

# JUMIA BLACK FRIDAY 2019

## ENGAGING OUR CONSUMERS LIKE NEVER BEFORE

Helping consumers save time and money across all categories of products



Over **100m** unique visitors during Black Friday



Over **1bn** page views during Black Friday

Top product categories in terms of items sold



## FACILITATING PAYMENT TRANSACTIONS THROUGH JUMIAPAY

Jumia is contributing to the development of digital payment solutions



Over **30%** orders paid with JumiaPay during Black Friday

## DELIVERING PACKAGES FAST AND EVERYWHERE

Connecting hundreds of local logistics partners to enable the delivery of packages



Over **3m** packages delivered during Black Friday

Fastest delivery **33%** of packages delivered in less than 24 hours



► **Jumia Now** launched to deliver on-demand products in less than 20 mins

## POSITIVELY IMPACTING THE LOCAL ECONOMY

Jumia continues to improve the quality of everyday life in Africa by leveraging technology

► **Helping Women & Youth sellers**



**40%** of women sellers



**60%** of youth sellers

► **Job creation**

**+5,000**

Jumia full time staff mobilized during Black Friday

**+50,000**

Est. indirect jobs created through vendors and logistics partners