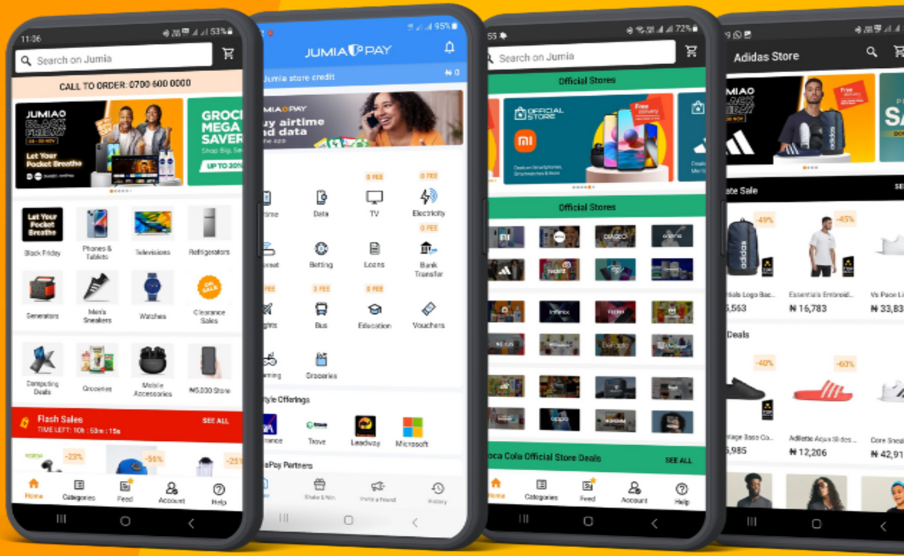
JUMIA

Q3 2025 Results Presentation

November 12, 2025



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Key Takeaways Q3 2025

Physical goods Orders grew by 34%[1] year-over-year and physical goods Quarterly Active Customers grew by 23%[2] year-over-year

Physical goods GMV[3] grew 26% year-over-year driven by strong business fundamentals, partially offset by lower corporate sales in Egypt (+37%[3] YoY physical goods GMV excluding corporate sales)

Nigeria momentum accelerated with physical goods Orders up 30% and physical goods GMV up 43% year-over-year

Loss before income tax improved year-over-year to $17.7 million in Q3 2025

Quarterly cash burn[4] increase to $15.8 million in Q3 2025 compared to $12.4 million in Q2 2025

On Track for targeted Full-Year 2027 Profitability[5]

Notes
1. Growth excluding South Africa and Tunisia. Total physical goods Orders grew 30% and total Orders decrease 5% year-over-year, due to the elimination of low-value digital orders in most countries.
2. Growth excluding South Africa and Tunisia. Total physical goods Quarterly Active Customers grew 19% and total Quarterly Active Customers grew 17% year-over-year.
3. Growth excluding South Africa and Tunisia. Total physical goods GMV increased 22% and total GMV increased 21% 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

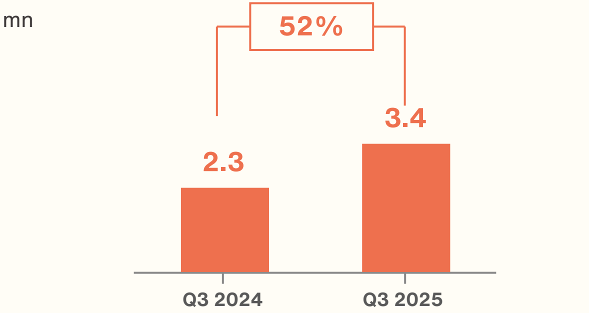
Q3 2025

GMV	Revenue	Loss before income tax
$197.2 million *21% // 13%[1] YoY* *25%// 17%[1], YoY[2]*	**$45.6 million** *25% // 22%[1] YoY*	**$17.7 million** *(1)% // (8)%[3] YoY*
Liquidity position[4]	**Net cash flow used in operating activities**	**Adjusted EBITDA loss**
$82.5 million △$(15.8) million	**$12.4 million**	**$14.0 million** *$17.0 million Q3 2024*

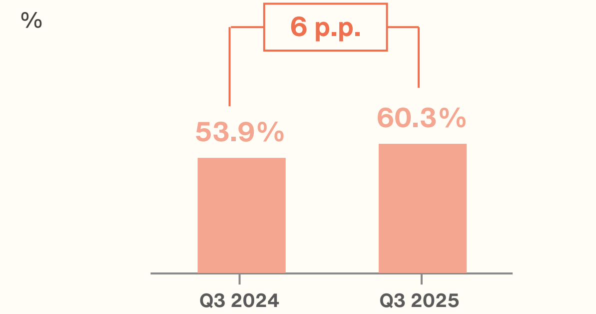
Notes
1. Growth on a constant currency basis.
2. Excluding South Africa and Tunisia.
3. Loss before income tax in constant currency, and the corresponding YoY change, exclude the impact of foreign exchange recorded in finance income/costs.
4. Liquidity position of $82.5 million comprised of $81.5 million of cash and cash equivalents and $1.0 million of term deposits and other financial assets marking a decrease of $15.8 million in Q3 2025.

Continued Progress Across Key Performance Indicators

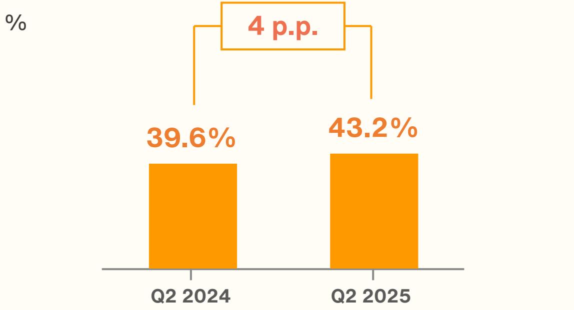
Gross items sold from International suppliers[1]



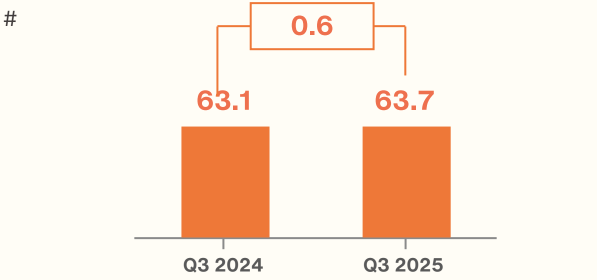
Share of Gross Orders from outside the main urban centers[1]



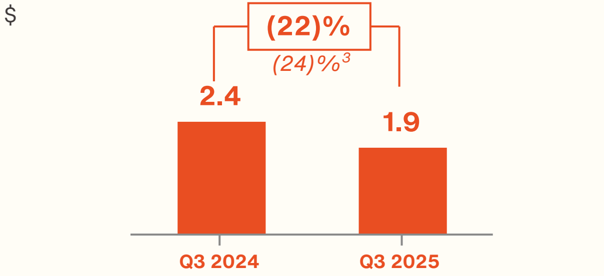
90-day repurchase rates[1,2]



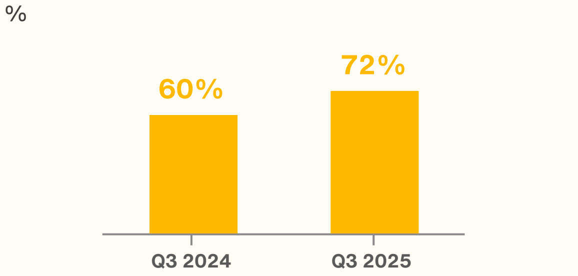
NPS score[1]



Fulfillment expense/Physical goods Orders



Share of PUS[4] in shipped packages[1]



Notes
1. Excluding South Africa and Tunisia.
2. 43.2% of new customers who placed an order in Q2 2025 made another purchase within 90 days, up from 39.6% in Q2 2024.
3. Growth on a constant currency basis
4. Pick-up stations

Usage Highlights

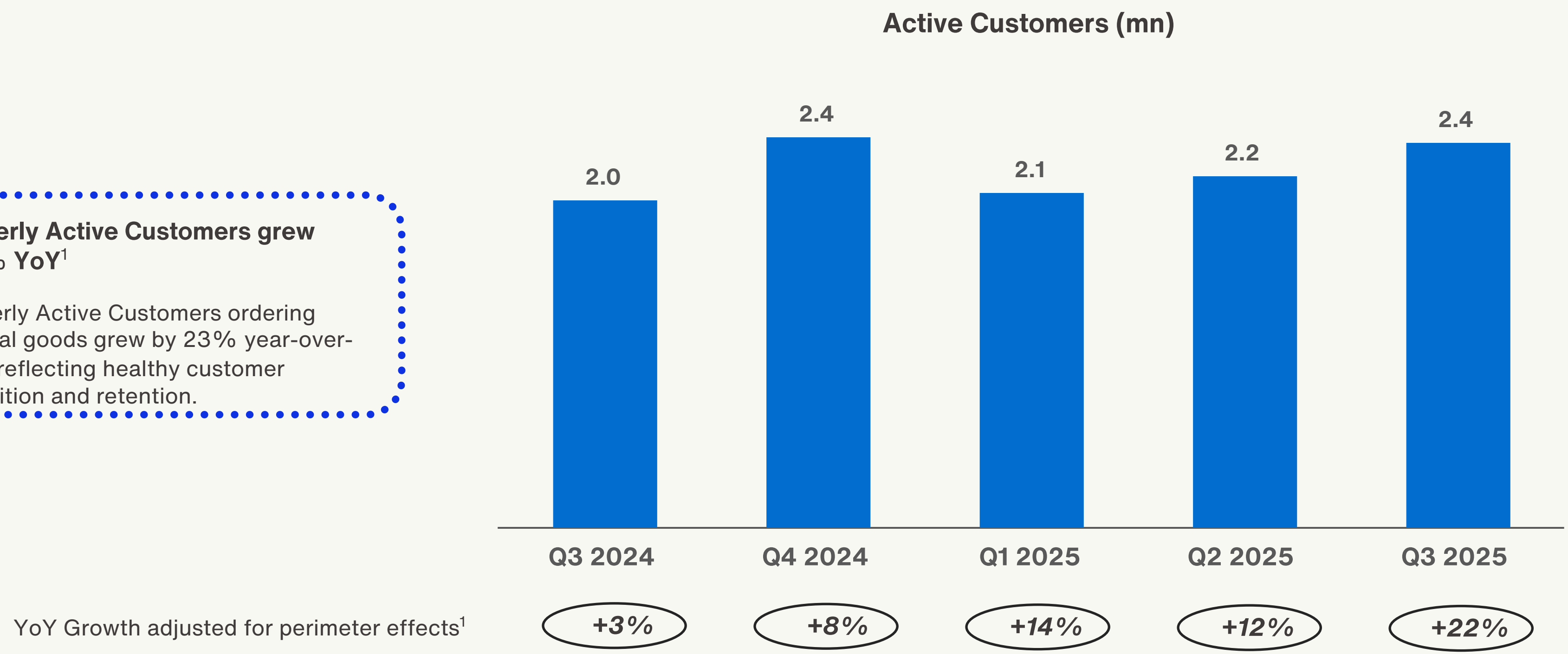
Financial Metrics

Appendix

Usage Highlights

Quarterly Active Customers grew
+22% **YoY**[1]

Quarterly Active Customers ordering physical goods grew by 23% year-over-year[1], reflecting healthy customer acquisition and retention.



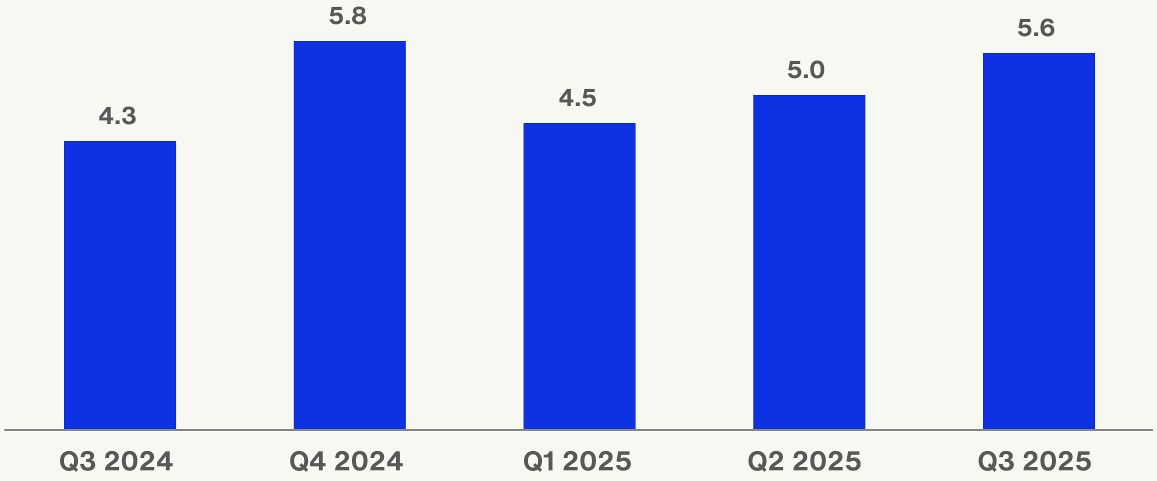
Notes
1. Adjustments for perimeter effects relate to the exit from Tunisia and South Africa

Usage Highlights

Physical goods Orders grew +34% YoY[1]

Year-over-year physical goods Orders growth driven by strong underlying consumer demand across our markets.

Physical Goods Orders (mn)



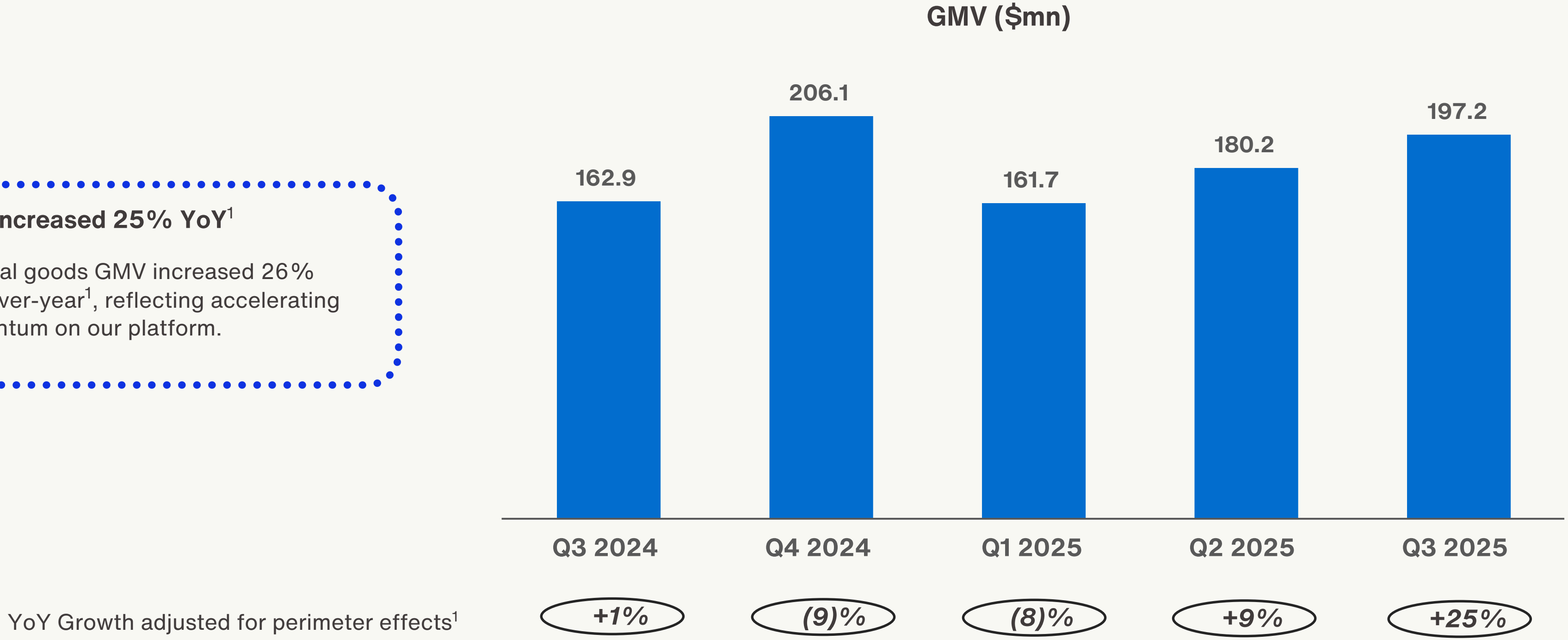
YoY Growth PG Orders adjusted for perimeter effects[1]	+7%	+18%	+21%	+18%	+34%

Notes
1. Adjustments for perimeter effects relate to the exit from Tunisia and South Africa

Usage Highlights

GMV increased 25% YoY[1]

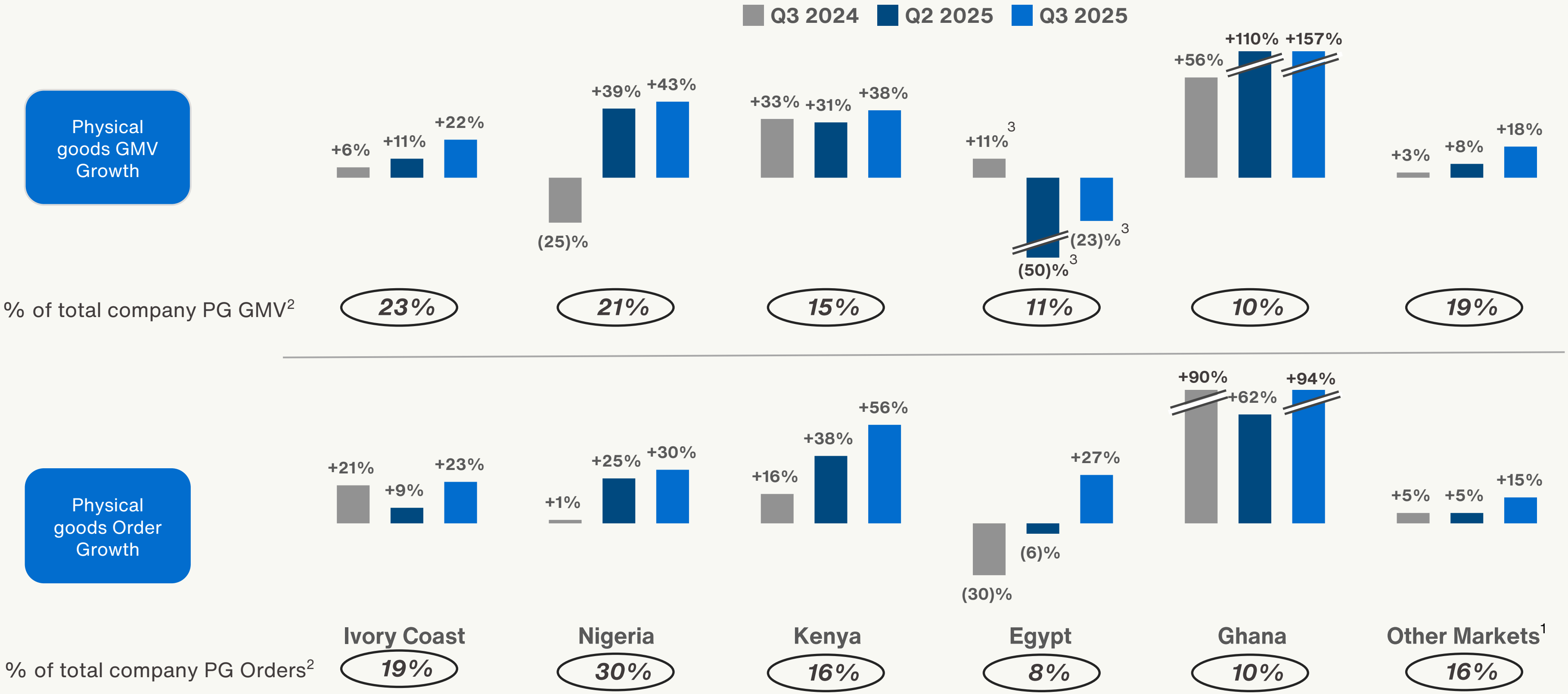
Physical goods GMV increased 26% year-over-year[1], reflecting accelerating momentum on our platform.



Notes
1. Adjustments for perimeter effects relate to the exit from Tunisia and South Africa

Usage Highlights

Core markets driving momentum; Egypt on the path for long-term recovery



Notes
1. Excludes Tunisia and South Africa
2. Q3 2025
3. Egypt PG GMV growth excluding corporate sales effect: Q3 2024: (40)% YoY / Q2 2025: +8% YoY / Q3 2025: +44%

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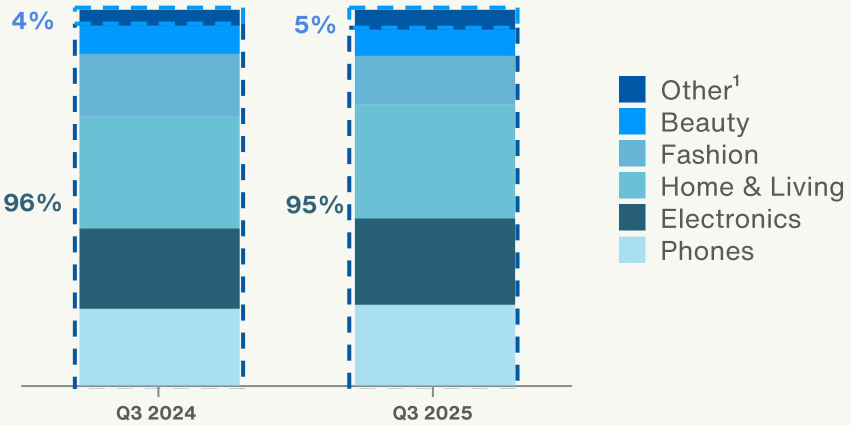
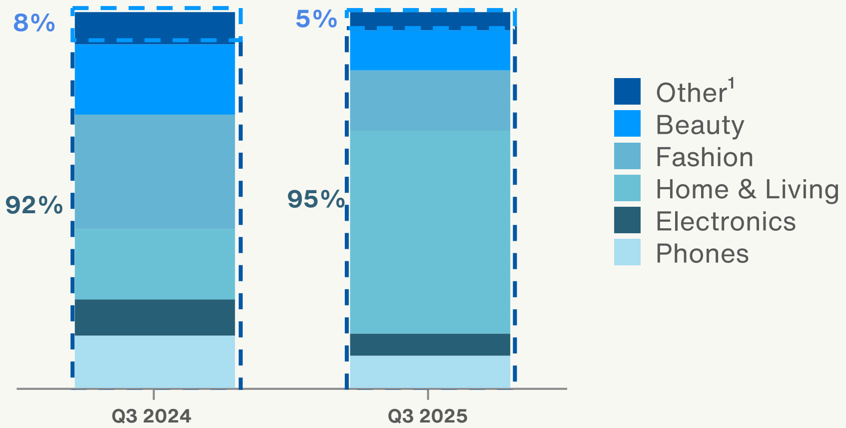
Improving Sales Trends Driven By Better Supply

GMV Physical Goods Split



Items Sold Physical Goods Split



Average Order Value of Physical Goods

Q3 2024	Q3 2025
$37.6	$35.3
23%[2]	*(12)%*[2]

- GMV category mix remained broadly stable, with modest gains in Phones and Electronics reflecting better product availability.
- Average Order Value declined primarily due to lower corporate sales.

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

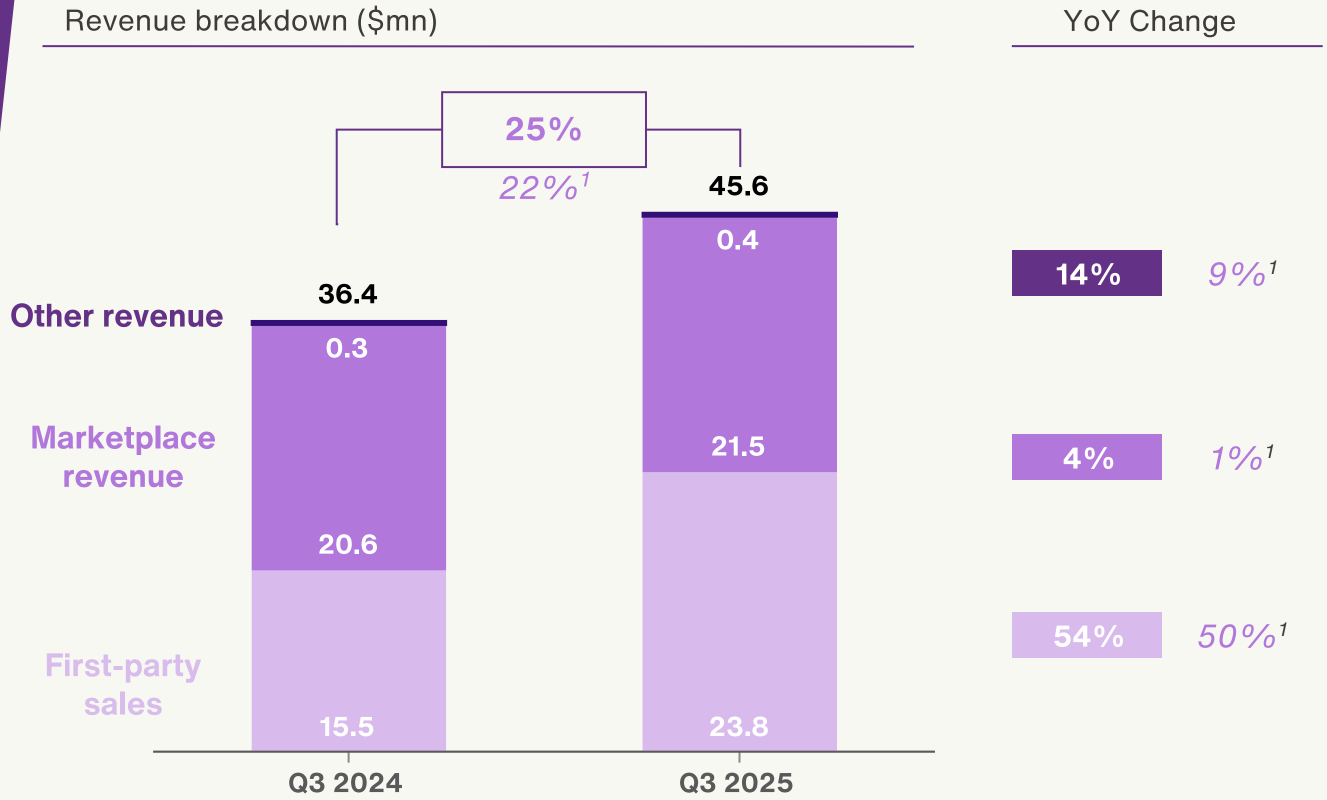
Usage Highlights

Financial Metrics

Appendix

Revenue breakdown

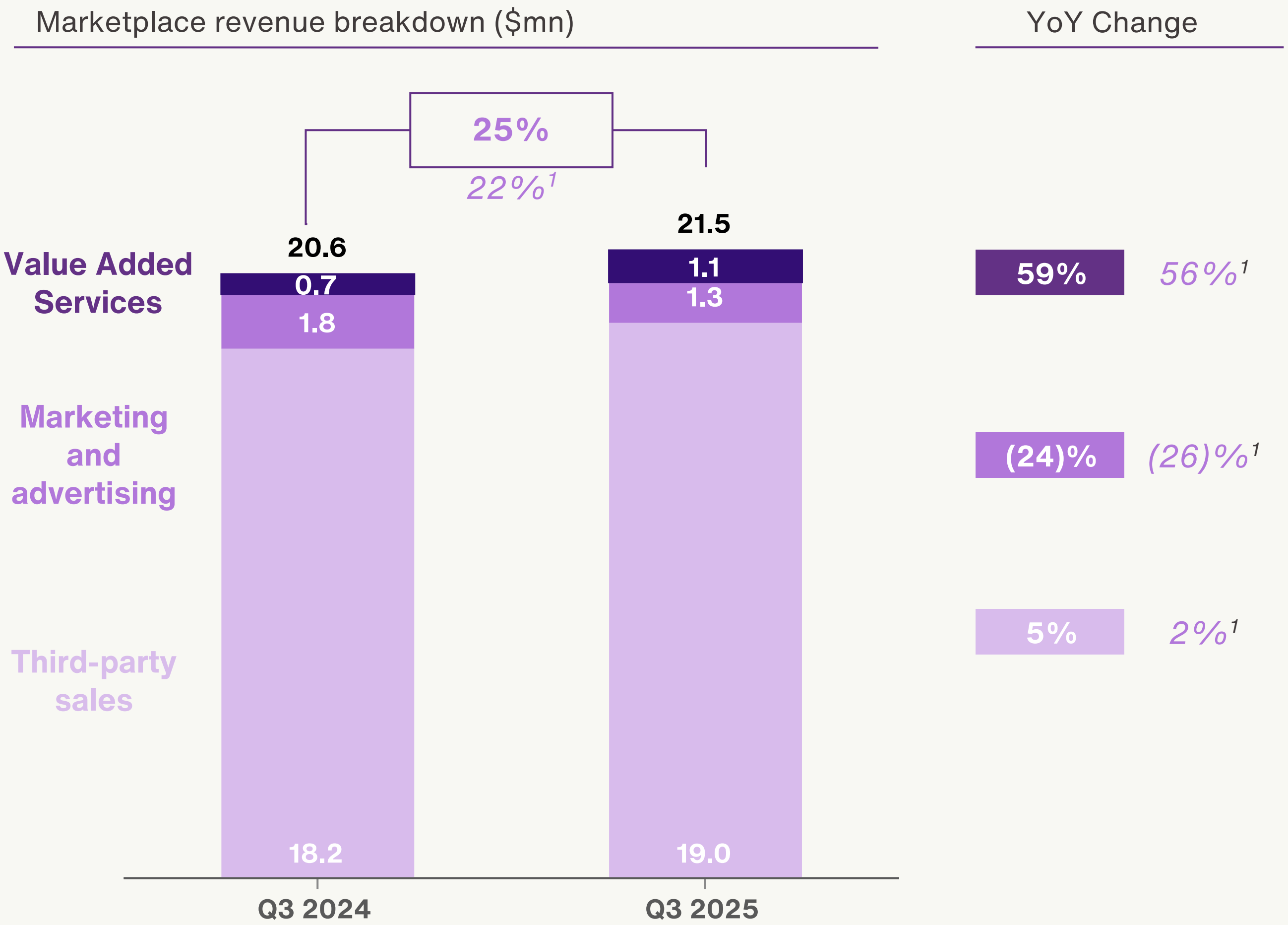
- The increase in Q3 2025 Revenue was driven by strong consumer demand partially offset by lower commissions from third-party corporate sales in Egypt



Note
1. Growth on a constant currency basis

Marketplace revenue breakdown

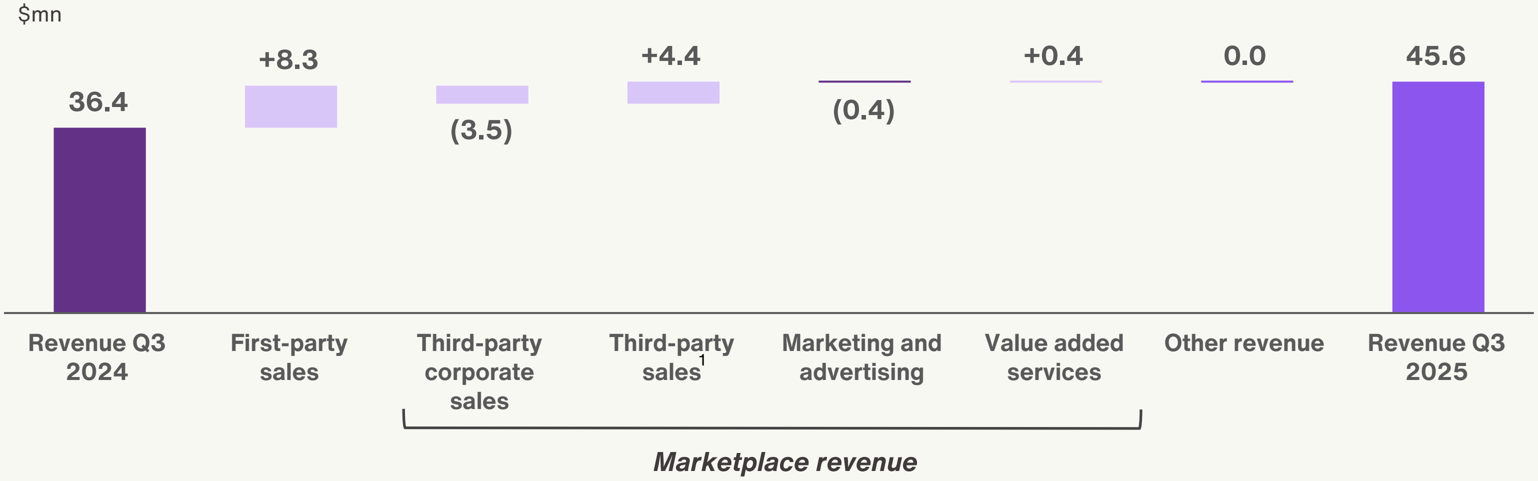
- The increase in Q3 2025 marketplace revenue was driven by strong consumer demand partially offset by lower commissions from third-party corporate sales in Egypt



Note
1. Growth on a constant currency basis

Revenue Bridge: Q3 2024 to Q3 2025 – Key Impacts

Revenue bridge Q3 2024 to Q3 2025

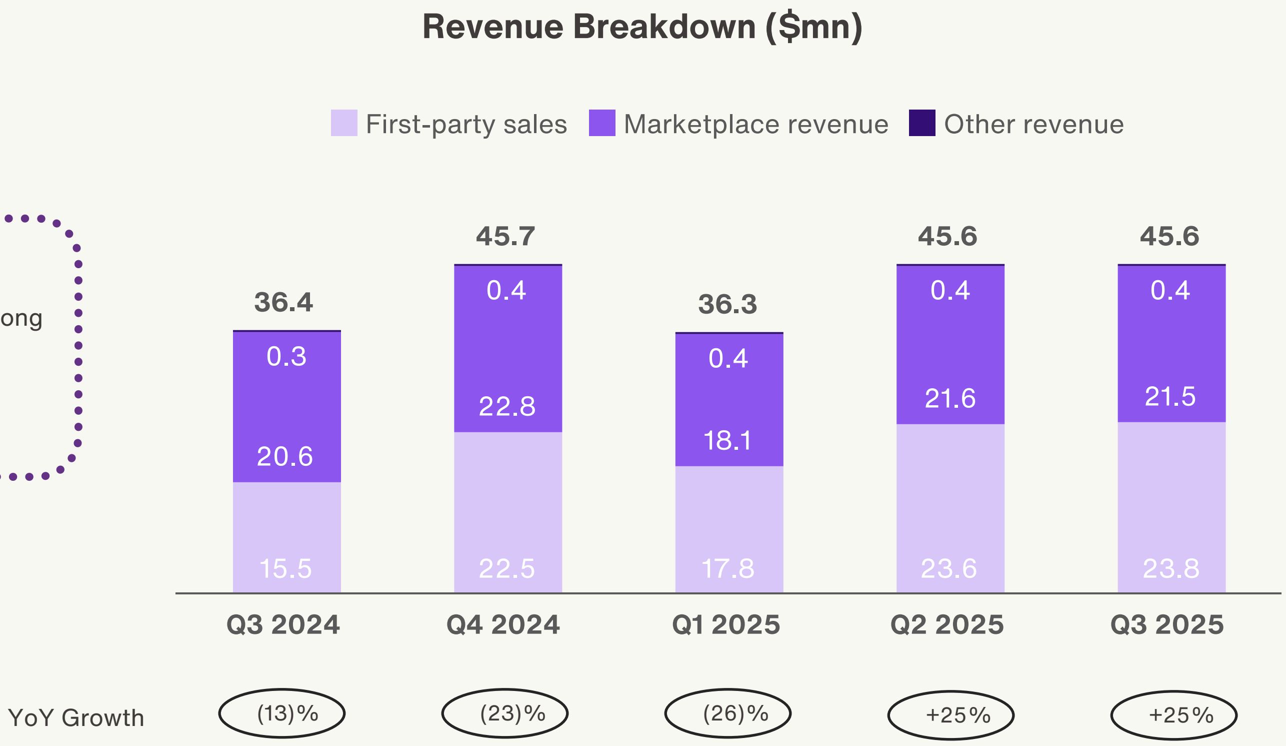


Revenue in **Q3 2025** was primarily impacted by:

- A $8.3 million positive impact on first-party sales
- A $3.5 million decrease in third-party corporate sales
- A $4.4 million positive impact on third-party sales, excluding third-party corporate sales
- A $0.4 million decrease in marketing and advertising
- A $0.4 million positive impact value added services, and
- Other revenue remained flat.

Notes
1. Third-party sales, excluding third-party corporate sales

Revenue Breakdown



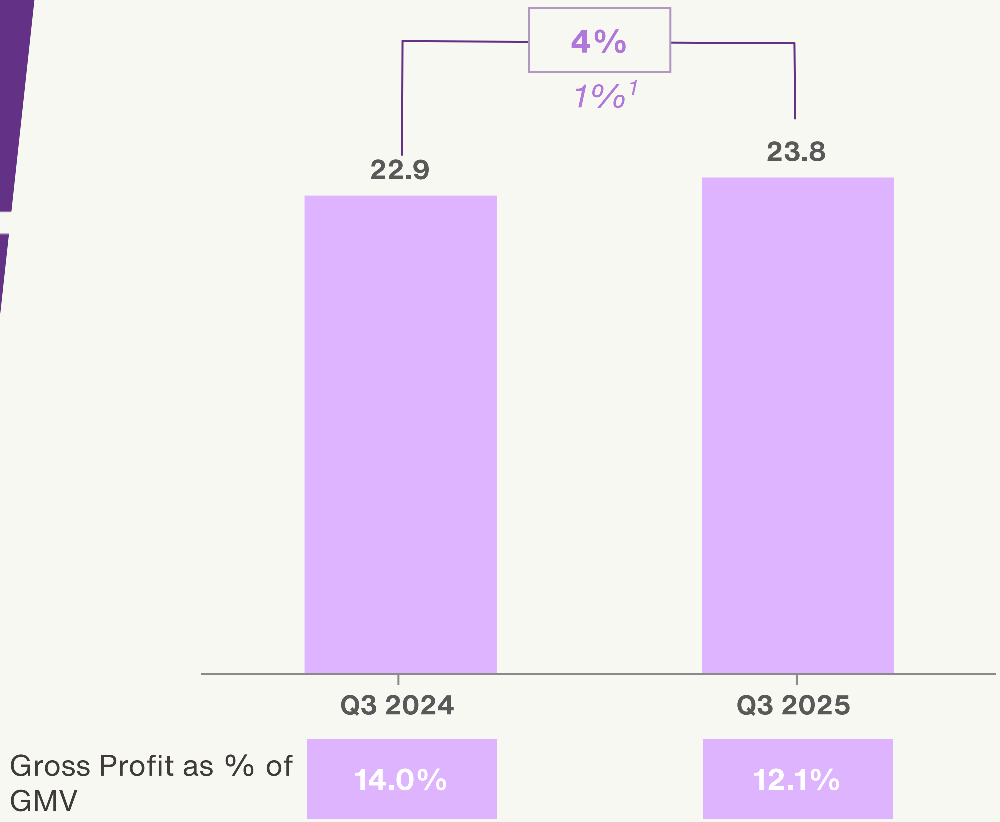
Revenue Breakdown

The increase was driven by strong consumer demand.

Gross Profit Margins

($mn)

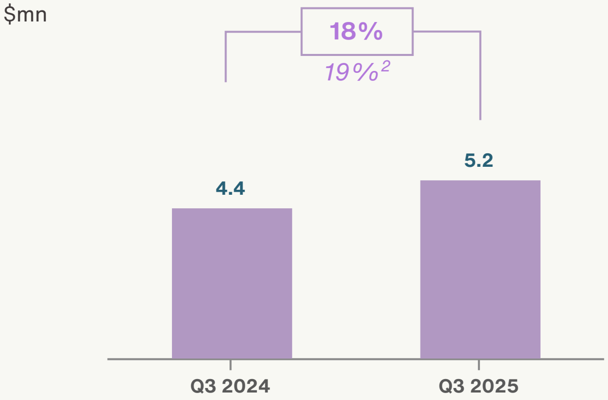
- In Q3 2025, Gross Profit as % of GMV decreased by 2pct primarily due to reduced corporate sales of $3.5 million.



Note
1. Growth on a constant currency basis

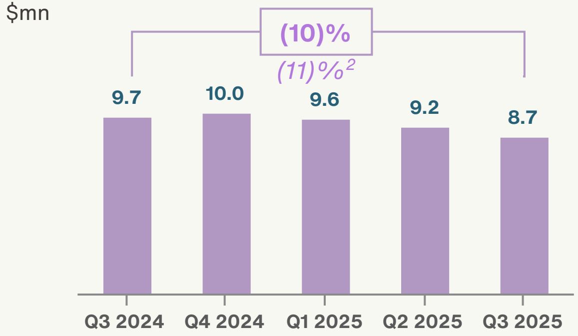
Disciplined Cost Management Stabilizing Cost Base

Sales and Advertising expense

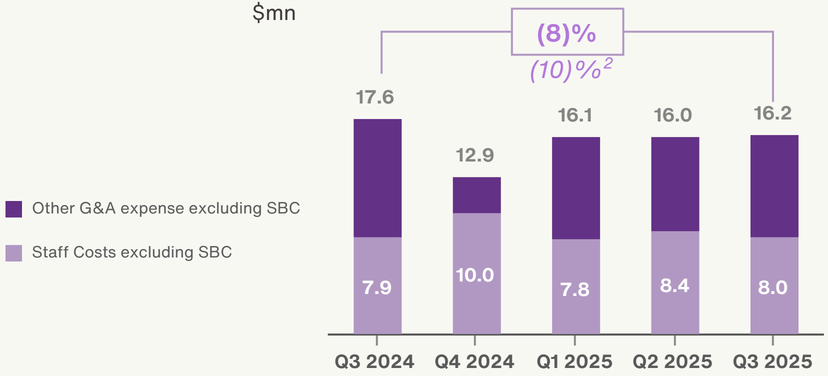


	Q3 2024		Q3 2025
S&A per Order ($)	0.7	25%	0.9
S&A as % of GMV	2.7%	(6)bps	2.6%

Technology and Content expense



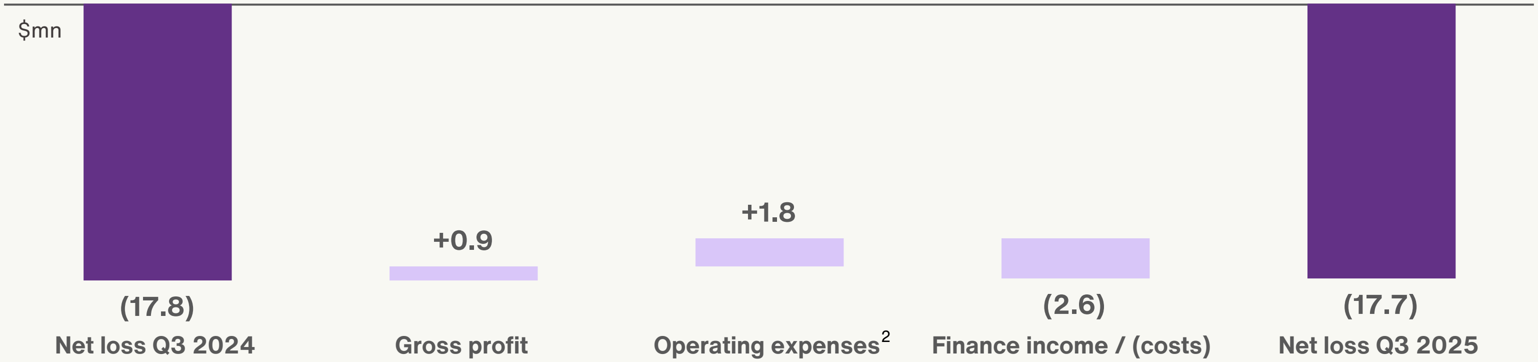
General and Administrative expense ex SBC[1]



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

Net Loss[1] Bridge: Q3 2024 to Q3 2025 – Key Impacts

Net Loss[1] bridge Q3 2024 to Q3 2025



Net loss[1] in **Q3 2025** was largely impacted by:

- A $0.9 million positive impact on gross profit,
- A $1.8 million positive impact on operating expenses, and
- A $2.6 million reduction in net finance results, driven by lower net foreign exchange gains.

Notes
1. Loss before Income tax
2. Operating expenses consists of the variance in Fulfillment expense $(0.1) million, Sales and advertising expense $(0.8) million, Technology and content expense $1.0 million, General and administrative expense $1.3 million, Other operating income $0.1 million and Other operating expense $0.4 million.

Cash Flow

Cash Flow Highlights:

- Ended Q3 2025 with $81.5 million cash
- Cash used in operations was $12.4 million, which includes a positive working capital[1] contribution of $0.4 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

1

$0.4 million

WORKING CAPITAL

Net change in Working Capital[1] Q3 2025

2

$1.4 million

CAPEX[2] Q3 2025

3

$(15.8) million

Δ LIQUIDITY POSITION[3]

4

$82.5 million

LIQUIDITY POSITION[4]

63% of Q3 2025 Liquidity Position held in USD

Notes

1. Corresponds to a cash inflow of $0.4 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 $98.3 million as of Q2 2025 to $82.5 million as of September 30, 2025, marking a decrease of $15.8 million in the third quarter of 2025.
4. Comprised of $81.5 million of cash and cash equivalents and $1.0 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 refining our full-year 2025 guidance as follows:

- We anticipate physical goods Orders to grow between 25% and 27% year-over-year.
- GMV is now projected to grow between 15% and 17% year-over-year.
- We forecast Loss before Income tax to be between negative $50 million and 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 September 30,	
	2024	**2025**
Marketplace revenue[1]	20.6	21.5
Third-party sales	18.2	19.0
Value-added services	0.7	1.1
Marketing and advertising	1.8	1.3
First-party sales	15.5	23.8
Other revenue	0.3	0.4
Revenue	36.4	45.6
Cost of revenue	(13.6)	(21.9)
Gross Profit	22.9	23.8

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 September 30,	
	2024	**2025**
Loss for the period	(16.9)	(17.9)
Income tax benefit / (expense)	(0.9)	0.3
Net Finance costs / (income)	(2.3)	0.3
Depreciation and amortization	1.8	1.9
Share-based compensation expense	1.3	1.4
Adjusted EBITDA	(17.0)	(14.0)

Constant Currency Data (USD)

($ mn, except percentages)	For the three months ended September 30,				
	As reported		*YoY Change*	FX neutral data	*YoY Change*
	2024	2025		2025	
Revenue	36.4	45.6	*25%*	44.5	*22%*
Gross Profit	**22.9**	**23.8**	***4%***	**23.1**	***1%***
Fulfillment expense	(10.3)	(10.4)	*1%*	(10.1)	*(2)%*
Sales and Advertising expense	(4.4)	(5.2)	*18%*	(5.2)	*19%*
Technology and Content expense	(9.7)	(8.7)	*(10)%*	(8.6)	*(11)%*
G&A expense, excluding SBC	(17.6)	(16.2)	*(8)%*	(15.9)	*(10)%*
Adjusted EBITDA	**(17.0)**	**(14.0)**	***(17)%***	**(14.1)**	***(17)%***
Operating Income/ (Loss)	**(20.1)**	**(17.4)**	***(13)%***	**(17.4)**	***(13)%***
Loss before Income tax[(1)]	**(17.8)**	**(17.7)**	***(1)%***	**(18.0)**	***(8)%***
GMV	162.9	197.2	*21%*	184.6	*13%*
TPV	45.0	56.3	*25%*	53.0	*18%*
TPV as % of GMV	28%	29%		29%	

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 $1.7 million for the third quarter of 2024 and $0.2 million for the third 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