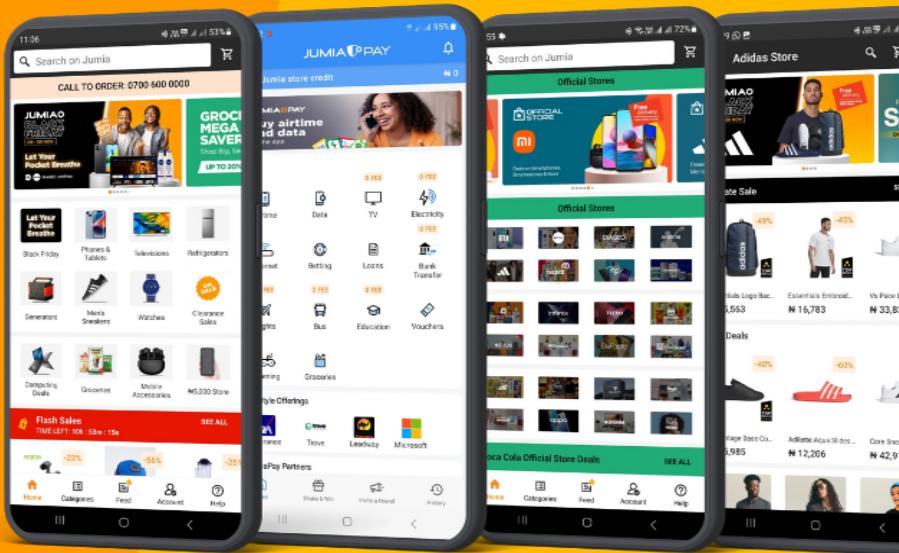




Q4 2025 Results Presentation

February 10, 2026



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Key Takeaways Q4 2025

Strong Black Friday execution drove higher demand and engagement; new China office to expand international sourcing

Physical goods Orders grew by 32%¹ year-over-year and physical goods Quarterly Active Customers grew by 26%² year-over-year

Physical goods GMV³ grew 38% year-over-year driven by strong business fundamentals, partially offset by lower corporate sales in Egypt

Nigeria growth accelerated with physical goods Orders up 33% and physical goods GMV up 50% year-over-year

Quarterly cash burn⁴ declined to \$4.7 million in Q4 2025 compared to \$15.8 million in Q3 2025

Adjusted EBITDA loss narrowed to \$7.3 million in Q4 2025 compared to \$13.7 million in Q4 2024

On Track for targeted Q4 2026 Breakeven and Full-Year 2027 Profitability⁵

Notes

1. Growth excluding South Africa and Tunisia. Total physical goods Orders grew 31% and total Orders growth 2% 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 25% and total Quarterly Active Customers grew 24% year-over-year.

3. Growth excluding South Africa and Tunisia. Total physical goods GMV increased 37% and total GMV increased 36% 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 Adjusted EBITDA.

Highlights

Q4 2025

GMV

\$279.5 million

36% // 23%¹ YoY

37% // 24%¹, YoY²

Revenue

\$61.4 million

34% // 24%¹ YoY

Loss before income tax

\$9.7 million

(45%) // (17%)³ YoY

Liquidity position⁴

\$77.8 million

△ \$(4.7) million

Net cash flow used in operating activities

\$1.7 million

Adjusted EBITDA loss

\$7.3 million

\$13.7 million Q4 2024

Notes

1. Growth on a constant currency basis.

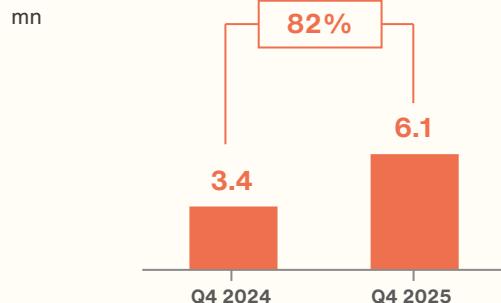
2. Excluding South Africa and Tunisia, including both physical goods, and digital orders from the JumiaPay App

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 \$77.8 million comprised of \$76.7 million of cash and cash equivalents and \$1.2 million of term deposits and other financial assets marking a decrease of \$4.7 million in Q4 2025.

Continued Progress Across Key Performance Indicators

Gross items sold from International suppliers¹



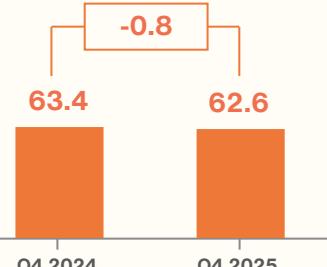
Share of Gross Orders from outside the main urban centers¹



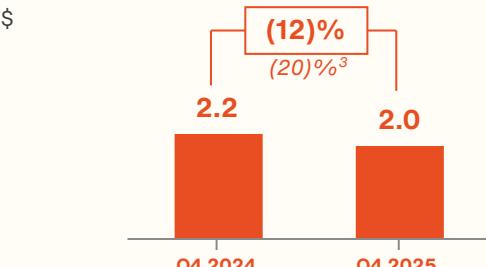
90-day repurchase rates^{1,2}



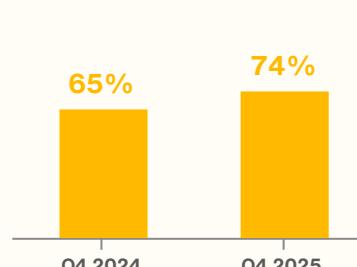
NPS score¹



Fulfillment expense/Physical goods Orders



Share of PUS⁴ in shipped packages¹



Notes

1. Excluding South Africa and Tunisia.

2. 45.7% of new customers who placed an order in Q3 2025 made another purchase within 90 days, up from 41.5% in Q3 2024.

3. Growth on a constant currency basis

4. Pick-up stations

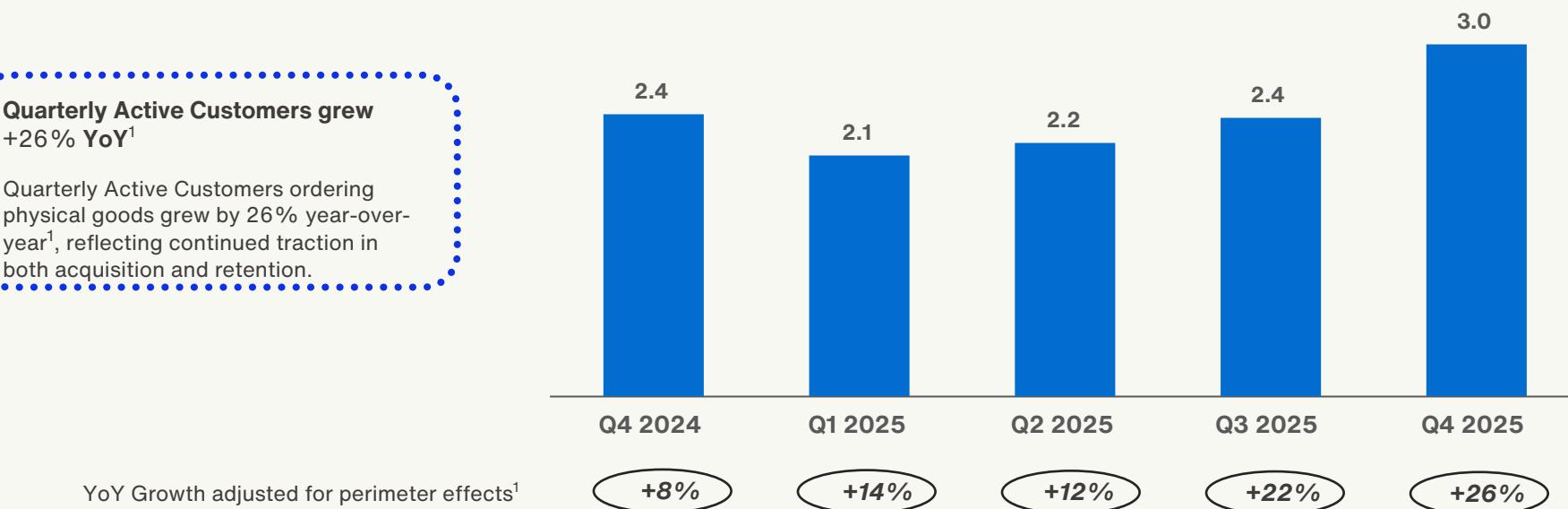
Usage Highlights

Financial Metrics

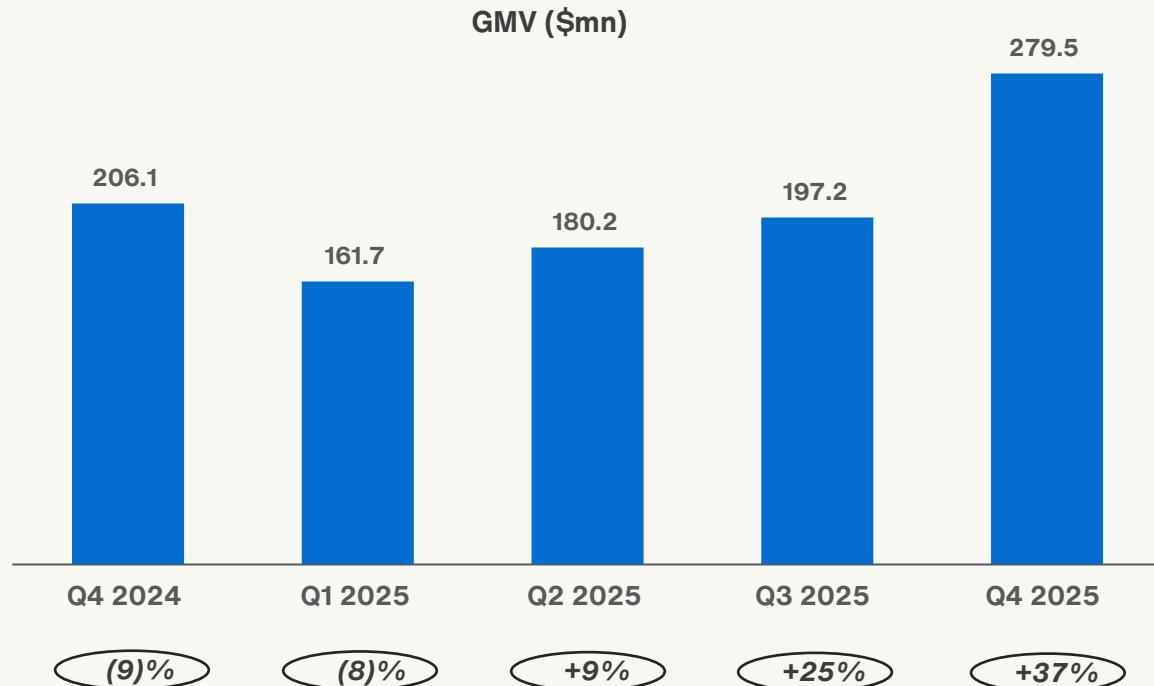
Appendix



Usage Highlights



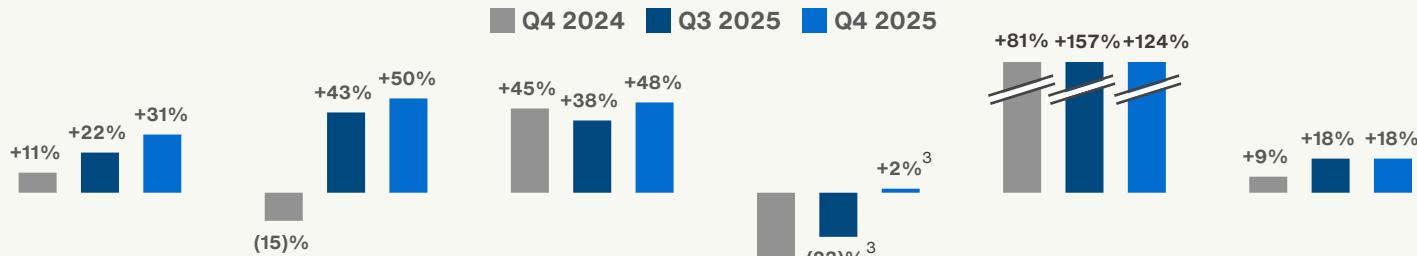
Usage Highlights



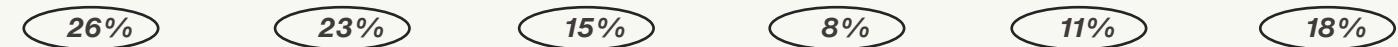
Usage Highlights

Core markets driving growth; Egypt recovery is confirmed

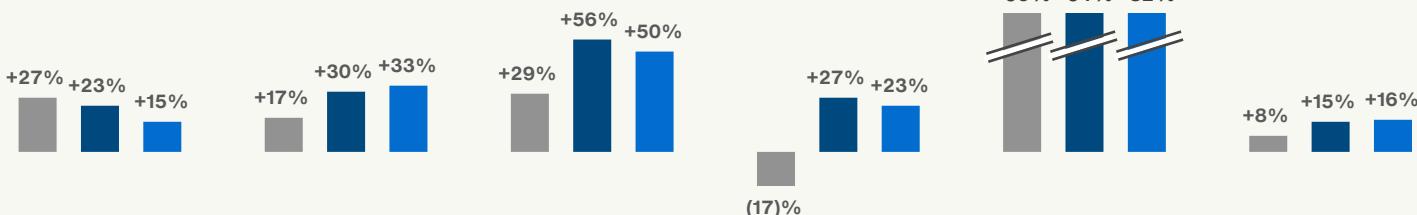
Physical goods GMV Growth



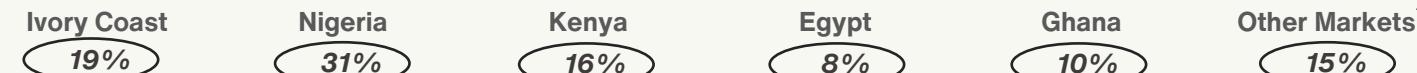
% of total company PG GMV²



Physical goods Order Growth



% of total company PG Orders²



Notes

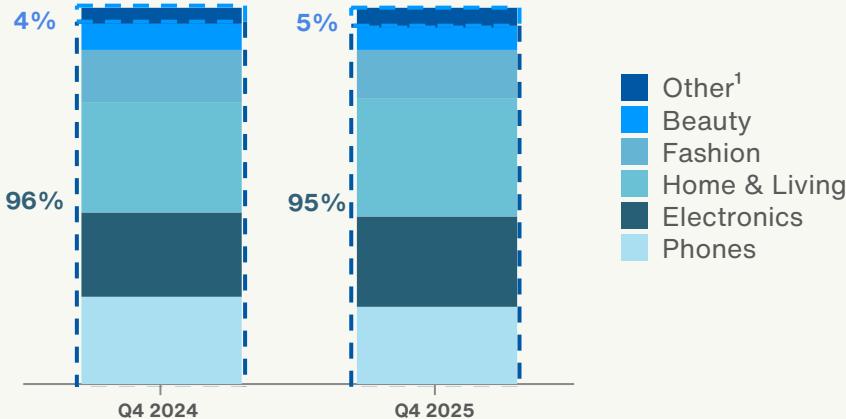
1. Excludes Tunisia and South Africa

2. Q4 2025

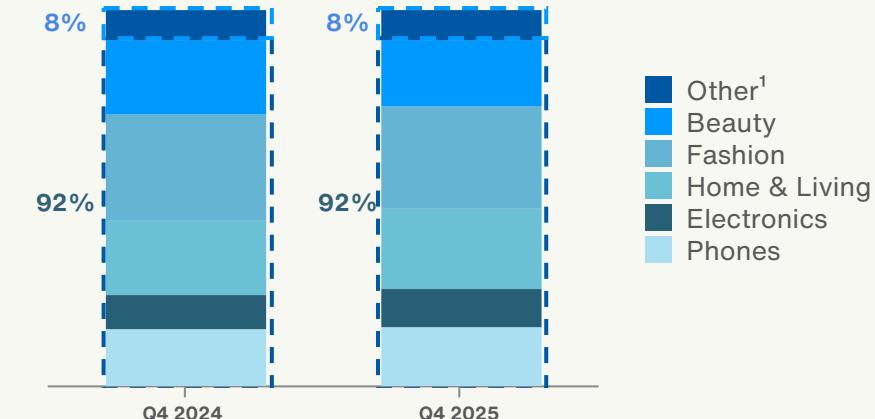
3. Egypt PG GMV growth excluding corporate sales effect: Q4 2024: (46)% YoY / Q3 2025: +44% YoY / Q4 2025: +56%

Stable product mix, with strength in Home & living driving AOV

GMV Physical Goods Split



Items Sold Physical Goods Split



Average Order Value of Physical Goods

\$35.5

\$37.1

(1)%²

(5)%²

Q4 2024

Q4 2025

GMV category mix shifted modestly, with Home and Living and Electronics gaining share, while Phones declined as a percentage of mix

Average Order Value increased primarily due to improved availability and broader assortment in higher-value categories.

Notes

1. Other includes FMCG and other categories

2. Growth year-over-year on a constant currency basis

Usage Highlights

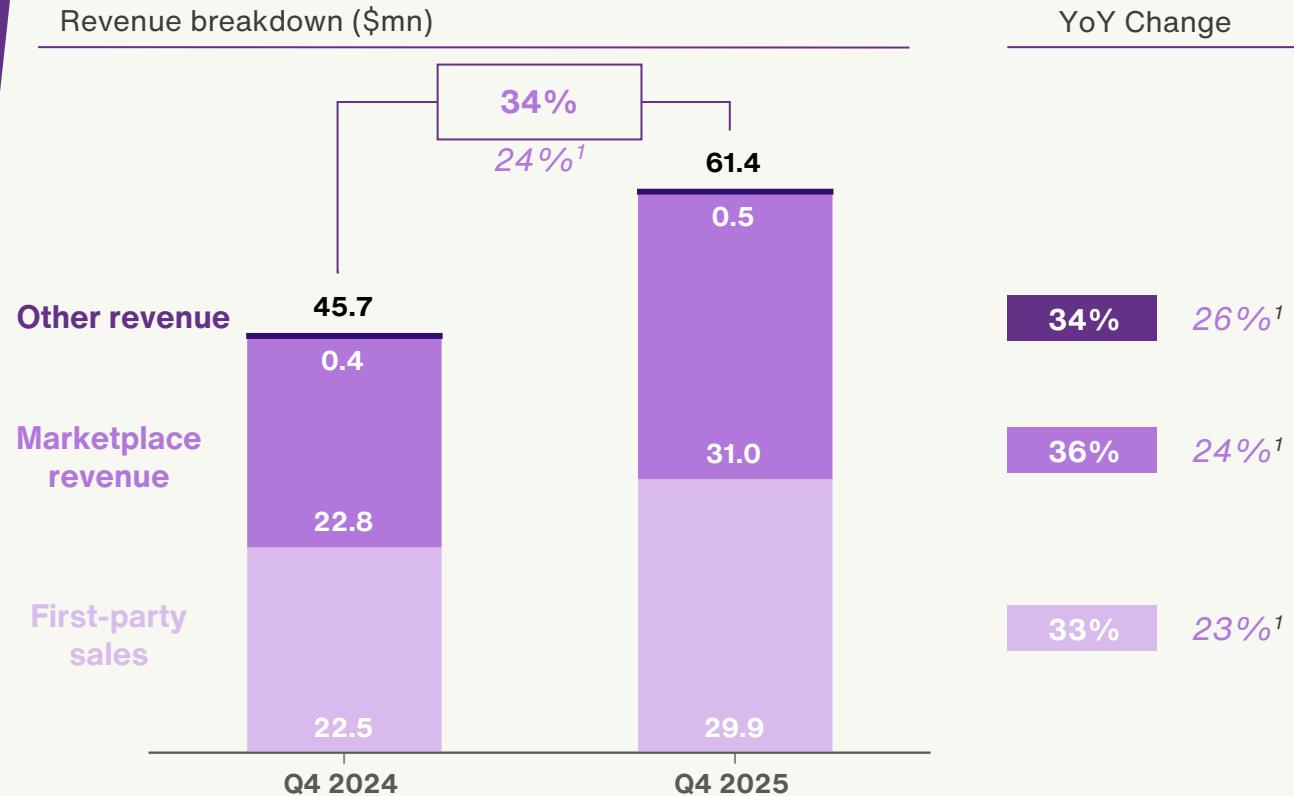
Financial Metrics

Appendix



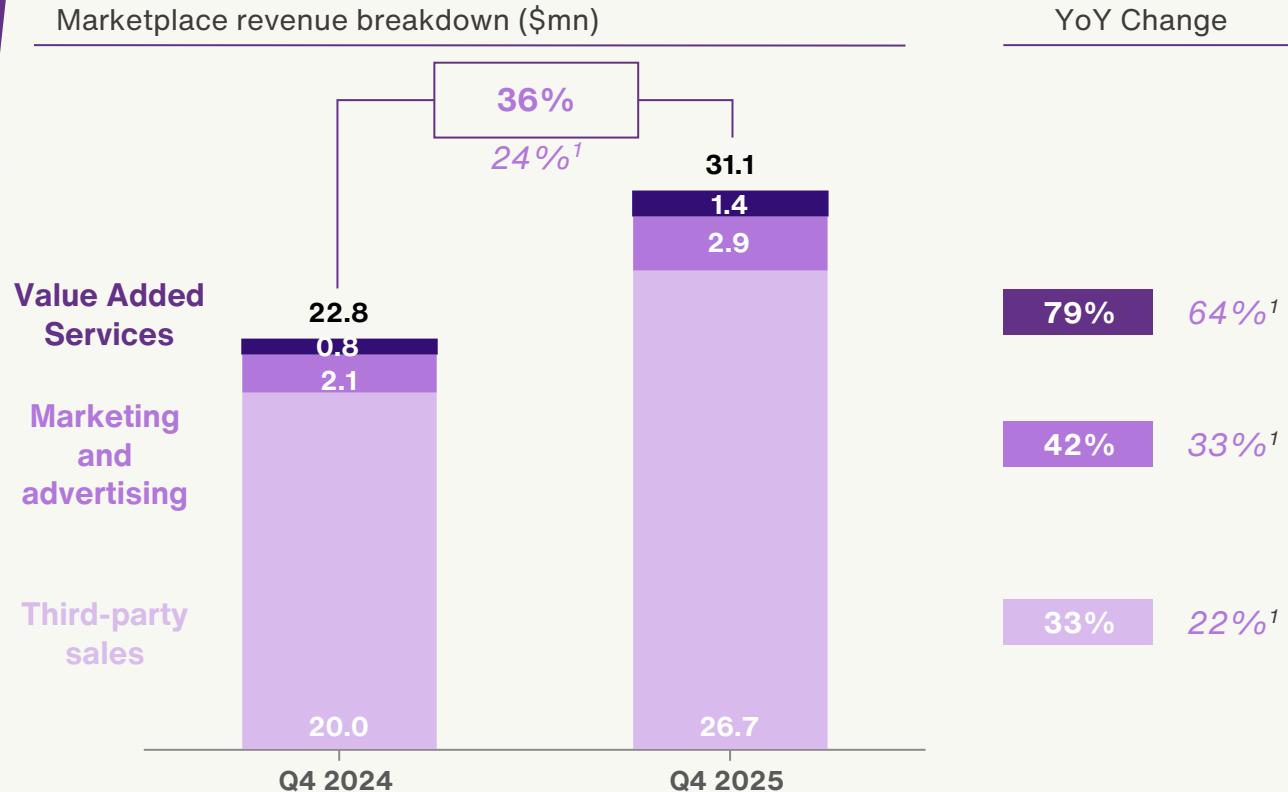
Revenue breakdown

- Revenue growth in Q4 2025 reflects higher marketplace activity and continued momentum in first-party sales, supported by improved monetization across the platform.



Marketplace revenue breakdown

- The increase in Q4 2025 marketplace revenue was led by growth in third-party sales and supported by expanding marketing and advertising and value-added services.



Revenue Bridge: Q4 2024 to Q4 2025 – Key Impacts

\$mn



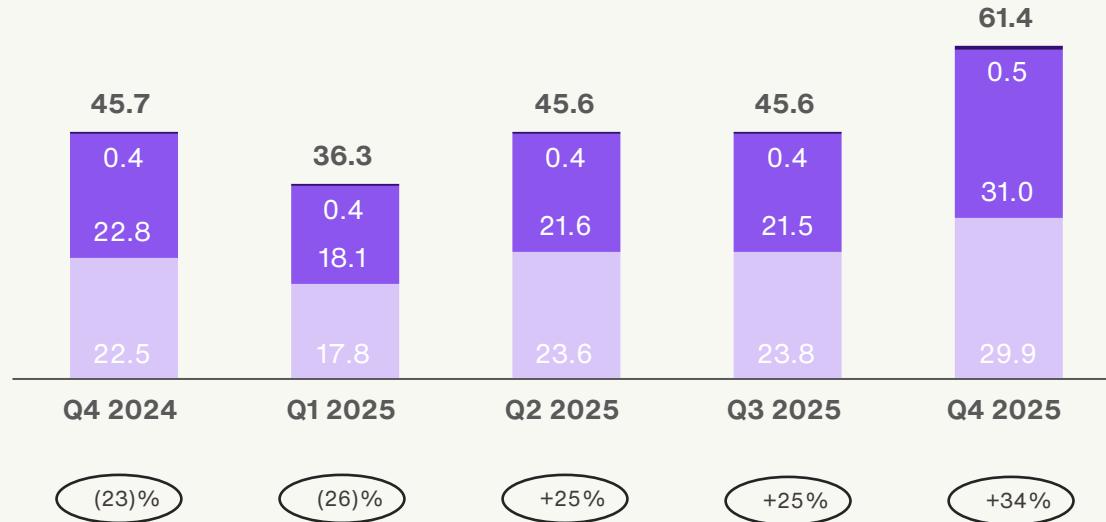
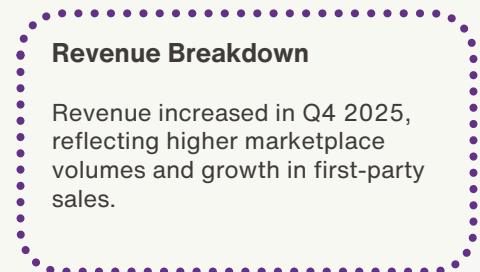
Revenue in Q4 2025 was primarily impacted by:

- A \$7.4 million positive impact from first-party sales
- A \$0.6 million decrease in third-party corporate sales
- A \$7.3 million positive impact from third-party sales, excluding third-party corporate sales
- A \$0.9 million increase in marketing and advertising
- A \$0.6 million positive impact from value added services, and
- A \$0.1 million positive impact from other revenue.

Revenue Breakdown

Revenue Breakdown (\$mn)

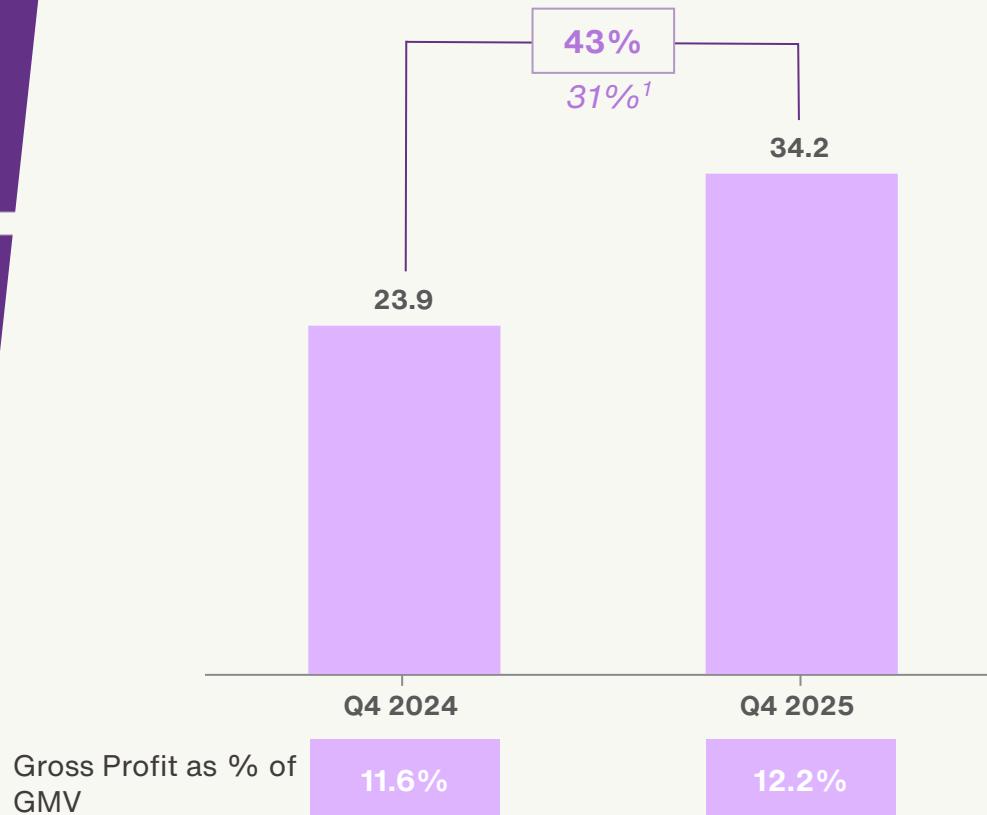
First-party sales Marketplace revenue Other revenue



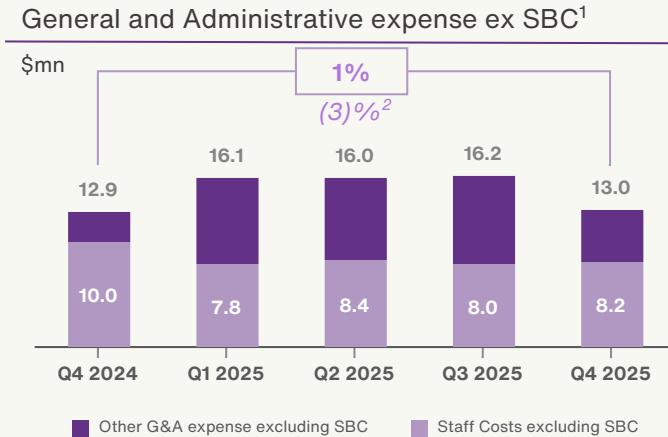
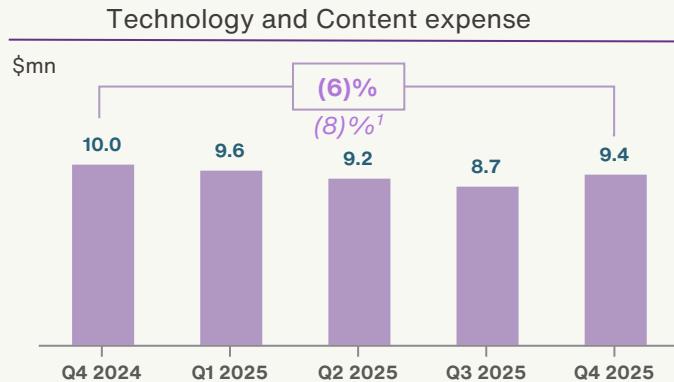
Gross Profit Margins

(\$mn)

- In Q4 2025, Gross Profit as % of GMV increased by 60bps due to improved monetization



Disciplined Cost Management Stabilizing Cost Base



Technology and Content expense decrease year-over-year due to ongoing headcount optimization and savings from recently renegotiated contracts.

Staff costs within General and Administrative expense, excluding share-based compensation expense, decreased by 18% year-over-year. The fourth quarter of 2025 included a tax benefit of \$4.3 million, compared to an \$8.4 million tax benefit recognized in the fourth quarter of 2024.

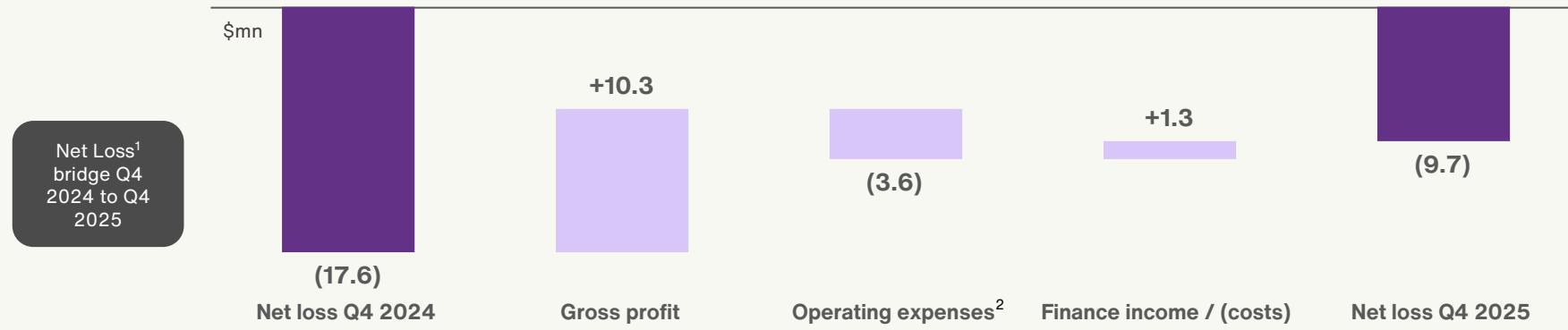
Notes

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

A New Stage of Operating Leverage

\$mn	Q4 2024	Q4 2025	Growth YoY	Operational improvements
GMV	206.1	279.5		+36%
<i>Gross Profit as % of GMV</i>	11.6%	12.2%	+60bps	<ul style="list-style-type: none"> Increased marketplace monetization and revenue from Ad services
Gross Profit	23.9	34.2		+43%
<i>Fulfillment cost per order</i>	2.2	2.0	(12)%	<ul style="list-style-type: none"> Fulfillment productivity gains and economies of scale Improved terms with 3PLs Call centers automation
GP After Fulfillment	11.0	19.4		+77%
<i>S&A as % GMV</i>	2.3%	2.5%	+20bps	<ul style="list-style-type: none"> Scaled S&A spend based on healthy fundamentals (products offering, quality of service) Maintaining very low spend ratios
GP After Fulfillment & S&A	6.2	12.4		+100%
<i>G&A</i>	14.3	14.3	Flat	<ul style="list-style-type: none"> Clear progress in online campaigns and targeting Additional "fuel" driving both growth and profitability
<i>Tech & Content</i>	10.0	9.4	(6)%	<ul style="list-style-type: none"> Reduced headcount through simplification and productivity improvement Reduction in tax risks Greater use of AI among tech teams
Adjusted EBITDA	(13.7)	(7.3)		47% improvement

Net Loss¹ Bridge: Q4 2024 to Q4 2025 – Key Impacts



Net loss¹ in Q4 2025 was largely impacted by:

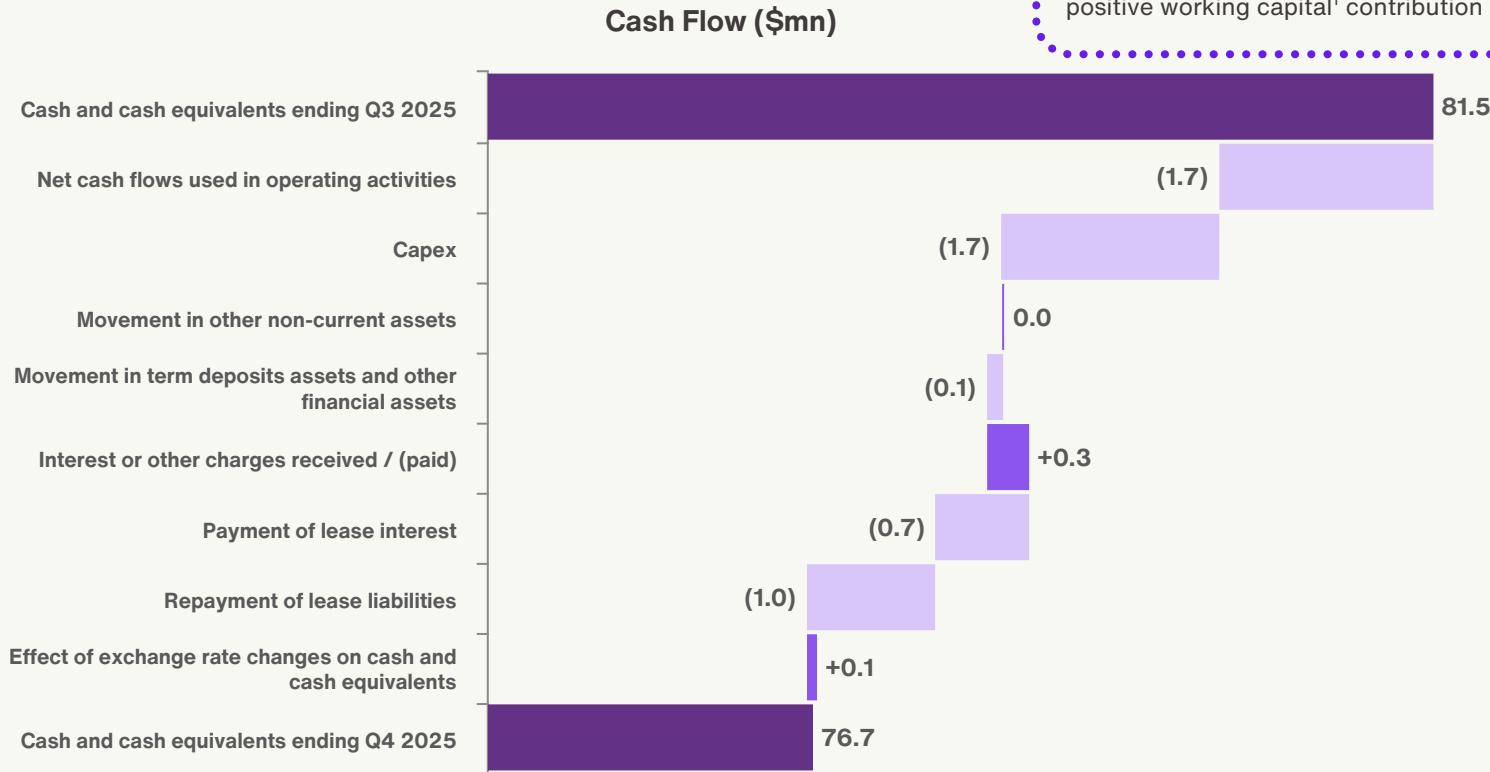
- A \$10.3 million positive impact from gross profit,
- A \$3.6 million negative impact from operating expenses, and
- A \$1.3 million improvement in net finance results.

Notes

1. Loss before Income tax

2. Operating expenses consists of the variance in Fulfillment expense \$(1.9) million, Sales and advertising expense \$(2.2) million, Technology and content expense \$0.6 million, General and administrative expense \$0.0 million, Other operating income \$(0.3) million and Other operating expense \$0.2 million.

Cash Flow



Cash Flow Highlights:

- Ended Q4 2025 with \$76.7 million cash
- Cash used in operations was \$1.7 million, which includes a positive working capital¹ contribution of \$9.6 million

Balance Sheet and Cash Flow Highlights



Notes

1. Corresponds to a cash inflow of \$9.6 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 \$82.5 million as of September 30, 2025 to \$77.8 million as of December 31, 2025, marking a decrease of \$4.7 million in the fourth quarter of 2025.

4. Comprised of \$76.7 million of cash and cash equivalents and \$1.2 million of term deposits and other financial assets

FY 2026 Guidance

Jumia remains committed to delivering profitable growth in 2026 by scaling usage, improving operational efficiency, and continuing to reduce cash burn.

As we enter the next phase of scaling, Adjusted EBITDA is now our primary profitability metric for guidance, as it better reflects underlying operating performance and leverage.

FY2026

Based on current business trends, we are establishing our full-year 2026 guidance as follows:

- GMV is projected to grow between 27% and 32% year-over-year, adjusted for perimeter effects.
- We forecast Adjusted EBITDA loss to be between \$25 million and \$30 million.
- We confirm our strategic goal to achieve breakeven on an Adjusted EBITDA basis and positive cash flow in the fourth quarter of 2026, and delivering full-year profitability and positive cash flow in 2027.

1Q 2026

- GMV is projected to grow between 27% and 32% year-over-year, adjusted for perimeter effects.
- We expect higher cash outflows in the first quarter, reflecting typical seasonality, and the timing of annual contract renewals for technology and insurance. As part of ongoing operational optimization, the Company has announced it will exit Algeria in February 2026 and expects to incur related one-time costs.

Usage Highlights

Financial Metrics

Appendix



Non-IFRS Reconciliation 1/2

USD mn	For the three months ended December 31,	
	2024	2025
Marketplace revenue ¹	22.8	31.0
Third-party sales	20.0	26.7
Value-added services	0.8	1.4
Marketing and advertising	2.1	2.9
First-party sales	22.5	29.9
Other revenue	0.4	0.5
Revenue	45.7	61.4
Cost of revenue	(21.8)	(27.2)
Gross Profit	23.9	34.2

Non-IFRS Reconciliation 2/2

<i>USD mn</i>	For the three months ended December 31,	
	2024	2025
Loss for the period	(19.5)	(10.3)
Income tax benefit / (expense)	1.9	0.6
Net Finance costs / (income)	0.3	(0.9)
Depreciation and amortization	2.2	2.1
Share-based compensation expense	1.4	1.3
Adjusted EBITDA	(13.7)	(7.3)

Constant Currency Data (USD)

(\$ mn, except percentages)	For the three months ended December 31,				
	As reported		YoY Change	FX neutral data	YoY Change
	2024	2025			
Revenue	45.7	61.4	34%	56.5	24%
Gross Profit	23.9	34.2	43%	31.3	31%
Fulfillment expense	(12.9)	(14.8)	15%	(13.6)	5%
Sales and Advertising expense	(4.8)	(7.0)	47%	(6.6)	39%
Technology and Content expense	(10.0)	(9.4)	(6)%	(9.2)	(8)%
G&A expense, excluding SBC	(12.9)	(13.0)	1%	(12.5)	(3)%
Adjusted EBITDA	(13.7)	(7.3)	(47)%	(10.2)	(25)%
Operating Income/ (Loss)	(17.3)	(10.6)	(39)%	(13.4)	(22)%
Loss before Income tax⁽¹⁾	(17.6)	(9.7)	(45)%	(13.5)	(17)%
GMV	206.1	279.5	36%	254.3	23%
TPV	59.2	81.4	38%	76.0	28%
TPV as % of GMV	29%	29%		30%	

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 \$(1.3) million for the fourth quarter of 2024 and \$1.1 million for the fourth 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 Jumia Payment Gateways Transactions 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
- “Jumia Payment Gateways Transactions” (previously JumiaPay Transactions) corresponds to the total number of orders for products and services on our marketplace for which Jumia payment gateways were used, irrespective of cancellations or returns for the relevant period. Previously we referred to this measure as “JumiaPay Transactions.” While we changed this term to better reflect the nature of our business, we calculate it using the same methodology that we used to calculate “JumiaPay Transactions.”
- 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