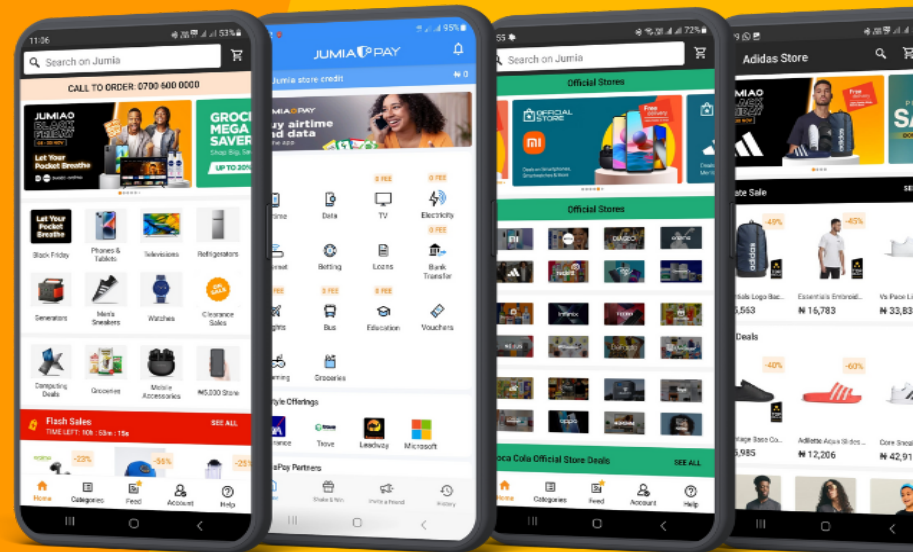




Q2 2025 Results Presentation

August 7, 2025



Disclaimer

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Key Takeaways Q2 2025

Physical goods Orders grew by 18%¹ year-over-year and physical goods Quarterly Active Customers grew by 13%² year-over-year

Physical goods GMV³ grew 10% year-over-year driven by strong consumer demand partially offset by lower corporate sales in Egypt (+24% YoY physical goods excluding corporate sales)

Nigeria momentum accelerated with physical goods Orders up 25% and Physical goods GMV up 39% year-over-year

Net loss before income tax improved year-over-year to \$16.3 million in Q2 2025

Quarterly cash burn⁴ declined to \$12.4 million in Q2 2025 compared to \$23.2 million in Q1 2025

FY2025 guidance raised; On Track for targeted Full-Year 2027 Profitability⁵

Notes

1. Growth excluding South Africa and Tunisia. Total physical goods Orders grew 15% and total Orders grew 4% year-over-year.
2. Growth excluding South Africa and Tunisia. Total physical goods Quarterly Active Customers grew 8% and total Quarterly Active Customers grew 7% year-over-year.
3. Growth excluding South Africa and Tunisia. Total physical goods GMV increased 6% and total GMV increased 6% year-over-year.
4. 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.
5. The term "profitability" refers to Loss before income tax

Highlights

Q2 2025

GMV	Revenue	Loss before income tax
\$180.2 million <i>6% // 5%¹ YoY</i> <i>9% // 9%^{1, YoY²}</i>	\$45.6 million <i>25% // 22%¹ YoY</i>	\$16.3 million <i>(28)% // (17)%³ YoY</i>
Liquidity position ⁴	Net cash flow used in operating activities	Adjusted EBITDA loss
\$98.3 million △ \$(12.4) million	\$12.7 million	\$13.6 million <i>\$16.3 million Q2 2024</i>

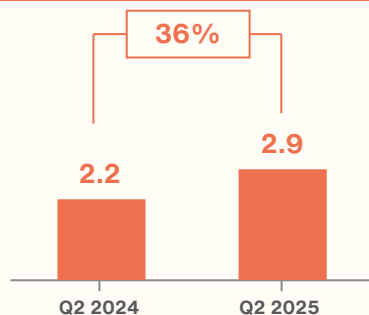
Notes

1. Growth on a constant currency basis.
2. Excluding South Africa and Tunisia.
3. Loss before income tax in constant currency, and the corresponding YoY change, exclude the impact of foreign exchange recorded in finance income/costs.
4. Liquidity position of \$98.3 million comprised of \$95.6 million of cash and cash equivalents and \$2.7 million of term deposits marking a decrease of \$12.4 million in Q2 2025.

Continued Progress Across Key Performance Indicators

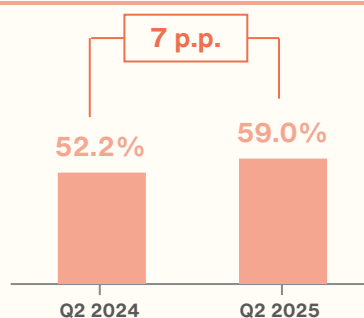
Gross items sold from International suppliers¹

mn



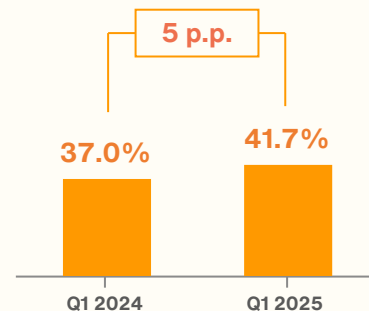
Share of Gross Orders from outside the main urban centers¹

%



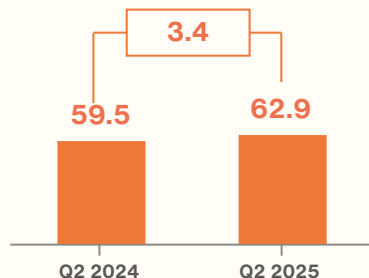
90-day repurchase rates^{1,2}

%



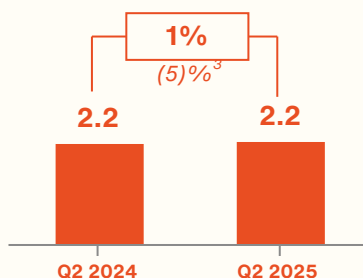
NPS score¹

#



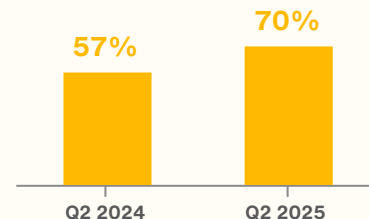
Fulfillment expense/Physical Goods Orders

\$



Share of PUS⁴ in shipped packages¹

%



Notes

1. Excluding South Africa and Tunisia.
2. 41.7% of new customers who placed an order in Q1 2025 made another purchase within 90 days, up from 37.0% in Q1 2024.
3. Growth on a constant currency basis
4. Pick-up stations

Usage Highlights

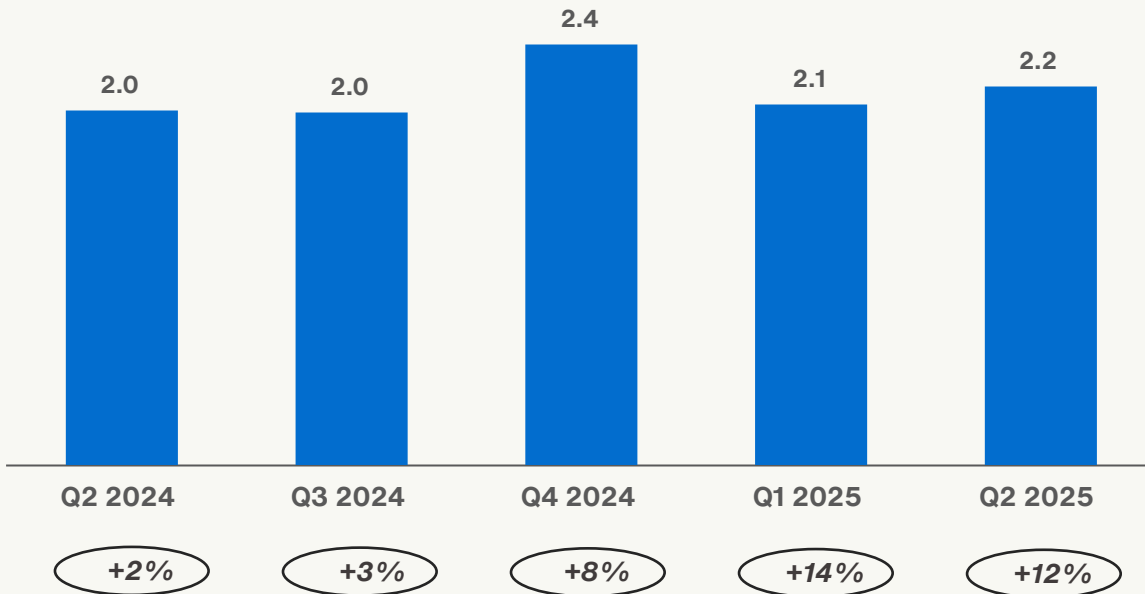
Financial Metrics

Appendix



Usage Highlights

Active Customers (mn)



**Quarterly Active Customers grew
+12% YoY¹**

Quarterly Active Customers ordering physical goods grew by 13% year-over-year, demonstrating sustained engagement and customer retention.

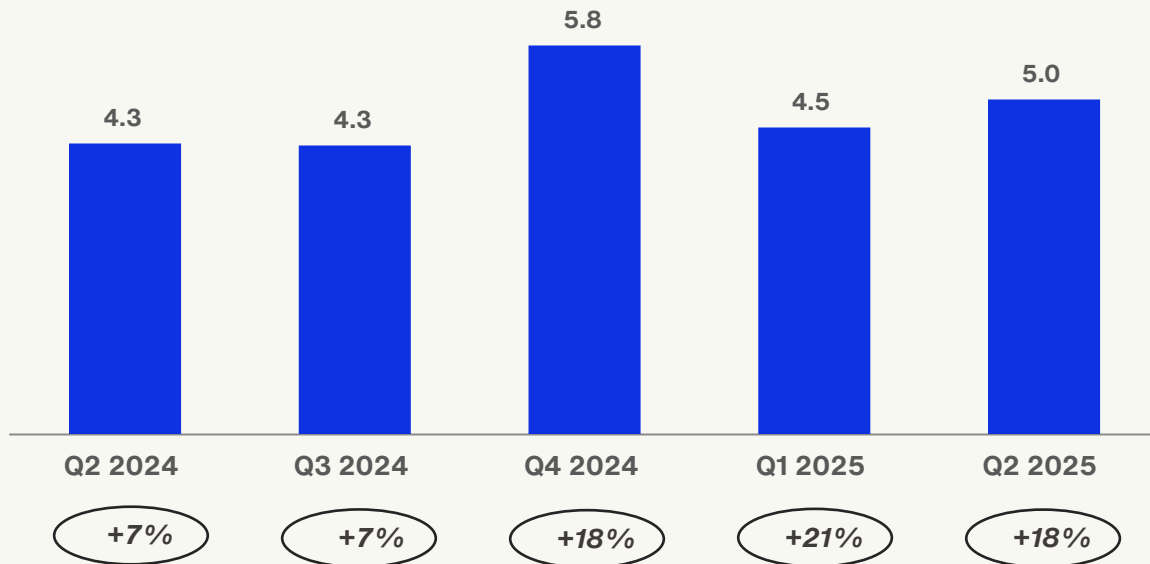
YoY Growth adjusted for perimeter effects¹

Usage Highlights

Physical goods Orders grew +18% YoY¹

Year-over-year physical goods Orders growth driven by continued execution and improved product assortment across key categories.

Physical Goods Orders (mn)



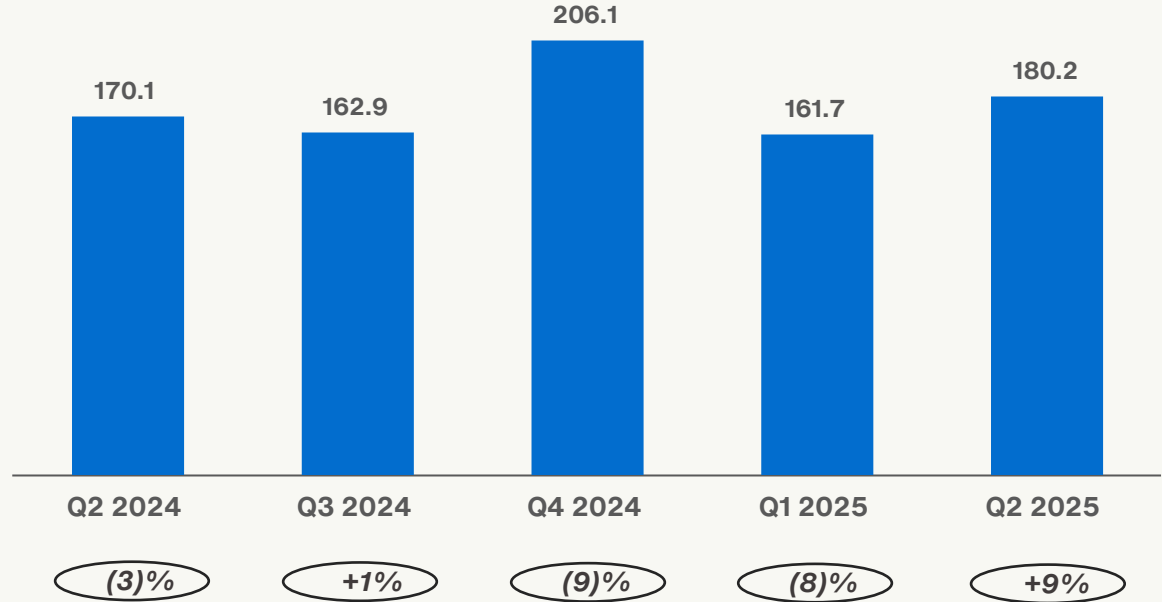
YoY Growth PG Orders adjusted for perimeter effects¹

Usage Highlights

GMV increased 9% YoY¹

Physical goods GMV increased 10% year-over-year, supported by strong consumer momentum.

GMV (\$mn)



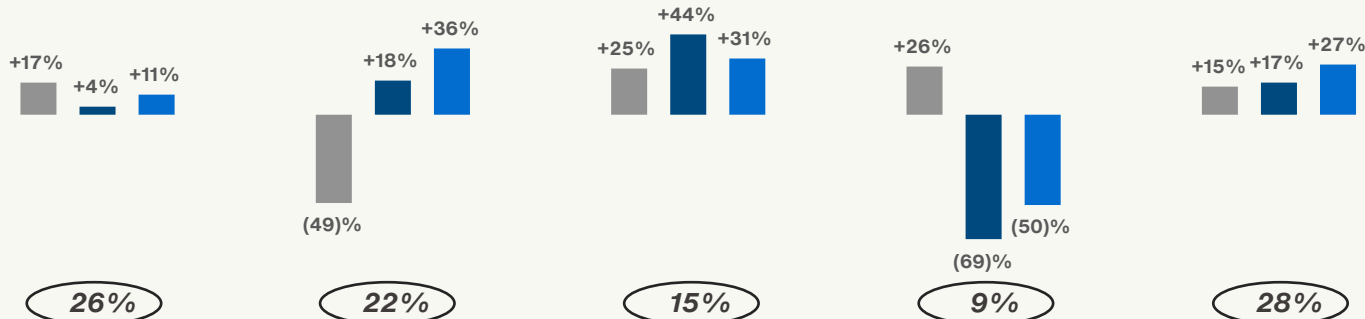
YoY Growth adjusted for perimeter effects¹

Usage Highlights

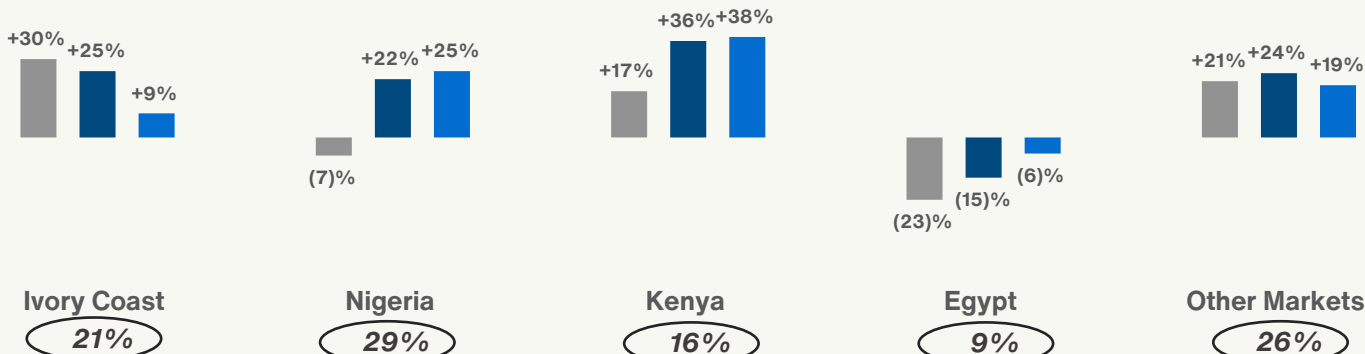
Core markets driving momentum; Egypt repositioning for long-term recovery

■ Q2 2024 ■ Q1 2025 ■ Q2 2025

GMV Growth



Physical Goods Order Growth



Notes

1. Excludes Tunisia and South Africa
2. Q2 2025

Usage Highlights

Financial Metrics

Appendix

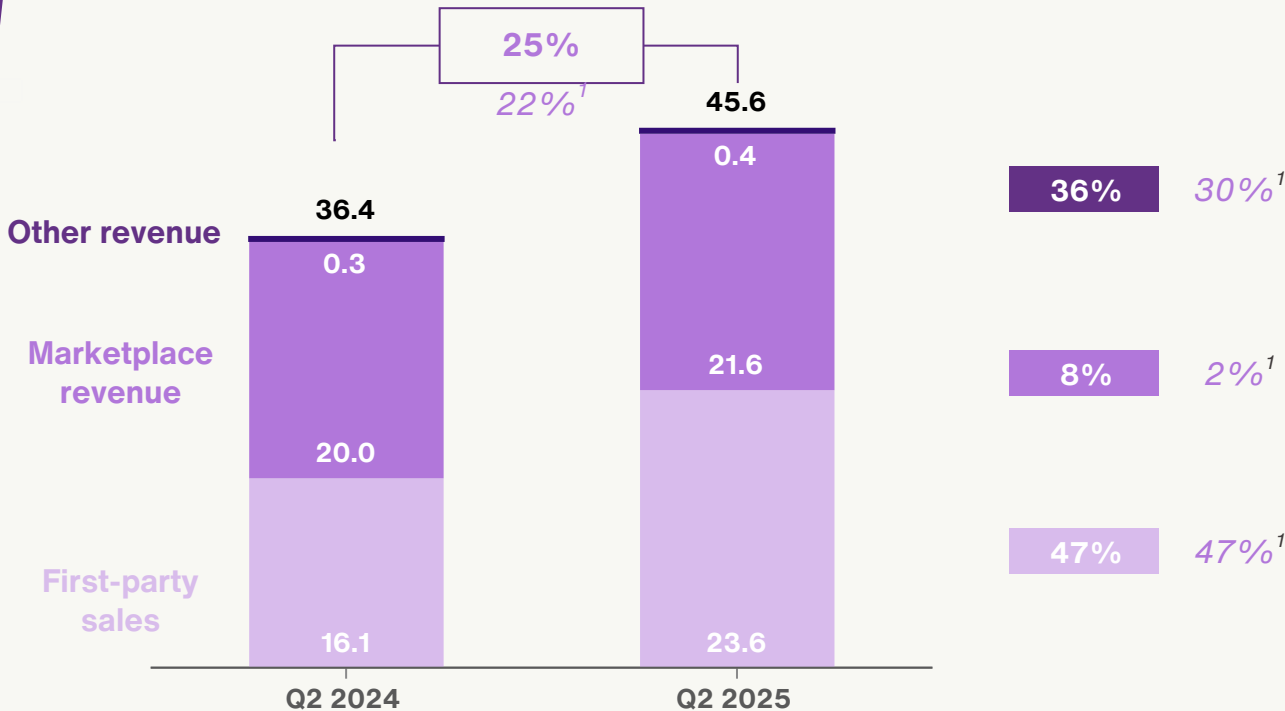


Revenue breakdown

- The increase in Q2 2025 Revenue was driven by strong consumer demand partially offset by lower commissions from third-party corporate sales in Egypt

Revenue breakdown (\$mn)

YoY Change



Note 1. Growth on a constant currency basis

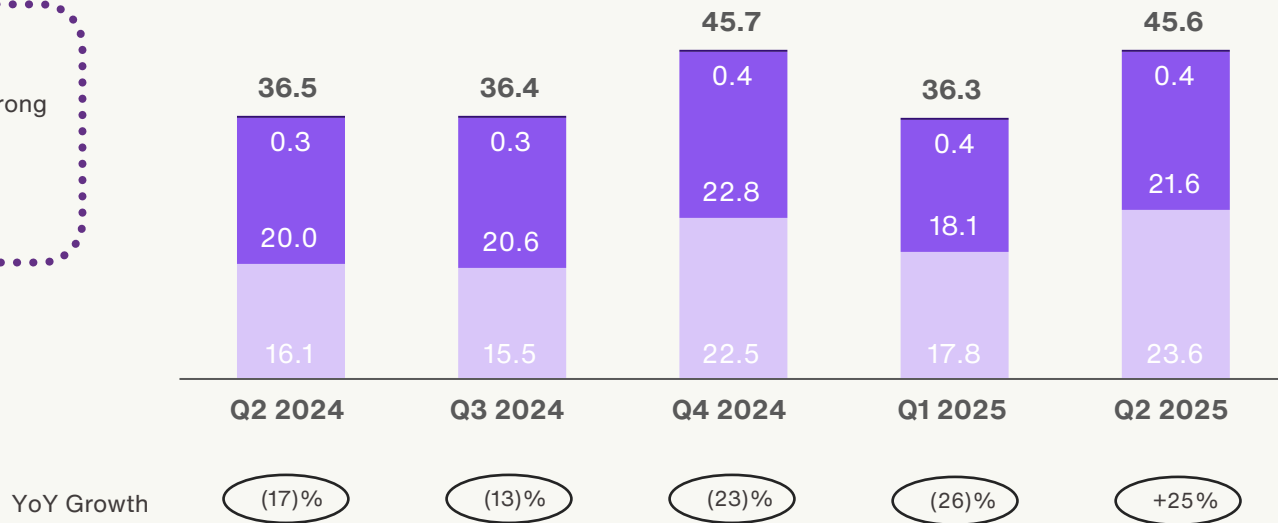
Revenue Breakdown

Revenue Breakdown (\$mn)

First-party sales Marketplace revenue Other

Revenue Breakdown

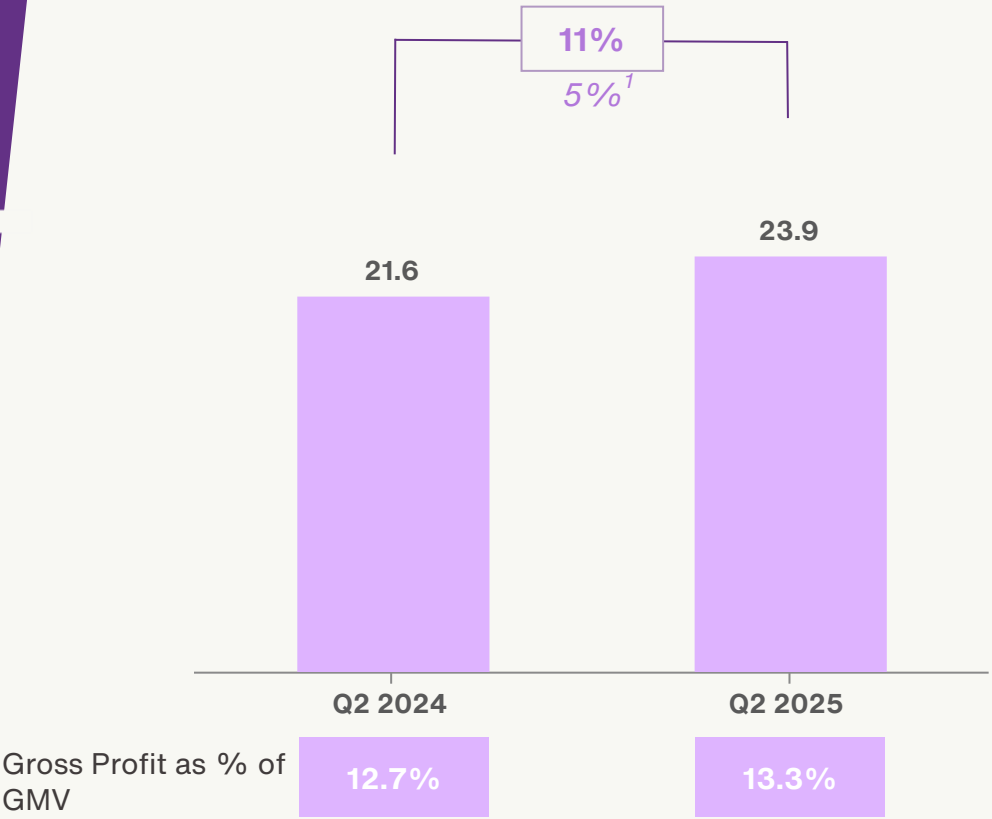
The increase was driven by strong consumer demand.



Gross Profit Margins

(\$mn)

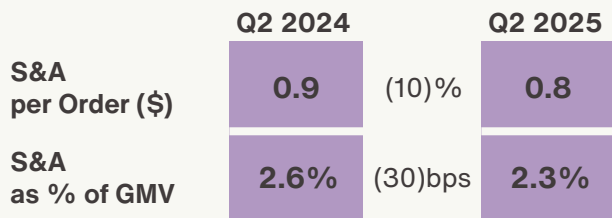
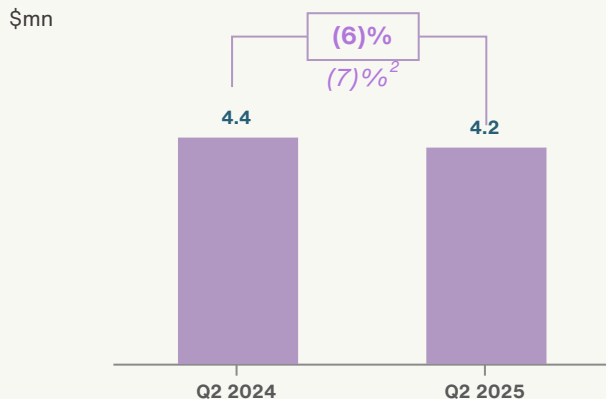
- In Q2 2025, Gross Profit increase was driven by improved marketplace margins.



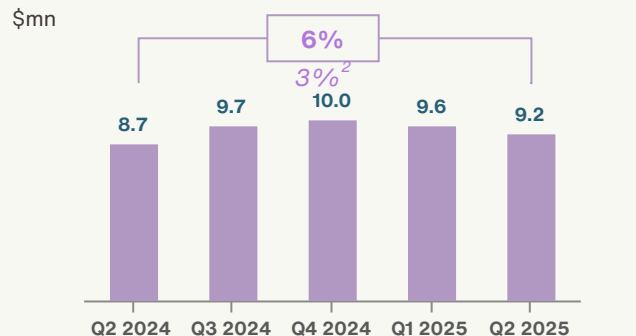
Note 1. Growth on a constant currency basis

Disciplined Cost Management Stabilizing Cost Base

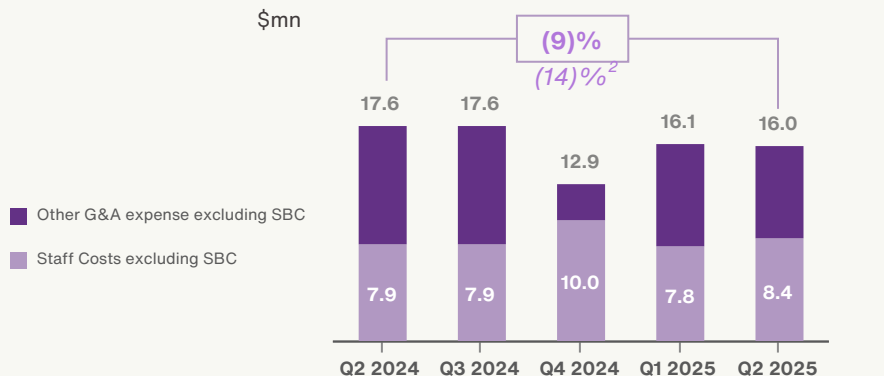
Sales and Advertising expense



Technology and Content expense



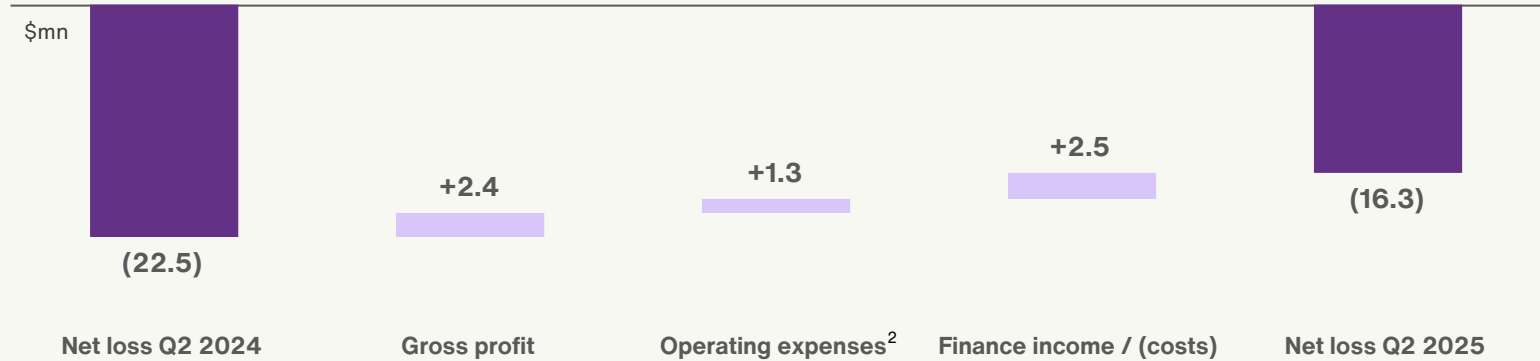
General and Administrative expense ex SBC¹



Notes

1. Share-based compensation expense
2. Growth on a constant currency basis

Net Loss¹ Bridge: Q2 2024 to Q2 2025 – Key Impacts



Net loss¹ in Q2 2025 was largely impacted by:

- A \$2.4 million positive impact on gross profit, primarily due to improved marketplace margins, offset by lower revenue from corporate sales in Egypt
- A \$1.3 million decrease in operating expenses, and
- A \$2.5 million improvement in net finance results

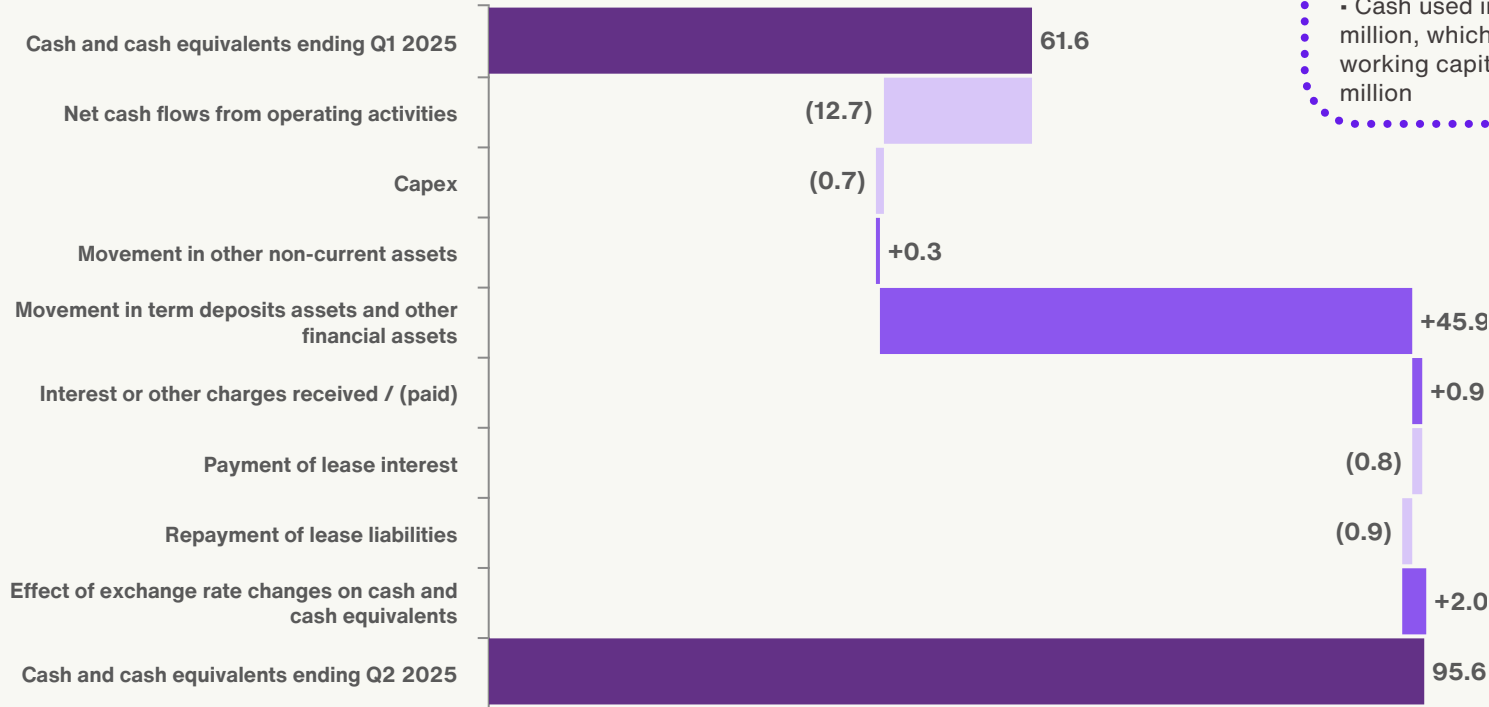
Notes

1. Loss before Income tax

2. Operating expenses consists of the variance in Fulfillment expense \$(1.5) million, Sales and advertising expense \$0.3 million, Technology and content expense \$(0.5) million, General and administrative expense \$2.2 million, Other operating income \$0.5 million and Other operating expense \$0.3 million.

Cash Flow

Cash Flow (\$mn)



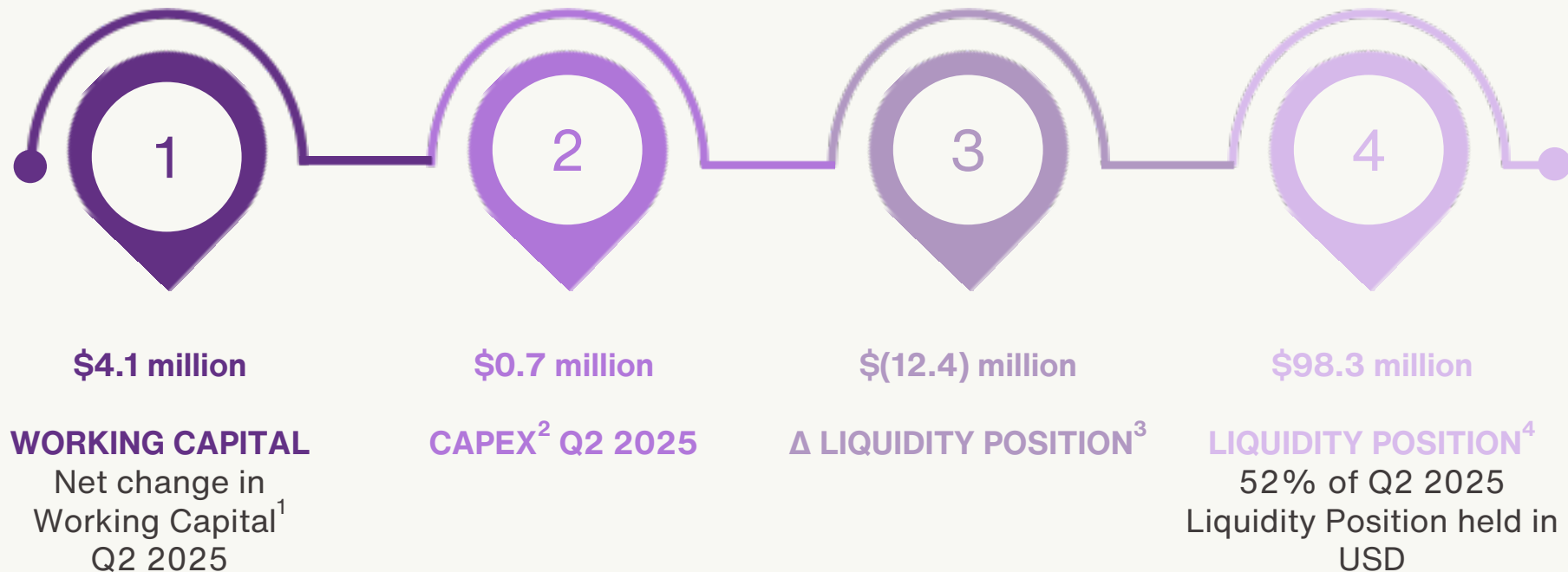
Cash Flow Highlights:

- Ended Q2 2025 with \$95.6 million cash
- Positive \$45.9 million inflow from changes in term deposits
- Cash used in operations was \$12.7 million, which includes a positive working capital¹ contribution of \$4.1 million

Notes

1. Working capital comprises movements in: (i) trade and other receivables, prepaid expenses and other tax receivables; (ii) inventories; and (iii) trade and other payables, deferred income and other tax payables.

Balance Sheet and Cash Flow Highlights



Notes

1. Corresponds to a cash inflow of \$4.1 million. Working capital comprises movements in: (i) trade and other receivables, prepaid expenses and other tax receivables; (ii) inventories; and (iii) trade and other payables, deferred income and other tax payables.
2. Corresponds to Purchase of Property and Equipment and Intangible assets, as presented on the Cash Flow Statement
3. Change in the liquidity position from \$110.7 million as of Q1 2025 to \$98.3 million as of June 30, 2025, marking a decrease of \$12.4 million in the second quarter of 2025.
4. Comprised of \$95.6 million of cash and cash equivalents and \$2.7 million of term deposits and other financial assets

FY 2025 Guidance

We remain committed to delivering profitable growth in 2025 by scaling usage, enhancing operational efficiency, and driving meaningful reductions in cash burn

FY2025

Based on current business trends, we are raising our full-year 2025 guidance as follows:

- We anticipate physical goods Orders to grow between 25% and 30% year-over-year, revised up from previous range of 20% to 25%.
- GMV is now projected to grow between 15% and 20% year-over-year, revised upward from previous range of 10% and 15%.
- We forecast Loss before Income tax to be in the range of negative \$45 million to negative \$50 million, an improvement from the previous range of negative \$50 million to negative \$55 million.

FY2026

- We are targeting a Loss before Income tax to be in the range of negative \$25-\$30 million.
- We confirm our strategic goal to achieve breakeven on a Loss before Income tax basis in the fourth quarter of 2026, and deliver full-year profitability in 2027.

Usage Highlights

Financial Metrics

Appendix



Non-IFRS

Reconciliation 1/2

USD mn	For the three months ended June 30,	
	2024	2025
Marketplace revenue ¹	20.0	21.6
Third-party sales	16.9	18.6
Value-added services	0.7	1.1
Marketing and advertising	2.4	1.9
First-party sales	16.1	23.6
Other revenue	0.3	0.4
Revenue	36.5	45.6
Cost of revenue	(14.9)	(21.7)
Gross Profit	21.6	23.9

Note
1.

Revenue from Marketplace calculated as the sum of revenue from Third-party sales, Marketing & Advertising and Value-added Services, excluding First-party revenue and Other revenue.

Non-IFRS

Reconciliation 2/2

USD mn	For the three months ended June 30,	
	2024	2025
Loss for the period	(22.0)	(16.6)
Income tax benefit / (expense)	(0.5)	0.3
Net Finance costs / (income)	2.3	(0.3)
Depreciation and amortization	2.3	2.0
Share-based compensation expense	1.7	0.9
Adjusted EBITDA	(16.3)	(13.6)

Constant Currency Data (USD)

(\$ mn, except percentages)	For the three months ended June 30,				
	As reported		YoY Change	FX neutral data	
	2024	2025		2025	YoY Change
Revenue	36.5	45.6	25%	44.4	22%
Gross Profit	21.6	23.9	11%	22.7	5%
Fulfillment expense	(9.3)	(10.8)	16%	(10.1)	9%
Sales and Advertising expense	(4.4)	(4.2)	(6)%	(4.1)	(7)%
Technology and Content expense	(8.7)	(9.2)	6%	(9.0)	3%
G&A expense, excluding SBC	(17.6)	(16.0)	(9)%	(15.2)	(14)%
Adjusted EBITDA	(16.3)	(13.6)	(17)%	(13.1)	(19)%
Operating Income/ (Loss)	(20.2)	(16.5)	(18)%	(16.0)	(21)%
Loss before Income tax⁽¹⁾	(22.5)	(16.3)	(28)%	(18.5)	(17)%
GMV	170.1	180.2	6%	179.3	5%
TPV	45.9	49.0	7%	49.3	7%
TPV as % of GMV	27%	27%		27%	

Note

1. Loss before Income tax in constant currency, and the corresponding YoY change, excludes the impact of foreign exchange recorded in finance income/costs. Net foreign exchange gains/(losses) in reported currency were \$(0.2) million for the second quarter of 2024 and \$2.8 million for the second quarter of 2025.

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 Customers” means unique customers 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 Customers” means unique customers 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 compensation 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