Jumia and Xiaomi partner to drive smartphone penetration in Africa

February 28, 2019 Company News, Press Releases International

Jumia and Xiaomi partner to drive smartphone penetration in Africa

This partnership marks the official launch of Xiaomi in Sub Saharan Africa with Jumia, giving unique access to Xiaomi products to millions of customers



Romain Christodoulou (left), Senior Vice President, Jumia Group
Wang Xiang, Senior Vice President, Xiaomi Corporation

Barcelona (Spain): 28th February 2019: Jumia, Africa's leading e-commerce platform, has today signed an important partnership with technology leader Xiaomi at the Mobile World Congress in Barcelona, giving millions of users in Africa easy access to Xiaomi products.

Through the partnership, Jumia will open the Mi official store on its platform and give Xiaomi access to millions of online customers across 14 countries in the continent, while Jumia will be able to offer Redmi Go (1GB+8GB) exclusively in Africa, as well as other devices later in the year. The partnership will be supported by an ambitious joint-marketing plan over the full year 2019, leveraging Jumia's digital assets and Xiaomi marketing capabilities, including the Mi fan community. This is the promising first step to a close partnership between both companies over the years to come.

"This partnership is very important for us, as it will definitely foster the smartphone adoption in Africa as well as support e-commerce penetration. Xiaomi and Jumia have very similar internet DNA and will serve a common purpose: delivering the best in class affordable smartphones along with the best shopping experience. This will be very beneficial for both companies and above all for the consumers in Africa", said Jumia Group's Senior Vice President Mr. Romain Christodoulou, during the signing ceremony.

"We believe in working with companies that share our values and delighted to partner with Jumia to reach more Mi fans across Africa," said Wang Xiang, Senior Vice President of Xiaomi. *"The e-commerce model is part of Xiaomi's DNA and we believe that working with Jumia will help us bring innovation for everyone across the continent."*



Sandeep Narayanan, Director of Consumer Electronics, Jumia Group
Romain Christodoulou, Senior Vice President, Jumia Group
Wang Xiang, Senior Vice President, Xiaomi Corporation
Wang Lingming's, Vice President, Xiaomi Corporation

The partnership will initially cover Nigeria, Egypt, Kenya, Ivory Coast, Morocco, and Ghana, and aim to cover all other countries where Jumia operates. Most markets will be directly supplied from China, confirming the fast expansion of intercontinental trade in Africa.

Africa has seen the rise of affordable entry-level devices from price-focused brands especially from China, which remains a key driver of smartphone adoption in the continent. Smartphone penetration in Africa stood at approximately 36% in 2018, with the number expected to reach about 66% by 2025.

About Jumia

Our mission is to improve the quality of everyday life in Africa by leveraging technology to deliver innovative, convenient and affordable online services to consumers while helping businesses grow as they use our platform to reach and serve consumers.
Jumia is the leading pan-African e-commerce platform active in six regions (14 countries). Our platform consists of our marketplace, which connects sellers with consumers, our logistics service, which enables the shipment and delivery of packages from sellers to consumers, and our payment service, which facilitates transactions among participants active on our platform in selected markets.

Visit our website at Jumia Group and Follow us on Linkedin @Jumia Group, twitter @Jumia Group