



# JUMIA

100% Africa, 100% Internet

Media Kit

2024

# Who are we?

Jumia is the leading pan-African e-commerce platform

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.

Jumia is the leading e-commerce platform in Africa. Our marketplace is supported by our proprietary logistics business, Jumia Logistics, and our digital payment and fintech platform, JumiaPay. Jumia Logistics enables the seamless delivery of millions of packages while JumiaPay facilitates online payments and the distribution of a broad range of digital and financial services.

In 2023, more than 64,000 active sellers, including local African companies and entrepreneurs, have partnered with Jumia to attract millions of consumers. We provide ongoing opportunities for talented people through job creation and skills.

Jumia employs over 3,000 people across 11 countries. We have a diverse group of talent with different backgrounds, experiences, and perspectives, driven by a common ambition to help build the digital future of Africa.



**Francis Dufay**  
CEO of Jumia



# Our Mission

We believe that technology has the potential to transform everyday life in Africa, for the better.



## For Consumers

Jumia delivers innovative, convenient and affordable online services to consumers in Africa that help them fulfill their basic everyday needs.



## For Sellers and Partners

Jumia helps take African economies online, helping small and large businesses grow and reach new consumers.



## For Employees and Communities

Jumia creates jobs and skills that empower a new generation in Africa to build their lives and make their countries better.

# A Digital Platform

We are the leading pan-African e-commerce platform active across 11 countries in the continent.

## Our 3 main pillars



### »» Jumia Marketplace

Connects millions of consumers to thousand of sellers.



### »» Jumia Logistics

Supports the delivery of millions of orders.



### »» JumiaPay

Enables the transaction from all the players of the ecosystem.

## Our locations



Strong Brand Awareness

**+868m**

Visits in 2023

Pure Marketplace

**c.80%**

Items sold on Marketplace

Scale

**+220m**

Products available on the platform

Strong Merchant Network

**+64k**

Active Sellers

# Marketplace

Jumia offers goods from a large and diverse group of sellers across a wide range of categories.

“

"I started selling on Jumia in 2015 for two reasons, to reach more consumers outside my physical shop and to increase my revenue."

Adedoyin, seller in Lagos, Nigeria

"I use Jumia to shop for my family and I save a lot."

”

Mary, consumer in Nairobi, Kenya

## Sellers & Partners what they can do

- » Sell on Jumia
- » Partner with Jumia Logistics
- » Become a JForce Agent
- » Advertise on Jumia
- » Become an affiliate and influencer

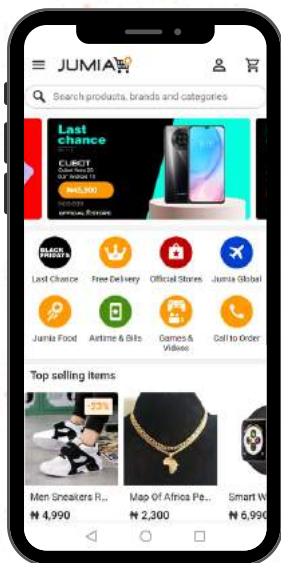
and more...

## Consumers what they can do

- » Buy a product
- » Pay bills
- » Buy groceries
- » Make payments
- » Make a donation

and more...

## » One brand, single login, full integration



And many others...



And many others...

# Logistics

Jumia is the leading logistics platform in Africa

“

"Our overall market share in e-commerce last-mile deliveries has significantly increased, we now take pride in large volumes of e-commerce shipments handled daily across our network."

”

**Geoffrey Mwove**

Chairman of Courier Industry Association of Kenya



Orders placed on our platform in 2023

**21.3**  
**million**



**21.9% of deliveries in 2023 were made in remote areas** where choices of products are currently extremely limited for consumers.



**Jumia logistics network includes 400+ Logistics partners** ranging from individual entrepreneurs to large companies.



**More than 1,400 pick up stations and drop-off locations** to facilitate deliveries for our sellers and consumers.



JUMIA 

# JumiaPay

Jumia is driving the adoption of online and mobile payments in Africa

“

"JumiaPay on delivery is so smooth, fast, and seamless. I no longer worry about downtimes with POS machines."

Romanus, consumer in Lagos, Nigeria

”  
"I'm using JumiaPay to pay my bills because it's easier and faster."

Mohamed, consumer in Cairo, Egypt



**JumiaPay** is our proprietary digital payment solution integrating relevant local payment methods including debit and credit cards, bank transfers or mobile money wallets.

# 9.5m

JumiaPay transactions in 2023



# 33%

of orders placed on the Jumia platform in 2023 were done via JumiaPay



PAYMENT METHODS

Cash on Delivery



Card Payments

VISA



Verve



Mobile Money



M-PESA



Bank Transfers

FirstBank

access



Money Transfers/Cash



Wafacash



PAYMENT GATEWAY



Support for all relevant payment methods



One-Click payments



Rapid Payment Processing



High Security

\*% Orders completed using JumiaPay in FY 2023, at group level, irrespective of cancellations or returns. JumiaPay is available in Egypt, Ghana, Ivory Coast, Kenya, Morocco, Nigeria, Tunisia, Uganda

# E-Commerce in Africa

A vibrant and growing continent

“

"E-commerce offers tremendous potential for developing countries to access new markets, expand their exports, and participate more fully in the global economy."

”

**Torbjörn Fredriksson**

Head of E-Commerce and Digital Economy Branch UNCTAD



## Population <sup>(1)</sup>

1.46 Billion in 2023  
Expected to grow by 46% by 2050  
The average age is 20.2 years



## Middle Class <sup>(8)</sup>

+80% growth expected between 2020-2030



## Economic Growth <sup>(2)</sup>

Africa's economic growth reached an estimated 3.2% in 2023 and is predicted to grow by 3.8% in 2024



## Labor Force <sup>(3)</sup>

Africa will have 1.1B people in the labor force by 2034



## Internet Users <sup>(9)</sup>

More than 616.8M internet users in 2023



## Smartphone Adoption <sup>(4)</sup>

By 2030, smartphone adoption is forecasted to soar to 87% in Sub-Saharan Africa, up from 51% in 2022



## Retail Penetration <sup>(5)</sup>

1 shop for every 67,000 people vs 1 shop for 1,000 people in USA



## E-Commerce Penetration <sup>(8)</sup>

E-commerce penetration is only 2-5% of total retail sales on the continent vs 20% in China



## Urban Cities <sup>(6)</sup>

In 2022, 42% of Africans lived in urban centers, 60% are expected to be urban dwellers by 2050



## Job Creation & Marketplace <sup>(7)</sup>

Online marketplaces in Africa can create about 3 million jobs by 2025.



# The Jumia Effect

“

"The adoption of new payment technologies is rising, and consumer appetite for new, fast and flexible digital experiences continues to grow even in e-commerce."

”

**Ngozi Megwa**  
Mastercard



Through our actions and our ecosystem, we generate employment and business opportunities for thousands of people and contribute in several ways to social development.

**ECONOMIC**



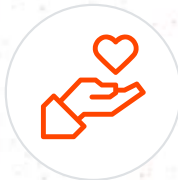
**+400**  
Logistics providers



**+64k**  
Merchants, 92% classified as micro, small and medium enterprises <sup>(1)</sup>



**+100k**  
JForce Agents. 30% dependent exclusively on commissions earned through Jumia <sup>(2)</sup>



Sellers classified as microentrepreneurs



+3000 direct employees and about 400,000 people through ecosystem partners <sup>(3)</sup>



**Rural penetration**  
21.9% of packages delivered to rural customers

**SOCIAL**



Workforce with 57\* distinct nationalities and 36% women.



98%\* African talent in workforce.



50% of women in Supervisory Board

**COMMUNITY**



Preparing local MSMEs for AFCFTA in a partnership with NgrAFCFTA.gov and LCCI.



Moving handicraft SMEs online in Egypt.



Increasing STEM education enrollment.



Helping informal food merchants to sell online.



Distributing sexual health products.



Supporting the shift from informal to formal trade - in partnership with KRA.

1. Based on IFC classification  
2. Based on Jumia JForce agent survey conducted in 2022  
3. Based on a BCG study<sup>15</sup> and a 2022 survey of Jumia sellers, JForce agents and logistics partners

# Our story

Jumia is proud to be part of the digital shift in Africa

Jumia was founded in Lagos, Nigeria and soon after launched in Morocco, Egypt, and South Africa.

Jumia expands to Kenya and Côte d'Ivoire, and launches Jumia Food in Nigeria, Morocco, Kenya and Côte d'Ivoire.

Jumia introduces the Black Friday commercial event in Nigeria.

Jumia reaches 1 million consumers across its 7 African countries and Black Friday attracts more than 2 million visitors in Nigeria.

All services were rebranded to 'Jumia' and it expanded to Algeria, Tunisia and Uganda. Goldman Sachs, Axa, Orange, and CDC invest in Jumia making it Africa's first tech Unicorn.

Jumia introduces JumiaPay, a secure payment gateway for people to shop on all Jumia services and Black Friday attracts more than 100m visitors.

2012



2013



2014



2015



2016



2017



2023



Jumia accelerated its expansion to rural areas and secondary cities in Africa. Major partnerships signed with Starlink, Leroy Merlin and Adidas.

2022



Launch of the Tech Center in Alexandria, Egypt; Free deliveries in the main cities. New management and leadership team appointed by the board.

2021



Launch of the Tech Center in Cairo, Egypt; JumiaPay offer digital payment services in Egypt.

2020



Jumia Services opened logistics for third parties.

2019



Jumia is listed on NYSE, MasterCard invests in Jumia; Jumia Advertising is launched.

2018



Launch of Jumia One, a one stop shop app distributing all Jumia digital services. Jumia Express offers next day deliveries and Pernod Ricard invests in Jumia.

## Country Leaders



**Abdellatif Olama**  
CEO of Jumia Egypt



**Badr Bouslikhane**  
CEO of Jumia Morocco



**Caroline Petit**  
CEO of Jumia Ivory Coast



**Charles Ballard**  
CEO of Jumia Kenya



**Liès-Paul Mollard**  
CEO of Jumia Algeria



**Lionel Mobi**  
CEO of Jumia Senegal



**Morgane Imbert**  
CEO of Jumia South Africa



**Renaud Glenisson**  
Regional CEO



**Sunil Natraj**  
CEO of Jumia Nigeria



**Temidayo Ojo**  
CEO of Jumia Ghana



**Vinod Goel**  
CEO of Jumia Uganda



**Yosra Bejaoui**  
CEO of Jumia Tunisia



## Contact us



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