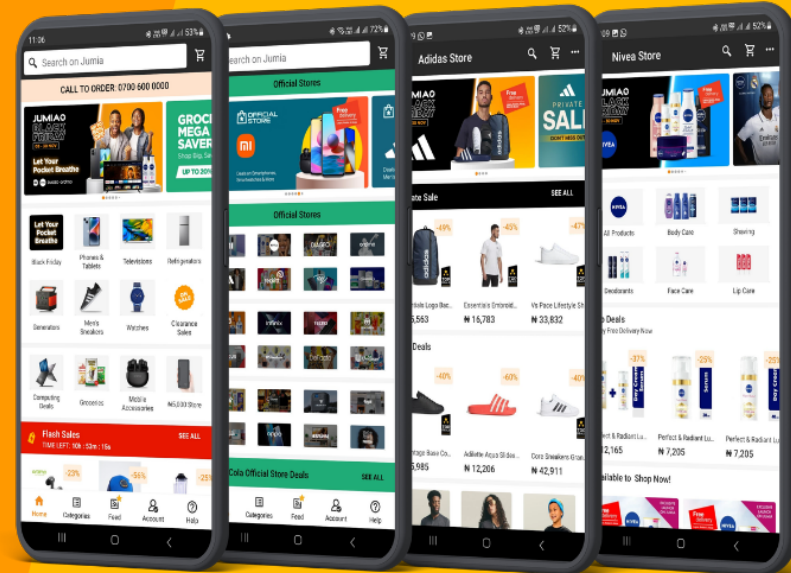




# Q1 2026 Results Presentation

May 7, 2026



# Disclaimer

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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.

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# Key Takeaways Q1 2026

**Gross profit margin expanded by 160 basis points to 13.9% of GMV, driven by improved marketplace monetization**

**Physical goods Orders grew by 31%<sup>1,6</sup> year-over-year and Quarterly Active Customers grew by 25%<sup>2,6</sup> year-over-year**

**GMV<sup>3,6</sup> grew 32% year-over-year driven by strong business fundamentals**

**Nigeria growth maintained strong pace with physical goods GMV up 42% year-over-year**

**Quarterly cash burn<sup>4</sup> decreased to \$15.3 million in Q1 2026 compared to \$23.2 million in Q1 2025**

**Adjusted EBITDA loss narrowed to \$10.7 million in Q1 2026 compared to \$15.7 million in Q1 2025**

**On Track for targeted Q4 2026 Breakeven and Full-Year 2027 Profitability<sup>5</sup>**

## Notes

1. Growth excluding Algeria. Total physical goods Orders grew 30% and total Orders grew 15% year-over-year, due to the elimination of low-value digital orders in most countries.
2. Growth excluding Algeria. Total physical goods Quarterly Active Customers grew 24% and total Quarterly Active Customers grew 24% year-over-year.
3. Growth excluding Algeria. Total physical goods GMV increased 31% and total GMV increased 31% 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.
6. As of the first quarter of 2026, we have revised our perimeter effects adjustments to exclude Algeria following our exit, and we have recast comparative prior period amounts accordingly.

# Highlights

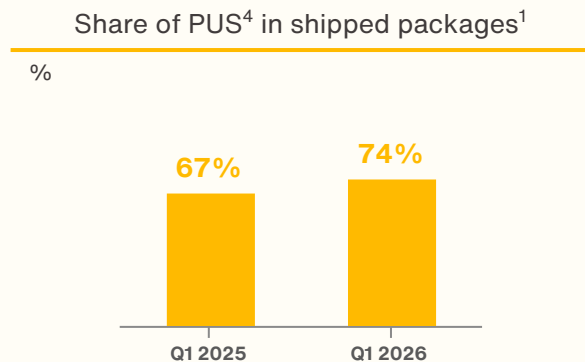
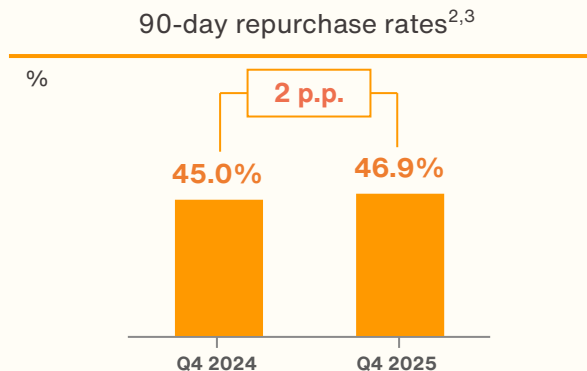
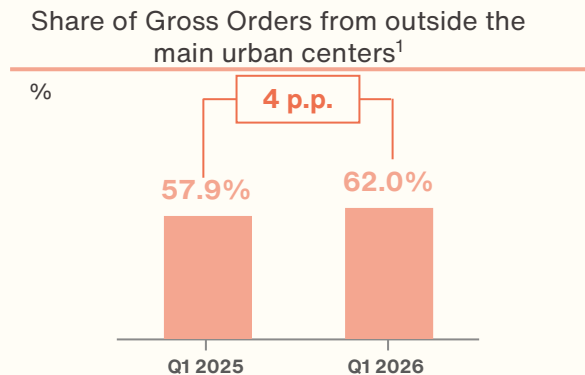
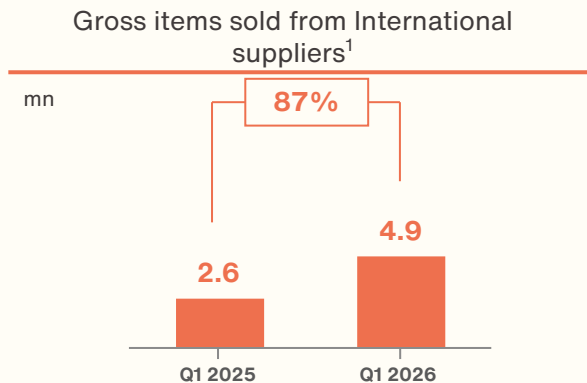
## Q1 2026

GMV	Revenue	Loss before income tax
<b>\$211.2 million</b> <i>31% // 18%<sup>1</sup> YoY</i> <i>32% // 20%<sup>1</sup> YoY<sup>2</sup></i>	<b>\$50.6 million</b> <i>39% // 28%<sup>1</sup> YoY</i>	<b>\$17.8 million</b> <i>8% // (21)%<sup>3</sup> YoY</i>
<b>Liquidity position<sup>4</sup></b>	<b>Net cash flow used in operating activities</b>	<b>Adjusted EBITDA loss</b>
<b>\$62.6 million</b>  <b>△ \$(15.3) million</b>	<b>\$12.5 million</b>	<b>\$10.7 million</b> <i>\$15.7 million Q1 2025</i>

### Notes

1. Growth on a constant currency basis.
2. Excluding Algeria, including both physical goods, and digital orders from the JumiaPay App. As of the first quarter of 2026, we have revised our perimeter effects adjustments to exclude Algeria following our exit, and we have recast comparative prior period amounts accordingly.
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 \$62.6 million comprised of \$61.5 million of cash and cash equivalents and \$1.1 million of term deposits and other financial assets, marking a decrease of \$15.3 million in Q1 2026.

# Continued improvement in platform fundamentals and unit economics



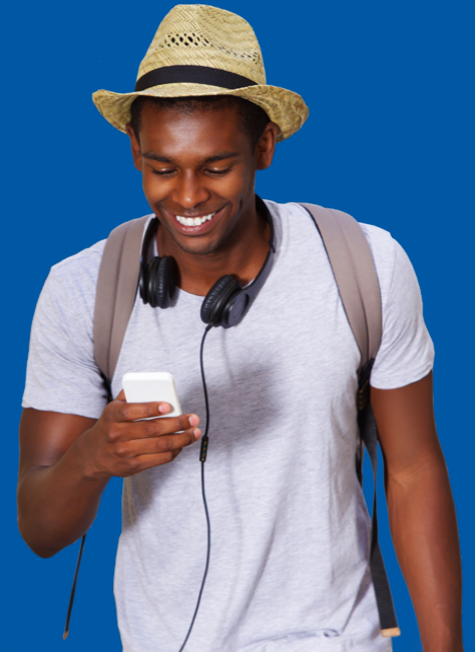
## Notes

1. Excluding Algeria. As of the first quarter of 2026, we have revised our perimeter effects adjustments to exclude Algeria following our exit, and we have recast comparative prior period amounts accordingly.
2. 46.9% of new customers who placed an order in Q4 2025 made another purchase within 90 days, up from 45.0% in Q4 2024.
3. Excluding South Africa, Tunisia and Algeria. As of the first quarter of 2026, we have revised our perimeter effects adjustments to exclude Algeria following our exit, and we have recast comparative prior period amounts accordingly.
4. Pick-up stations

**Usage Highlights**

**Financial Metrics**

**Appendix**

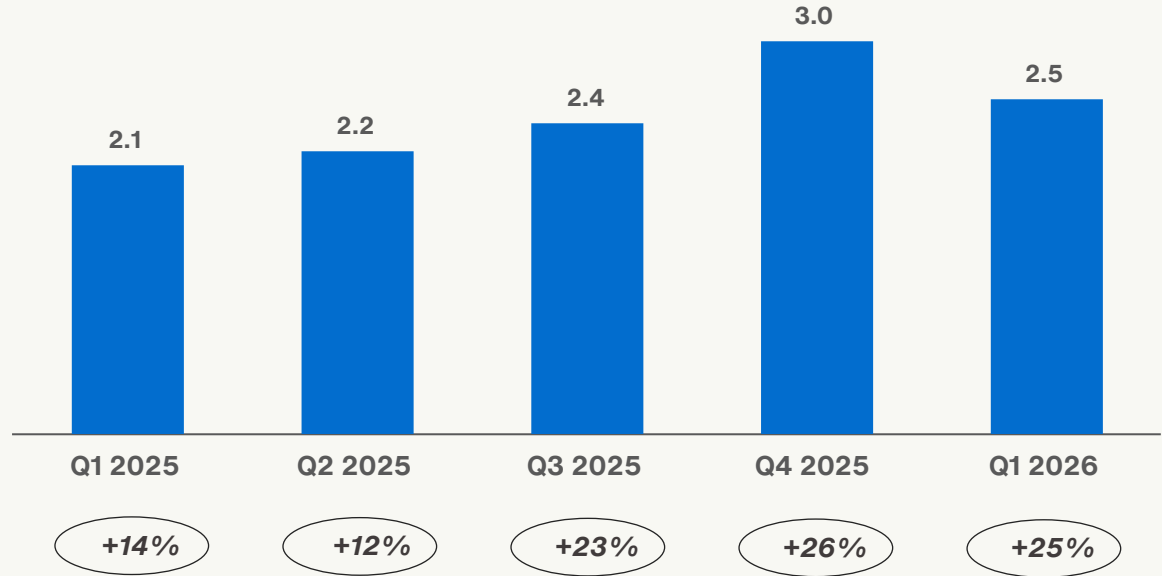


# Usage Highlights

## Active Customers (mn)

**Quarterly Active Customers grew +25% YoY<sup>1</sup>**

Quarterly Active Customers ordering physical goods grew by 26% year-over-year<sup>1</sup>, reflecting continued traction in both acquisition and retention.



YoY Growth adjusted for perimeter effects<sup>1</sup>

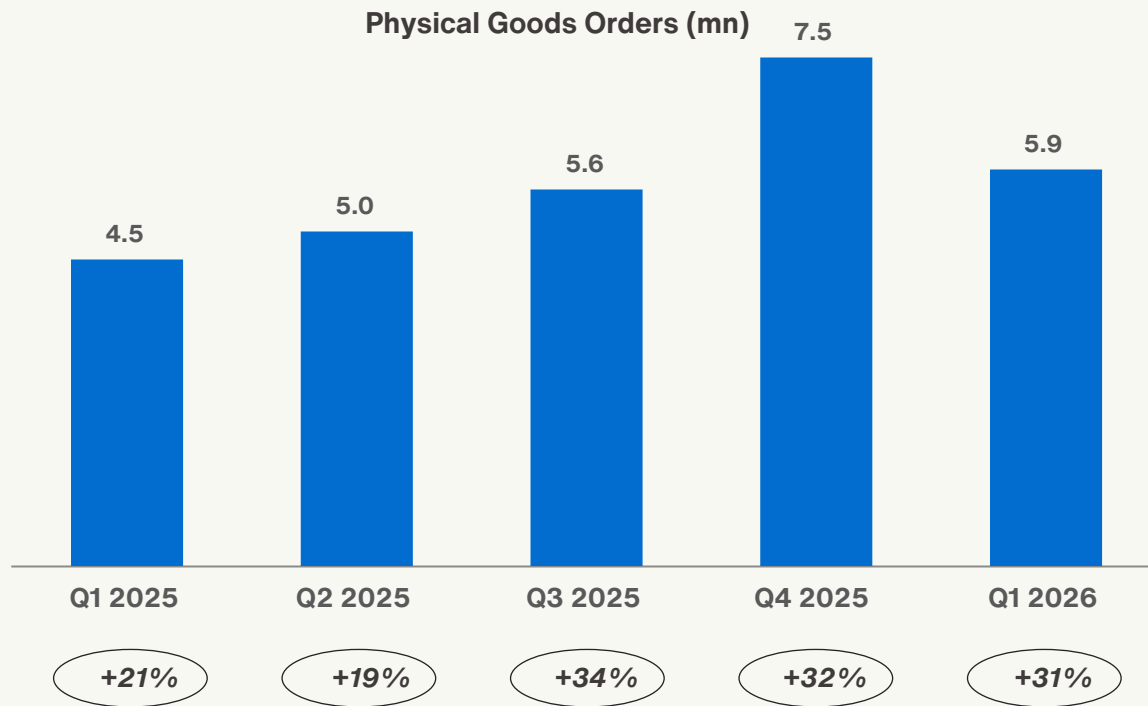
### Notes

1. Adjusted for perimeter effects relating to the exit from Algeria. As of the first quarter of 2026, we have revised our perimeter effects adjustments to exclude Algeria following our exit, and we have recast comparative prior period amounts accordingly.

# Usage Highlights

**Physical goods Orders grew +31% YoY<sup>1</sup>**

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



YoY Growth PG Orders adjusted for perimeter effects<sup>1</sup>

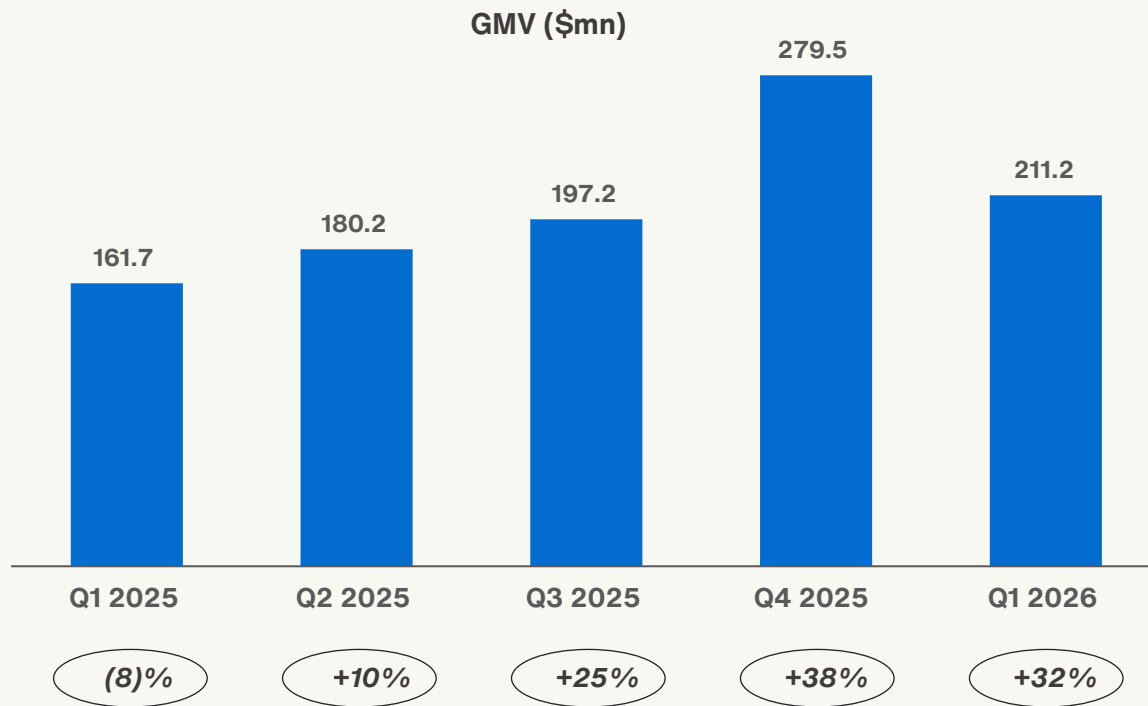
## Notes

1. Adjusted for perimeter effects relating to the exit from Algeria. As of the first quarter of 2026, we have revised our perimeter effects adjustments to exclude Algeria following our exit, and we have recast comparative prior period amounts accordingly.

# Usage Highlights

## GMV increased 32% YoY<sup>1</sup>

Physical goods GMV increased 33% year-over-year<sup>1</sup>, reflecting accelerating momentum on our platform.



YoY Growth adjusted for perimeter effects<sup>1</sup>

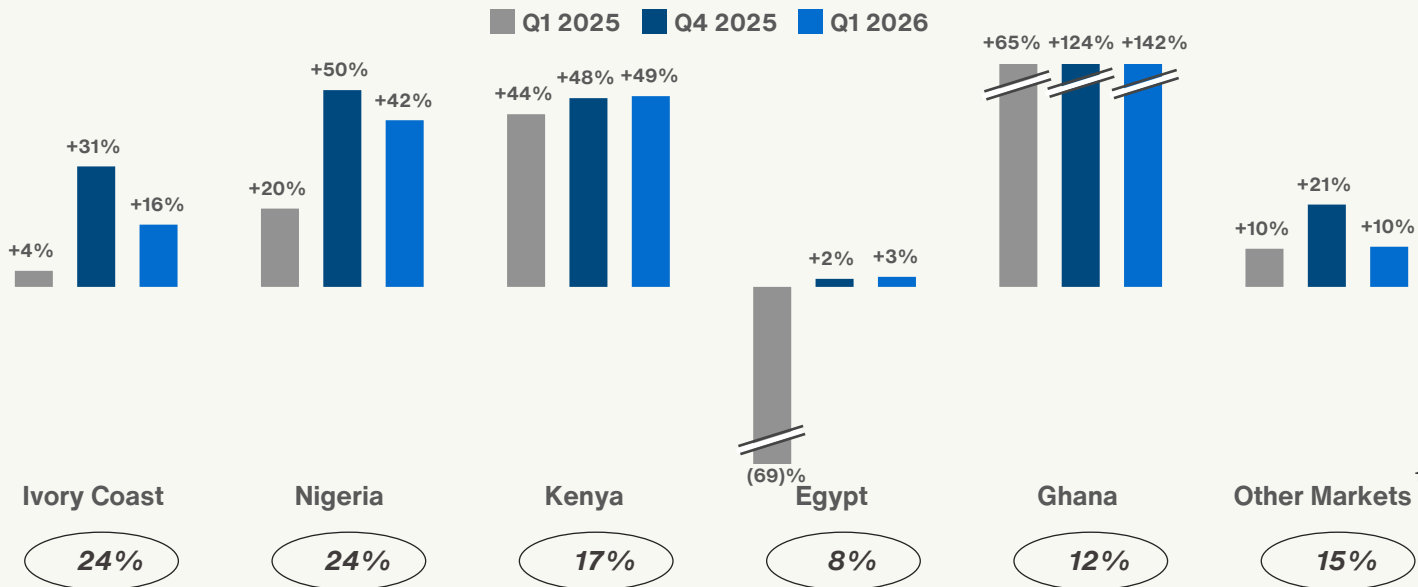
### Notes

1. Adjusted for perimeter effects relating to the exit from Algeria. As of the first quarter of 2026, we have revised our perimeter effects adjustments to exclude Algeria following our exit, and we have recast comparative prior period amounts accordingly.

# Usage Highlights

Broad-based growth across core markets; Egypt continues recovery trajectory

Physical goods GMV Growth



Egypt PG GMV growth excluding corporate sales effect:  
 Q1 2025: (40)% YoY / Q4 2025: +56% YoY / Q1 2026: +56% YoY

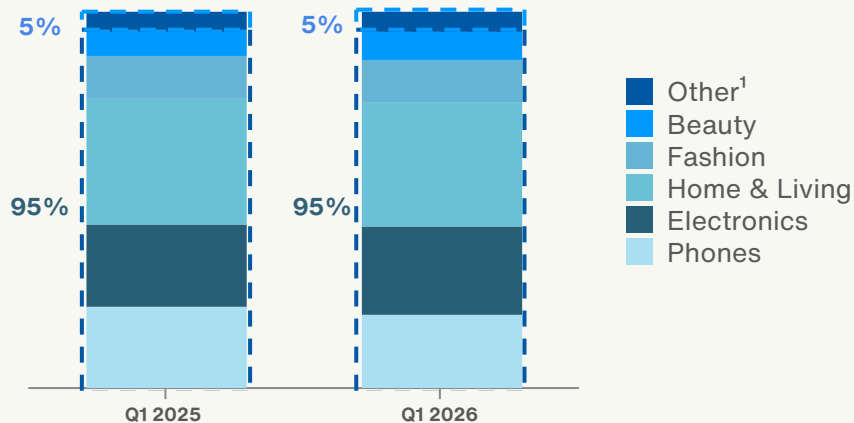
Notes

- 1.
- 2.

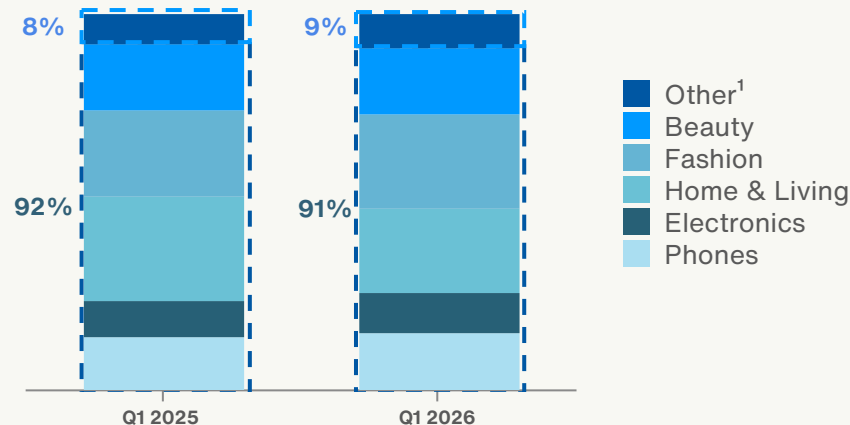
Excludes Algeria. As of the first quarter of 2026, we have revised our perimeter effects adjustments to exclude Algeria following our exit, and we have recast comparative prior period amounts accordingly. **JUMIA**

# Resilient category mix, with improving average order value

GMV Physical Goods Split



Items Sold Physical Goods Split



Average Order Value of Physical Goods

**\$35.4**

**\$35.8**

(23)%

1%

**Q1 2025**

**Q1 2026**

GMV category mix shifted modestly, with Home & 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.

**Usage Highlights**

**Financial Metrics**

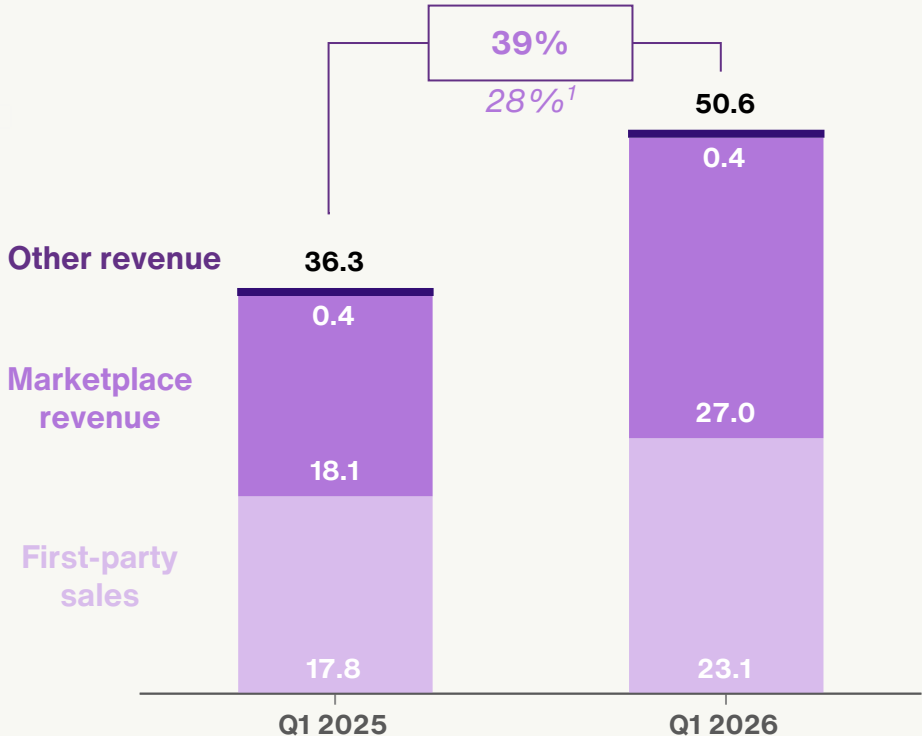
**Appendix**



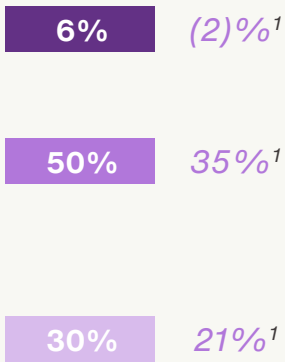
# Revenue breakdown

Revenue growth in Q1 2026 reflects higher marketplace activity and continued momentum in first-party sales, supported by improved monetization across the platform.

Revenue breakdown (\$mn)



YoY Change



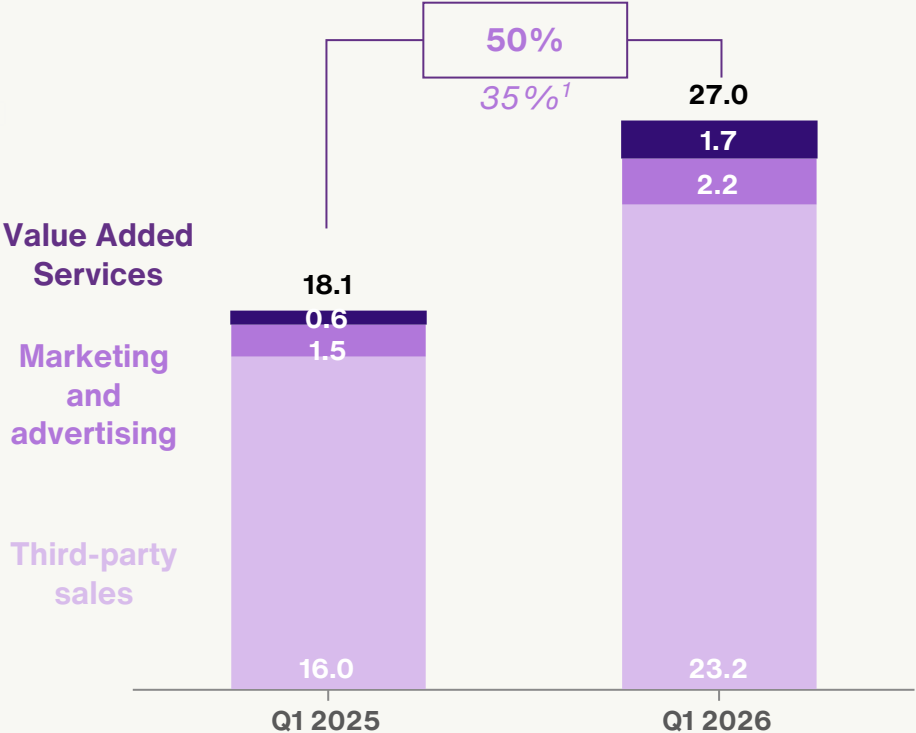
Note 1.

Growth on a constant currency basis

# Marketplace revenue breakdown

The increase in Q1 2026 marketplace revenue was led by growth in third-party sales and supported by expanding marketing and advertising and value-added services.

Marketplace revenue breakdown (\$mn)



YoY Change

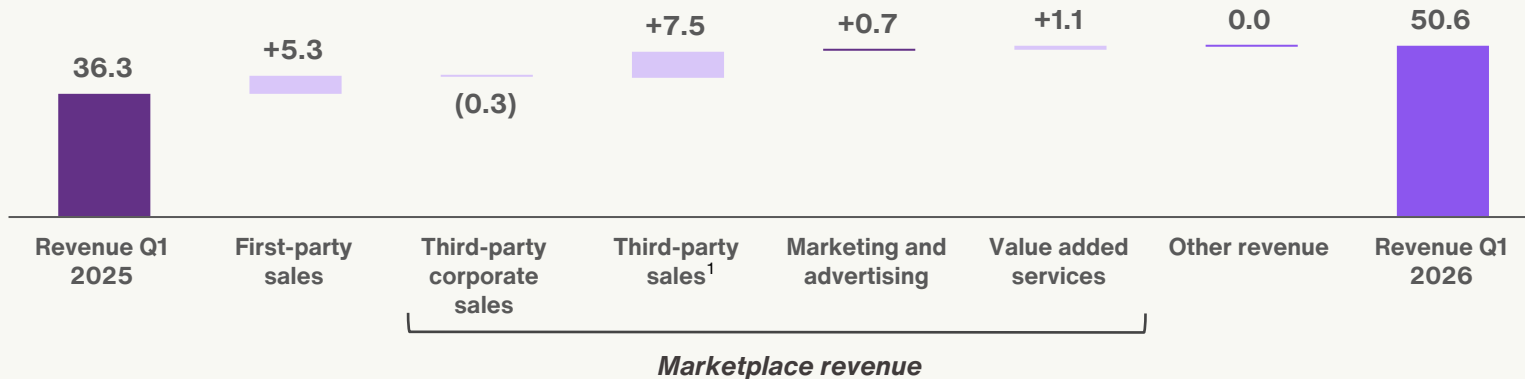
Value Added Services	nm	nm <sup>1</sup>
Marketing and advertising	44%	31% <sup>1</sup>
Third-party sales	45%	31% <sup>1</sup>

Note 1. Growth on a constant currency basis

# Revenue Bridge: Q1 2025 to Q1 2026 – Key Impacts

\$mn

Revenue bridge Q1 2025 to Q1 2026



**Revenue in Q1 2026** was primarily impacted by:

- A \$5.3 million positive impact from first-party sales
- A \$0.3 million decrease in third-party corporate sales
- A \$7.5 million positive impact from third-party sales, excluding third-party corporate sales
- A \$0.7 million increase in marketing and advertising, and
- A \$1.1 million positive impact from value added services.
- Other revenue remained flat.

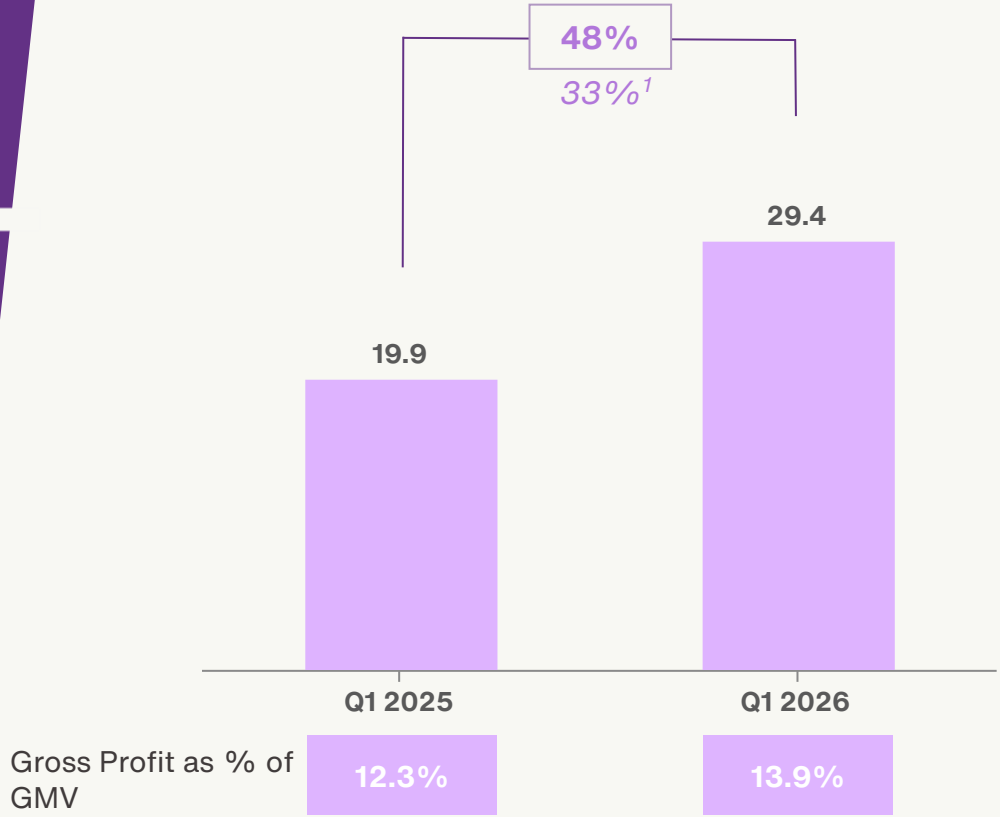
Notes

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

# Gross Profit Margins

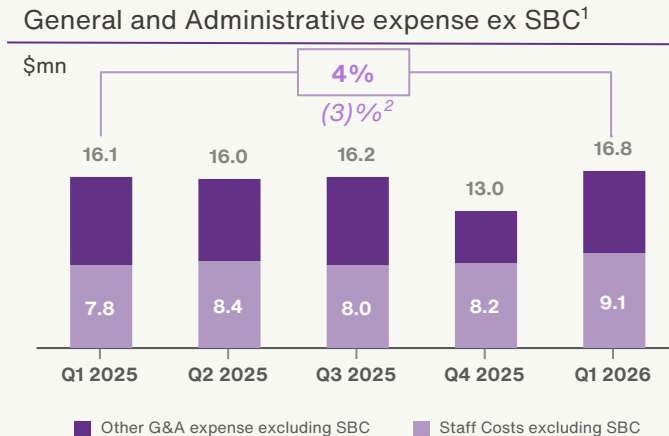
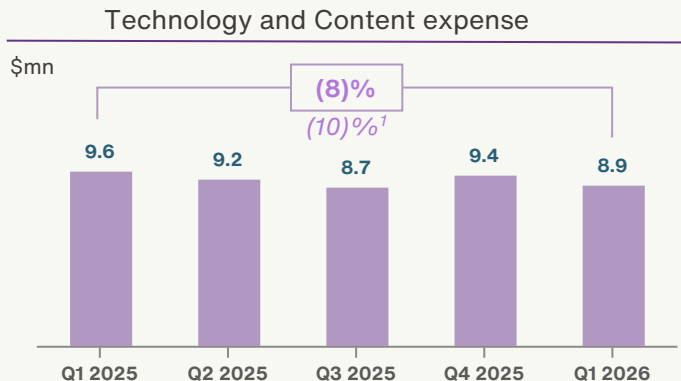
(\$mn)

- In Q1 2026, Gross Profit as % of GMV increased by 160bps due to the impact of commission increases implemented across countries and continued progress in marketplace monetization.



Note 1. Growth on a constant currency basis

# 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, increased by 16 percent to \$9.1 million driven by approximately \$0.8 million in one-time termination benefits related to our Algeria exit and the appreciation of local currencies against the US dollar compared to the first quarter of 2025.

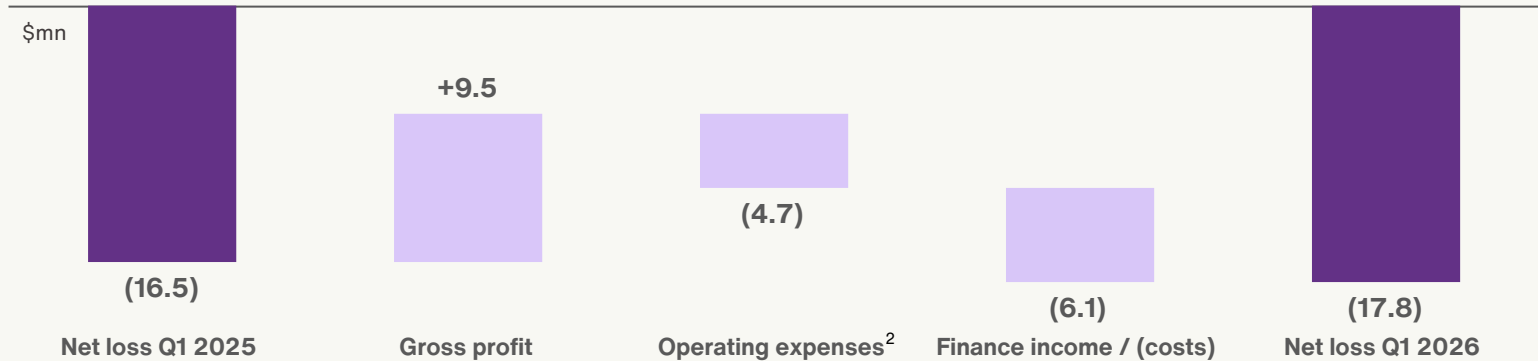
Notes

- Share-based compensation expense
- Growth on a constant currency basis

# A New Stage of Operating Leverage

\$mn	Q1 2025	Q1 2026	Growth YoY	Operational improvements
<b>GMV</b>	<b>161.7</b>	<b>211.2</b>	 <b>+31%</b>	<ul style="list-style-type: none"> <li>Increased marketplace monetization and revenue from Ad services</li> <li>Greater discipline in retail margins</li> </ul>
<i>Gross Profit as % of GMV</i>	<i>12.3%</i>	<i>13.9%</i>	<i>+160 bps</i>	
<b>Gross Profit</b>	<b>19.9</b>	<b>29.4</b>	 <b>+48%</b>	<ul style="list-style-type: none"> <li>Fulfillment productivity gains and economies of scale</li> <li>Improved terms with 3PLs</li> </ul>
<i>Fulfillment cost per order</i>	<i>2.1</i>	<i>2.1</i>	<i>Flat</i>	
<b>GP After Fulfillment</b>	<b>10.5</b>	<b>17.2</b>	 <b>+64%</b>	<ul style="list-style-type: none"> <li>Scaled S&amp;A spend based on healthy fundamentals (products offering, quality of service)</li> <li>Maintaining very low spend ratios</li> <li>Clear progress in online campaigns and targeting</li> <li>Additional "fuel" driving both growth and profitability</li> </ul>
<i>S&amp;A as % GMV</i>	<i>1.9%</i>	<i>2.4%</i>	<i>+49 bps</i>	
<b>GP After Fulfillment &amp; S&amp;A</b>	<b>7.4</b>	<b>12.2</b>	 <b>+64%</b>	<ul style="list-style-type: none"> <li>Reduced headcount through simplification and productivity improvement</li> <li>Greater use of AI among tech teams</li> <li>Improved terms with main tech / hosting providers</li> </ul>
<i>G&amp;A, excluding SBC</i>	<i>16.1</i>	<i>16.8</i>	<i>4%</i>	
<i>Tech &amp; Content</i>	<i>9.6</i>	<i>8.9</i>	<i>(8)%</i>	
<b>Adjusted EBITDA<sup>1</sup></b>	<b>(15.7)</b>	<b>(10.7)</b>	<b>32% improvement</b>	

# Net Loss<sup>1</sup> Bridge: Q1 2025 to Q1 2026 – Key Impacts



Net Loss<sup>1</sup>  
bridge Q1  
2025 to Q1  
2026

**Net loss<sup>1</sup> in Q1 2026** was largely impacted by:

- A \$9.5 million positive impact from gross profit,
- A \$4.7 million negative impact from operating expenses, and
- A \$6.1 million reduction in net finance results, primarily reflecting non-cash foreign exchange losses.

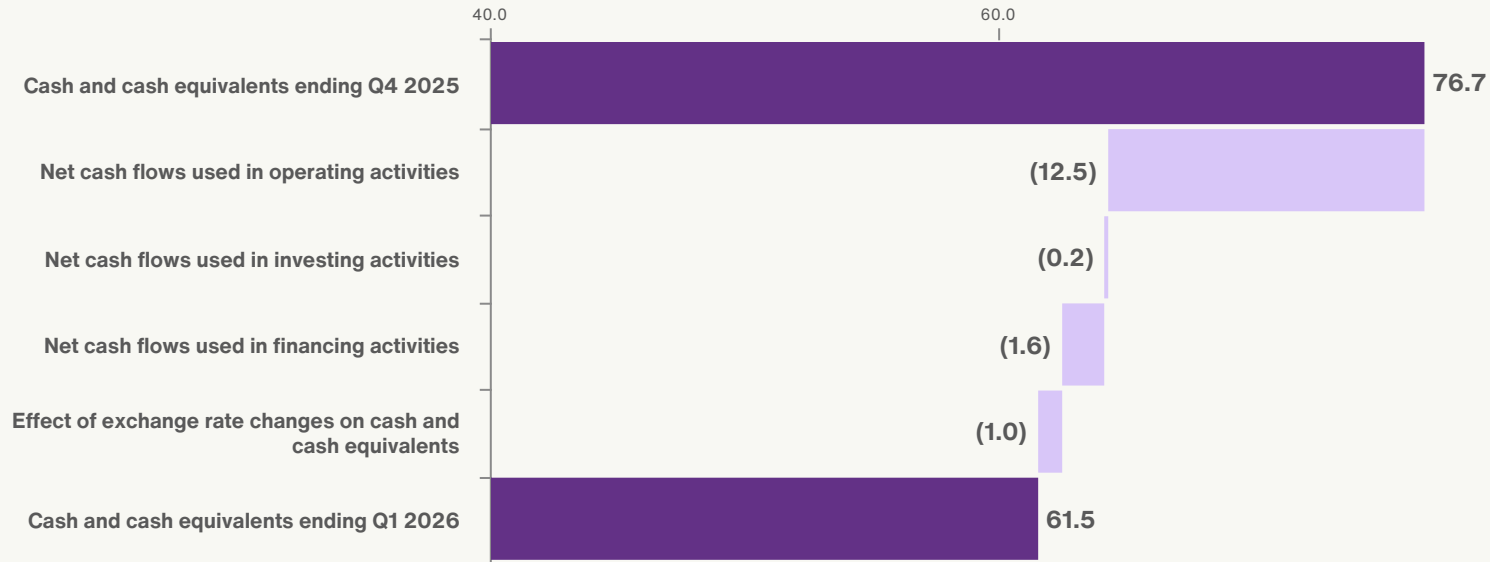
## Notes

1. Loss before Income tax

2. Operating expenses consists of the variance in Fulfillment expense \$(2.8) million, Sales and advertising expense \$(2.0) million, Technology and content expense \$0.8 million, General and administrative expense \$(0.8) million, Other operating income \$0.2 million and Other operating expense \$(0.2) million.

# Cash Flow

## Cash Flow (\$mn)



### Cash Flow Highlights:

- Ended Q1 2026 with \$61.5 million cash
- Cash used in operations was \$12.5 million, which includes a broadly neutral working capital<sup>1</sup> contribution
- 50% of Q1 2026 Liquidity Position held in USD or EUR

#### 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.

# FY 2026 Guidance

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

We are navigating an evolving international environment. While we expect some temporary disruption from memory chip and CPU price pressures and the ongoing conflict in the Middle East, our business fundamentals are strong, our Q1 2026 results demonstrate continued execution, and we have not changed our mid-term profitability targets or our belief in Jumia's long-term opportunity for growth.

## FY2026

Based on current business trends, we reaffirm 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.

## 2Q 2026

- GMV is projected to grow between 27% and 32% year-over-year, adjusted for perimeter effects.

**Usage Highlights**

**Financial Metrics**

**Appendix**



# Non-IFRS

## Reconciliation 1/2

<i>USD mn</i>	For the three months ended March 31,	
	2025	2026
Marketplace revenue <sup>1</sup>	18.1	27.0
Third-party sales	16.0	23.2
Value-added services	0.6	1.7
Marketing and advertising	1.5	2.2
First-party sales	17.8	23.1
Other revenue	0.4	0.4
<b>Revenue</b>	<b>36.3</b>	<b>50.6</b>
Cost of revenue	(16.4)	(21.2)
<b>Gross Profit</b>	<b>19.9</b>	<b>29.4</b>

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

<i>USD mn</i>	For the three months ended March 31,	
	2025	2026
<b>Loss for the period</b>	(16.7)	(17.7)
Income tax benefit / (expense)	0.2	(0.1)
Net Finance costs / (income)	(2.2)	3.9
Depreciation and amortization	1.9	2.1
Share-based compensation expense	1.1	1.1
<b>Adjusted EBITDA</b>	(15.7)	(10.7)

# Constant Currency Data (USD)

(\$ mn, except percentages)	For the three months ended March 31,				
	As reported		YoY Change	FX neutral data	YoY Change
	2025	2026		2026	
Revenue	36.3	50.6	39%	46.3	28%
<b>Gross Profit</b>	<b>19.9</b>	<b>29.4</b>	<b>48%</b>	<b>26.6</b>	<b>33%</b>
Fulfillment expense	(9.4)	(12.2)	29%	(11.0)	17%
Sales and Advertising expense	(3.1)	(5.1)	64%	(4.8)	54%
Technology and Content expense	(9.6)	(8.9)	(8)%	(8.7)	(10)%
G&A expense, excluding SBC	(16.1)	(16.8)	4%	(15.7)	(3)%
<b>Adjusted EBITDA</b>	<b>(15.7)</b>	<b>(10.7)</b>	<b>(32)%</b>	<b>(10.9)</b>	<b>(31)%</b>
<b>Operating Income/ (Loss)</b>	<b>(18.7)</b>	<b>(13.9)</b>	<b>(26)%</b>	<b>(13.9)</b>	<b>(25)%</b>
<b>Loss before Income tax<sup>(1)</sup></b>	<b>(16.5)</b>	<b>(17.8)</b>	<b>8%</b>	<b>(14.7)</b>	<b>(21)%</b>
GMV	161.7	211.2	31%	191.5	18%

Note

1. Loss before Income tax in constant currency, and the corresponding YoY change, exclude the impact of foreign exchange recorded in finance income/costs. Net foreign exchange gains/(losses) in reported currency were \$2.1 million for the first quarter of 2025 and \$(3.5) million for the first quarter of 2026.

\*Effective as of the first quarter of the fiscal year 2026, Jumia has discontinued its quarterly disclosure of the KPI "Total Payment Volume (TPV)".

# 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
- 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

Note: Effective as of the first quarter of 2026, Jumia has discontinued its quarterly disclosure of the KPIs “Total Payment Volume (TPV)” and “Jumia Payment Gateways Transactions”. Since 2023, Jumia has been shifting its strategic focus towards physical goods. Following this strategic shift and the discontinuation of the standalone JumiaPay App in 2025 (except in Egypt where it remained live to manage certain legacy payment partnerships), these metrics are no longer among the primary indicators used by management to assess Jumia’s operating performance.