Investor Day

13 November 2025

JUMIA

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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.

This presentation includes certain financial measures not presented in accordance with IFRS including but not limited to Adjusted EBITDA. These financial measures are not measures of financial performance in accordance with IFRS and may exclude items that are significant in understanding and assessing our financial results. Therefore, these measures should not be considered in isolation or as an alternative to loss for the period or other measures of profitability, liquidity or performance under IFRS. You should be aware that our presentation of these measures may not be comparable to similarly titled measures used by other companies, which may be defined and calculated differently. See the appendix for a reconciliation of certain of these non-IFRS measures to the most directly comparable IFRS measure. We have not reconciled forward-looking Adjusted EBITDA to income (loss) for the period, the most directly comparable IFRS measure, because we cannot predict with reasonable certainty the ultimate outcome of certain components of such reconciliations that are not within our control, or other components that may arise, without unreasonable effort. For these reasons, we are unable to assess the probable significance of the unavailable information, which could materially impact the amount of future income (loss) for the period. The trademarks included herein are the property of the owners thereof and are used for reference purposes only. Such use should not be construed as an endorsement of our products or services.

Additional information, including our filings with the SEC, is publicly available through the EDGAR database on the SEC’s website at www.sec.gov.

Today's Speakers

Francis Dufay
Chief Executive Officer

Antoine Maillet-Mezeray
EVP Finance & Operations

Hisham El Gabry
Chief Commercial Officer

Ignatius Njoku
VP Group Head of Investor Relations

Temidayo Ojo
CEO Jumia Nigeria

Renaud Glenisson
Regional CEO – West & North Africa[1]

Vinod Goel
Regional CEO – East Africa[2]

Marcelle Siayojie
CEO Jumia Senegal

Notes: 1. Refers to Ivory Coast, Ghana, Senegal, Morocco and Algeria; 2. Refers to Kenya, Uganda

Agenda

1. **Africa's Digital Commerce Coming of Age**
   Francis Dufay
2. **Jumia's Journey & Turnaround: From Growth-First Playbook to Disciplined Expansion**
   Francis Dufay, Antoine Maillet-Mezeray
3. **The Sole Pan-African E-commerce & Tech Platform**
   Hisham El Gabry, Marcelle Siayojie, Vinod Goel, Antoine Maillet-Mezeray
4. **Jumia's Formula for Winning in Africa**
   Temidayo Ojo

Break (10 min)

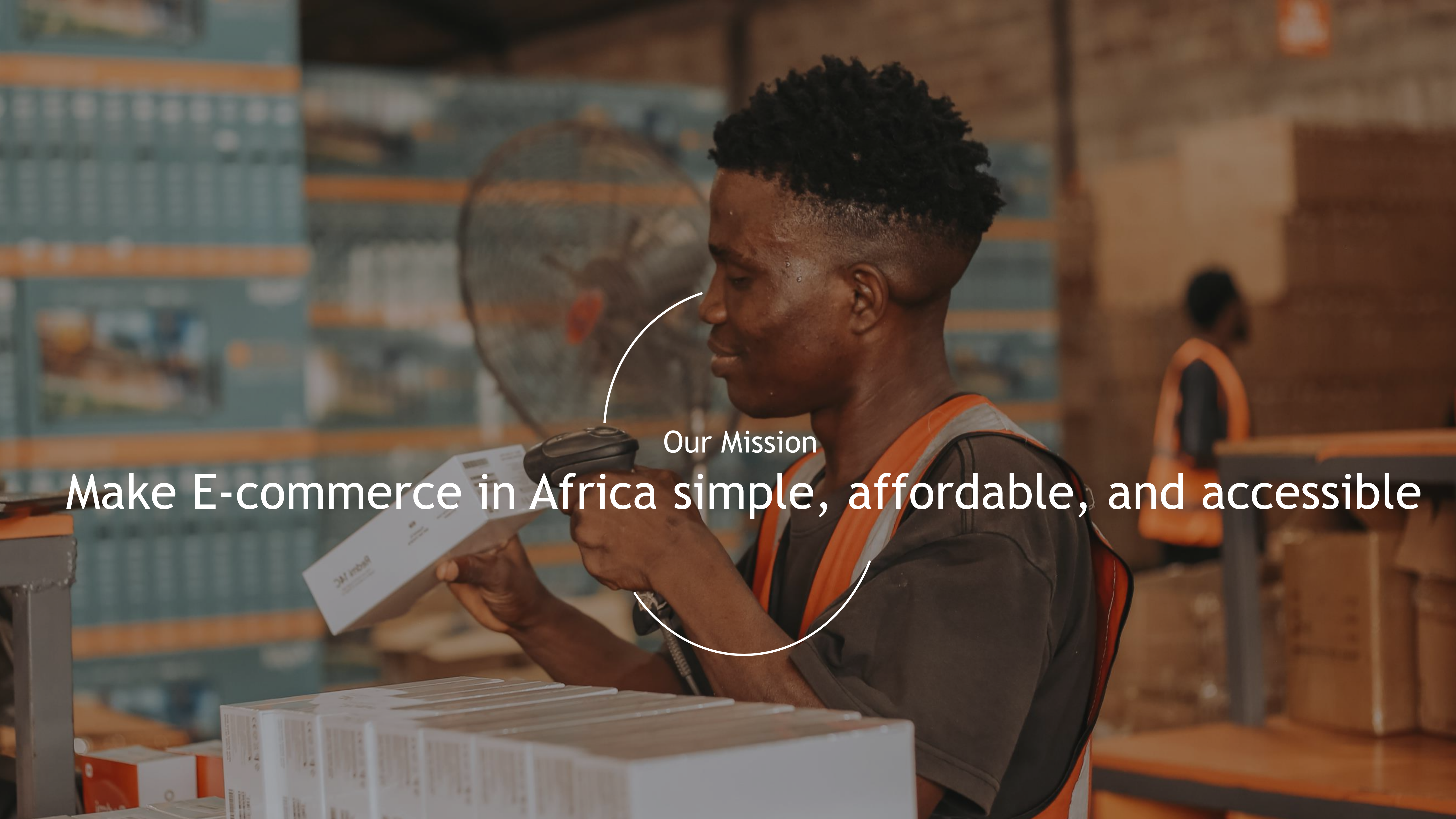
5. **Country-Level Lens**
   Renaud Glenisson
6. **Strategy for Next-Phase of Growth & Financial Outlook**
   Francis Dufay, Antoine Maillet-Mezeray

Q&A. Strategy / Finance

Reception

Introduction

Video



Our Mission

Make E-commerce in Africa simple, affordable, and accessible

01

Africa's Digital Commerce Coming of Age

JUMIA

Speaker

Francis Dufay
Chief Executive Officer

Africa Is the Last Major Untapped E-Commerce Frontier

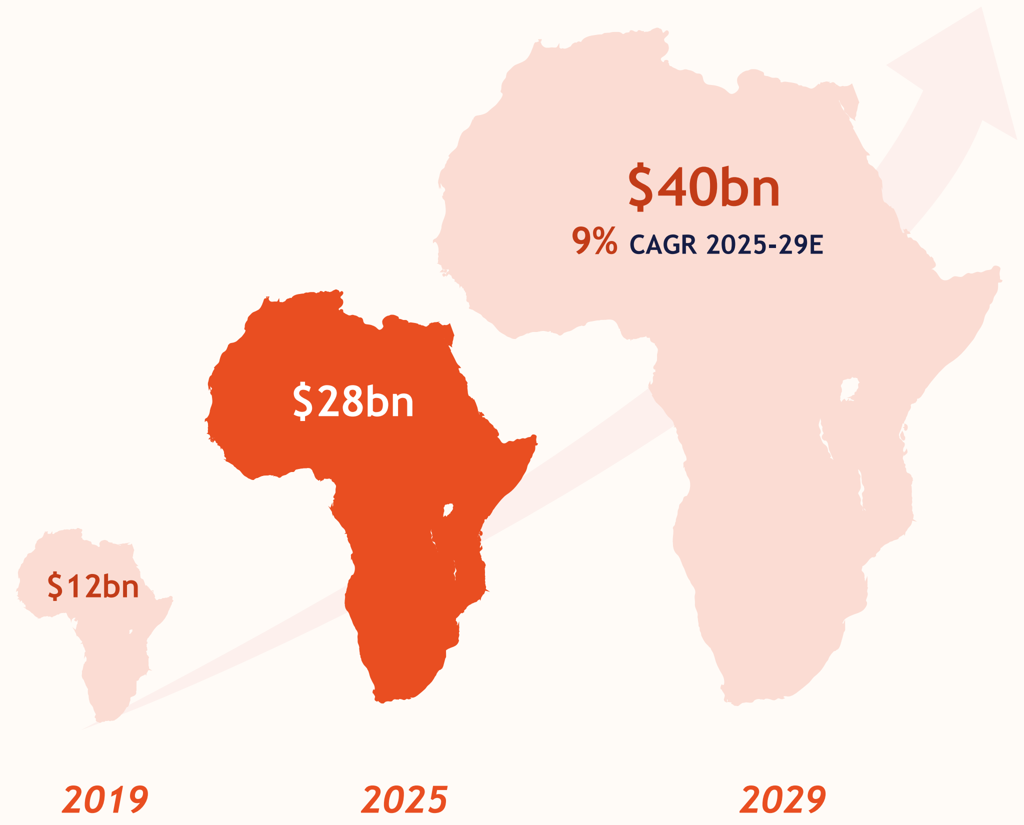
Africa Today

~1.5

Billion People

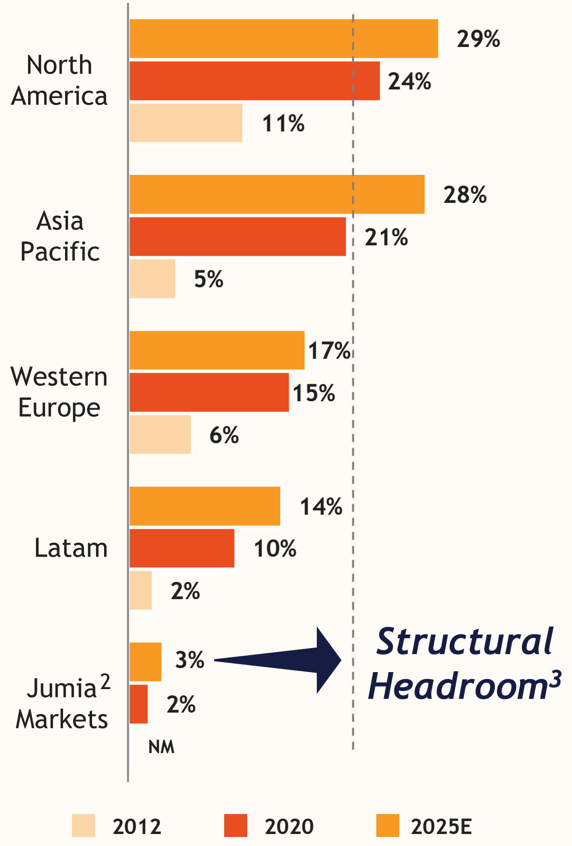
World's Fastest Growing Population

E-Commerce Market[1]



Penetration

Retail E-commerce sales as % of retail sales



Sources: United Nations, Statista, Euromonitor

Notes: 1. Reflects the TAM for Jumia's current offering; 2. Excluding Ivory Coast; 3. vs. average for Asia Pacific, North America, Latam and Western Europe in 2025

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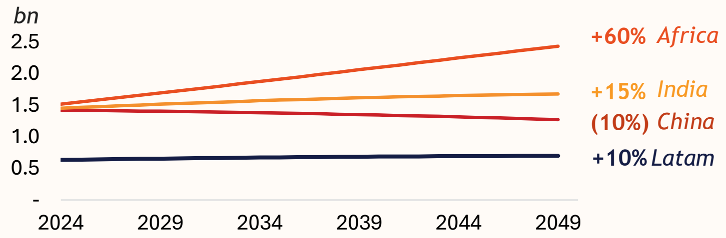
Macro Tailwinds and Multi-Year E-Commerce Adoption Runway

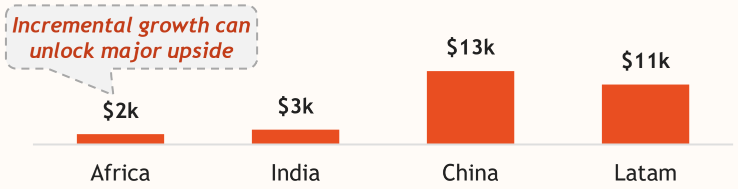
Why Now? - Growing Demand and Strong Macro Tailwinds

Population Evolution



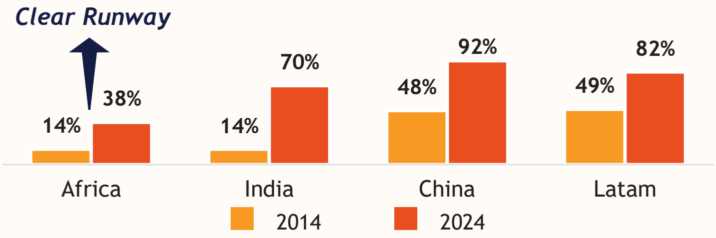
*Africa is set to experience the **fastest population growth**, creating a rapidly expanding consumer base*

Nominal GDP per Capita
(2024A)



*Significant GDP-per-capita upside would **unlock a larger addressable base***

Internet Penetration[1]



***Structural headroom in Africa's online economy**, expanding the e-commerce addressable base*

Why Will it Stick? – Structural Enablers

✓ **Merchant Digitization & SME Enablement**
More SMEs selling online, deeper local assortment and richer catalogs for consumers

✓ **Core Infrastructure Improving**
Growing 3PL footprint, last-mile solutions, pickup networks; underpinned by improving core infrastructure

✓ **Growing Tech-Savvy Consumer Base**
An increasing cohort of tech-savvy youth, with rising smartphone adoption, 4G coverage

✓ **Advancing Fintech Rails**
Mobile money, wallets, embedded payments driving trust & conversion

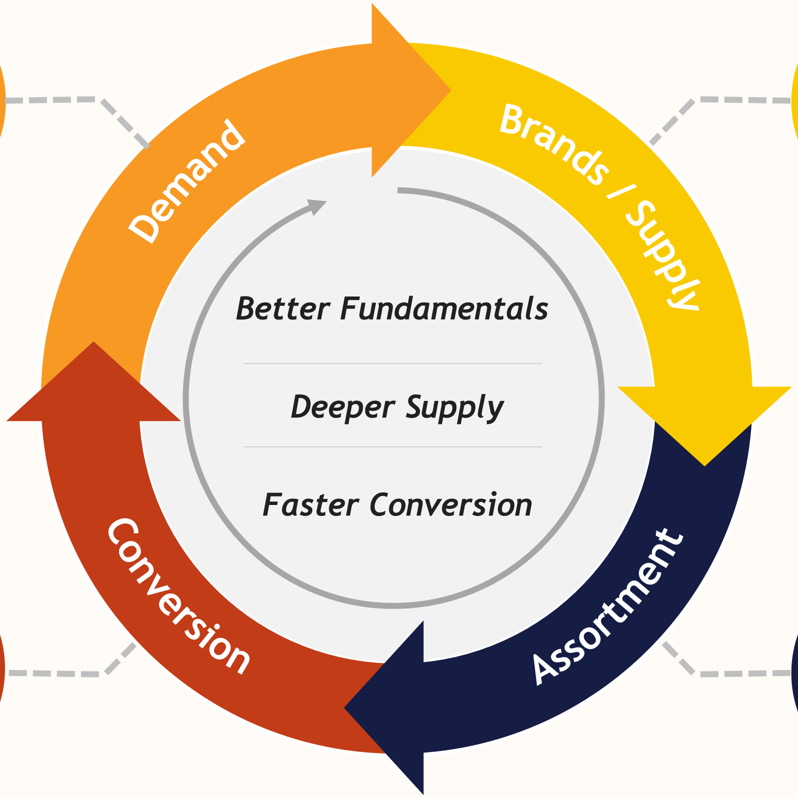
✓ **Financing Enablement**
Micro financing / BNPL coverage is getting more traction in some African markets

Sources: United Nations, S&P, International Telecommunication Union (ITU)
Note: 1. Proportion of individuals who used the Internet in the last three months

Entering a Favourable Cycle. Marketplace Flywheel Supporting Supply Unlock and Momentum Building

Growing Consumer Demand
More categories shifting online, shifting consumer habits and repeat frequency building

Brands & Suppliers Engagement
China sourcing scaling up, multinationals targeting Africa again



Faster Conversion & Order Growth
Better availability, better prices, higher consumer trust and accelerated adoption

Local & Cross-Border Supply
Richer assortment, more affordability and stronger merchant participation

Current juncture is supported by stronger macro and positive FX trends

Stronger Macro Fundamentals
Population growth, rising lower-middle class, data affordability, urbanisation

+

FX Stabilization / Weaker USD
Improves pricing & conversion, unlocks affordability and smoother imports

Why Now: Proven Model × Improving Cycle × Massive Structural Runway

Proven Fit-For-Africa Model

- Scalable pan-African platform focused on **Value-for-Money for African Consumers**
- **Asset-light,** partner-enabled logistics with **secondary-city reach and PUDO[1] density**
- **Assortment deepening** from local merchants and China cross-border supply
- **Repeatable proven playbook** by country

\+

Cycle Tailwinds

- **FX stabilization & weaker USD** supporting affordability, smoother imports and better conversion
- **Demand momentum** - more categories moving online; device/data affordability up; payments rails maturing

\+

Structural Runway

- **Very low e-commerce penetration:** a large runway vs. mature regions
- **Population and internet growth** expanding the addressable base
- Unique market context **favouring experienced local players**

Execution meets momentum. *A scalable platform meeting a rising, under-served demand base*

Note: 1. Pick-up/Drop-off Stations: physical locations where customers or sellers can collect or drop off packages (including returns)

Africa's Only Scaled and Listed E-Commerce Platform

Pan-African	Leadership Position	Unique Know-How	Publicly Listed
Present in 9 countries with cross-category breadth	Moats in place	13+ years of execution	Market Cap of ~$1.3bn[1]

Note: 1. As of 11 November 2025

Turning Africa's Challenges into Moats

Africa is Complex	Here is How We Solved It
Limited disposable income	Focus on affordability / value-for-money for the lower-middle class
Small fragmented markets	Lean overheads / localized execution
Lack of logistics ecosystem	Strong logistics network in Africa
Poor / uneven digitization of payments	Leader in cash on delivery (COD) payments
Highly specific shopping behaviour	Playbook tailored for Africa
Prevalence of the informal market	Harnessing local private initiatives (sellers, logistics partners, marketing partners)
Trust and reliability concerns	Trusted e-commerce platform in Africa

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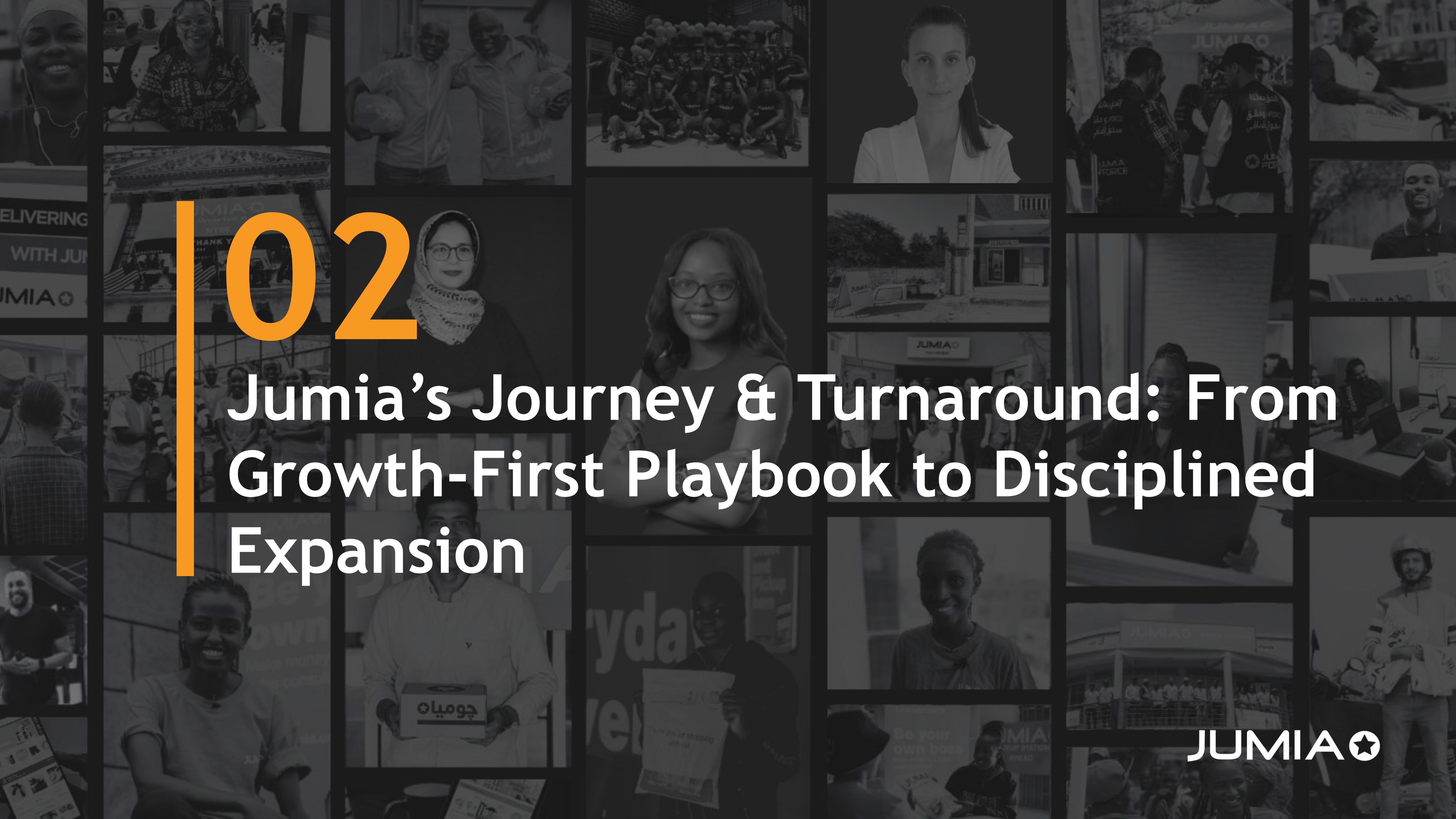
***Our first-mover advantage** lies in solving Africa's hardest problems first*



02

Jumia's Journey & Turnaround: From Growth-First Playbook to Disciplined Expansion

Speakers

Francis Dufay
Chief Executive Officer

Antoine Maillet-Mezeray
EVP Finance & Operations

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Jumia: A Decade of Execution Across Africa

2012 - 2019

Apr-2019
IPO

2019 *(Post IPO)* - Late 2022

Late 2022 - H1 2025

Today

Foundation, Expansion & Brand Building

Foundation
Logistics network, seller-base, active customers

Brand Building
Becoming the top-of-mind African e-commerce brand

Expansion Phase
Multi-country rollout (up to 14 countries), coverage, new verticals

Marketplace Scale-Up
Seller base scaled, catalogue quality, brand partnerships

Growth As Primary Focus

Promo-Led Demand
Focus on discounts, heavy online marketing spend

Scattered Focus
Pursued multiple unprofitable verticals (e.g. travel, classifieds)

Unprofitable Expansion
Expansion into categories that proved more challenging and less profitable (e.g. groceries)

Low Operational Focus
Limited emphasis on local execution and day-to-day operations

Business Refocus & Turnaround

Strategic Refocus
Unprofitable markets / low-margin categories / verticals exited

Cost Base Reset
Fulfillment $/order ↓, CAC payback ↓, G&A/order ↓ Cash Burn ↓

Logistics Densification
Large and sophisticated logistics network

Moats in Place
Africa-tailored playbook repeatable across markets

Sustainable Growth

Growth Acceleration
Sustained acceleration of orders, GMV and revenue

Deeper/Cheaper Assortment
Cross-border (e.g. China) sourcing unlocked & better price points

Benefit from Scale
Enabling higher monetization and lower unit costs in operations

Path to Profitability
Reduced cash burn;
Line-of-sight to profitability

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The Disciplined Reset — Fixing the Fundamentals

The hard pivots behind today's momentum

What Went Wrong *(2019-22)*	**How We Fixed It** *(2022-Present)*
Broad • Scattered • Inefficient • Costly	*Focused • Disciplined • Repeatable*
Wide Footprint, Diluted Focus Extended footprint / product categories; thin scale, margin erosion	**Focused Footprint & Portfolio** Exited unprofitable geographies/verticals; deeper presence in 9 core markets
Growth as Primary Focus Top-line focus only; unoptimized spend and weaker unit economics	**Growth with Unit Economics Discipline** Cut loss-making categories; run a payback-driven marketing playbook
Heavy Overheads Large fixed cost base; limited flexibility, high spend	**Lean Operating Model** Contracts renegotiation; partner-led asset-light logistics; Headcount ↓ 50%[1]
Misunderstanding of End Customer Needs Premium heavy-mix; mismatch with value-seeking mass market	**Value-Focused Offering** Clear pivot to lower-middle-income customers; value-for-money assortment
Leadership and Execution Disconnect Dubai office-led decisions; slow decision-making, decentralized operations	**Empowered Local Leadership Coupled With Accountability** Leadership based in Africa; downsized Dubai office; clear accountability

Note: 1. Data comparing Q3-22 to Q3-25, both excluding South Africa and Tunisia

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What Changed? A "Built to Last" Playbook Tailored for Africa

Refocus on E-Commerce (for PG[1])

- ✓ **Shut down unprofitable verticals** *(e.g. food delivery, classifieds)*
- ✓ **Exited non-strategic markets**
- ✓ **De-prioritized low-margins categories** *(pivot to phones, electronics, home & living, fashion, beauty)*
- ✓ **Logistics /Jumia Pay as e-commerce enablers** *(centralized platform with local execution)*

I

Rigorous Cost Management

- ✓ **Gross Margin:** Disciplined promotions *(curtailed discount/voucher intensity)*
- ✓ Ⓐ **Fulfillment:** Significant efficiency and expense reductions
- ✓ Ⓑ **Marketing:** efficiency & payback discipline (reduced spend; use of more relevant local channels)
- ✓ Ⓒ **Fixed Costs:** Leaner organization, reduced headcount,tech optimization, seller renegotiations and HQ footprint optimization

II

Rebuilding the Right Value Proposition

- ✓ Ⓐ **Supply:** Deeper supply & availability *(spans large spectrum of sellers incl. China sellers)*
- ✓ Ⓑ **Country Coverage:** targeted expansion through secondary cities driven by an asset-light model of loyal and exclusive 3PL partners
- ✓ Ⓒ **Localized Marketing Strategy:** leverage relevant, localized marketing channels, adapt to diverse consumer profiles, either online or offline

III

***Strong turnaround** driven by focus, cost discipline, and a fit-for-Africa value proposition*

Note: 1. Physical Goods

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I Refocusing the Business on E-Commerce for Physical Goods

Exiting Non-Performing Verticals

Q-Commerce / Food Delivery

JUMIA FOOD

Exited in Late '23

Travel & Classifieds

JUMIA TRAVEL

Exited in late '19

JUMIA DEALS

Exited in '23

Low-Margin Categories

Reducing exposure to Grocery (incl. food) products

Exiting Non-Strategic Countries

Tunisia

Exited in Late '24

South Africa

Exited in Late '24

Logistics /Jumia Pay as E-commerce Enablers

JUMIA LOGISTIC SERVICES — The logistics backbone of marketplace fulfillment

+

JUMIA PAY — Payment enabler on the marketplace platform

Operating System Enablers
Logistics + Payments

Fulfillment Reset Driving Lower Unit Costs

We shifted to a model that prioritizes affordability over convenience and focuses on efficiency

Affordability at Scale

What Changed?

Affordability vs Convenience
Shifted deliveries toward pick-up stations

3PL Optimization & Routing
Renegotiated rates + enhanced control on 3PLs

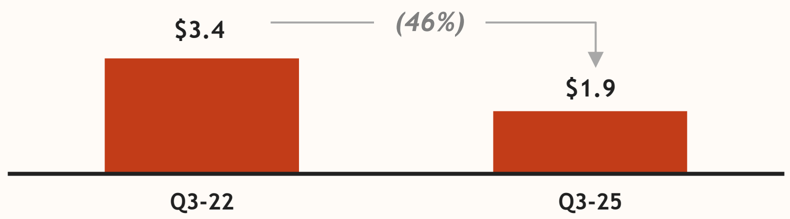
Focus Operational Productivity
Consolidated warehouses, improvement of proprietary tools designed for Africa

Network Expansion with Lean Ops
PUS[1]-led network expansion - leaner operations and lower cost coverage

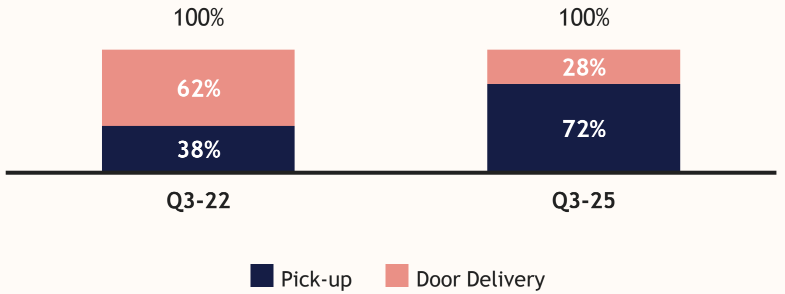
Proof Points

Fulfillment Expense[2] / Order Evolution

	Q3-22	Q3-25
Fulf. Expense[2]	$17.7m	$10.4m
Fulf.[2] as % of GMV	9.2%	5.3%



Delivery Mode Mix %[3]



— *Pickup-first delivery + optimized 3PL routing + efficient warehousing → **higher efficiency & lower fulfillment expense*** —

Notes: Data Including Tunisia and South Africa for physical goods (excl. JumiaPay app Orders which are digital services and do not incur logistics costs) unless stated otherwise;
1. Pick-up stations: physical locations where customers or sellers can collect packages; 2. All businesses, including Tunisia and South Africa; 3. Data excluding Tunisia and South Africa

IIB Marketing Mix Reset Driving Efficient Growth

We changed how we acquire and retain customers, shifting to a disciplined, fit-for-Africa mix

CRM[1], JForce[2], SEO[3], POM[4]

What Changed?

Results Focused Discipline
Spend only when it works, scale after we see proof

Fit-For-Africa Local Channels
Focus on smaller cities using JForce + radio + street activations

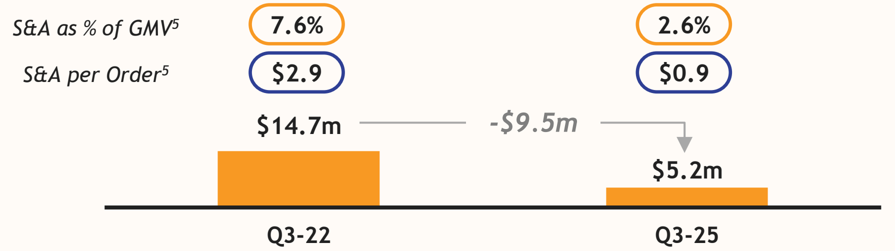
Value-Led, Not Promo Led
Target cost-conscious customers; Scaled back discounts / promotions

Own Channel First / Selective POM[4]
Use CRM and SEO more; Reduce POM spend, limited to high-return campaigns

Go Big on Key Events
Jumia Anniversary / Black Friday

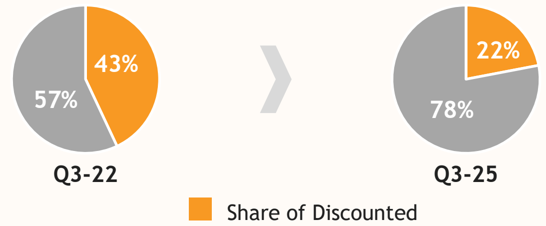
Proof Points

Sales & Advertising (S&A) Spend Evolution



S&A Mix Evolution

Share of Discounted (Promo-Led) Orders[5]



*Local channels + CRM/SEO + payback gates → **lower cost, higher quality demand***

Notes: Data Incl. Tunisia and South Africa for all businesses unless stated otherwise;1. Customer Relationship Management; 2. Independent sales consultants that earn commissions by selling the goods and services that we offer on our platform to their personal or professional networks; 3. Search Engine Optimization; 4. POM stands for Paid Online Marketing; 5. Data for Physical Goods only excluding Tunisia and South Africa

Lean G&A / Technology Spend Driving Operating Leverage

We run lean G&A through centralization and accountability

No extra tech or personnel needed for the upcoming period

Operational Leverage in Motion

What Changed?

Headcount reduction in-line with business refocus, and **comprehensive review of all G&A items**

Reset key seller terms
The full annualized effect isn't fully reflected in the P&L yet

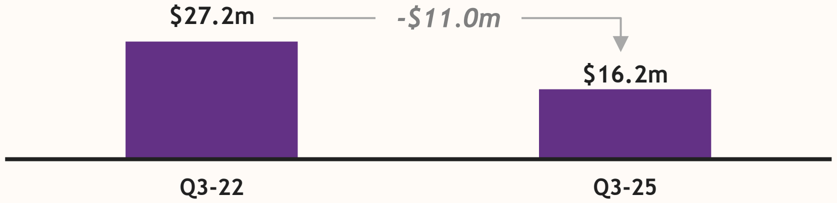
Massive improvement of productivity, leaner teams, faster execution

The platform can **support 2-3x more volume without extra tech spending or personnel**

Lean G&A[1] / Tech spend efficiency

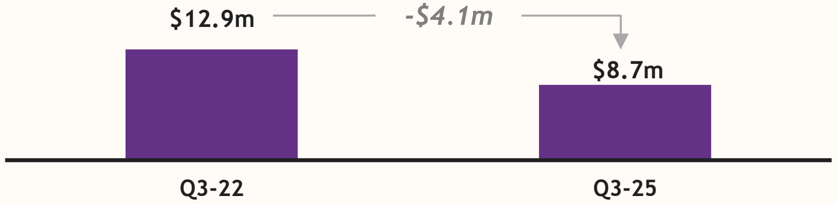
G&A[1] Evolution

	Q3-22	Q3-25
Headcount (G&A)	1,527	853
GMV[2] per Head	$126k	$231k
G&A per Order[2]	$5.3	$2.9



Technology & Content (T&C) Spend

	Q3-22	Q3-25
Headcount (T&C[3])	509	260
GMV[2] per Head	$378k	$758k
T&C[3] per Order[2]	$2.5	$1.6



Headcount and tech spend held lean + seller terms resets → ***A lean fixed cost structure built for scale***

Notes: Data Incl. Tunisia and South Africa for all businesses unless stated otherwise; 1. General & Administrative expense, excl. SBC, Share-based Compensation expense; 2. Data for Physical Goods only; 3. Technology & Content expense

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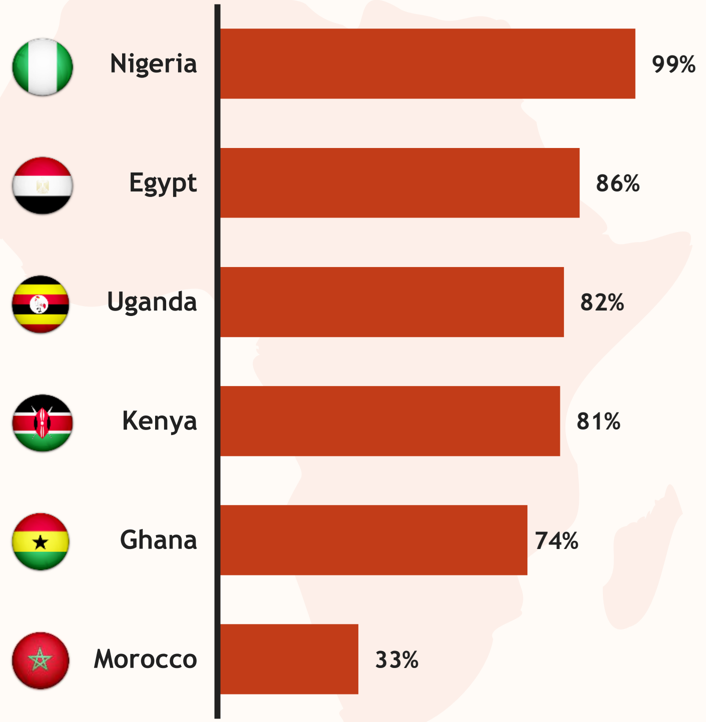
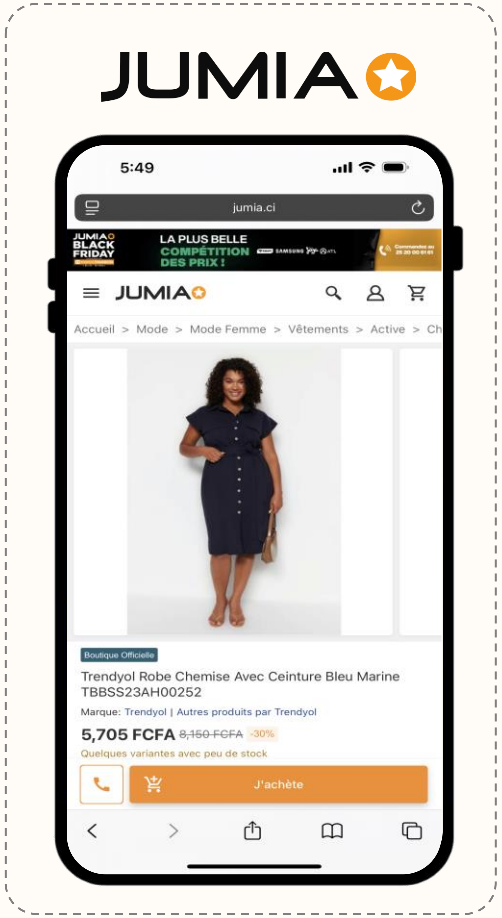
The Right Value Proposition for Africa's Lower-Middle Class

Our Target Customers Represent the Majority of Africa's Population

Households with Limited Discretionary Income <$420 / Month





Our Target Customers' Characteristics

- Lower-Middle Class
- Living in Both Capital & Secondary Cities
- Access to a Limited Range of Goods, Mostly Offline
- From Digital Natives to Fully Offline Customers

– Large, price-sensitive households dominate our markets → Jumia's value-for-money model is the right offering for them –

Source: Fitch BMI (2024 data)

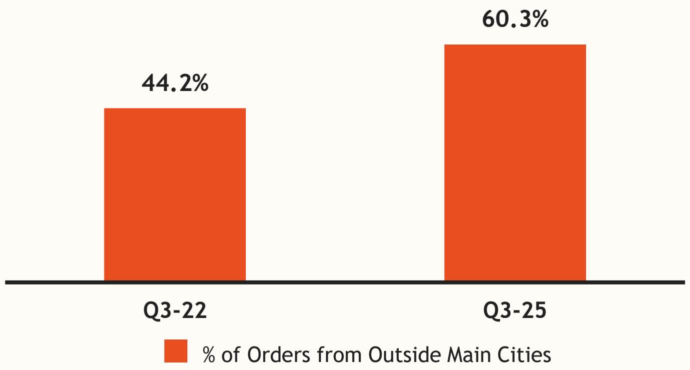
The Right Value Proposition for Africa's Lower-Middle Class

Our customers are value-driven and often outside major cities

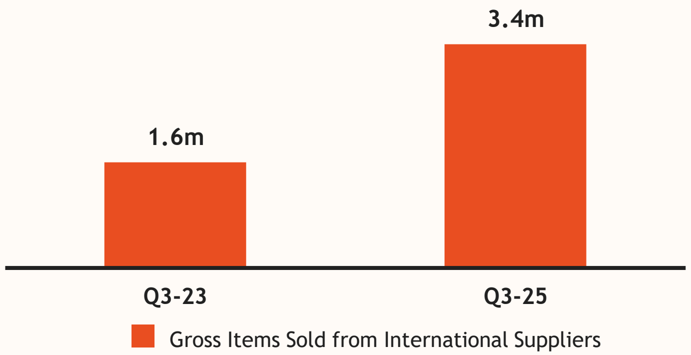
We Re-Built The Right Value Proposition

Four Proof Points of Value Proposition Fit

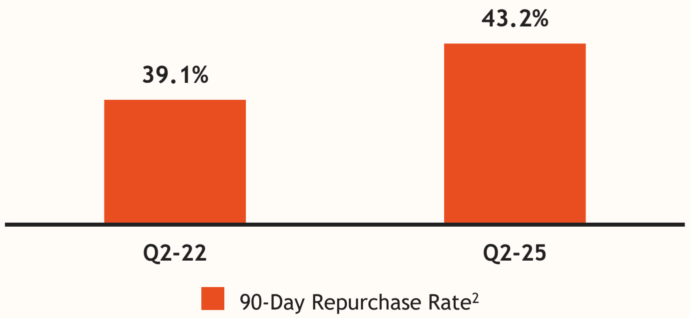
We Serve Customers Beyond Capital Cities[1]



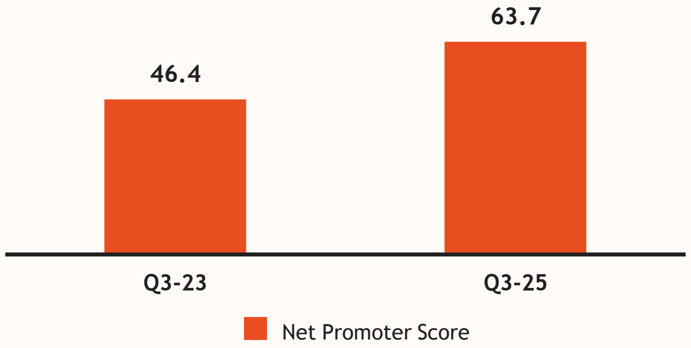
Increased Access to International Suppliers[1]



We Provide the Right Offering to Drive Repeatability



Increased Customer Satisfaction / NPS



Availability, access & trust *turning demand into orders*

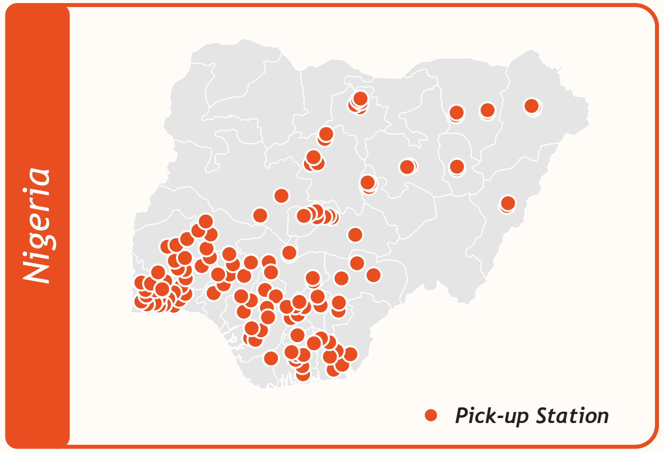
Notes: Data referring to Physical Goods only unless stated otherwise; 1. Excluding South Africa and Tunisia; 2. Percentage of new customers, who made a second purchase within 90 days from the first

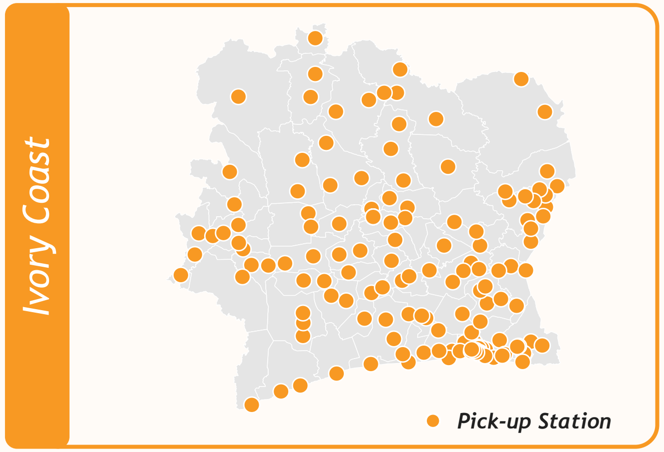
IIIB Focus on Affordable, Scalable and Optimized Geographic Coverage

Focus on Efficient Coverage

	2022	LTM Q3-25
# of Orders from Outside the Main Urban Centers	9.1m	12.1m
Share of PUS Deliveries[1]	38%	70%
# of PUS[2]	~3,800	~2,380
# of 3PL[3]	~800	~246

Illustrative Examples of Nigeria and Ivory Coast





— *Significant expansion* ***beyond capital cities****, enabled by an* ***asset-light*** *3PL model and an efficient pick-up station build-out* —

Notes: Data for physical goods only and excluding Tunisia and South Africa unless stated otherwise; 1. % of orders where the shipping method chosen by the customer was Pickup Station; 2. Defined as Pick-up stations: physical locations where customers or sellers can collect packages; refers to PUS that in the last 12 months (since year-end 2022 or Q3-25) had at least 1 package either sent to the customer or dropped off to the seller; 3. Defined as Third-Party Logistics Partners; refers to 3PLs that in the last 12 months (since year-end 2022 or Q3-25) moved at least 1 package

Discipline at Work: Better Unit Economics, Lower Cash Burn

Tighter Operations, Richer Assortment, Smarter Marketing, Lower Fixed Costs

Operational Leverage in Motion

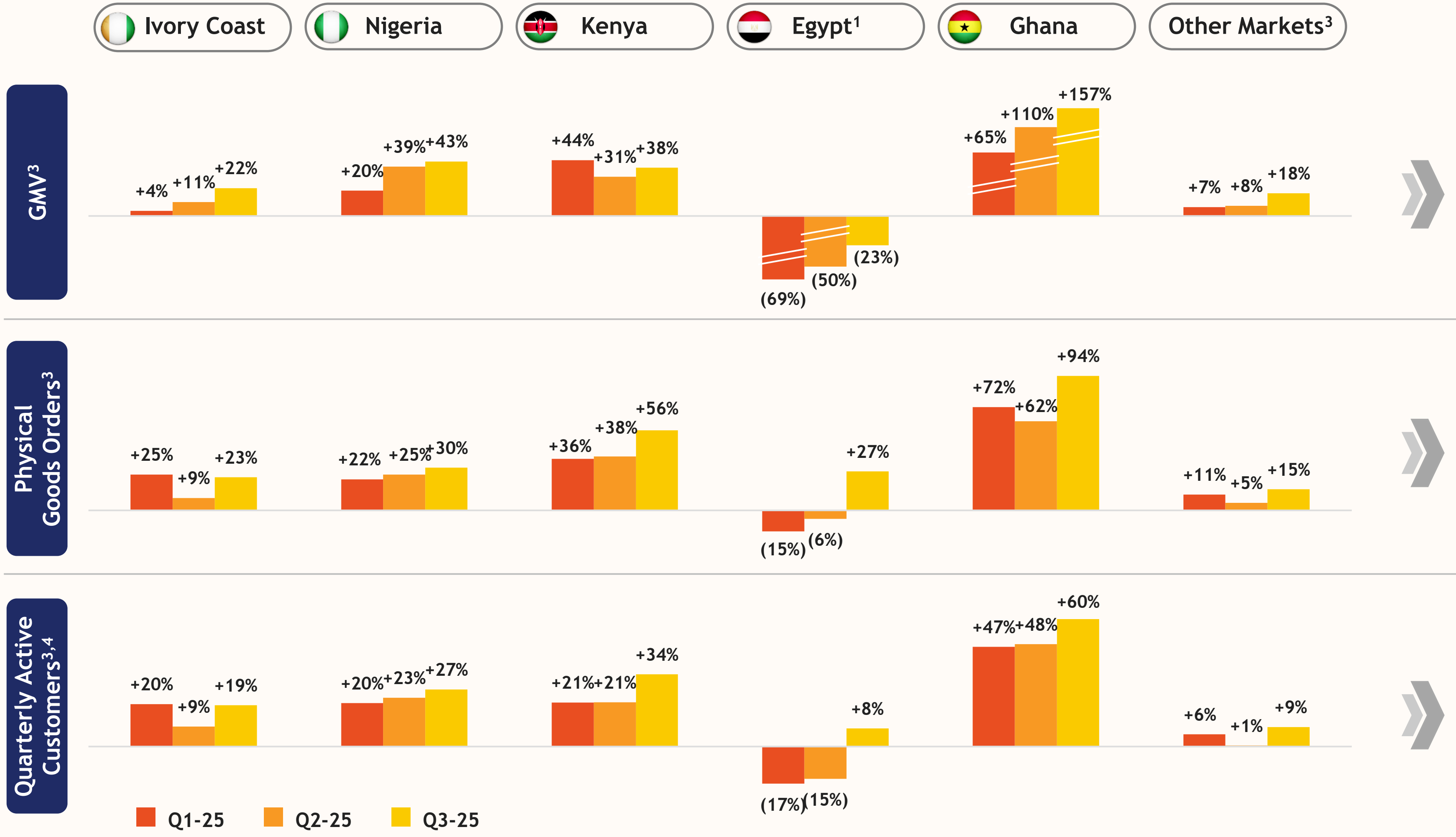
		Units	2022	2023	2024	LTM Q3-25	Δ 22 vs 25
	Take Rate	%	12.7%	14.3%	13.8%	12.3%	-39 bps
Per Order	Gross Profit per Order[1]	$	5.4	6.2	5.5	4.4	(1.0)
Per Order	Fulfillment Expense per Order[1]	$	3.5	2.6	2.3	2.1	(1.4)
Per Order	Contribution Margin[2] per Order[1]	$	1.9	3.7	3.2	2.3	+0.4
Total Expense	G&A[3] Expense *(% of Rev)*	$m %	***114*** *56%*	***69*** *37%*	***63*** *38%*	***61*** *35%*	(53) *-21pp*
Total Expense	S&A[4] Expense *(% of Rev)*	$m %	***67*** *33%*	***21*** *12%*	***17*** *10%*	***17*** *10%*	(50) *-23pp*
Total Expense	Tech & Content Expense *(% of Rev)*	$m %	***52*** *26%*	***42*** *22%*	***38*** *22%*	***38*** *22%*	(15) *-4pp*
Cash Burn	Operating Loss	$m	(202)	(73)	(66)	(70)	+132
Cash Burn	Cash Burn	$m	(285)	(107)	(81)	(82)	+203

Operational efficiencies reflected in improvements of our financial metrics

Notes: Data Including Tunisia and South Africa for all businesses unless stated otherwise; 1. Calculated based on number of physical goods orders (Incl. Tunisia and South Africa); 2. Contribution Margin defined as Gross Profit minus Fulfillment expense; 3. General & Administrative expense, excl. SBC, Share-based Compensation expense; 4. Sales & Advertising expense

JUMIA

Growth Is Back: Broad-Based Reacceleration Across Core Markets



Growth Momentum Continues Across All Markets[2]

Strong year-over-year increase, supported by strong consumer momentum

Sustained growth driven by continued execution and improved product assortment across key categories

Quarterly active customers up, driven by local-channel acquisition (JForce/CRM/SEO/POM[5]) and rising repeat

***Core markets driving momentum,** Egypt repositioning for long-term recovery*

Notes: For physical goods only unless stated otherwise; 1. Includes Corporate Sales; 2. Except for Egypt; 3. Excluding Tunisia and South Africa; 4. Quarterly active customers refer to 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; 5. Paid Online Marketing

Turnaround Based on Strong Leadership and Broad Participation of an Incentivized Workforce

Merit-based Retention of Top Performers

Performance-driven selection and focus on **merit-based internal promotions** from operations teams

Empowered Local Operations

Autonomy + **Clear accountability of country teams,** allowing faster and more **impactful decision-making**

Incentives Aligned to Outcomes

Broad allocation of stock options and long-term incentives **among ~100 managers**

Clear Alignment with Mission & Turnaround Plan

Restructured the oversized Dubai office and prioritized optimization of cost-intensive functions

Empowered local teams, clear incentive schemes, and strong alignment enable ***team retention and sustained success***

JUMIA

03

The Sole Pan-African E-commerce & Tech Platform

Speakers

Antoine Maillet-Mezeray
EVP Finance & Operations

Hisham El Gabry
Chief Commercial Officer

Vinod Goel
Regional CEO – East Africa[1]

Marcelle Siayojie
CEO Jumia Senegal

Note: 1. Refers to Kenya, Uganda

One Platform Connecting Sellers & Customers Across Africa

JUMIA LOGISTIC SERVICES

Enabling E-commerce Delivery

- Warehousing facilities & PUDO[1] stations
- Vast logistics partners network
- Proprietary tracking and routing tools & systems

~2,380 Pick-up Stations[3]

~246 Logistics Partners[4]

JUMIA Marketplace

Bridging The Supply & Demand Gap

- Access to large consumer base
- Expanded product variety
- Localized seller center interface
- Unique data and insights
- Local and international seller network
- Brand building and consumer targeting
- Consumer finance options[2]

~71k Sellers, multi-category breadth

~94%[3] Items sold through marketplace offered by 3P

JUMIA PAY

Enabling E-commerce Cashless Payments

- Local currencies supported
- Fast payments
- Multiple payment methods (incl. wallets)

9 Markets[5] (licensed in 3 countries)

~36% of Total Transactions

9
Countries of Operations

~625m People
~40% of African Population[6]

54%
of Africa Internet Users[6]

~49%
of Africa GDP of $2.8tr[6]

Purpose-built for Africa and offering ***access, delivery, and trusted payments in one platform***

Notes: LTM Q3-25 data unless mentioned otherwise; 1. Pick-up/Drop-off Stations: Physical locations where customers or sellers can collect or drop off packages (including returns); 2. Third-Party Lending; 3. Physical Goods, excl. Tunisia and South Africa; 4. Includes Riders and Partners; 5. JumiaPay is available in all Jumia's markets, and licensed in 3 countries (Egypt, Nigeria, Kenya); 6. As of 2024

Operations Tailored for Africa's Realities

All Enabled by Proprietary Tech

1 *Offering & Supply*

Focus on Affordability, Availability & Value for Money

Adapted Assortment

- ✓ **Entry-price / Affordable** SKUs
- ✓ **Balanced local vs cross-border mix** for availability & value
- ✓ Cater for **very broad customer base**

2 *Marketing*

End-To-End (Online & Offline) Efficient Marketing

Online & Offline Coverage

- ✓ **Smart SEO and Paid Marketing with Payback Gates**
- ✓ **Leverage CRM at Zero Cost**
- ✓ **JForce** + **Local-first channels** for smaller cities acquisition & conversion

3 *Logistics*

Fix the Distribution Gap & Delivery Reliability at Low Cost

Affordability Over Convenience

- ✓ **PUDO**[1] network + Efficient Warehousing
- ✓ **Partner-enabled** last mile (harnessing local entrepreneurs and 3PLs partners)
- ✓ **Cheap Delivery Options**

4 *Payments*

Flexible Payments to Increase Conversion

Payments That Fit Africa

- ✓ **COD**[2] where it converts best
- ✓ **JumiaPay and Digital**[3] **on Delivery** where it makes sense
- ✓ Integration with multiple **mobile money / wallet systems**

— ***Africa is attractive*** *but* ***hard to serve → Jumia is positioned to win*** *because* ***we are solving*** *the structural frictions* –

Notes: 1. Pick-up/Drop-off Stations: physical locations where customers or sellers can collect or drop off packages (including returns); 2. Cash on Delivery; 3. Cards Payments

1 We Are Creating Africa's Supply Engine - Combining Global Reach & Local Depth

Deep Partnerships with ~25k International Merchants

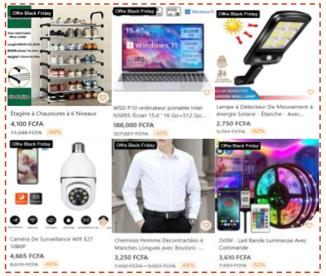
Global Brands

Priority Access / Co-Marketing Opportunity

L'ORÉAL, SAMSUNG, LC WAIKIKI, STARLINK, adidas, TRANSSION HOLDINGS, DeFacto, LG, Hisense

Cross-Border China Sellers

Entry Prices Focused on Fashion, Home & Electronic Accessories



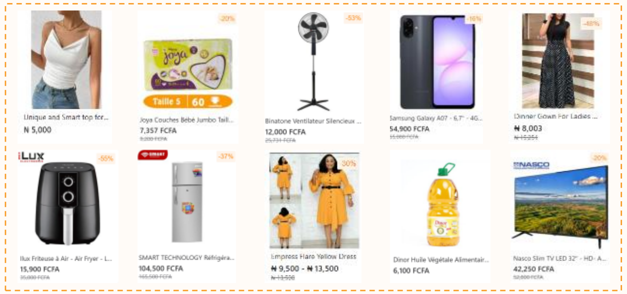
~24k[1]
Chinese Merchants

\+

VITRON, DICE UNDERWEAR, NASCO electronics, TORNADO, Eva COSMETICS, Andora COLLECTION, CHERTEX SINCE 1970, SMART TECHNOLOGY, COTTONIL القطن بيتكلم مصري

Brands Adapted to Local Demand

Prominent African Brands



Broad Based Assortment from Local Merchants

Local Commerce

Extensive Collection of ~46k Local / African Merchants

Why it Matters?

Assortment Depth ↑
Across everyday categories

Affordability (Price ↓)
Wide entry-price products

Availability / Fill-Rate ↑
Balanced local and cross-border mix

Speed & Predictability ↑
Faster lead times and deliveries routing

Monetization ↑
Better take rates + Ads opportunity

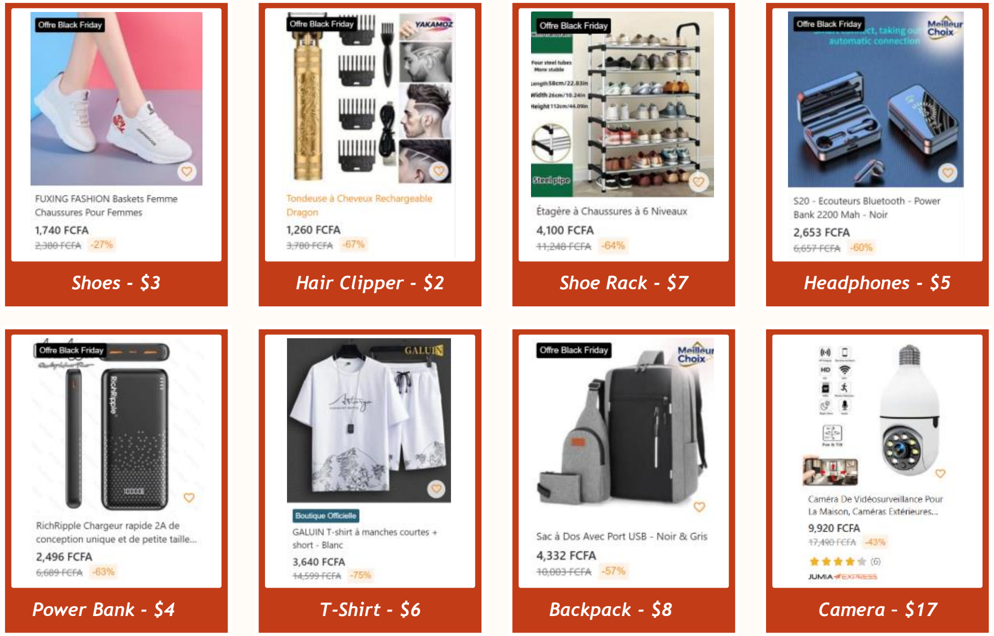
*Local depth, China pipeline and brand partnerships, → all powered **by Jumia's trusted platform***

Note: 1. The number of sellers who received an order on our marketplace within the 12-month preceding the relevant date, irrespective of cancellations or returns that have China or Hong Kong as the country of origin (i.e., where the seller is based in China or Hong Kong)

JUMIA

1 China Supply Unlocks Choice, Price & Growth

China Supply Flywheel in Motion



~62
Jumia Staff in China

~2.2m[1]
of Products from Chinese Suppliers in Warehouses

~55%
Q3-25 YoY Growth of Items Sold from Chinese Sellers

Why It Matters?

Enhanced Value Proposition for Consumers
Broader assortment, products availability, lower price

Margin & Monetization Uplift
AOV[2] drifting slightly down while take rates rise

Sourcing Complementarity
Covering categories where local supply cannot scale

High-Volume Potential
Scalability potential in key categories in case of local scarcity

Built to Win vs Chinese Platforms
On-the-ground presence + similar access to Chinese markets[3]

Enhanced Working Capital
Shorter cash conversion cycle; lower WC needs[4]

China supply now live *- more choice, better prices, more resilient and scalable supply*

Notes: USD amounts converted at spot FX rate as of 7-Nov-25; 1. As of Sep-25; 2. Average Order Value; 3. vs. Chinese players; 4. 3P-led inventory, faster sell-through of price-competitive Chinese SKUs, and improved supplier terms

JUMIA

1 Jumia as an Enabler for Local Merchants

Video

1 Local Merchants Unlock Relevance, Reach & Loyalty

How Jumia Empowers Local Merchants

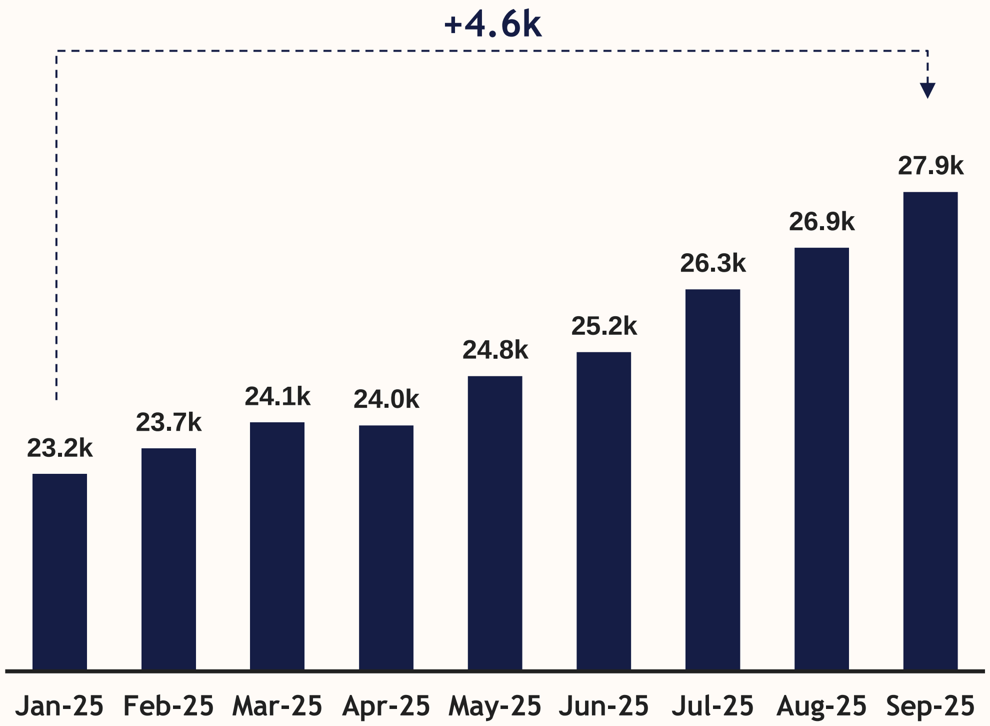
Reach & Scale
Instant access to a national and pan-African customer base

Training & Support
Structured onboarding, seller hub e-learning, seller support

Full-stack Seller Tools
Seller center; ops & finance tools; performance data/insights

Brand Halo & Trust
Leverage Jumia's brand to boost credibility

Monthly Local Active Sellers[1]



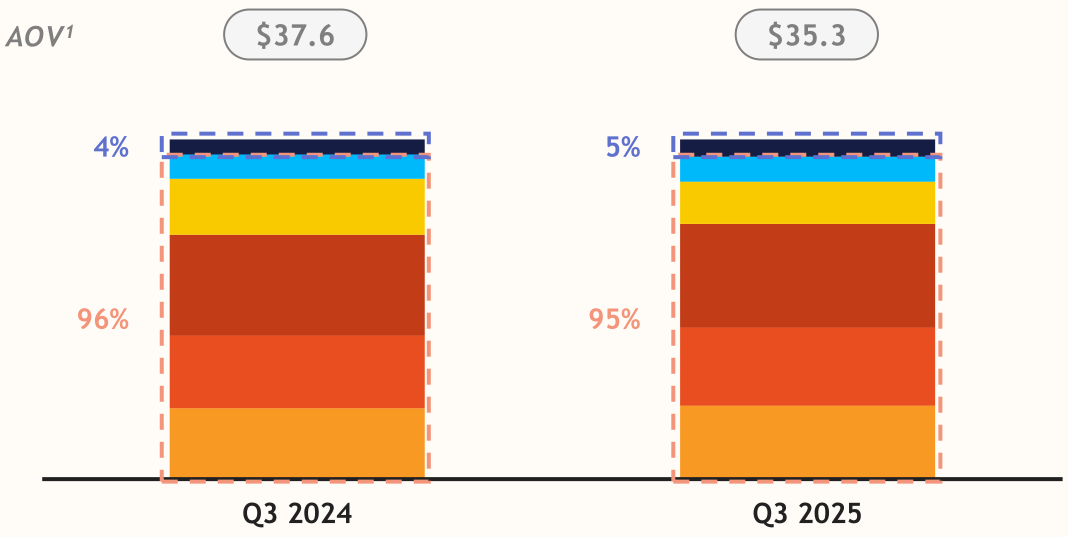
***Empowered and growing local sellers** - right products, broader assortment*

Note: 1. The number of local sellers (based on tax classification) who received an order on our marketplace within the 1 month preceding the relevant date, irrespective of cancellations or returns

JUMIA

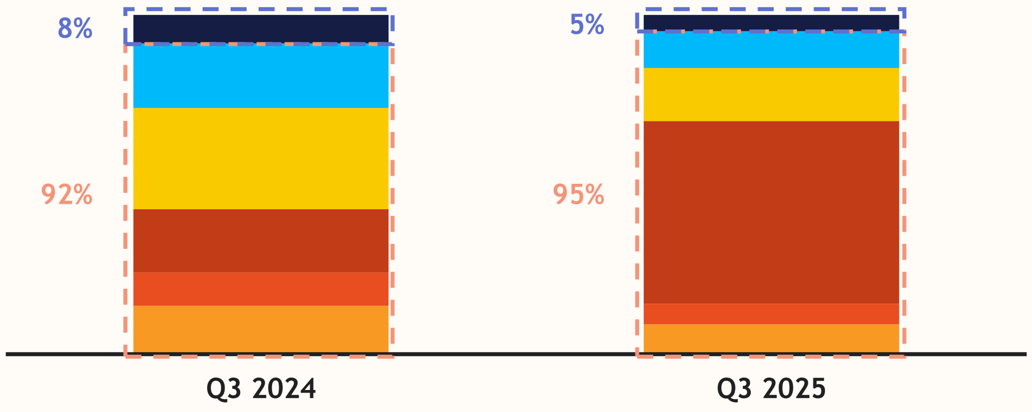
1 Improving Sales Trends Driven by Better Supply

GMV Physical Goods Split



GMV category **mix remained broadly stable**, with modest gains in Phones and Electronics reflecting better product availability

Items Sold Physical Goods Split



Mix shifted toward Home & Living from Q3-24 to Q3-25, driven by a deal for low-value items with a customer in Egypt

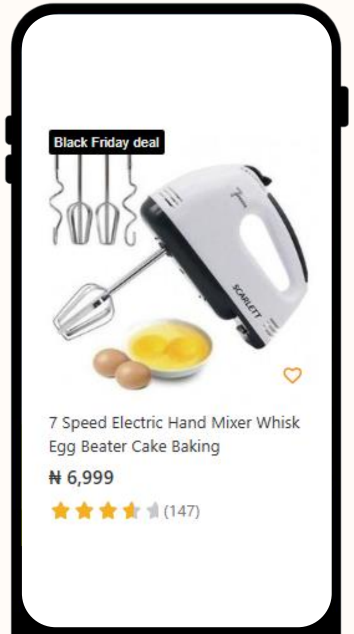
Phones   Electronics   Home & Living   Fashion   Beauty   Other[2]

Notes: 1. Average Order Value; 2. Other induces FMCG and other categories

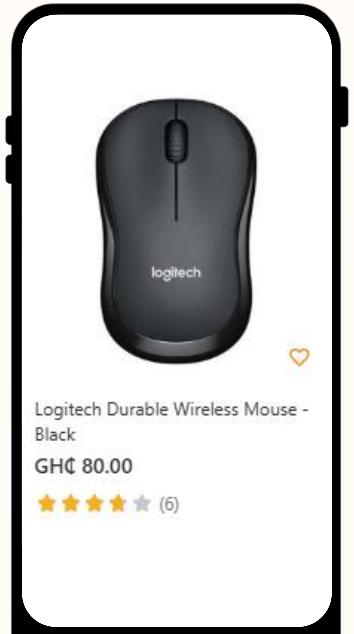
JUMIA

1 Our Fit-For-Africa Marketplace Assortment

TV - $63

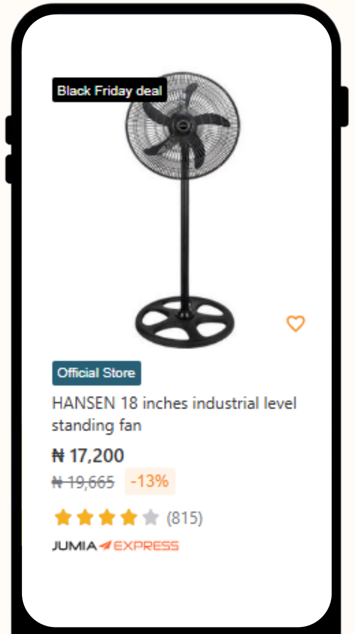


Electric Mixer - $5



Wireless Mouse - $7

Blender - $16



Fan - $12

Men's Sneakers - $7

Wide assortment tailored to local demand

Note: USD amounts converted at spot FX rate as of 06-Nov-25

2 Marketing Channels Driving Growth – Online & Offline Coverage

Online

Enhanced Customer Experience

Owned	★ Direct ★ CRM
Organic & Paid	★ Free channels, SEO ★ Paid marketing
Social & Creators	★ Social media ★ Local Influencers

Offline

Hyper Localized Acquisition Channels

Field & Retail Activation	★ JForce: ~10% of gross orders[1] ★ Pick-up station
Mass Media	★ Branding ★ Radio
Print & Collateral	★ Print ★ Catalog

Full online and offline coverage to reach customers where they are

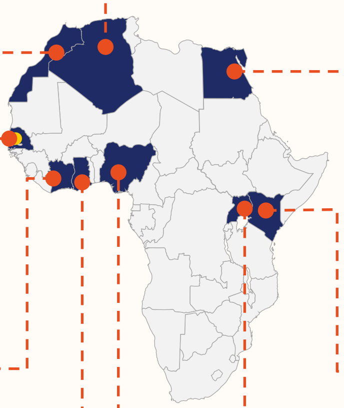
Note: 1. % of gross orders made by JForce agents for Last Twelve Months

JUMIA

2 JForce

Video

3 We Run The #1 Delivery Network in Africa



Senegal
KPIs
134 Pick-up stations
12 3PL partners

Morocco
KPIs
193 Pick-up stations
18 3PL partners

Algeria
KPIs
132 Pick-up stations
5 3PL partners

Egypt
KPIs
332 Pick-up stations
20 3PL partners

Ivory Coast
KPIs
351 Pick-up stations
26 3PL partners

Ghana
KPIs
244 Pick-up stations
36 3PL partners

Nigeria
KPIs
480 Pick-up stations
62 3PL partners

Uganda
KPIs
163 Pick-up stations
42 3PL partners

Kenya
KPIs
349 Pick-up stations
25 3PL partners

Dense delivery network hard to replicate

Note: Data as of LTM Q3-25

JUMIA

3 How Jumia's Network Delivers Affordably at Scale

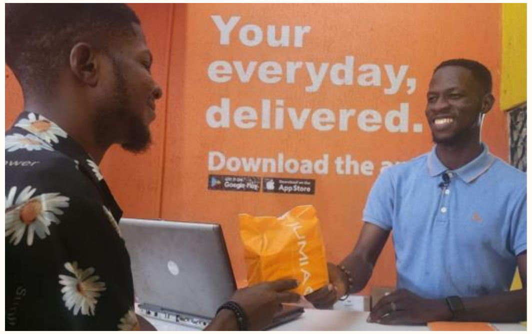
We Harness Local Entrepreneurs

- **Asset-light ecosystem** of delivery partners **unlock scale and efficiency**
- **Unique know-how beyond delivery capabilities**

~246
Logistics Partners[2]

We Optimize Delivery for Affordability

- **Focus on affordable/cheap delivery options** vs convenience (e.g. PUS[1] delivery vs at home)
- **Deep coverage** across urban and rural areas



60%
From Outside the Main Urban Centers

Proprietary Tools Embedded Within our Network

- Seamless integration with Jumia tech & data **ensuring end-to-end visibility and control**
- **Standardized processes** for last mile, returns, etc.

Unified
Technology Platform

Supported by Efficient Warehouse Facilities

- **Larger and standardized locally run warehouses** to cut lead times
- **Additional capacity / locations available with minimal capex** or special requirements

+120,000 m^2
Warehouse Storage Capacity[3]

Affordability at scale *through local partners, Jumia tools, optimised delivery, and efficient warehouses management*

Notes: Q3-25 data unless mentioned otherwise; 1. Pick-up stations: physical locations where customers or sellers can collect packages; 2. Includes Riders and Partners, LTM Q3-25, excluding Tunisia and South Africa; 3. As of Dec 2024

JUMIA

3 Warehouse Illustration

Video

3 Wide & Dense Network Driving Scale and Customer Experience

Extending Network & Reach

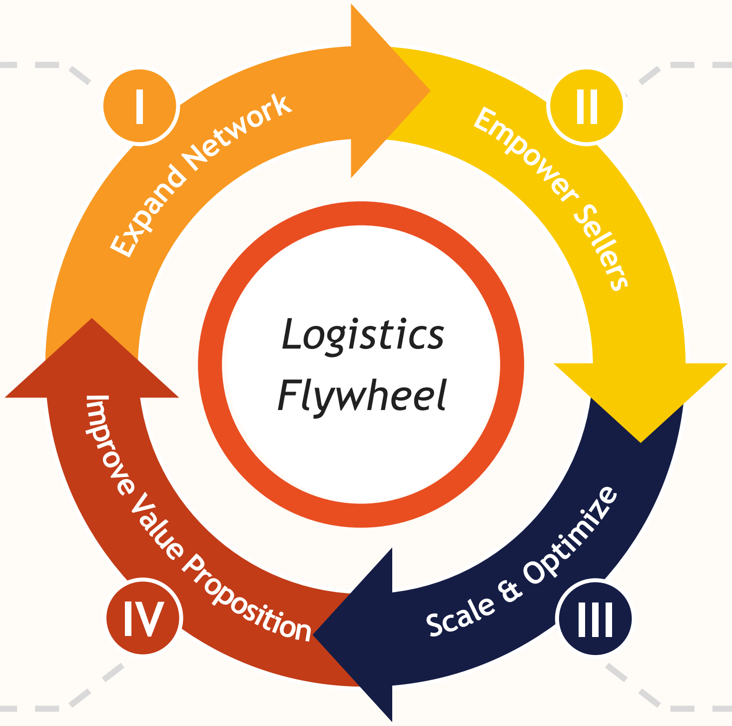
Expand reliable logistics and pick-up networks into secondary cities

Broaden coverage and shorten delivery times

Enabling Sellers & Expanding Addressable Market

Sellers reach new cities and customer segments through Jumia's logistics

Grow GMV and category depth



Value Proposition Built Around Key Customer Needs

Faster, more predictable deliveries boost satisfaction and trust

Better experience increases repeat usage and orders

Volume Density Driving Cost Efficiency

Concentrated parcel flows and warehouse throughput unlock economies of scale

Route and process optimization boost savings

More reach brings more sellers and more attractive pricing, lifting conversion & business repeat

4 Flexible Payments = Trust & Conversion

Jumia Payment Methods Mix…

JUMIA

Cash on Delivery

Share of Mix Declining

- Critical to onboard first-time online shoppers, build trust, and increase conversion when needed

Digital on Delivery

Usage increased over the past few years

JUMIA PAY

- Available in 9 markets[1]; removes complexity of cash management

Prepayment

Significant Increase Over Time

JUMIA PAY

- **Highest** delivery success and lower operational complexity

…Enabled by Multiple Credit Partners / Payment Methods

Banks

National Bank of Egypt, Zenith, CMI, Ecobank

Cards

MasterCard, VISA, meeza

Mobile Money

M-PESA, MTN, tigo cash, Orange Money, wave, Vodafone cash

Money Transfers/Cash

Wafacash, monnify, Fawry

Buy Now Pay Later

Souhoola, Contact now, CredPal, EasyBuy, valU, aman

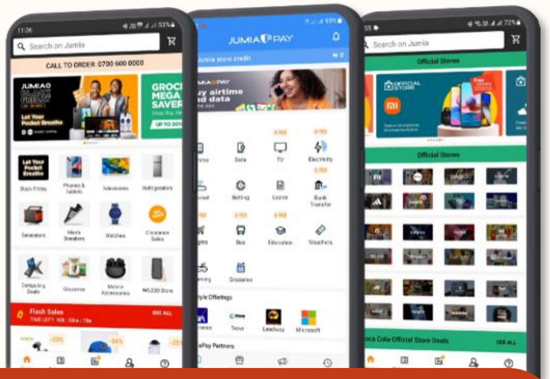
*Flexible payment methods to **reduce friction** and **increase conversion rates***

Note: Data as of Q3-25, physical goods only; 1. Available in all Jumia's markets

JUMIA

A Unified Tech Platform

JUMIA
Technology Platform



Seller Centered Tools	Customer Centered Tools	Operations & Finance Tools	
Seller Center	Multiple Payment Options	Logistics Partner Management	Finance Tools
Pricing Automation	App & Website	Hub Management	Driver App
Catalogue	Marketing Tech	Compliance and Risk Management	Warehouse and Order Management

One Entry Point
One account (SSO[1]) for all Jumia services

One Services Layer
Shared building blocks for shopping, delivery & payments

One Data Layer
All activity flows into one data hub & AI

One Security & Infra
Same protection and uptime across everything

Note: 1. Single Sign-on

We Built a Tech Stack Tailored for African Realities

African Challenges	*Low Bandwidth / High Data Cost*	*Varied Seller Digital Literacy*	*Dispersed Geographies & Uneven Last Mile*	*Fragmented Payments & Low Trust*	*Quickly Evolving Environment*
JUMIA *Technology Platform*	Mobile-first Apps	User-Friendly Seller Apps With Intuitive UX	Standardized Warehouse and Transport Software	Fraud Scoring and Proprietary Risk Management Tools	Modular, Service-oriented Platform Design
	Mobile-optimized Website	Seller Hub for Online Training And Onboarding	Automated Logistics Platform for Scalability	Unified Payments API[1] Through JumiaPay	Continuous ML/AI-driven Improvements
	Performance Optimization for Minimal Data Use	Local Teams Supporting Sellers' Onboarding	Full Tracking and Rapid Partner Onboarding	PCI-DSS[2] Certified & Secure Transaction Environment	Scalable Architecture Supporting Capacity Growth

Notes: 1. Application Programming Interface; 2. Payment Card Industry Data Security Standard

Data is at the Heart of Our Platform

Jumia Marketplace

- Traffic
- Product Trends
- Consumer Info
- Returns
- Purchase Info
- Consumer Feedback

Jumia Logistics

- Shipping Info
- Location
- Payment Methodology

JumiaPay

- Purchase Info
- Fraud Events
- Payment Method
- Validated Transactions
- Refunded Transactions

More Value for Consumers

- Personalization
- More Relevant Offering
- Faster and Better Delivery
- Enhanced Experience

More Value for Sellers

- Enhanced Consumer View
- Better Pricing
- Inventory Management
- Tailored Marketing

More Value for Jumia

- Single View of Consumer
- Real-time Analytics
- Tailored Marketing
- Better Processes

*A unified data warehouse **powering real-time analytics, personalization, and operational optimization***

04

Jumia’s Formula for Winning in Africa

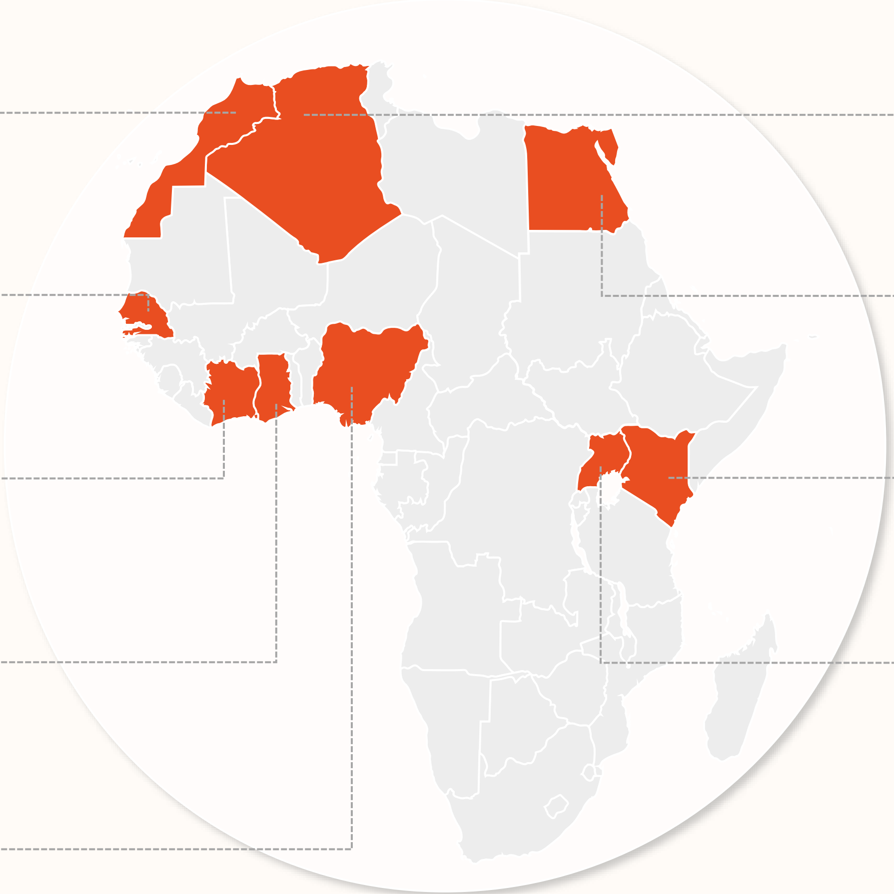
JUMIA

Speaker

Temidayo Ojo
CEO Jumia Nigeria

Wide Pan African Footprint and Market Leadership

Key Other Players	
marjanemall, TEMU, Glovo, Carrefour	Morocco
Small Local Players / Social Commerces	Senegal
Small Local Players / Social Commerces	Ivory Coast
TEMU, Good pappa	Ghana
konga.com, TEMU	Nigeria



	Key Other Players
Algeria	OK وادكنيس Ouedkniss
Egypt	amazon, نون noon
Kenya	Kilimall, Kapu
Uganda	*Small Local Players / Social Commerces*

Jumia's positioning is the ***result of more than a decade of investments & execution***

We Win vs Local Players with Scale, Tech, Density & CX

Advanced Tech Stack

Scaling faster across markets at lower unit cost

Suppliers & Commercial Infrastructure

Reliable assortment, proven processes, China team

Strong brand, easy returns, transparent tracking, and responsive

Customers' Trust

Purpose-built corridors and a dense micro-hub/PUS[1] network reach

Network Reach & Density at Scale

Note: 1. Pick-up stations: physical locations where customers or sellers can collect packages

We Are Better Positioned to Outperform Global Entrants with Fit-For-Africa Model & Trust – Illustrative Example

	JUMIA	TEMU
Assortment *Exhaustivity of Product Range*	*Locally Relevant Assortment, Direct China Sourcing Built Over Time*	*Cross-border Small-parcel Focus, Constrained by De Minimis Thresholds*
Geographical Coverage *Nationwide Accessibility*	*Extensive National Reach incl. Secondary Cities Coverage*	*Narrow Geographic Footprint and Limited Access to Efficient Distribution Networks*
Logistics Network *Robust & Trustworthy Partners*	*Pan-African Delivery Network with Strong and Loyal 3PL Partners*	*Cross-border Parcel Model, Small Scale Local Couriers*
Payment Methods *Flexible Payment Solutions*	*Mix of Cash / Digital on Delivery & Prepayments*	*Prepay-Centric, No Cash-on-Delivery Option*
Trust *Reliability and Local Support*	*Local Customer Support, Buyer Protection, Reliable Delivery*	*No Local End-Support and Delivery Reliability Challenges*

One of the Most Recognized & Trusted E-Commerce Platforms – Illustrative Example in Nigeria

Nigeria

"Jumia Proof Market"

JUMIA		Vs	TEMU	
1	47%	Top of Mind[1]	26%	2
1	97%	Brand Awareness	89%	2
1	39%	Most Often Used Brand	20%	3
1	50%	Repurchase within 6 Months	30%	3

Jumia leads in awareness, usage, and recommendation

Note: 1. The e-commerce platform the respondents mention first when asked which stores they know
Source: Ipsos report (as of September 2025)

Our Competitive Landscape

		JUMIA		International Cross-Border[1] (AliExpress, TEMU, SHEIN)	Local E-Commerce[2] (Good pappa, konga, Kilimall)
For Customers	Brand Recognition And Trust	Trusted and Recognized African E-commerce Brand	●	◑	◑
For Customers	Affordability Assortment	Comprehensive and Affordable Product Range Enabled by Diversified Supply Base	◕	●	◔
For Customers	Secondary Cities Exposure	Strong Exposure to Secondary Cities with More Potential for Expansion	◕	◔	◔
For Customers	Payment Capabilities	Comprehensive Payment Capabilities with Mix of Online and Offline (CoD) Methods	●	◔	◕
For Vendors	Local Expertise & Cust. Support	Tailored to African Operations; Local Customer Support in All Countries	●	○	●
For Vendors	Logistic Network Efficiency	Excellent Logistic Network Capabilities In Africa; Designed for Maximum Efficiency and Scale	●	◔	◑
For Vendors	Local Sourcing	Strong Local Sourcing Capabilities; 15 Years of Developing & Scaling Local Sourcing	●	○	●
For Vendors	International Sourcing	Top-Tier & Improving International Sourcing; Dedicated Team in China, More Ramp-up Potential	◑	●	◔

Notes: 1. International cross border: Platforms facilitating direct product shipments from international suppliers to consumers across borders; 2. Local e-commerce: Regionally-focused e-commerce platforms serving specific domestic markets

We Built a Platform for How Africans Really Shop – Online & Offline

	AWARENESS	ACQUISITION	CONVERSION (PAY)	DELIVERY	SUPPORT & REPEAT
ONLINE	*App & Web* *Local Influenceurs* *Paid Marketing / SEO* *Social Networks*	*App & Web* *CRM*	*Cards* *Mobile Money* *Wallets* *BNPL*	*Home Delivery with Track & Trace*	*In-app Self-serve* *Returns Portal* *Targeted CRM for Re-activation*
OFFLINE	*Pick-up Stations* *Local Radio* *Prints / Catalogues*	*JForce* *Call Centers* *Pick-Up Stations*	*Cash on Delivery* *E-money on Delivery*	*PUDO[1] Network Close to Customers* *Secondary-City Density* *Partner Last-Mile*	*Support at Pick-up Stations* *Local Customer Support* *JForce for Issue Resolution*

*We meet customers **where they are**, we enable smooth payments, **we deliver**, and **we support them to drive repeat***

Note: 1. Pick-up/Drop-off Stations: physical locations where customers or sellers can collect or drop off packages (including returns)

Break

10 min

05

Country-Level Lens

Speaker

Renaud Glenisson

Regional CEO – West & North Africa[1]

Note: 1. Refers to Ivory Coast, Ghana, Senegal, Morocco and Algeria

Operational Efficiency KPIs by Market

Profitability

Scale
Logistic Network Coverage / Penetration

X

Unit Economics
Take Rate / Fulfillment / Marketing

X

Lean Fixed Costs
G&A / Tech

★ *Countries where Jumia is Best-in-class*

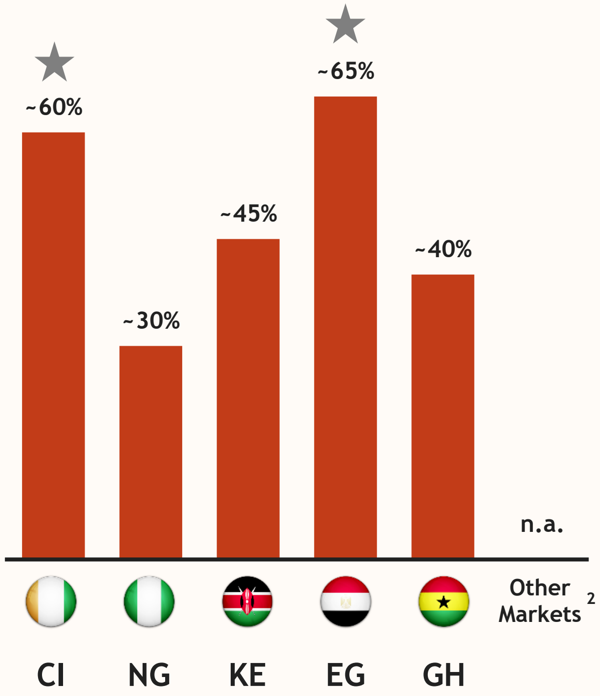
	Scale	Unit Economics	Lean Fixed Costs
CI	★		
NG		★	
KE			
EG			
GH		★	

Clear and measurable objective for profitable growth

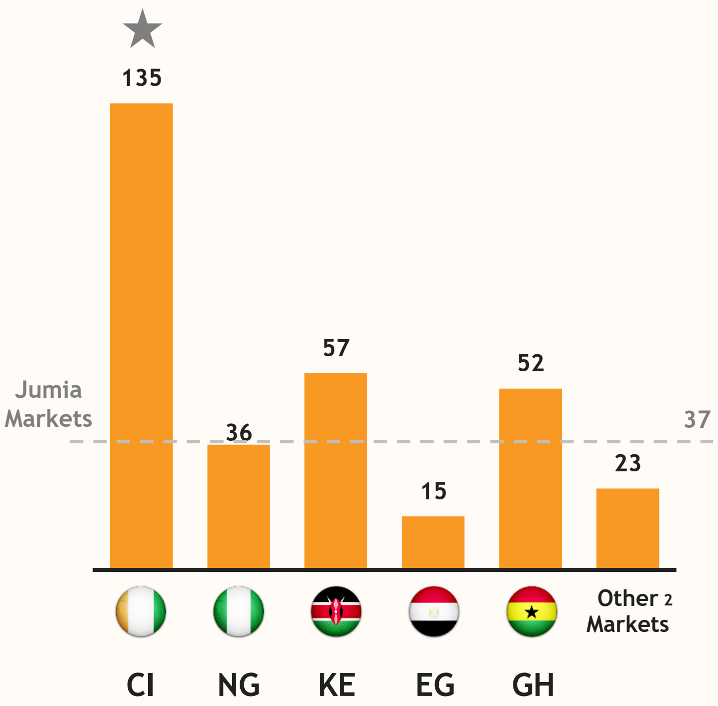
JUMIA

Scale & Penetration

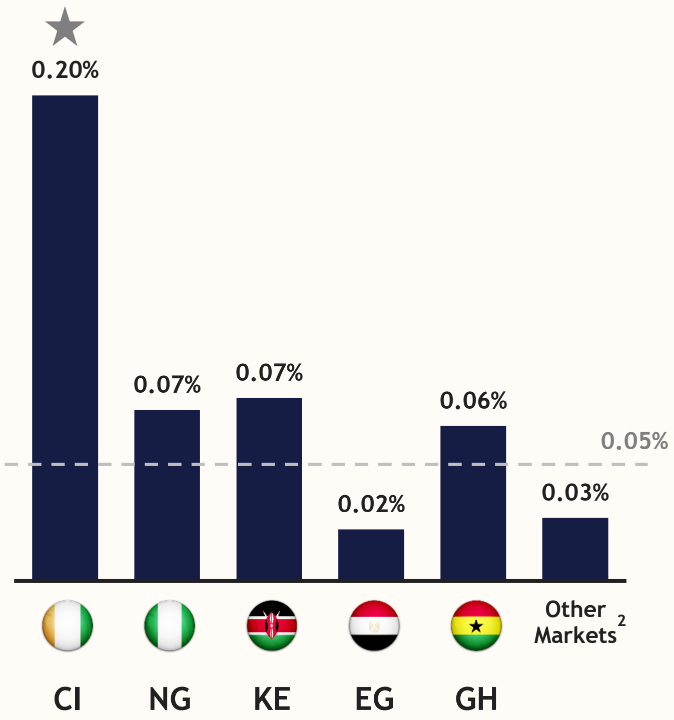
Logistic Network Coverage
Population Covered[1]



Penetration
# of Orders[3] / 1k Population[4]



Economic Relevance
GMV[3] vs GDP[5]



★ *Countries where Jumia is Best-in-class*

Strong coverage with a long runway for deeper penetration and GMV growth

Sources: World Bank, S&P
Notes: Order and GMV data as of LTM Q3-25; 1. Company estimates for population living in sub-counties / districts / legal governments areas with at least 1 PUS;
2. Incl. Morocco, Senegal, Uganda and Algeria; 3. Data for all businesses (Excl. Tunisia and South Africa); 4. 2024 population; 5. 2025E GDP

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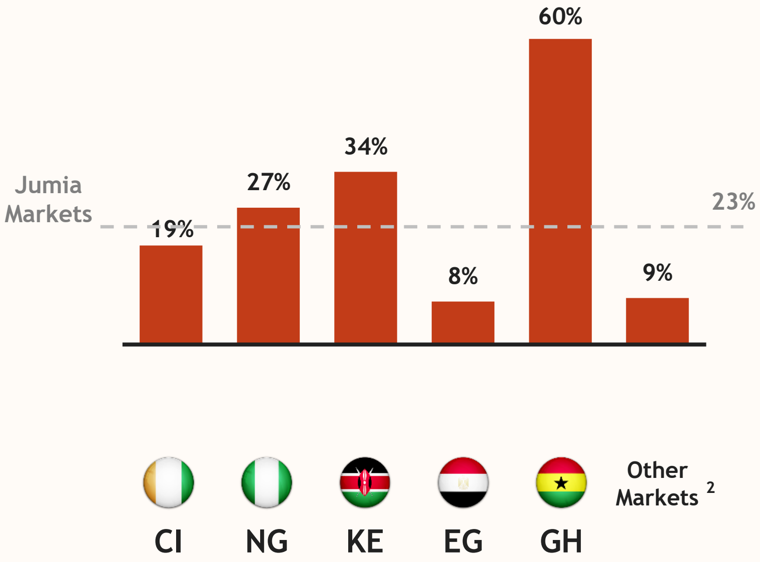
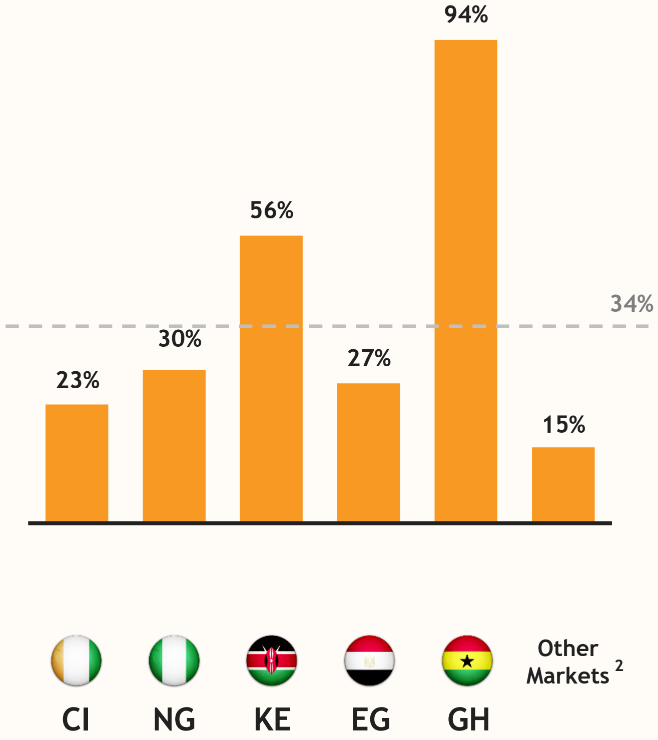
Growth Heatmap

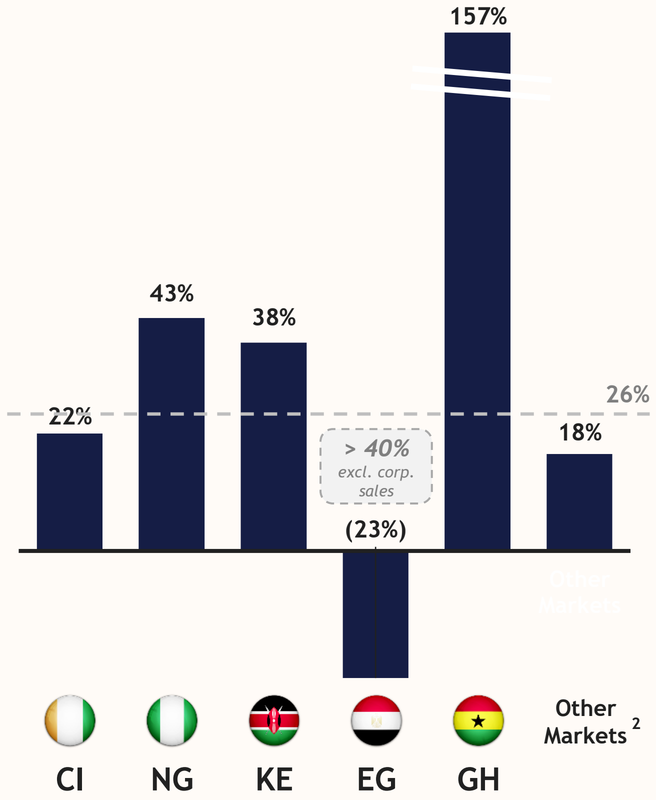
Quarterly Active Customer
YoY Growth[1]



Orders
YoY Growth[1]



GMV
YoY Growth[1]



Broad-based reacceleration across core markets

Notes: Figures for Physical Goods only; 1. Q3-25 vs Q3-24; 2. Incl. Morocco, Senegal, Uganda and Algeria

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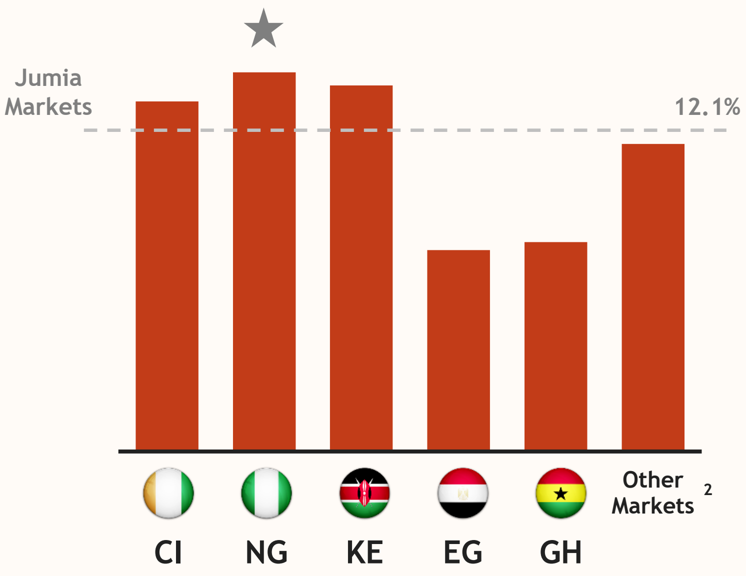
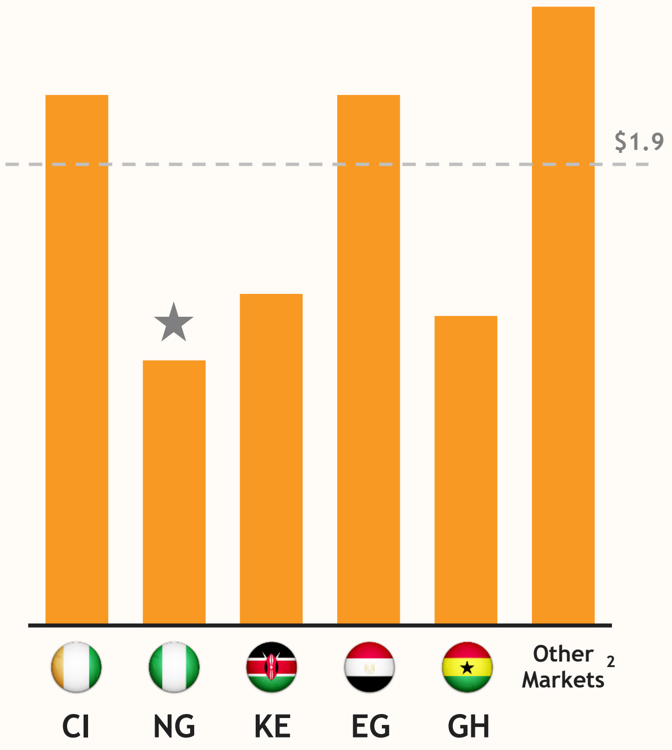
Operational Efficiency KPIs by Market

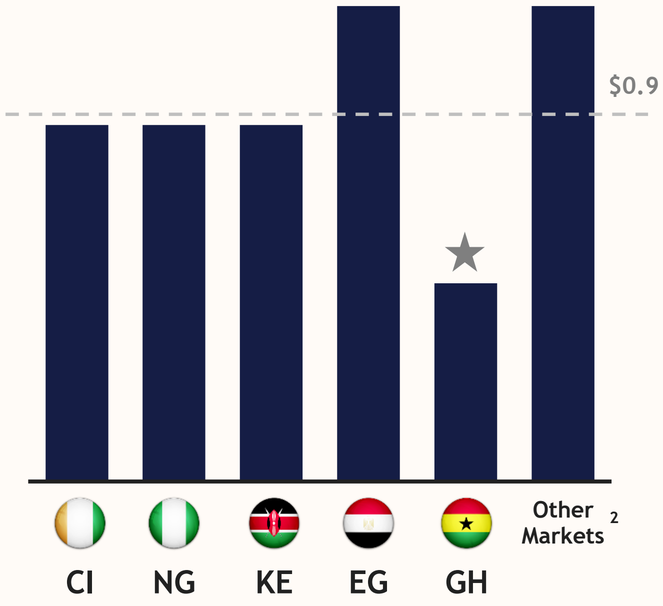
Take Rate



Fulfillment Expense / Order[1]



Marketing Expense / Order[1]



★ *Countries where Jumia is Best-in-class*

Clear and measurable objective for profitable growth

Notes: Data as of Q3-25 excluding South Africa and Tunisia unless stated otherwise; 1. Physical Goods Orders; 2. Incl. Morocco, Senegal, Uganda and Algeria

06

Strategy for Next-Phase of Growth & Financial Outlook

JUMIA

Speakers

Francis Dufay
Chief Executive Officer

Antoine Maillet-Mezeray
EVP Finance & Operations

Jumia is Well-Positioned to Capture the Next Phase of Growth

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Massively Underpenetrated Markets	Structural Headroom for Growth
Fit-for-Africa Value Proposition Built Around Key Customer Needs + Proven Playbook	Positions Jumia to Capture a Larger Share of the Total Addressable Market
Unique Positioning and Deep Local Know-how	Provides Strong Barriers to Entry
Asset-light Model, Backed-by Proprietary Logistics Tech	Ensures Scalability and Units Economics Leverage
Trusted & Recognizable Brand Driving Loyalty and Customer Stickiness	Drives Growth and Repeatability

Our Financial Objectives

GMV Target	Take Rate Expansion	Adjusted EBITDA Margin[1]	Cash Burn?
~$2.5-3.0bn *by 2030E*	**+2-2.5pp.** *Improvement by 2030E*	**+20%** *by 2030E*	**Self-Funded** *Growth Plan*
✓ *Assortment + Availability: scale China sourcing engine and deepen key categories* ✓ *Higher country coverage and secondary cities penetration + S&A re-acceleration*	✓ *Increase marketplace monetization (seller services & on-platform ads)* ✓ *Improve mix quality + more disciplined promotions*	✓ *Scale, operating-leverage & efficiency improvements benefits already in motion* ✓ *On track toward to reach full-year profitability by 2027*	✓ *FCF positive from 2027 onwards* ✓ *Expected to deliver on current 5-year plan without external cash needs*

Strong confidence in our path to profitability and longer-term trajectory

Note: 1. Defined as Adjusted EBITDA / Revenue

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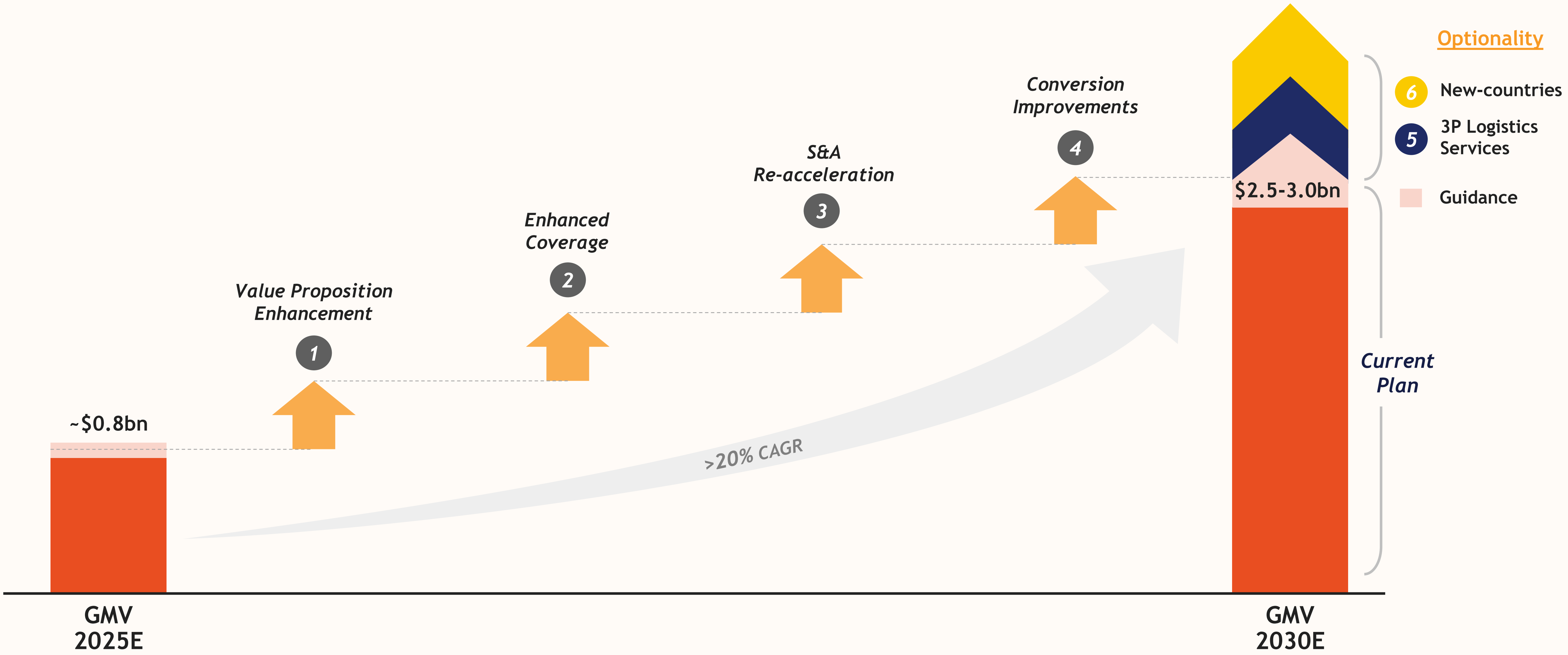
Committed to Driving >20% GMV CAGR Over the Next 5 Years



Clear strategic execution in motion, *with multiple long-term avenues/optionality to extend growth momentum*

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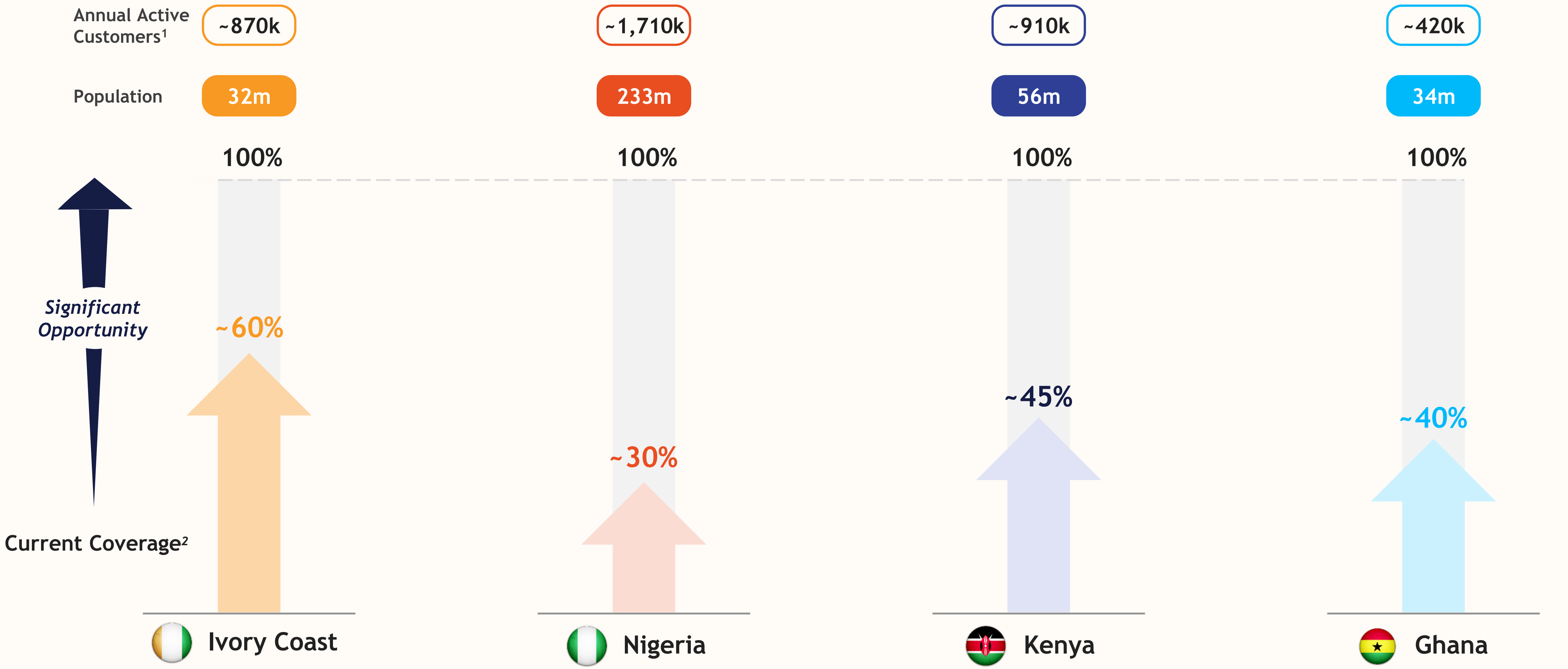
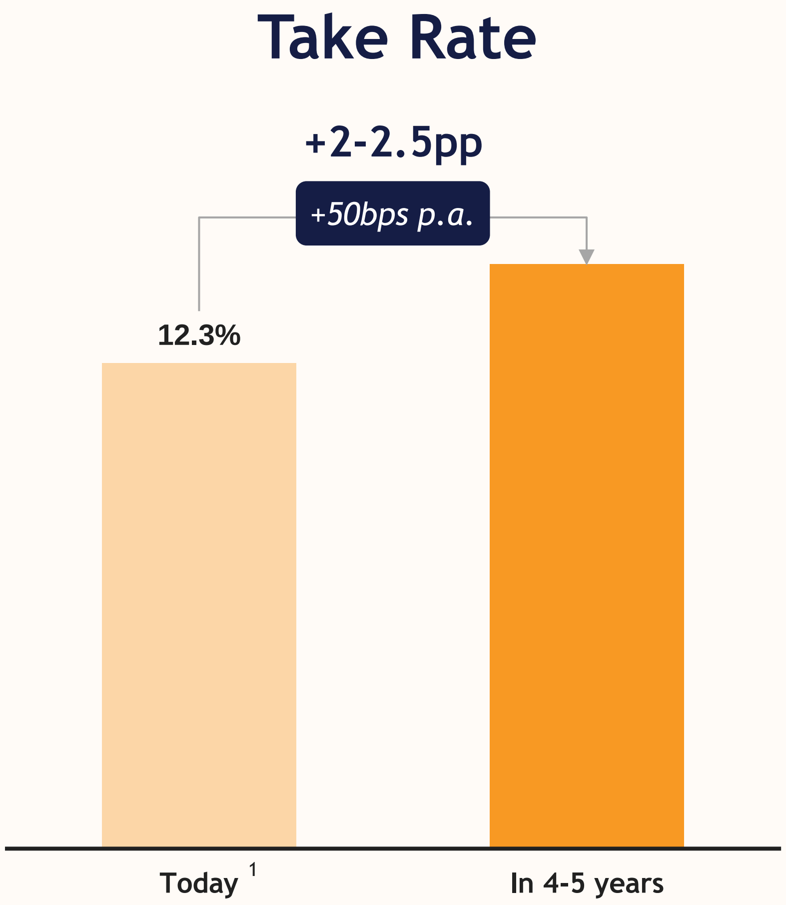
Significant Opportunity Within Our Current Markets



Our Countries are still massively underpenetrated** providing a **long runway for growth

Source: World Bank, 2024
Notes: Physical Goods only; Data as of Q3-2025 unless stated otherwise; 1. Physical Goods only, Last Twelve Months;
2. Company estimates for population living in sub-counties / districts / legal governments areas with at least 1 PUS

Monetization Stack: Take Rate Expansion



Increase in commissions and fees as a function of scale

Increase ads contribution from 1% to ~2% of GMV via different initiatives

Automated pricing to improve commercial operations and retail margin

Optimize cross-border / China mix for sharper prices and a slightly higher take rate; limited mix impact

Higher take rate, stronger retail margin, lower cost per order

Note: 1. Q3-25 LTM, Physical Goods, including Tunisia and South Africa

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From Scale to Profit

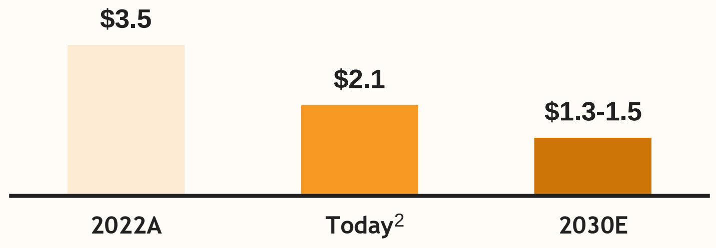
Fulfillment Expense per Order on a Sustained Downward Trajectory

Marketing Expense per Order Trending Down; Demand Expected to Get Cheaper Every Year

Decreasing Fulfillment Expense

- Scale effects on logistics costs
- Spare capacity in warehouses; Improving productivity
- Better tech optimization across supply chain
- Automate Customer Support & Use of AI
- Reduce Failed Deliveries

Fulfillment Expense per Order[1]



Continuous Efficient Marketing

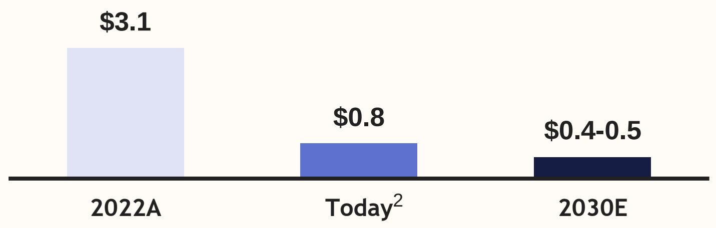
Result-Driven Spend

Channel-Mix Optimization

Data-Led Targeting / Ads Monetization

Event Pulses with Payback Threshold
(Jumia Anniversary, Black Friday)

Marketing Expense per Order[1]



Asset light logistics and efficient marketing deliver ***scalable profitability***

Notes: Figures including Tunisia and South Africa, all businesses; 1. Calculated based on number of physical goods orders; 2. LTM Q3-25

Lean Core - Automated Scale

Lean Fixed Cost Base; Structural Run-Rate Savings

Expected Savings of $2.5-3.5m[1] per Year

Lean G&A and Tech Efficiency

Lean G&A

Maintain Lean & Scalable Structure

+

Continuous Contracts Negotiations

+

Suppliers Optimization

+

Maintain Asset-Light Footprint (Leases where possible)

AI for Tech Efficiency

Security & Cybersecurity
SOC Automated Threat Detection & Security Response

Software Development AI
Assistant Coding and Code Review Automation

Infrastructure & Operations
Intelligent Monitoring and Automated Incident Response

E-Commerce Core
B2B Support, Content Generation & Prod. Categorization

Productivity & Automation
Deployment of Several AI Tools to Increase Productivity

Various Platforms Currently in Development

Stable fixed-cost base and automation drive unit costs down as volume scales

Note: 1. Estimated average over the period 2025-2030E

Concrete Execution Drivers to >20% Adjusted EBITDA Margin

Gross Margin / Take Rate Expansion + Fulfillment Expense Savings + Marketing Efficiency / Repeat Buyers + Fixed Costs Savings + Scale / Operational Leverage

Path to Stable Profitability

	YTD Q3-25			2030E		
GMV	~$539m			~$2.5-3.0bn		
Take Rate	~12.5%			~14.0-15.0%		
Revenue	~$128m			~$600-650m		
Fulfillment Expense *As % of GMV / Expense per Order*[1]	~5.7%	/	~$2.0	~3.5-4.0%	/	~$1.3-1.5
Marketing Expense[2] *As % of GMV / Expense per Order*[1]	~2.3%	/	~$0.8	~1.3-1.5%	/	~$0.4-0.5
Tech & Content Expense, G&A Expense, excl. SBC[3] **(Fixed Costs)** *As % of GMV / Expense per Order*[1]	~14.1%	/	~$5.0	~3.0-4.0%	/	~$1.0-1.4
Adjusted EBITDA Margin[4]	~ (34%)			>20%		

Notes: Data for all businesses unless stated otherwise; 1. Data for Physical Goods only; 2. Sales & Advertising expense; 3. Share-based Compensation expense ("SBC"); 4. Defined as Adjusted EBITDA / Revenue

Long-Term Growth Optionality

Offer Jumia's Network to 3rd Parties

3P Logistics Services

$50bn+ Opportunity[1]

Enables to:

- *Fill Routes*
- *Lift Drop Density*
- *Lower $/order with Minimal S&A*
- *Monetize Existing Networks*
- *Increase Coverage*

Expand to New Countries

Tanzania		Angola	
69m	$79bn	38m	$108bn
Population	GDP	Population	GDP

Only when gates are met:

- *FX Stability*
- *Partner Density Thresholds*
- *Seller Pipeline*
- *Readiness*
- *Payback Within Internal Thresholds*
- *Sufficient Cash*

Long-term optionality *pinpointed to underpin future growth*

Note: 1. 2032E Africa Third-Party Logistics Market Size (as of The Business Research Company - 2023)
Sources: The Business Research Company, S&P Global Market Intelligence

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Closing Remarks

Key Takeaways

1. Africa’s Digital-Commerce Moment is Now
2. Jumia is a Scaled, Pan-African, Listed Platform Built For This Moment
3. The Reset is Done and Our “Built-to-last” Operating System is in Place
4. Momentum is Visible Across Markets and The Path to Profitability is Defined and Executable
5. Scarcity Value With Clear Long-term Upside

Q&A

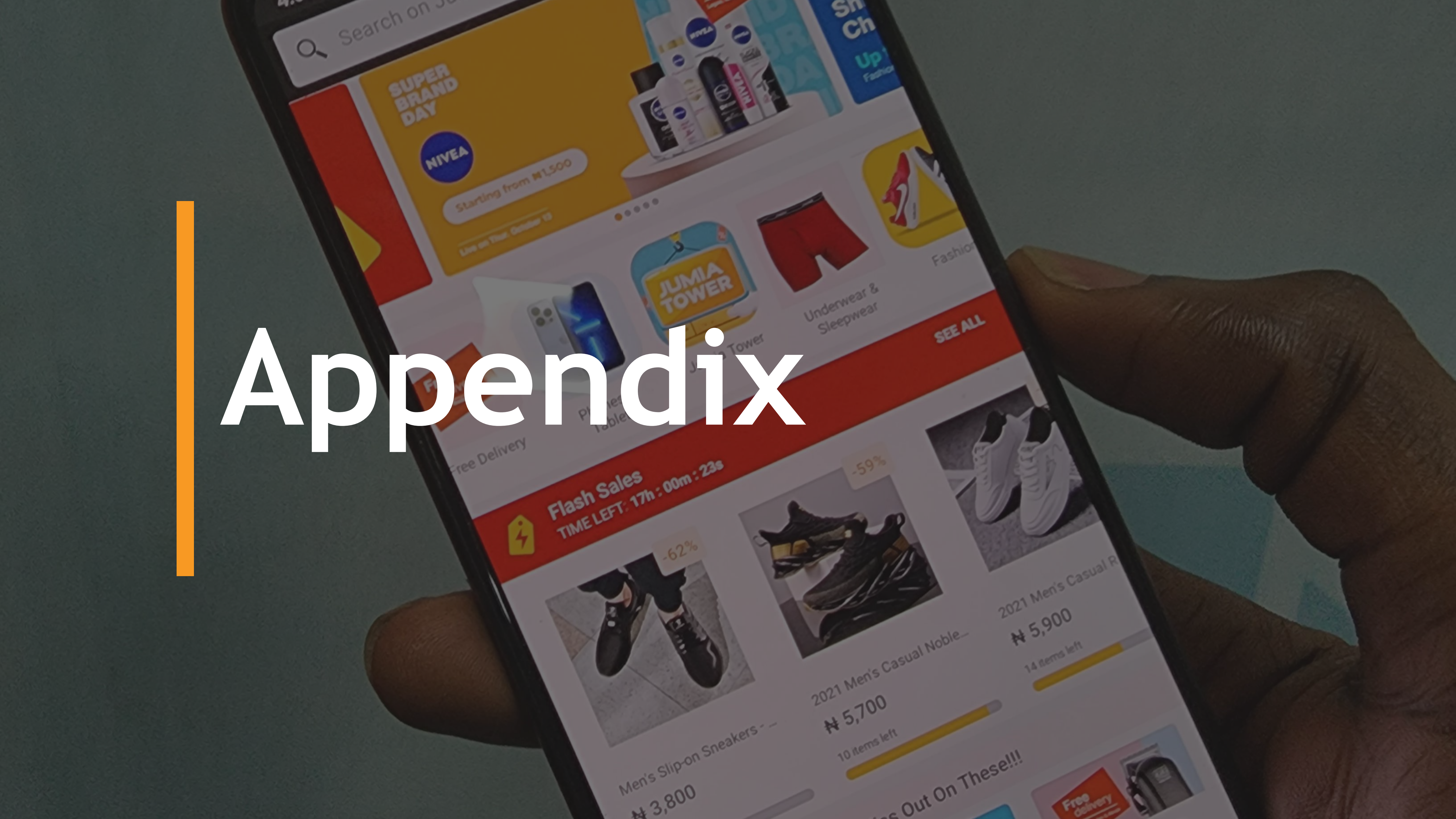
Strategy

JUMIA

Q&A

Financials

Appendix



SUPER BRAND DAY
NIVEA
Starting from ₦1,500
JUMIA TOWER
Underwear & Sleepwear
Free Delivery
SEE ALL
Flash Sales
TIME LEFT: 17h : 00m : 23s
-62%
-59%
Men's Slip-on Sneakers - ...
₦ 3,800
2021 Men's Casual Noble...
₦ 5,700
10 items left
₦ 5,900
14 items left

Metrics Definition

"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. We believe that GMV is a useful indicator for the usage of our platform that is not influenced by shifts in our sales between first-party and third-party sales or the method of payment.

"Orders" corresponds to the total number of orders for products and services on our platform, irrespective of cancellations or returns. We believe that the number of orders is a useful indicator to measure the total usage of our platform, irrespective of the monetary value of the individual transactions.

"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. We believe that Annual Active Customers is a useful indicator of the adoption of our offering by customers in our markets.

"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. We believe that Quarterly Active Customers is a useful indicator of the adoption of our offering by customers in our markets.

We use GMV, Orders, Annual Active Customers, Quarterly Active Customers as some of many indicators to monitor usage of our platform.

"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. We believe that JumiaPay Transactions provides a useful indicator of the development, and adoption by customers, of the cashless payment services offerings we make available for orders on our platform irrespective of the monetary value of the individual transactions. We use the number of JumiaPay Transactions to measure the development of our payment services and the progressive conversion of cash on delivery orders into prepaid orders.

"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. We use Adjusted EBITDA as a measurement of operating performance because it assists us in comparing our operating performance on a consistent basis by removing the impact of items not directly resulting from our core operations, for planning purposes including the preparation of our internal annual operating budget and financial projections, to evaluate the performance and effectiveness of our strategic initiatives, and to evaluate our capacity to expand our business.

"Take Rate" corresponds to Gross Profit divided by GMV, expressed as a percentage. We use this measure to track monetization of our platform offerings.

"Pick-up stations" corresponds to physical locations where customers or sellers can collect packages.

Non-IFRS Reconciliation

USD millions	For the Nine Months Ended September 30, 2025	As a % of Revenues
Loss for the Period	**(51.2)**	**(40%)**
Income Tax Benefit / (Expense)	0.8	1%
Net Finance Costs / (Income)	(2.1)	(2%)
Depreciation and Amortization	5.9	5%
Share-based Compensation Expense	3.4	3%
Adjusted EBITDA	**(43.3)**	**(34%)**
Revenue	127.5	100%