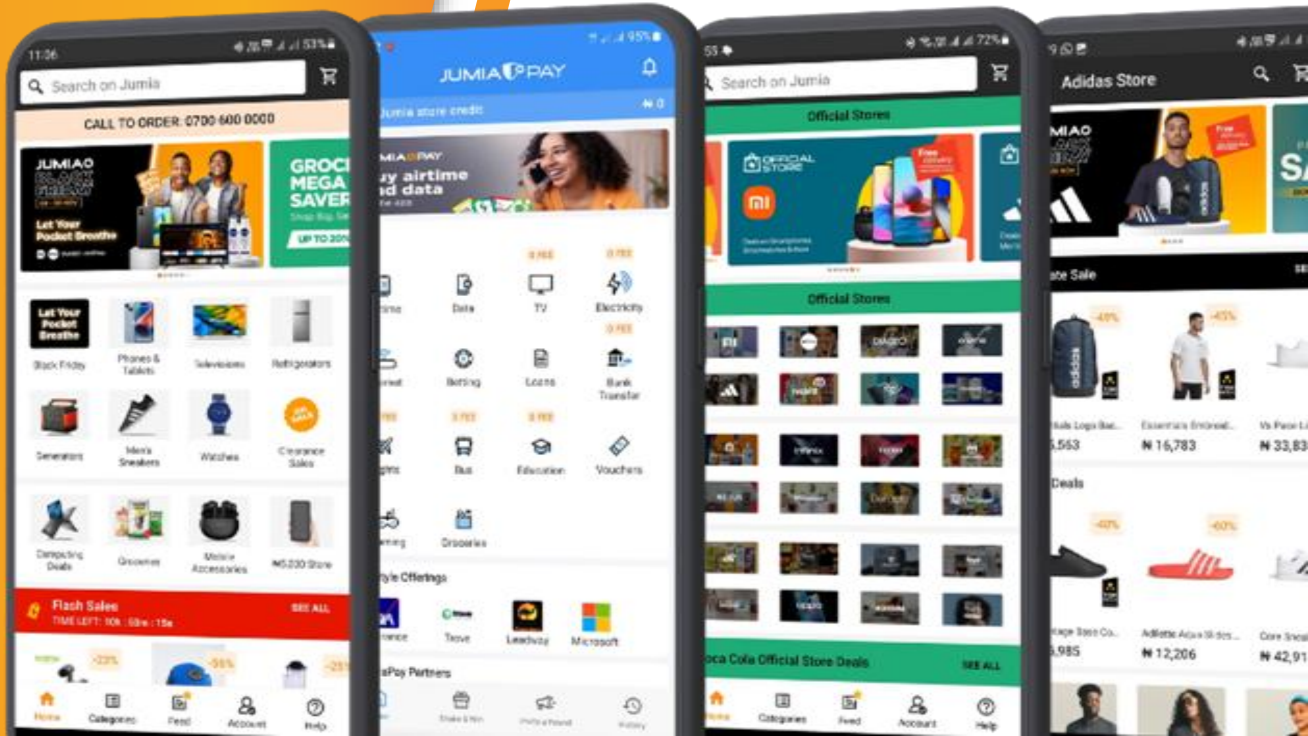
JUMIA

COMPANY PRESENTATION

August 2025



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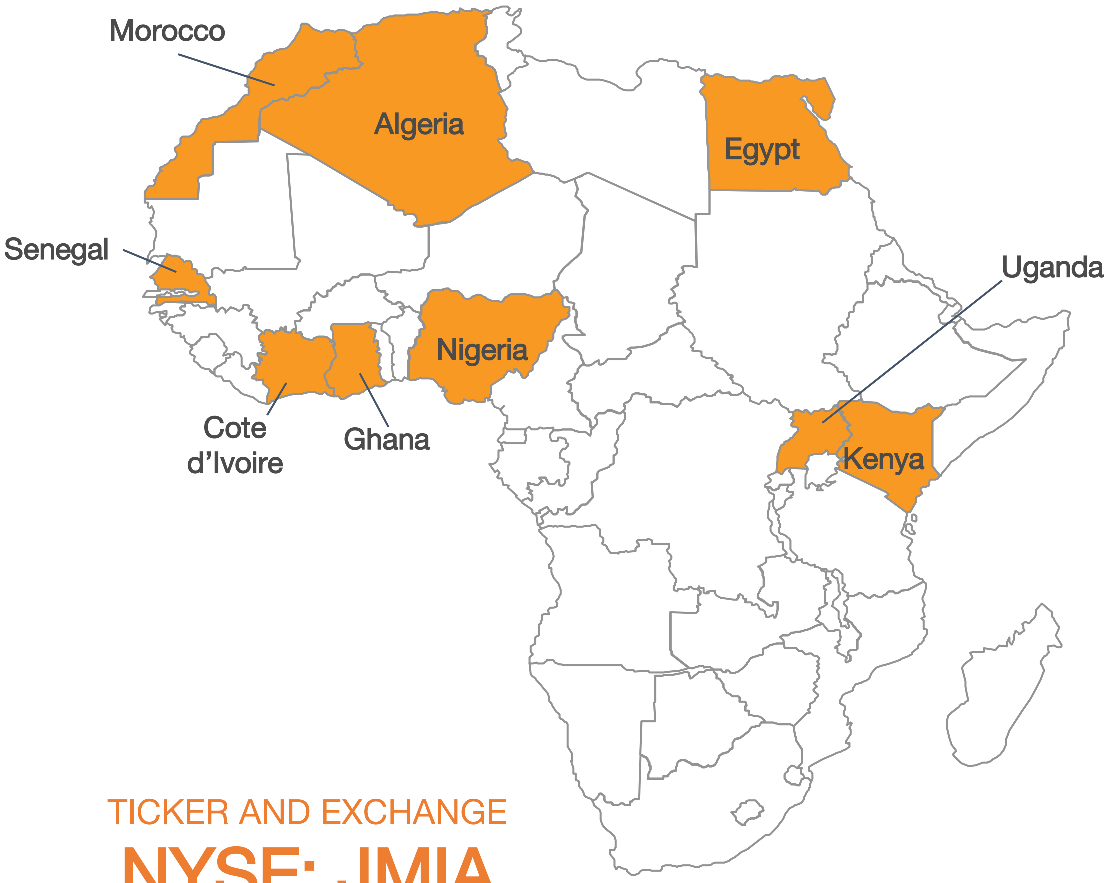
Jumia at a glance

Jumia is Africa's premier ecommerce platform

18.2M	$720.6M	5.4M
Physical goods Orders[1]	GMV[1]	Annual Active Customers[1]
22.7M	$167.5M	~70K
Gross Orders[1]	Revenue[1]	Active Vendors[2]
2,100+	9	$98.3M
Employees[1]	Operating Countries[3]	Liquidity Position[3]



TICKER AND EXCHANGE

NYSE: JMIA

Source: Company Information 2025

1. For the 12-month period ending December 2024
2. As of December 2024, Active Sellers defined as unique sellers who received an order on our marketplace within the 12-month period preceding the relevant date, irrespective of cancellations or returns
3. As of June 2025; Liquidity position of $98.3 million comprised of $95.4 million of cash and cash equivalents and $2.8 million of term deposits.

JUMIA

Our Mission

We believe that technology has the potential to transform everyday life in Africa, for the better. We built Jumia to help consumers access millions of goods and services conveniently and at the best prices while opening up a new way for sellers to reach consumers and grow their businesses.

Company Highlights

Well positioned to capitalize on Africa's growth

The Leading Pan-African E-commerce Player

- Over a decade of experience in Africa
- Strong brand recognition
- Deep local knowledge

Vast Market Opportunity

- Large and growing population
- Largely underpenetrated market, particularly outside capital cities

Competitive Moats

- Unparalleled sourcing capabilities
- Asset light logistics model

Multiple Levers Of Growth

- Penetration in existing markets
- Supply expansion
- Efficient and relevant marketing channels
- New markets expansion

Proven Management Team

- Africa based management team
- Deep industry and market expertise

Strengthened Financial Profile

- Line of sight toward profitability
- Improving operational efficiency
- Profitable on a variable costs basis

OUR MARKET


JUMIA
The online shop you can trust
JUMIA
The online shop you can trust
LYDIA ARCADE
EYE & SKIN CLINIC
LYDIA ARCADE
MOBIX PHONE CENTRE
PHONES | ACCESSORIES | REPAIR
KIDDY'S BABY PARLOUR
AVAILABLE
Safaricom
Twaweza

The African E-commerce market

Tackling Africa's E-Commerce paradox: high demand, limited supply

DEMAND

CHALLENGES

- Low disposable income
- Trust and reliability concerns
- Prefer cash on delivery

OPPORTUNITIES

- Large and growing young population
- Openness to value-driven channels
- Reasonable service expectations

PENT-UP DEMAND:
Tapping into growth in underserved cities and consumer segments

UNLOCKING HUGE GROWTH POTENTIAL:
Addressing market inefficiencies with advanced technology and optimized logistics

SUPPLY

CHALLENGES

- Limited Infrastructure
- Large Informal Economy
- Regulatory and Custom Barriers

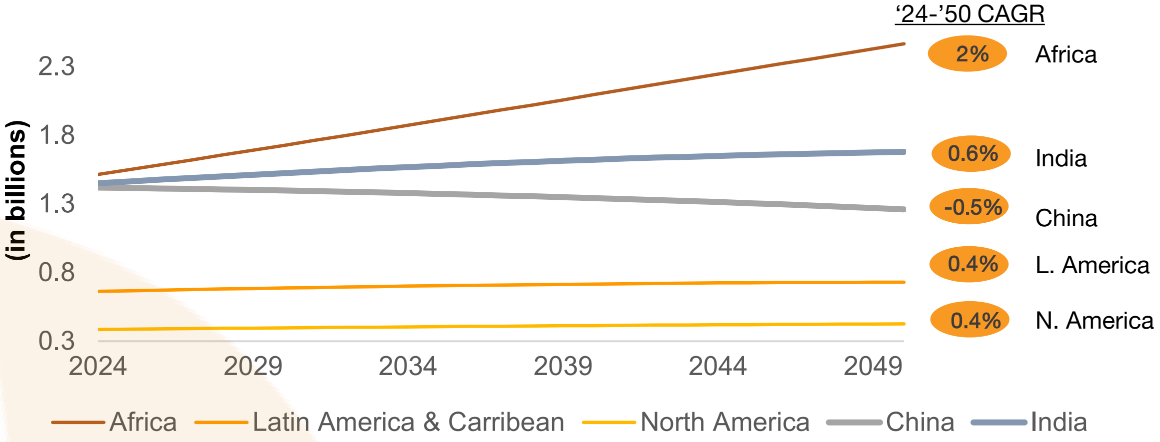
OPPORTUNITIES

- Emerging E-Commerce Infrastructure
- Global Suppliers Targeting Africa
- Brands Seeking Distribution

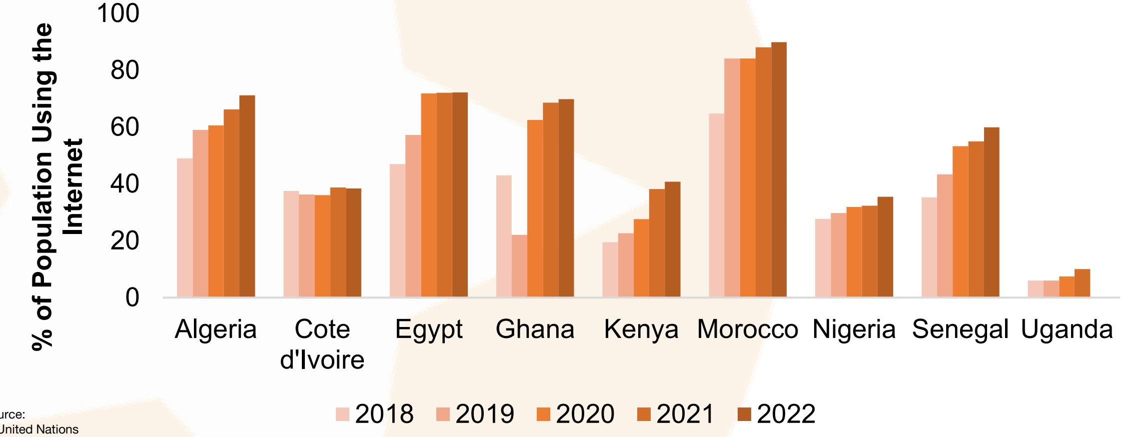
Capturing Africa's digital commerce potential

Africa's growing population and expanding internet connectivity fuel significant market opportunities

World Population Growth[1]



Internet Penetration of Jumia Markets[2]

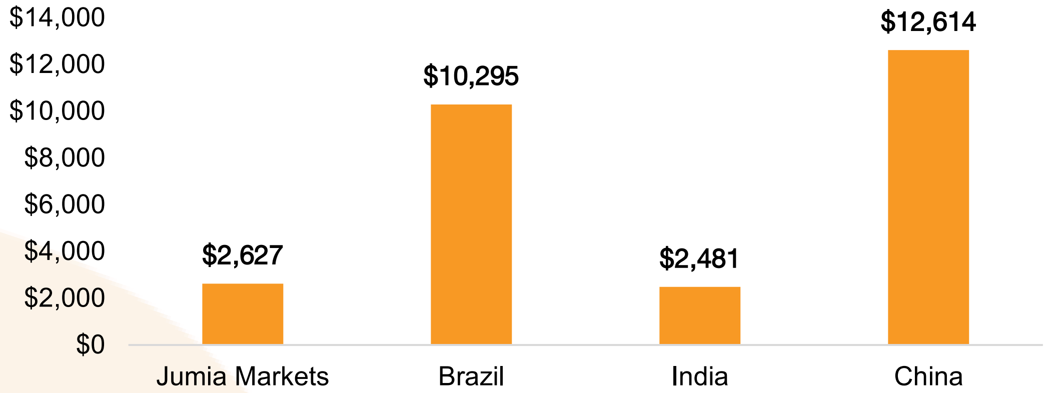


Source:
1) United Nations
2) International Trade Administration, 2025

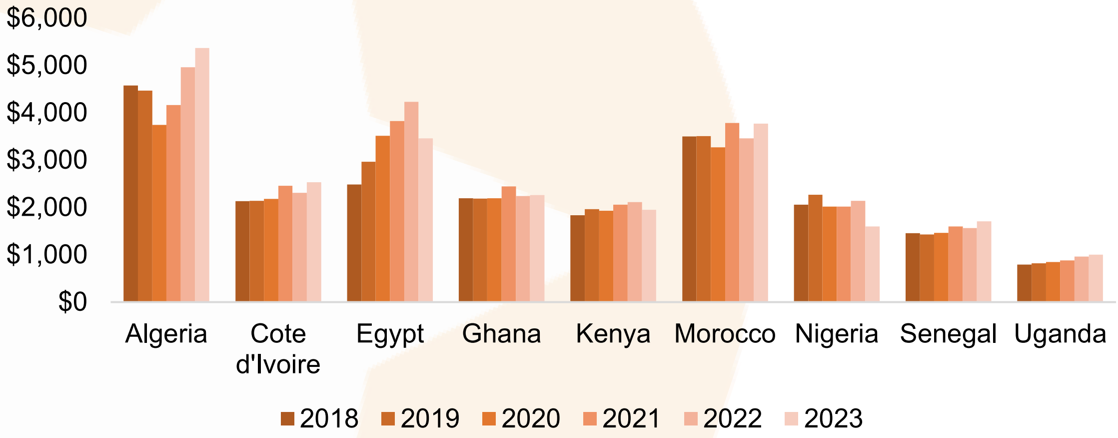
Africa's emerging consumer opportunity

A growing middle class and budget-conscious consumers create significant market potential

GDP Per Capita of Developing Countries[1]



GDP per Capita of Jumia Markets[1]



Source:
1) The World Bank, 2024

WHO WE ARE

Enablers power Jumia's marketplace growth

Marketplace tailored to address consumer and supplier demand - ensuring consistent supply of desired products

JUMIA LOGISTIC SERVICES

Enabling E-commerce delivery

- Warehousing facilities
- Pick up stations
- Vast logistics partners network
- Proprietary tools & systems

JUMIA Marketplace

Bridging the gap between supply and demand

- Access to large consumer base
- Expanded product variety
- Localized seller center interface
- Unique data and insights
- Local and international vendor network
- Brand building and consumer targeting
- Consumer finance options[1]

JUMIA PAY

Enabling E-commerce cashless payments

- Local currency
- Fast payments
- Multiple payment methods

Source:
1. Third Party Lending

Jumia's powerful value proposition

Connecting customers and sellers across Africa

CUSTOMERS

Availability: providing access to high-demand products and a broad selection, no matter where you live

Exceptional value: competitive pricing and budget-friendly shipping fees, offering better value than offline options

Reliability: Reliable and consistent service that consumers can count on

SELLERS

Scale: Expanding African market access with nationwide local delivery and international multi-country service, optimized for low costs.

Seamless vendor experience: Empowering partners with streamlined tools and support.

Enhancing value with additional services: Streamlining operations and driving revenue growth

Technology-enabled systems drive efficiencies

JUMIA

Technology Platform

Vendor Centered Tools

- Vendor Center
- Pricing Automation & Catalogue

Customer Centered Tools

- Multiple Payment Options
- App & Website
- Marketing Tech

Operations & Finance Tools

- Logistics Partner Management
- Multiple Finance Tools
- Hub Management
- Driver App
- Compliance and Risk Management
- Warehouse and Order Management

Jumiapay is enabling Jumia’s e-commerce marketplace

MULTIPLE LOCAL PAYMENT METHODS AND CREDIT PARTNERS

BANKS

البنك الأهلي المصري NATIONAL BANK OF EGYPT
ZENITH
Ecobank The Pan African Bank
CMI

CARDS

MasterCard
VISA
meeza ميزة

MOBILE MONEY

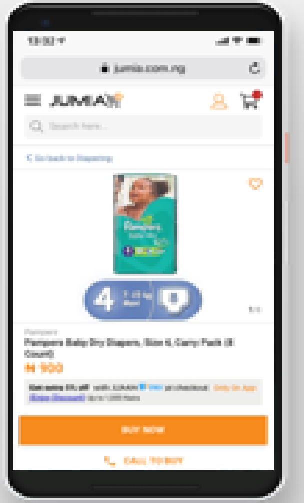
M-PESA
MTN
tigo cash
Orange Money
cash

MONEY TRANSFERS/CASH

وفاكاش Wafacash
monnify
fawry

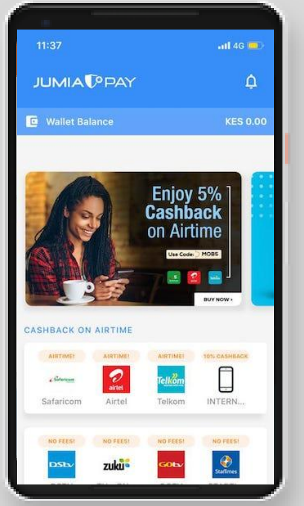
BUY NOW PAY LATER

EasyBuy
valU
Contact now
Souhoola
CredPal
أمان



SEAMLESSLY INTEGRATED INTO THE SHOPPING EXPERIENCE

- High security
- Preferred payment method at checkout
- Cash back and promotions



SEAMLESSLY INTEGRATED INTO THE SHOPPING EXPERIENCE

- Expanded digital services
- Payment services
- Access to Jumia services

Source: Company Information 2024

COMPETITIVE
ADVANTAGES

Differentiated Logistics Network: Scalable, Reliable & Asset-Light

Optimized logistics for Africa's unique challenges

Scalable, Asset-Light Model

- Asset-light model leveraging local entrepreneurs and 3PLs for deliveries.
- **85+% items sold** through our marketplace were offered by third-party sellers[3]
- High stickiness and **loyal partners**
- **Tight control** over third-party operations through proprietary technology

Largest Delivery Network In Africa

- **~21mn[1] items** stored in Jumia's >120K m^2 warehouses[2]
- **1,500+ delivery[3]** locations for customers pick-up
- **Extensive reach** across urban and rural areas

Highly Relevant Service

- **Low operating costs** and great adaptability to local context
- Strong NPS score, **reliable** delivery times
- **Cash-On-Delivery** available nationwide

Source: Company Information 2024
1 FY 2024
2. Active warehouses as of December 2024
3. As of December 2024

Sourcing network offers unparalleled product assortment

~43,000[1]

Local/African Vendors

~27,000[1]

International Vendors

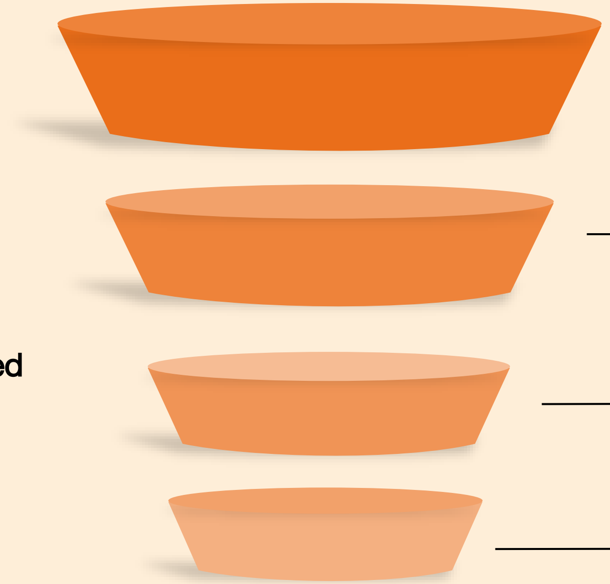
EXTENSIVE COLLECTION OF PROMINENT AFRICAN BRANDS:

DEEP PARTNERSHIPS WITH NOTABLE BRANDS:

Source:
1. Company information-January, 2024 to December 2024

Marketing channels

Marketing channels driving growth



Hyper Localized Acquisition (Offline) Channels

- Print
- Jforce
- Pick-up station
- Branding
- Radio
- Local influencers
- Catalog

Free Channels and Enhanced Customer Experience

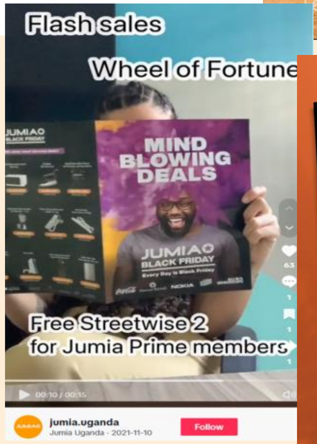
- Free channels
- CRM
- SEO
- Direct
- Social media

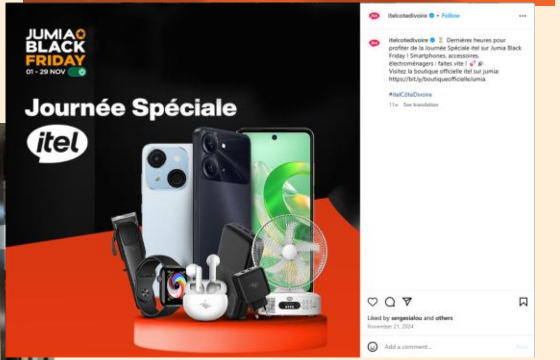
Active customers[1]
2.2M
2Q 2025
12% YoY

Physical goods Orders[1]
5.0M
2Q 2025
18% YoY

90-day repurchase rates[1]
42%
1Q 2025
5 p.p. YoY

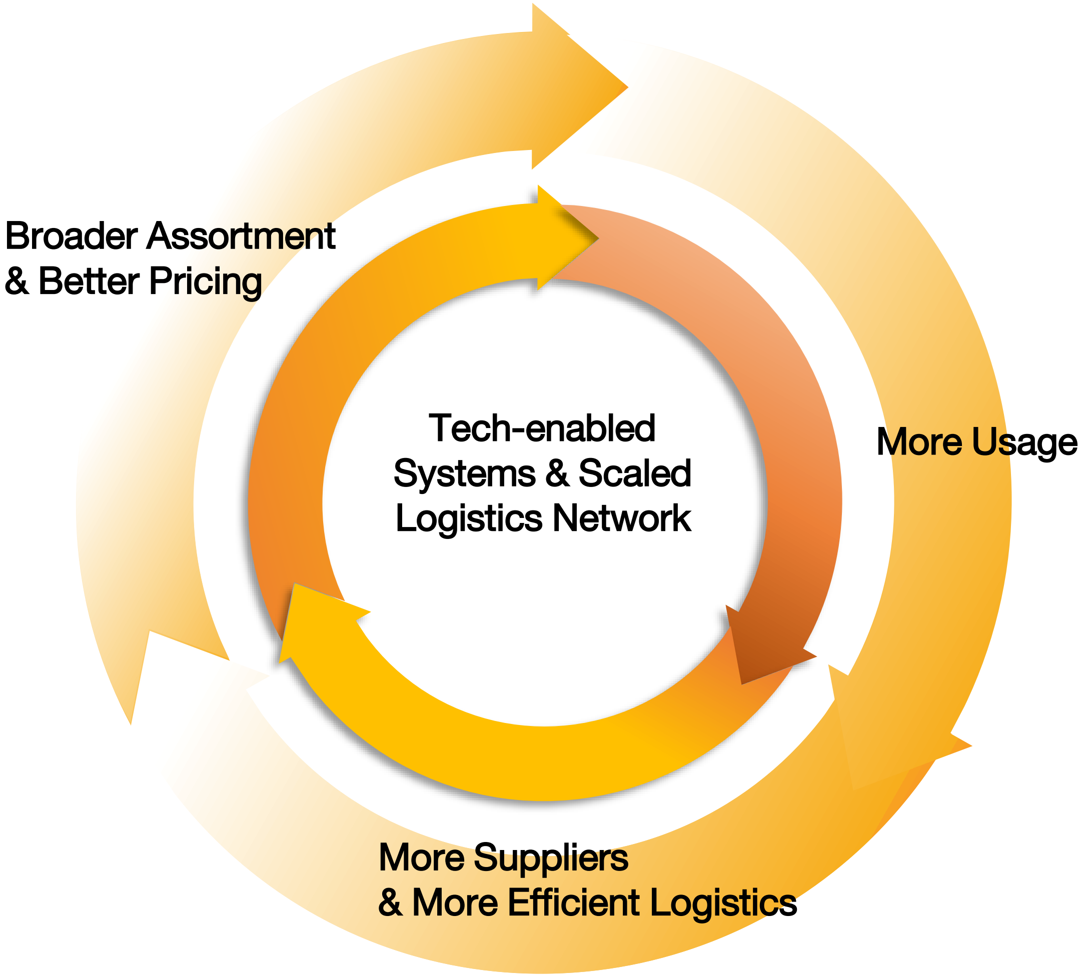
NPS score
63
2Q 2025
3pts YoY





Source:
Company Information 2024
1. Excludes Tunisia and South Africa

Powerful flywheel driving growth



More Usage

Exceptional value for money to consumers drives more usage

- **Opportunity:** Further penetrate in key markets (Nigeria, Kenya, Egypt)

More Suppliers & More Efficient Logistic

Higher volumes and attractive unit economics drives more suppliers

- **Opportunity:** Expand vendor presence in key Chinese hub and beyond

Lower operating costs through scale and improved 3PL economics

- **Opportunity:** Capture efficiencies through automation, enhanced productivity, and optimized 3PL negotiations

Broader Assortment & Better Pricing

A diverse product selection and competitive pricing attract and retain customers

Uniquely positioned to capture market growth

		OTHER AFRICAN MARKET PLAYERS		
	Jumia	International Ecommerce[1]	International Cross Border[2]	Local e-Commerce[3]
Customer Needs				
Brand recognition and trust	●	●	◑	◑
Affordable assortment	◕	◕	●	◔
Secondary cities exposure	●			◔
Payments capabilities	◕	◔	◔	◑
Seller Needs				
Local expertise and customization	●			●
Local logistic network capabilities	●	◔		◑
Strong vendor relationships	●	●	●	◔
Local sourcing	◕	●		●
International sourcing	◕	◑	●	

○ Opportunity for Jumia ● Value proposition

Source:
1. International e-Commerce: Global e-commerce platforms operating across multiple regions, providing a broad range of products and services
2. International cross border: Platforms facilitating direct product shipments from international suppliers to consumers across borders
3. Local e-commerce: Regionally-focused e-commerce platforms serving specific domestic markets

GROWTH
STRATEGY

Multiple levers of growth

Further penetrate in existing markets

- Expand Upcountry
- Unlock value of Jumia's trusted brand

Expand supply in new and existing categories

- Prioritize key product categories
- Expand sourcing from Chinese sellers

Drive engagement with targeted, localized marketing

- Investment in relevant marketing channels
- Leverage local expertise

Enter new markets and develop high growth ventures

- Enter new countries
- Introduce new business lines

PATH TO
PROFITABILITY

Path to profitability

Disciplined execution across growth levers positions Jumia for profitability

BUILDING BLOCKS OF OUR STRATEGY

Usage Growth
- Further penetrate existing markets
- Expand supply in existing and new categories
- Drive usage through efficient, localized marketing

Monetization
- Gradual increase in take rate and fees
- Expand sales of value-added services
- Optimize commercial operations

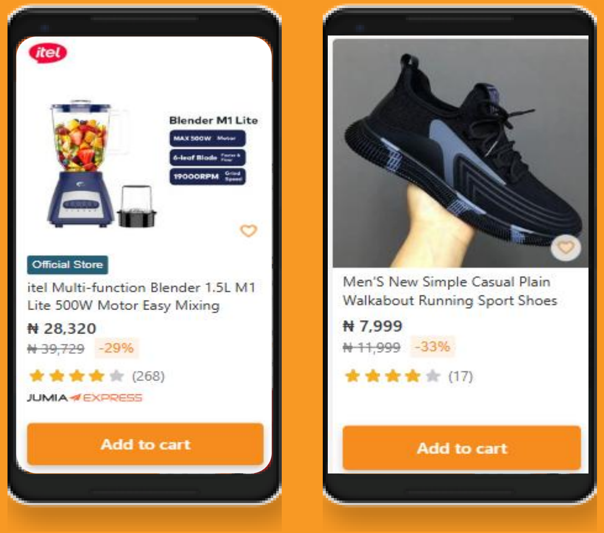
Operational Efficiency
- Capture operational efficiencies in logistics (e.g. warehouse productivity) and customer service (e.g. Automation & AI)

Fixed Costs Discipline
- Increase localization and efficiency in marketing
- Continue G&A discipline
- Ensure scalable and resilient technology platform

	2025 OUTLOOK	2026 OUTLOOK
Physical Goods Orders Growth	25-30% YoY	
GMV	↑15-20% YoY	
Loss Before Income Tax	$(45)-$(50) million	$(25)-$(30) million Breakeven Q4 2026

Transaction example: A path to scalable profitability

Unit Economics at $35 GMV



Shopping cart of ₦51,728 or $35 USD[3] GMV

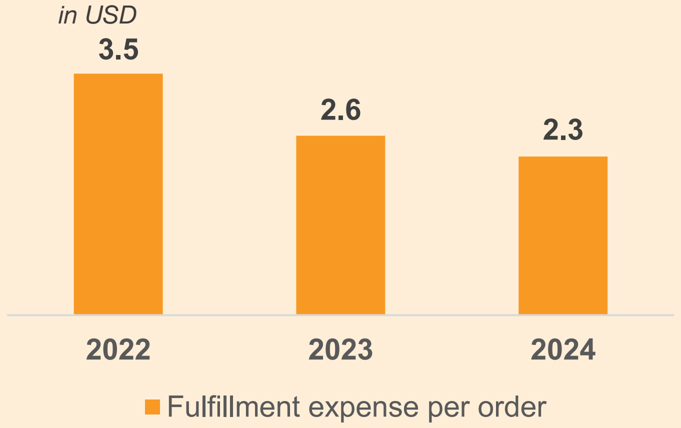
	$35	ORDER VALUE
X	13.8%	GROSS PROFIT MARGIN PER ORDER[1]
	$4.8	GROSS PROFIT PER ORDER
-	$2.3	FULFILLMENT EXPENSE PER ORDER[2]
	$2.5	CONTRIBUTION MARGIN PER ORDER:

Source: Company Information 2024
1. Based on FY2024 Gross Profit as % of GMV of 13.8%
2. Based on FY2024 fulfillment expense per physical order of $2.3
3. Based on USD/Niara average exchange rate of $1,481 of 2024

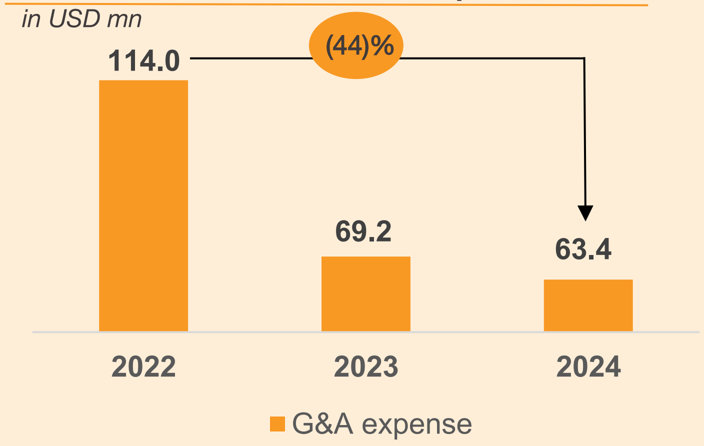
Covering both operational efficiency & fixed cost

Continued cost management discipline leading to improved operations

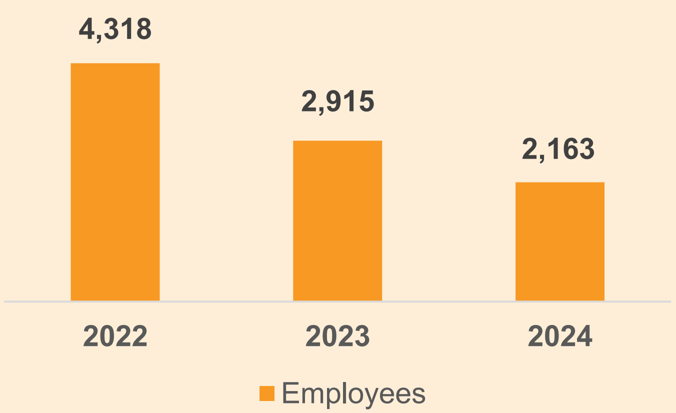
Fulfillment Expense Per Order[1]



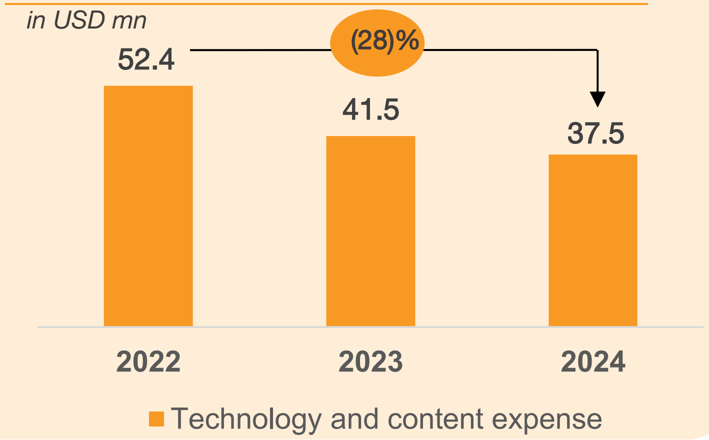
General & Administrative Expense ex SBC[2]



Employee Headcount



Technology & Content Expense

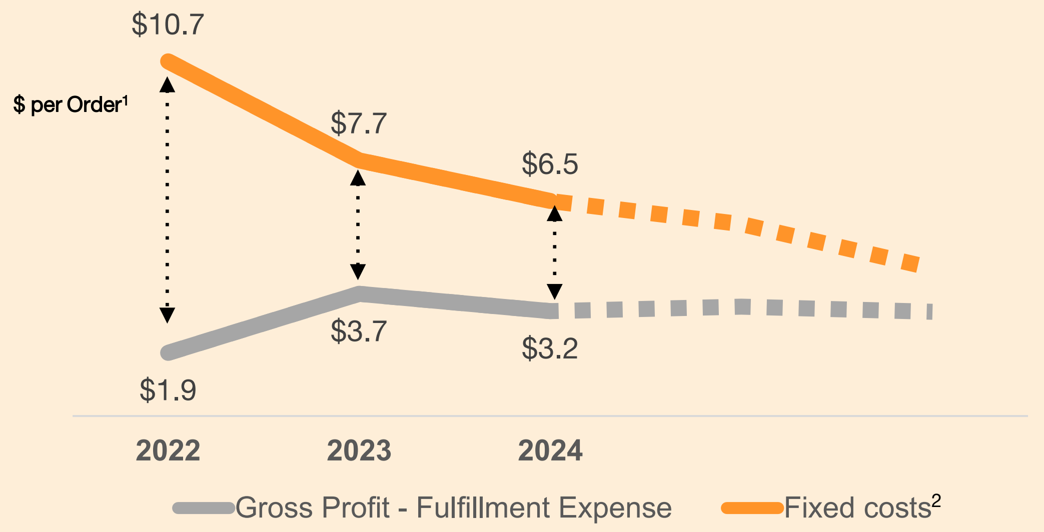


Source: Company Information 2024
1. Excludes Jumia Pay app orders which are digital services and do not incur logistics costs
2. Share based compensation

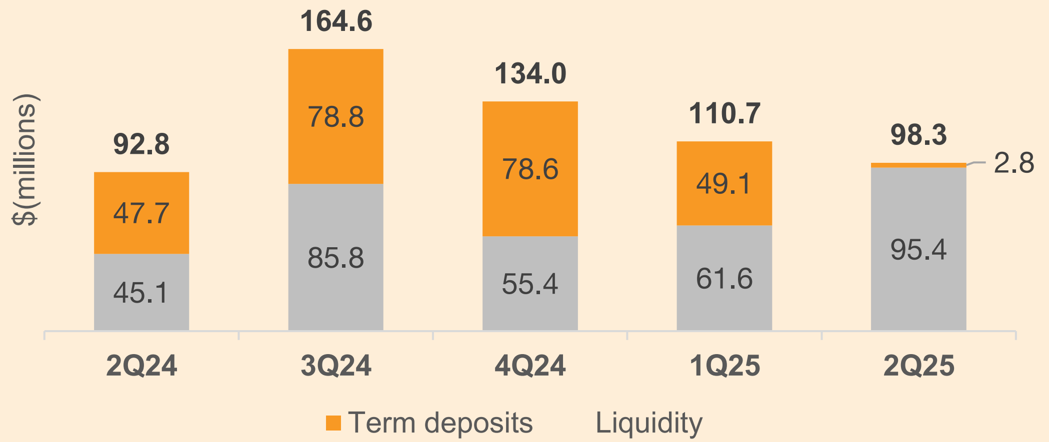
Clear line of sight toward profitability

Progress toward profitability and financial resilience

Improving unit economics to drive profitability



Strengthening liquidity position to support growth



Break-Even Trajectory:

- Fixed costs discipline: Continued efforts to reduce overhead expenses
- Enhanced efficiencies in logistics and operations
- Growing order volumes improve cost per order metrics

- Robust liquidity position
- Raised $94.7 million through ATM

Source: Company Information 2025
1. Excludes Jumia pay App orders
2. Fixed costs consists General & Administrative expense excluding share-based compensation, Technology and Content expense, and Sales and advertising expense

TENURED MANAGEMENT TEAM WITH DEEP EXPERIENCE

Francis Dufay
CEO
10 years at Jumia
McKinsey & Company

Antoine Maillet-Mezeray
EVP Finance & Operations
8 years at Jumia
mazars

Ignatius Njoku
Investor Relations
<1 year at Jumia
FIS

Hisham El Gabry
Chief Commercial Officer
2 years at Jumia
amazon

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Q2 2025 key financial highlights

$ in millions

Accelerating usage trends with a scalable and improving operational efficiency

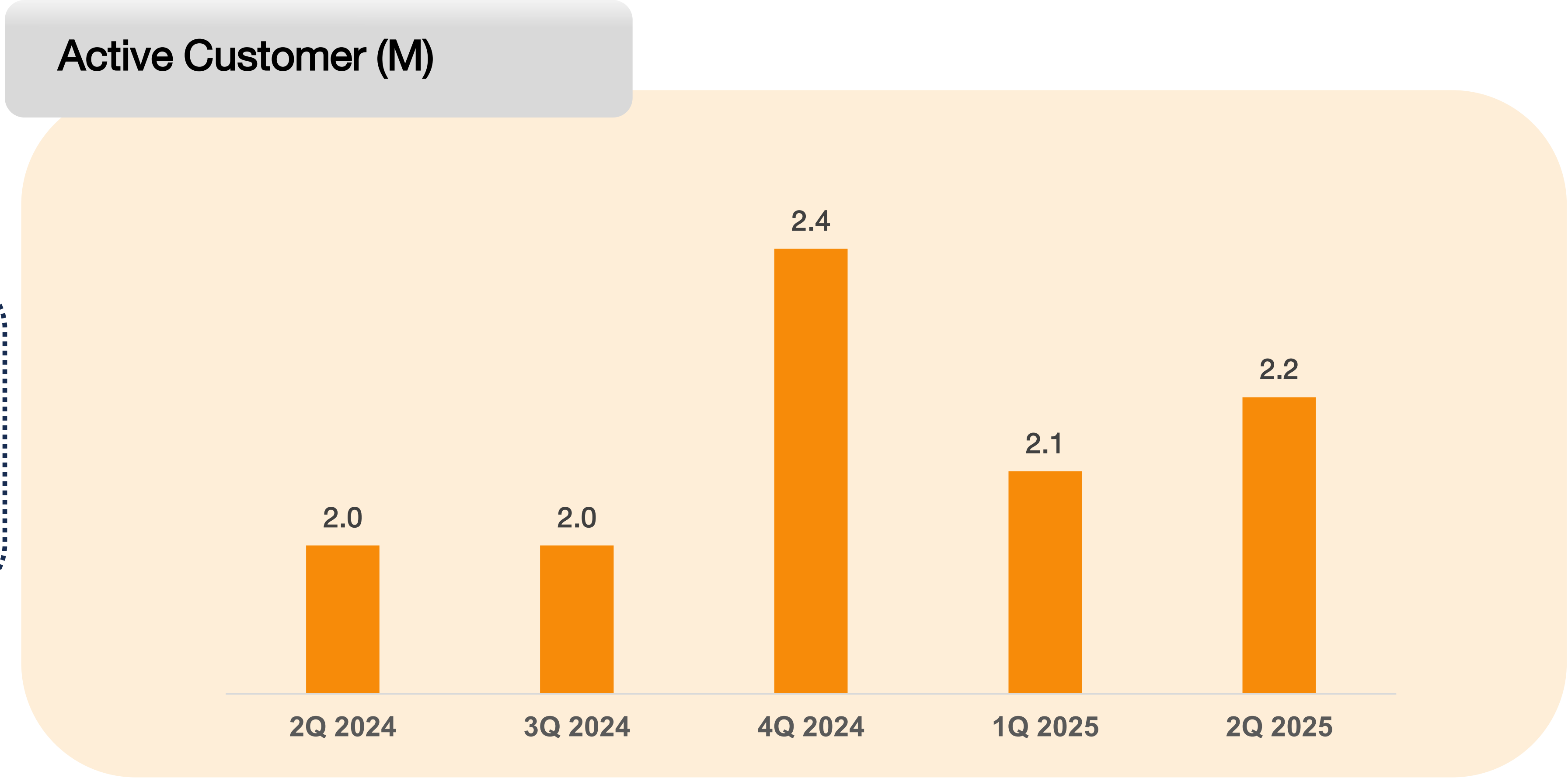
GMV	$180.2	9%[1] YoY Growth
Revenue	$45.6	25% YoY Growth
Gross Profit	$23.9	13.3% % of GMV
Adjusted EBITDA Loss	$13.6	NM YoY Growth
Loss Before Income Tax	$16.3	(28)% YoY Growth

Source: Company Information 2025

1. Excludes Tunisia and South Africa

JUMIA

Active Customers



Quarterly Active Customers ordering physical goods grew by **13%[1] year-over-year,** demonstrating sustained engagement and customer retention

YoY Growth adjusted for perimeter effects[1]	+2%	3%	8%	14%	12%

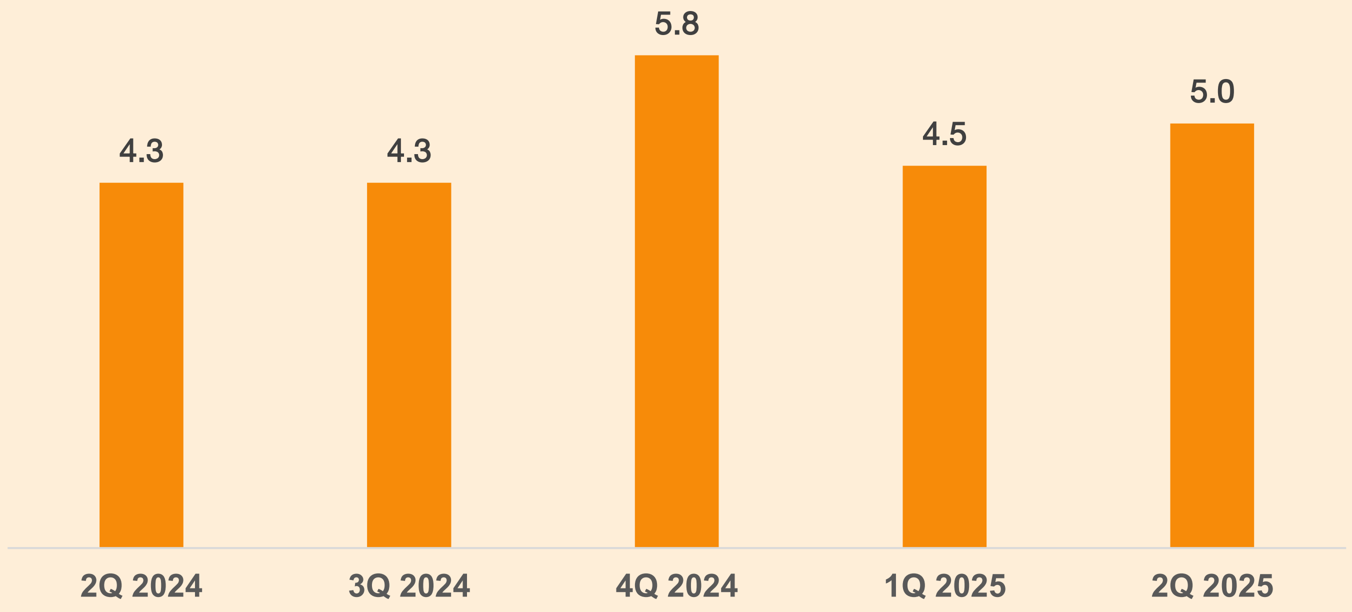
Source: Company Information 2025
1. Excludes Tunisia and South Africa

PG Order

Physical Goods Orders grew +18% YoY[1]

Year-over-year Physical Goods Orders growth driven by continued execution and improved product assortment across key categories.

PG Order (M)

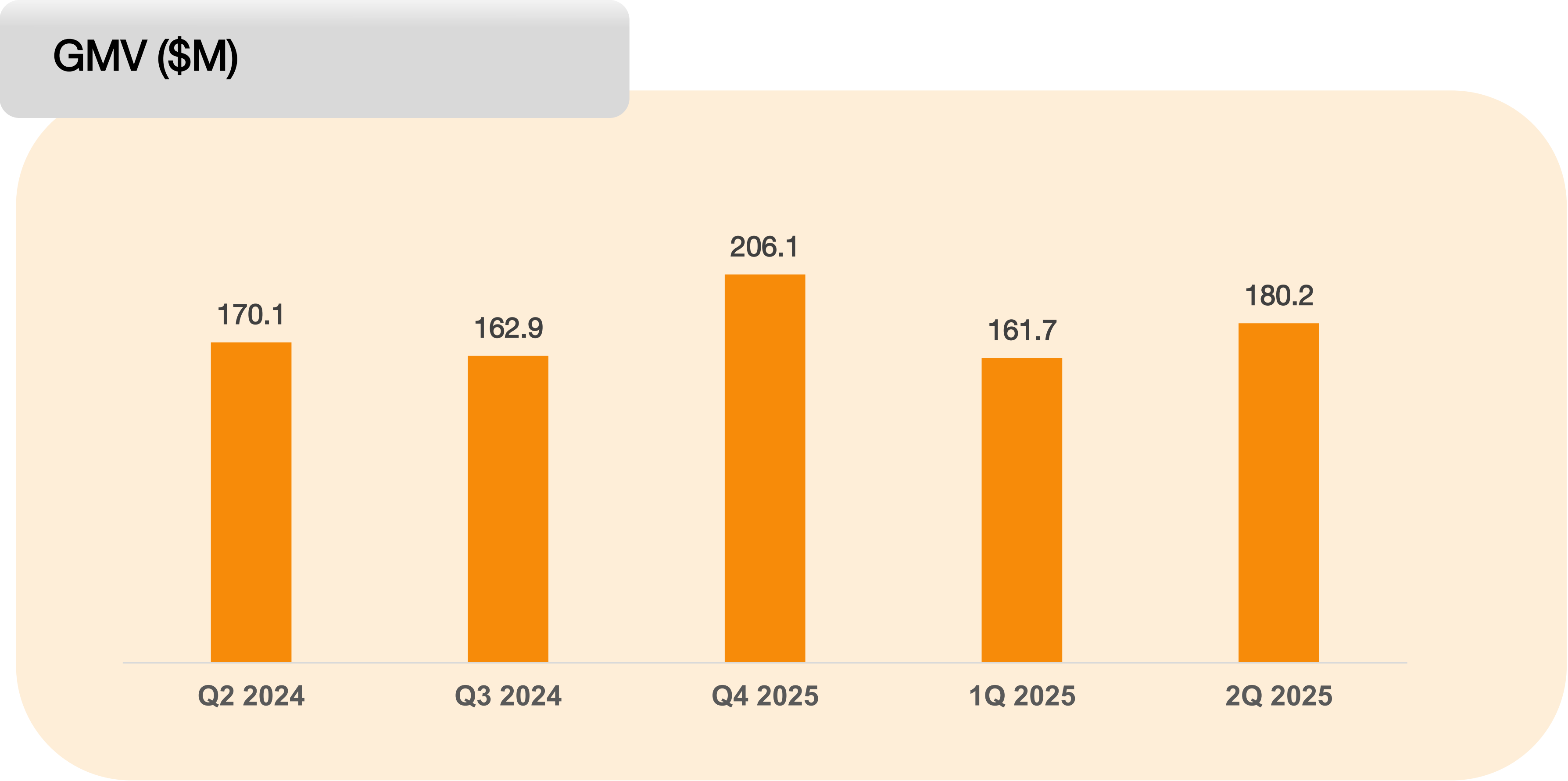


YoY PG Orders Growth adjusted for perimeter effects[1]	7%	7%	18%	21%	18%

Source: Company Information 2025

1. Excludes Tunisia and South Africa

GMV



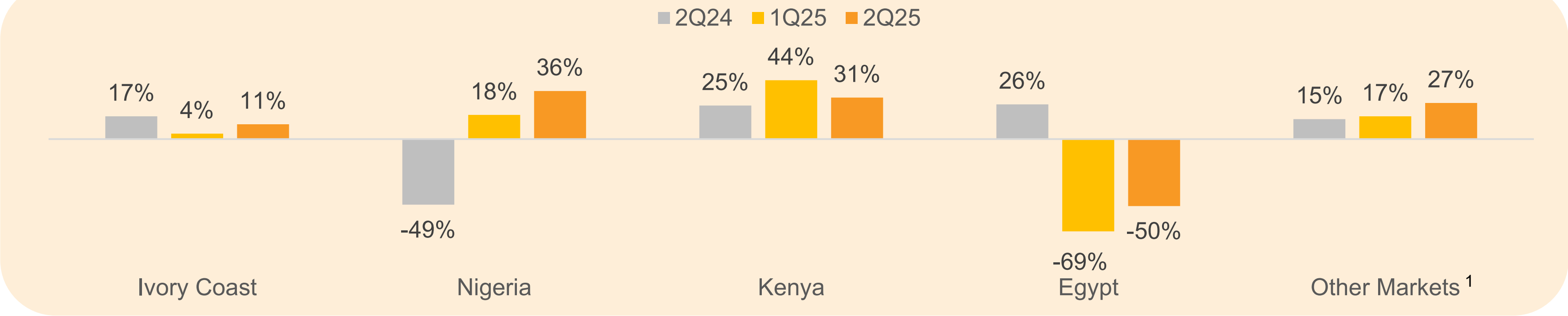
PG GMV increased 10%[1] year-over-year, supported by strong consumer momentum and the anniversary of prior currency devaluations.

	Q2 2024	Q3 2024	Q4 2025	1Q 2025	2Q 2025
YoY Growth adjusted for perimeter effects[1]	(3)%	1%	(9)%	(8)%	9%

Source: Company Information 2025
1. Excludes Tunisia and South Africa

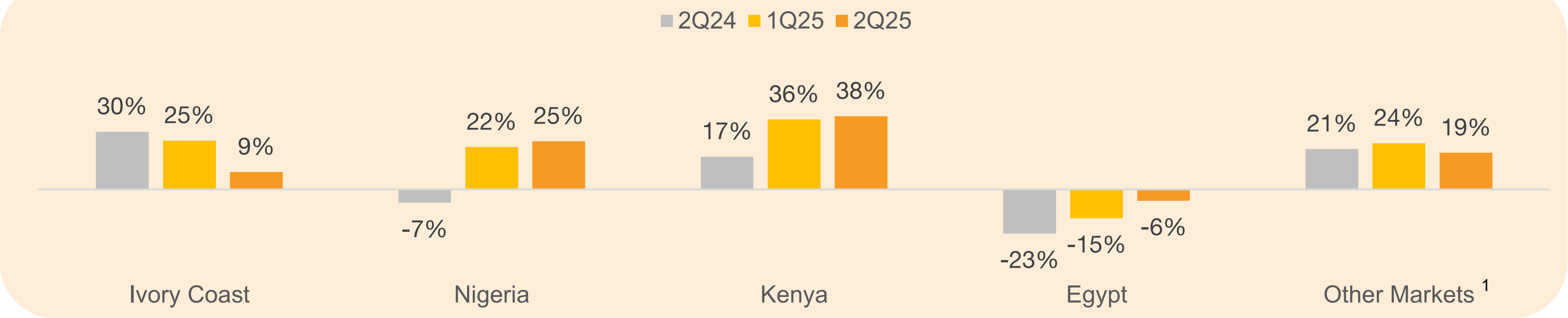
GMV and PG Order Growth by Country

GMV Growth *(Year-over-Year)*



	Ivory Coast	Nigeria	Kenya	Egypt	Other Markets
% of total company GMV[2]	**26%**	**22%**	**15%**	**9%**	**28%**

PG Order Growth *(Year-over-Year)*



	Ivory Coast	Nigeria	Kenya	Egypt	Other Markets
% of total company PG orders[2]	**21%**	**29%**	**16%**	**9%**	**26%**

Source: Company Information 2025

1. Excludes Tunisia and South Africa
2. Q2 2025

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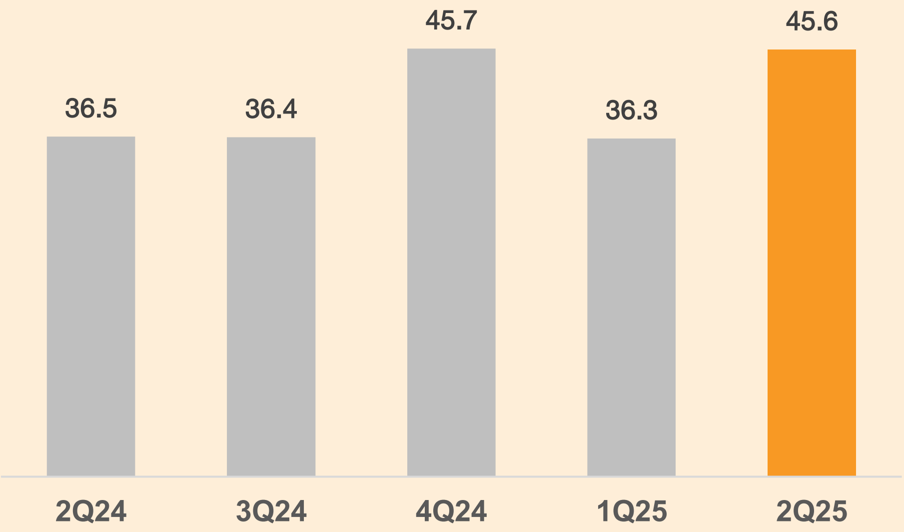
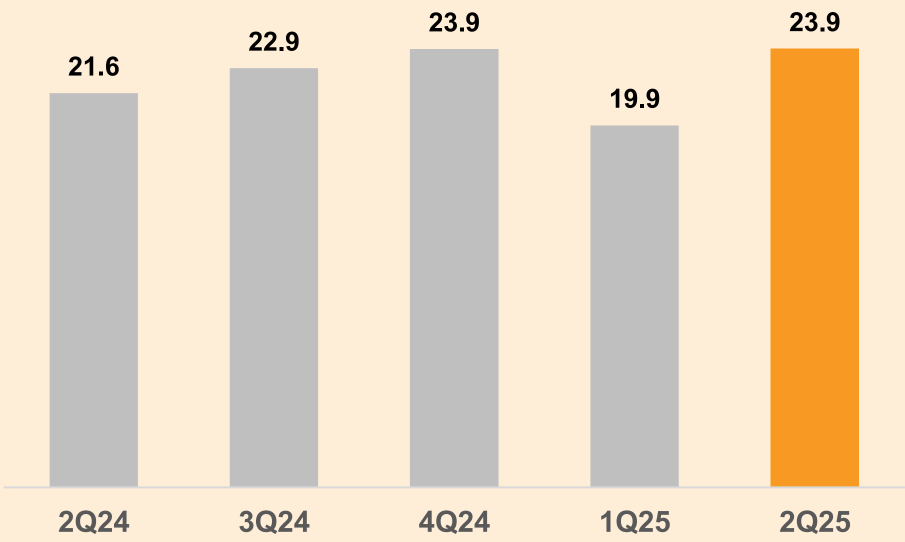
Revenue and Gross Profit

Revenue ($M)



	2Q24	3Q24	4Q24	1Q25	2Q25
Y-o-Y Growth	(17)%	(13)%	(23)%	(26)%	25%
Y-o-Y growth in constant currency	15%	9%	(2)%	(18)%	22%

Gross Profit ($M)



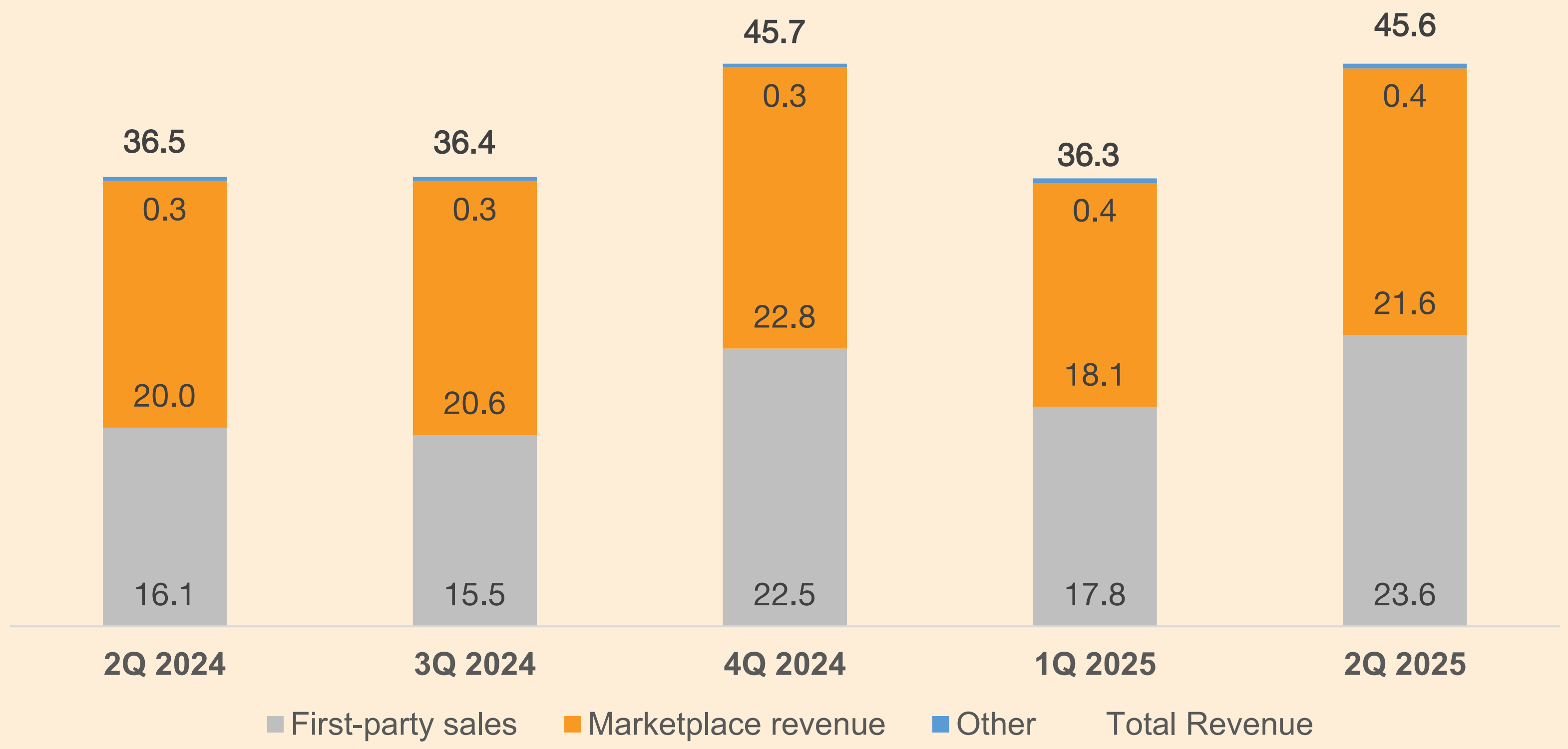
	2Q24	3Q24	4Q24	1Q25	2Q25
% of GMV	13%	14%	12%	12%	13%
Y-o-Y growth in constant currency	35%	30%	(18)%	(32)%	5%

Source: Company Information 2025

JUMIA

Revenue by breakdown

Revenue by Breakdown ($M)

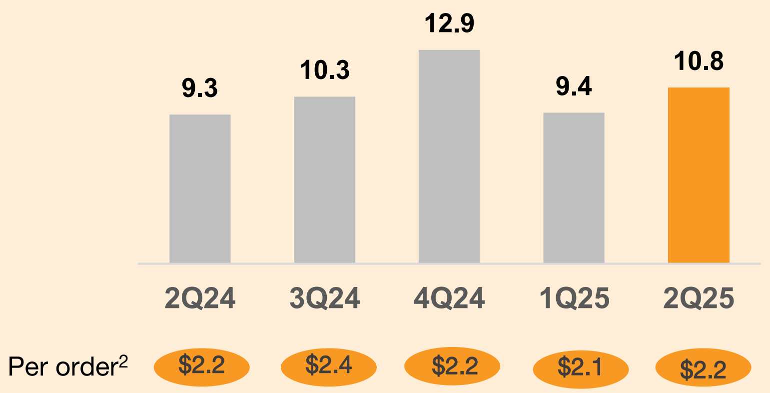


	2Q 2024	3Q 2024	4Q 2024	1Q 2025	2Q 2025
Y-o-Y Growth	(17)%	(13)%	(23)%	(26)%	25%

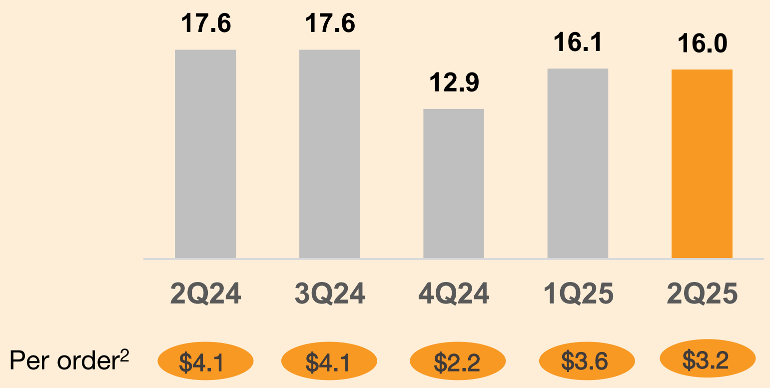
Source: Company Information 2025

Sustained focus on management of expenses

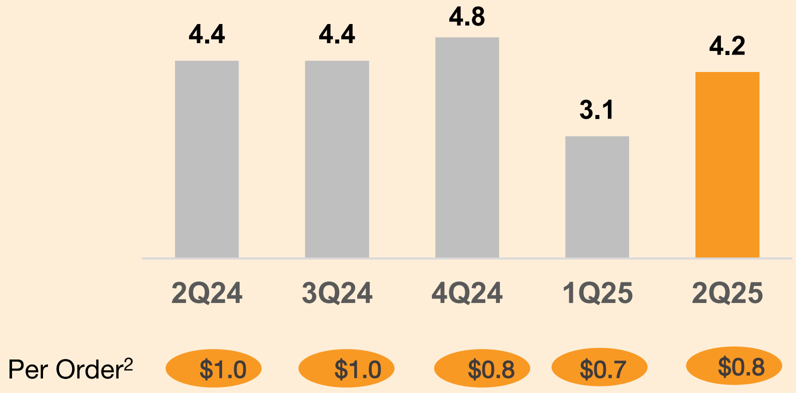
Fulfillment expense ($M)



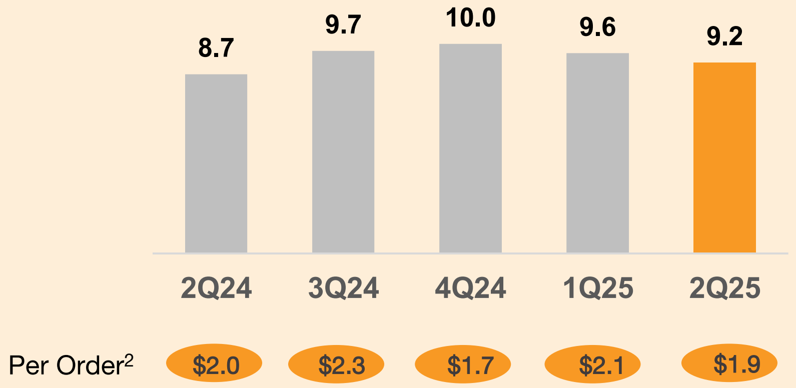
G&A[1] ($M)



Sales & Advertising expense ($M)



Technology & Content expense ($M)



Source: Company Information 2025

1. Excludes share-based compensation
2. Excludes Jumia pay app orders

JUMIA

Financial outlook

	2025E
Physical Goods Orders Y-o-Y Growth	25-30%
GMV Y-o-Y Growth	15-20%
Loss Before Income Tax	$(45)-$(50) million

	2026E
Loss Before Income Tax	$(25)-$(30) million

	Q4 2026E
Loss Before Income Tax	Breakeven

APPENDIX

Historical Financials

in $thousands	Q1 2022	Q2 2022	Q3 2022	Q4 2022	FY 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023	FY2023	Q1 2024	Q2 2024	Q3 2024	Q4 2024	FY2024	Q1 2025	Q2 2025	Guidance FY2025
Quarterly Active Customers	2,582	2,844	2,579	2,762	7,300	1,997	2,030	1,991	2,312	5,700	1,904	2,018	2,014	2,395	5,400	2,051	2,157	
Y-o-Y						*-23%*	*-29%*	*-23%*	*-16%*	*-22%*	*-5%*	*-1%*	*1%*	*4%*	*-5%*	*8%*	*7%*	
Orders	6,593	7,426	6,582	6,882	27,483	4,499	4,500	5,687	6,629	21,315	4,585	4,810	5,920	7,365	22,680	5,145	5,009	
Y-o-Y						*-32%*	*-39%*	*-14%*	*-4%*	*-22%*	*2%*	*7%*	*4%*	*11%*	*6.4%*	*12%*	*4%*	**PG 25-30%**
GMV	225,064	242,930	212,099	252,442	932,535	173,217	179,151	164,130	233,310	749,808	181,474	170,134	162,909	206,102	720,619	161,689	180,168	
Y-o-Y						*-23%*	*-26%*	*-23%*	*-8%*	*-20%*	*5%*	*-5%*	*-1%*	*-12%*	*-3.9%*	*-11%*	*6%*	**15-20%**
Revenue	**44,638**	**53,307**	**44,803**	**60,553**	**203,301**	**41,250**	**44,032**	**41,715**	**59,406**	**186,403**	**48,893**	**36,474**	**36,431**	**45,687**	**167,485**	**36,261**	**45,642**	
Marketplace revenue	23,489	27,267	27,730	36,647	115,133	23,353	22,297	19,328	32,867	97,845	25,871	20,046	20,617	22,830	89,364	18,058	21,582	
First Party revenue	19,592	24,392	15,223	22,520	81,727	17,368	21,129	21,756	26,130	86,383	22,431	16,110	15,473	22,505	76,519	17,780	23,629	
Other revenue	1,557	1,648	1,850	1,386	6,441	529	606	631	409	2,175	591	318	341	352	1,602	423	431	
Cost of revenue	(19,718)	(26,039)	(16,123)	(23,249)	(85,129)	(16,342)	(21,141)	(19,475)	(22,341)	(79,299)	(17,709)	(14,895)	(13,552)	(21,802)	(67,958)	(16,360)	(21,705)	
Gross profit	**24,920**	**27,268**	**28,680**	**37,304**	**118,172**	**24,908**	**22,891**	**22,240**	**37,065**	**107,104**	**31,184**	**21,579**	**22,879**	**23,885**	**99,527**	**19,901**	**23,938**	
% of GMV	*11.1%*	*11.2%*	*13.5%*	*14.8%*	*12.7%*	*14.4%*	*12.8%*	*13.6%*	*15.9%*	*14.3%*	*17.2%*	*12.7%*	*14.0%*	*11.6%*	*13.8%*	*12.3%*	*13.3%*	
Fulfillment expense	(18,731)	(21,827)	(17,659)	(18,565)	(76,782)	(11,817)	(10,612)	(9,756)	(11,699)	(43,884)	(9,377)	(9,322)	(10,285)	(12,935)	(41,919)	(9,401)	(10,838)	
Per order (excl. Jpay app)	*(3.7)*	*(3.8)*	*(3.4)*	*(3.2)*	*(3.5)*	*(3.0)*	*(2.6)*	*(2.4)*	*(2.3)*	*(2.6)*	*(2.4)*	*(2.2)*	*(2.4)*	*(2.2)*	*(2.3)*	*(2.1)*	*(2.2)*	
Gross profit after fulfillment	**6,189**	**5,441**	**11,021**	**18,739**	**41,390**	**13,091**	**12,279**	**12,484**	**25,366**	**63,220**	**21,807**	**12,257**	**12,594**	**10,950**	**57,608**	**10,500**	**13,100**	
% of GMV	*2.7%*	*2.2%*	*5.2%*	*7.4%*	*4.4%*	*7.6%*	*6.9%*	*7.6%*	*10.9%*	*8.4%*	*12.0%*	*7.2%*	*7.7%*	*5.3%*	*8.0%*	*6.5%*	*7.3%*	
Sales and Advertising expense	(15,866)	(19,528)	(14,694)	(16,771)	(66,859)	(5,339)	(5,472)	(4,411)	(6,235)	(21,457)	(3,742)	(4,423)	(4,363)	(4,759)	(17,287)	(3,102)	(4,151)	
Per order (excl. Jpay app)	*(3.2)*	*(3.4)*	*(2.9)*	*(2.9)*	*(3.1)*	*(1.4)*	*(1.3)*	*(1.1)*	*(1.2)*	*(1.3)*	*(1.0)*	*(1.0)*	*(1.0)*	*(0.8)*	*(0.9)*	*(0.7)*	*(0.8)*	
Technology and Content	(12,352)	(13,494)	(12,850)	(13,714)	(52,410)	(11,183)	(10,695)	(9,730)	(9,920)	(41,528)	(9,109)	(8,722)	(9,668)	(10,016)	(37,515)	(9,645)	(9,217)	
General and Administrative	(37,501)	(32,996)	(21,663)	(30,052)	(122,212)	(25,161)	(18,527)	(16,795)	(13,942)	(74,425)	(17,452)	(19,208)	(18,939)	(14,328)	(69,927)	(17,189)	(16,963)	
Other operating income	608	410	274	795	2,087	210	368	128	496	1,202	249	223	703	1,237	2,412	802	767	
Other operating expense	(22)	(5)	(36)	(25)	(88)	(47)	(18)	(22)	(233)	(320)	(86)	(357)	(440)	(413)	(1,296)	(22)	(60)	
Adjusted EBITDA	**(47,917)**	**(49,702)**	**(40,341)**	**(44,135)**	**(182,095)**	**(24,652)**	**(18,155)**	**(14,773)**	**(647)**	**(58,227)**	**(4,296)**	**(16,309)**	**(16,994)**	**(13,705)**	**(51,304)**	**(15,660)**	**(13,600)**	
Operating loss	**(58,944)**	**(60,172)**	**(37,948)**	**(44,734)**	**(201,798)**	**(28,429)**	**(22,065)**	**(18,346)**	**(4,468)**	**(73,308)**	**(8,333)**	**(20,230)**	**(20,113)**	**(17,329)**	**(66,005)**	**(18,656)**	**(16,524)**	
Finance income, net	3,687	2,954	3,684	4,928	15,253	3,117	2,895	1,770	(1,594)	6,188	1,293	691	2,678	2,656	7,318	3,356	2,985	
Finance costs, net	(6,634)	(3,920)	(4,292)	(4,772)	(19,618)	(3,929)	(11,689)	(4,802)	(11,060)	(31,480)	(32,595)	(2,949)	(355)	(2,973)	(38,872)	(1,186)	(2,731)	
Loss before Income tax from continuing operations	**(61,891)**	**(61,138)**	**(38,556)**	**(44,578)**	**(206,163)**	**(29,241)**	**(30,859)**	**(21,378)**	**(17,122)**	**(98,600)**	**(39,635)**	**(22,488)**	**(17,790)**	**(17,646)**	**(97,559)**	**(16,486)**	**(16,270)**	**$(45)-$(50)M**

Non-IFRS
Reconciliation 1/2

USD mn	For the year ended December	
	2023	**2024**
Marketplace revenue[1]	97.8	89.4
Third-party sales	81.6	78.8
Value-added services	3.9	2.9
Marketing and advertising	12.4	7.7
First-party sales	86.4	76.5
Other revenue	2.2	1.6
Revenue	186.4	167.5
Cost of revenue	(79.3)	(68.0)
Gross Profit	107.1	99.5

Note
1. Revenue from Marketplace calculated as the sum of revenue from Third-party sales, Marketing & Advertising and Value-added Services, excluding First-party revenue and Other revenue.

Non-IFRS
Reconciliation 2/2

USD mn	For the year ended December	
	2023	2024
Loss for the period from continuing operations	(99.3)	(99.1)
Income tax benefit / (expense)	0.7	1.5
Net Finance costs / (income)	25.3	31.6
Depreciation and amortization	9.8	8.2
Share-based compensation expense	5.3	6.5
Adjusted EBITDA	(58.2)	(51.3)

Constant Currency Data (USD)

($ mn, except percentages)	As reported 2023	As reported 2024	YoY Change	FX neutral data 2024	YoY Change
	For the year ended December				
Revenue	186.4	167.5	*(10)%*	219.0	*17%*
Gross Profit	107.1	99.5	*(7)%*	131.8	*23%*
Fulfillment expense	(43.9)	(41.9)	*(4)%*	(52.8)	*20%*
Sales and Advertising expense	(21.5)	(17.3)	*(19)%*	(24.3)	*13%*
Technology and Content expense	(41.5)	(37.5)	*(10)%*	(38.8)	*(7)%*
G&A expense, excluding SBC	(69.2)	(63.4)	*(8)%*	(72.9)	*5%*
Adjusted EBITDA	**(58.2)**	**(51.3)**	***(12)%***	**(45.9)**	*(21)%*
Operating Income/ (Loss)	**(73.3)**	**(66.0)**	***(10)%***	**(62.5)**	*(15)%*
Loss before Income tax from continuing operations[1]	**(98.6)**	**(97.6)**	***(1)%***	**(81.4)**	*(8)%*
GMV	749.8	720.6	*(4)%*	957.3	*28%*
TPV	192.2	195.4	*2%*	284.7	*48%*
TPV as % of GMV	*26%*	*27%*		*30%*	

Note

1. Loss before Income tax from continuing operations in constant currency, and the corresponding year-over-year change, excludes the impact of foreign exchange recorded in finance income/costs. For the year ended December, these amounts were $(10.5) million in 2023 and $(13.0) million in 2024, respectively.

Metrics Definitions

- “Gross Merchandise Value”, or “GMV”, corresponds to the total value of orders for products and services including shipping fees, value-added tax, and before deductions of any discounts or vouchers, irrespective of cancellations or returns
- “Orders” corresponds to the total number of orders for products and services on our platform, irrespective of cancellations or returns
- “Annual Active Customers” means unique customers who placed an order for a product or a service on our platform, within the 12-month period preceding the relevant date, irrespective of cancellations or returns.
- “Quarterly Active Customers” means unique customers who placed an order for a product or a service on our platform, within the 3-month period preceding the relevant date, irrespective of cancellations or returns
- “Total Payment Volume”, or “TPV” corresponds to the total value of orders for products and services for which JumiaPay was used including shipping fees, value-added tax, and before deductions of any discounts or vouchers, irrespective of cancellations or returns, for the relevant period
- “JumiaPay Transactions” corresponds to the total number of orders for products and services on our marketplace for which JumiaPay was used, irrespective of cancellations or returns, for the relevant period
- General and administrative expense, excluding SBC, corresponds to the General & Administrative (“G&A”) expense excluding share-based compensation expense (“SBC”). We use this metric to measure the development of our G&A costs exclusive of the impact of SBC which is mainly a non-cash expense, influenced, in part, by share price fluctuations.
- “Adjusted EBITDA” corresponds to loss for the period, adjusted for income tax expense, finance income, finance costs, depreciation and amortization and further adjusted for Share-based compensation expense

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