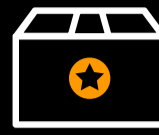


Great consumer engagement



GMV
\$150m
+30% YoY growth



Orders
4.3m
+39% YoY growth



Black Friday video views
190m
views on social media



Unique visitors
40m
+27% YoY growth

Fastest growing physical goods product categories

YoY items sold growth



Accelerating sellers' growth



> **46,000 sellers** used our platform to reach millions of consumers



> **3x YoY GMV growth** for top 20 physical goods sellers



> **2.7x YoY GMV growth** for top 20 restaurants



> **International brands** partnered with Jumia

Unilever L'ORÉAL NIVEA P&G trendyol NIKE UMIDIGI NOKIA SAMSUNG

and many others



Jumia continues to be a **leading destination in Africa** for phones and electronics. In Egypt, Xiaomi chose Jumia for the exclusive launch of the **Xiaomi Mi 11T** phone during Jumia Black Friday

“

Jumia is one of our top accounts, we take part in many offers during Jumia Black Friday. The sales event will help grow our business and enhance our partnership, it's a win-win situation.

Sherif Fahmy
Coca-Cola, Egypt

”

“

As a leader in the market, it's important to be part of Jumia Black Friday. We are launching our official store on the platform with a variety of new Samsung products.

Taoufik Ouzine
Samsung, Morocco

”

“

Xiaomi was the best selling brand in the smartphone category in Kenya and Egypt during Jumia Black Friday 2021.

Lu Weibing
Xiaomi

”

Delivering more packages faster



5.3m

packages handled during Black Friday 2021

58%

of packages reached consumers the next business day

1.5

Business Days; Average end-to-end delivery time during Black Friday 2021