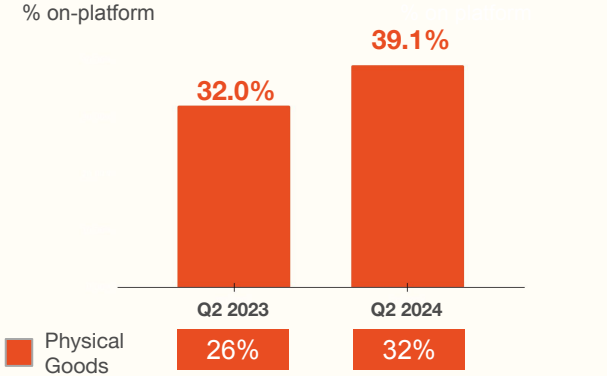
Note
1. Third party lending

Continued Progress Across Key Performance Indicators

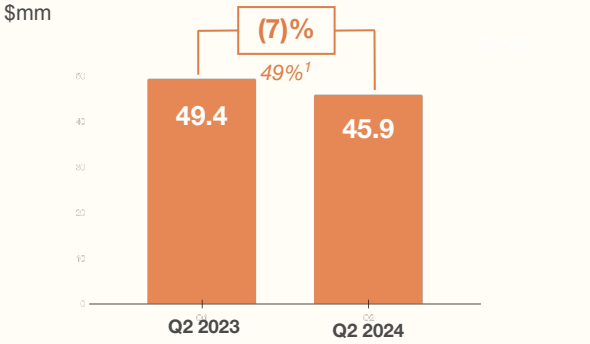
JumiaPay Transactions



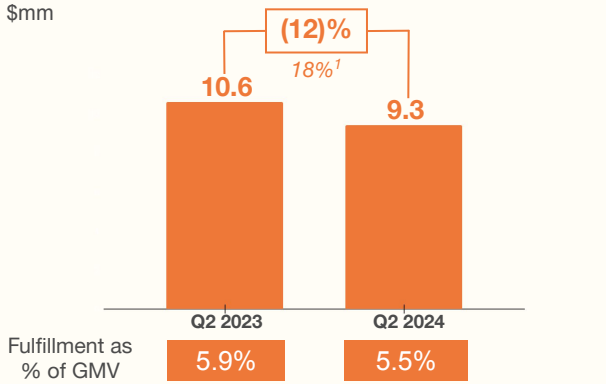
JumiaPay Transactions as % of Orders



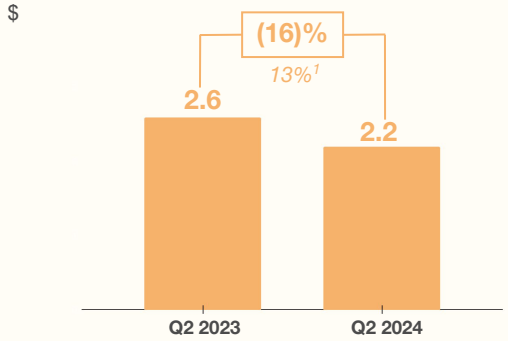
JumiaPay TPV



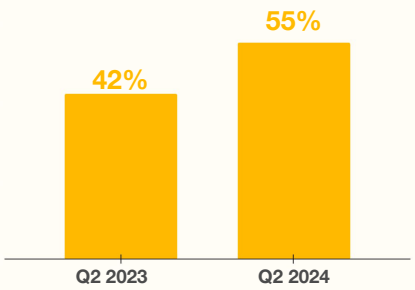
Fulfillment expense



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

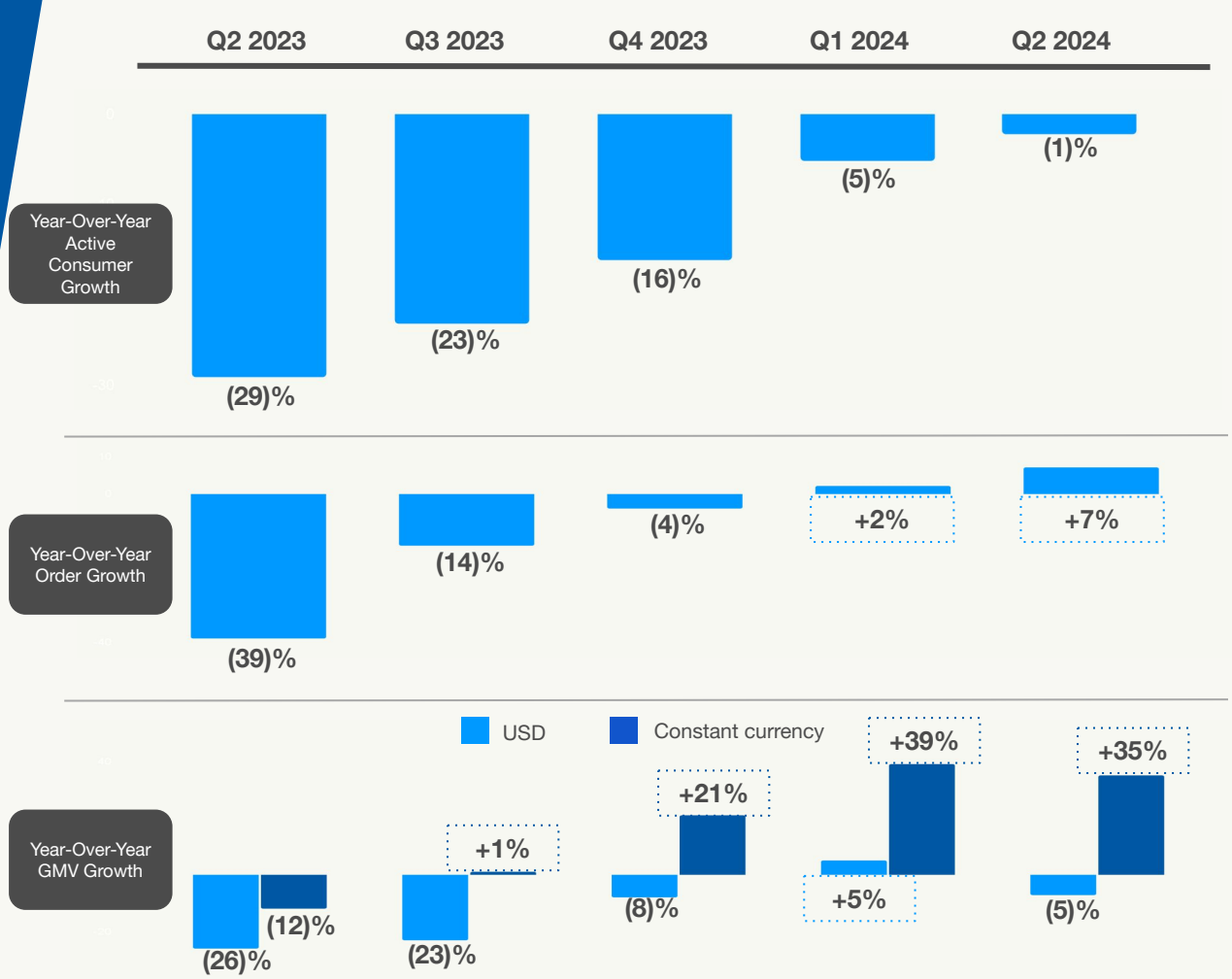
Financial Metrics

Appendix



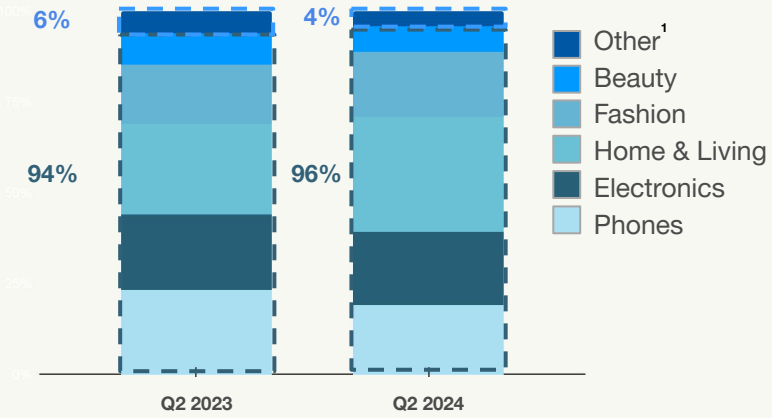
Strong Year-over-Year Growth in Orders

- Year-over-year Active customers stabilized. Efforts resulted in a stickier and higher quality customer base with increased repurchase rates.
- Year-over-year growth in Orders driven by continued efforts to enhance and diversify Jumia's product assortment as part of the increased focus on the customer value proposition.
- Year-over-year GMV impacted primarily by currency devaluations. GMV growth on a constant currency basis reflects efforts to enhance product assortment, more efficient marketing spend and reductions in customer incentives.

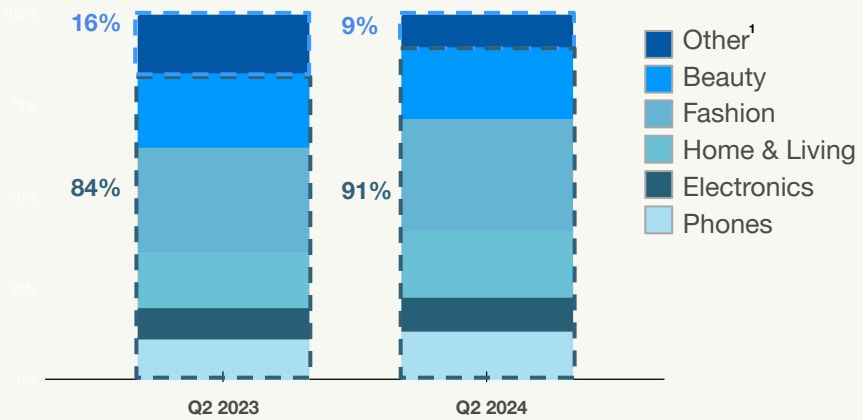


Improving Sales Trends Driven By Better Supply

GMV Physical Goods Split



Items Sold Physical Goods Split



Average Order Value of Physical Goods

Q2 2023	Q2 2024
$42.2	$39.2
32%[2]	*31%[2]*

- Continued strong performance in Home & Living and Electronics across countries accompanied by growth in Fashion
- Average Order Value decreased with higher growth in segments like Fashion

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

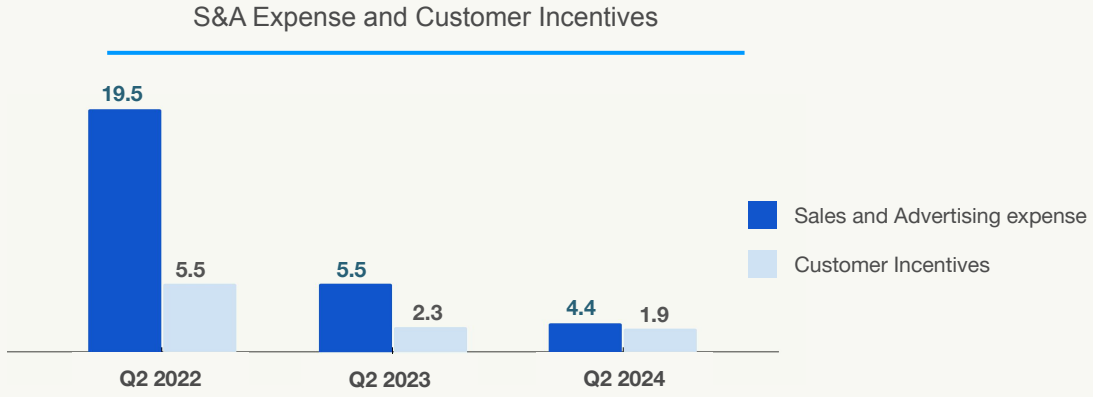
Efficient and Targeted Marketing Spend Improving Jumia Value Proposition

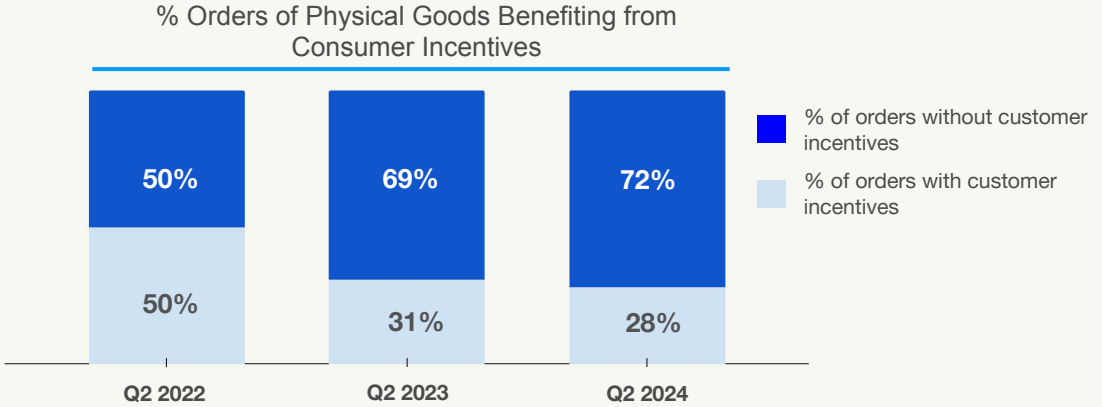
Improving repurchase rates

- 90 day repurchase rate of our Q1 2024 cohorts for new customers, across all categories, increased by 262-basis points vs. the same cohort of 2023
- The 262-basis points improvement is another proof point of our strategy taking hold.
- 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

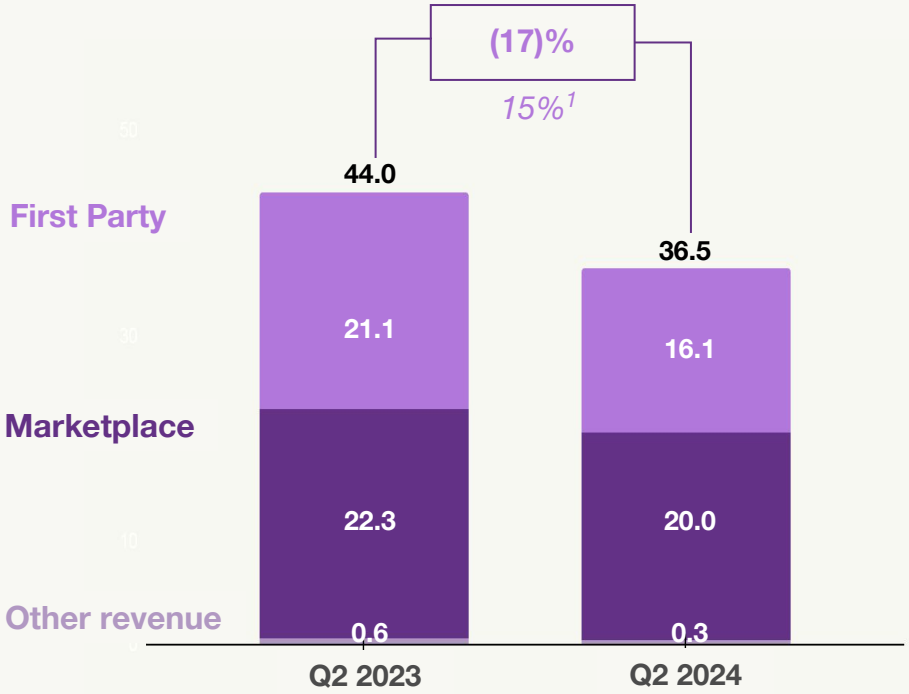
Appendix



Strong First Party and Marketplace Growth in Constant Currency

- Devaluations in Egypt and Nigeria impacted Q2 2024 Revenue in USD
- First-party sales impacted by decrease in corporate sales in Egypt
- Seeing some signs of currency stabilization in Egypt

Revenue breakdown ($mm)



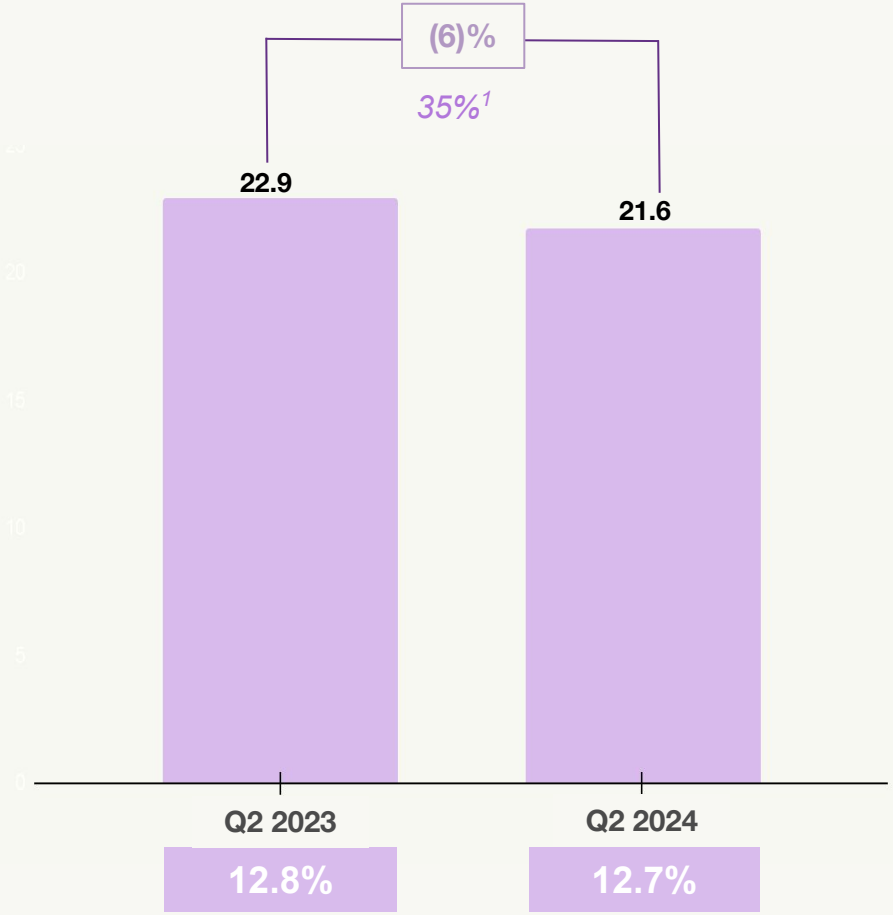
YoY Change

(24)%	4%[1]
(10)%	27%[1]
(48)%	(35)%[1]

Note
1. Constant currency change

…Driving Solid Gross Profit Margins

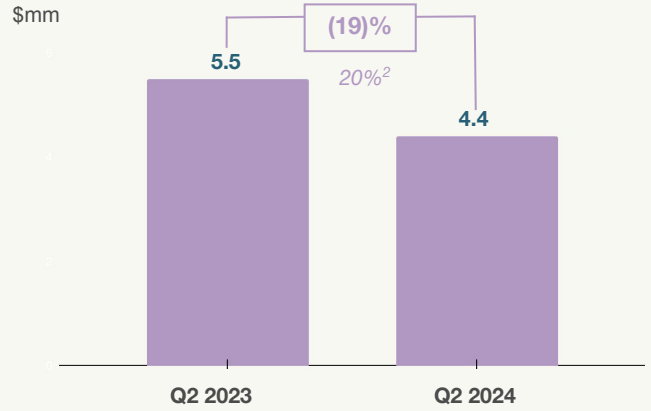
($mm)



Note
1. Constant currency change

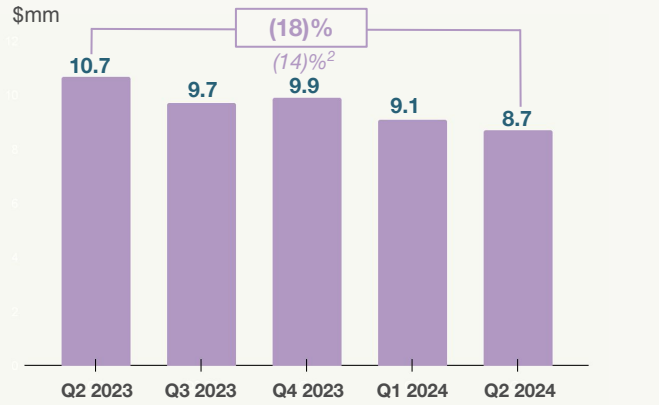
Disciplined Cost Management Generating Tangible Savings

Sales & Advertising expense

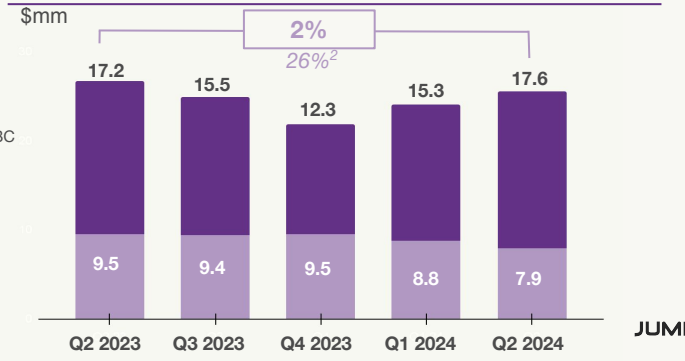


	Q2 2023		Q2 2024
S&A per Order ($)	1.2	*(24)%*	0.9
S&A as % of GMV	3.1%	*(45)bps*	2.6%

Technology & Content expense



General & Administrative expense ex SBC[1]



Other SG&A expense excluding SBC

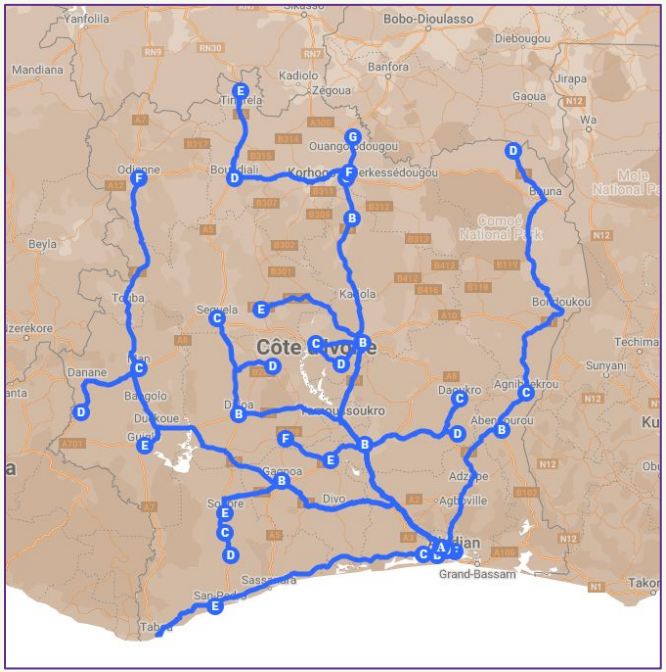
Staff costs excluding SBC

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

Upcountry Expansion Opportunity

Cote d'Ivoire illustrates upcountry expansion potential

Current Cote d'Ivoire upcountry map



Current Nigeria upcountry map[1]

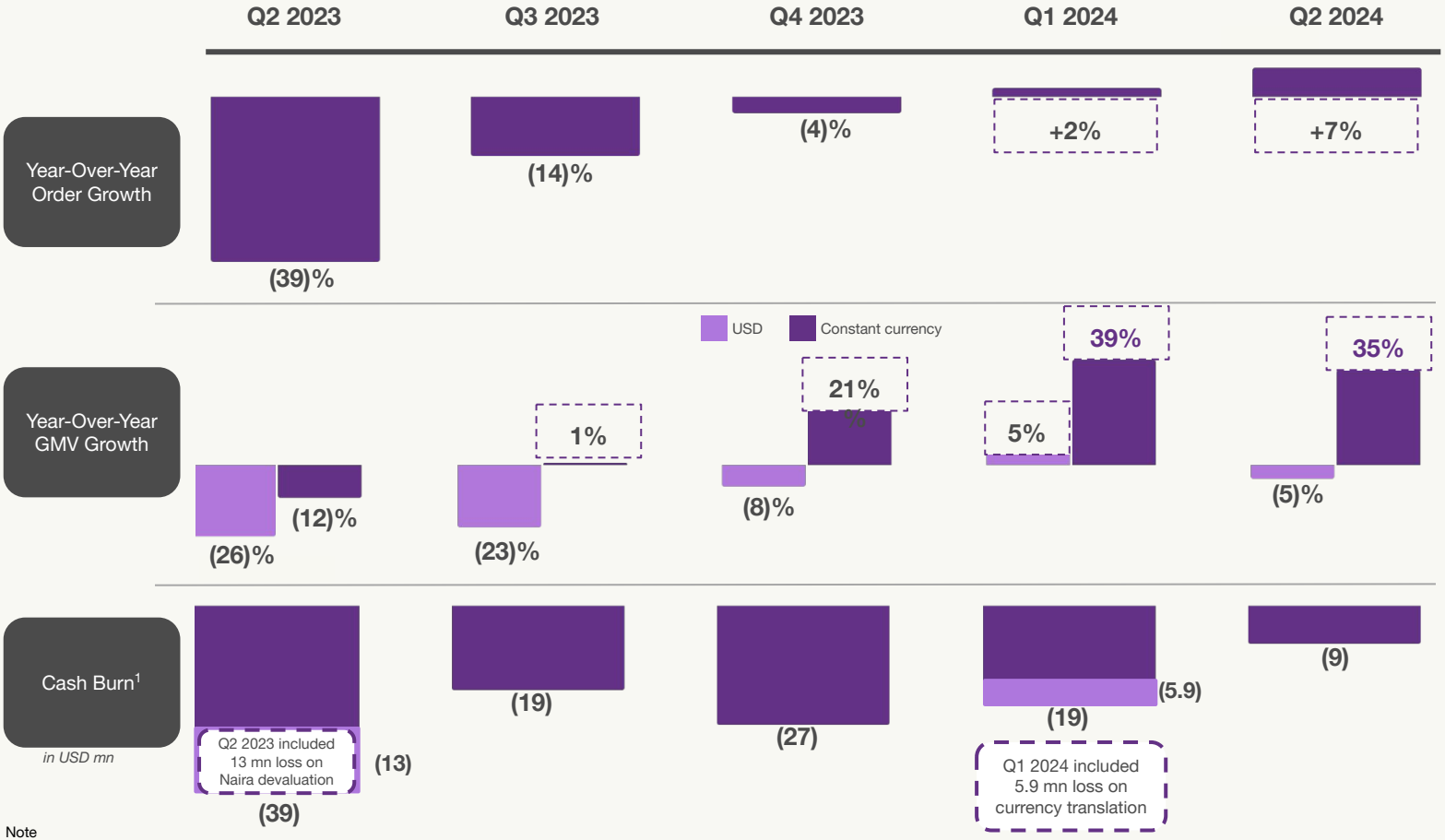


Source: Company information and Google Maps

1. Map shows routes that have been revamped since 2023

Jumia's Growth Strategy Taking Hold

Usage Acceleration Coupled with Reduced Cash Burn



Diligent approach to cash management supported by strengthening cash efficiency

Note

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

Balance Sheet and Cash Flow Highlights



$0.7 million

CAPEX[1] Q2 2024

$92.8 million

LIQUIDITY POSITION[2]

67% of Q2 2024 Liquidity Position held in USD

$6.7 million

WORKING CAPITAL

Net change in Working Capital[3] Q2 2024

$(8.7) million

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 $45.1 million of cash and cash equivalents and $47.7 million of term deposits and other financial assets
3. Corresponds to a cash inflow of $6.7mm
4. Change in the liquidity position from $101.5 million as of March 31, 2024 to $92.8 million as of June 30, 2024, marking a decrease of $8.7 million in the second quarter of 2024.

FY 2024 Guidance

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

FY2024
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 in 2024, excluding potential impact of foreign exchange.

Usage Highlights

Financial Metrics

Appendix



Non-IFRS
Reconciliation 1/2

USD mm	For the three months ended June 30, *2023*	*2024*
Marketplace revenue[1]	22.3	20.0
Commissions	9.2	10.2
Fulfillment	4.6	3.8
Marketing & Advertising	3.7	2.4
Value Added Services	4.9	3.6
First Party revenue	21.1	16.1
Other revenue	0.6	0.3
Revenue	44.0	36.5
Cost of revenue	(21.1)	(14.9)
Gross Profit	22.9	21.6

Note
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

USD mm	For the three months ended June 30, *2023*	*2024*
Loss for the period from continuing operations	(30.7)	(22.0)
Income tax expense	(0.2)	(0.5)
Net Finance costs/ (income)	8.8	2.3
Depreciation and amortization	2.6	2.3
Share-Based Compensation (income) / expense	1.3	1.7
Adjusted EBITDA	(18.2)	(16.3)

Constant Currency Data (USD)

($ mm, except percentages)	For the three months ended June 30,				
	As reported		YoY Change	FX neutral data	YoY Change
	2023	2024		2024	
Gross Profit	**22.9**	**21.6**	***(5.7)%***	**30.8**	***34.5%***
Fulfillment expense	(10.6)	(9.3)	*(12.2)%*	(12.5)	*17.7%*
Sales & Advertising expense	(5.5)	(4.4)	*(19.2)%*	(6.6)	*19.7%*
Technology & content expense	(10.7)	(8.7)	*(18.5)%*	(9.2)	*(14.4)%*
G&A expense, excluding SBC	(17.2)	(17.6)	*1.9%*	(21.6)	*25.6%*
Adjusted EBITDA loss	**(18.2)**	**(16.3)**	***(10.2)%***	**(16.1)**	***(11.4)%***
Operating Loss	**(22.1)**	**(20.2)**	***(8.3)%***	**(21.0)**	***(5.0)%***
Loss before Income tax from continuing operations[1]	**(30.9)**	**(22.5)**	***(27.1)%***	**(22.9)**	***1.1%***
GMV	179.2	170.1	*(5.0)%*	241.8	*35.0%*
TPV	49.4	45.9	*(7.1)%*	73.5	*48.7%*
TPV as % of GMV	27.6%	27.0%		30.4%	

Note

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
- “Customer Incentives” corresponds to incentives that we grant to our end customers, which include discounts and vouchers. These incentives are consideration payable to a customer and are recognized as a reduction of revenue. We believe that the level of Customer Incentives is a useful indicator to measure our targeted marketing expenses related to customer discounts and vouchers.
- 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