



# JUMIA

100% Africa, 100% Internet

Media Kit

2022



# 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 2021, more than 100,000 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 4,000 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.



# 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

# +1.1Bn

Visits in 2021

Scale

# +50m

Products available on the platform

Pure Marketplace

# c.90%

Items sold on Marketplace

Strong Merchant Network

# +100k

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

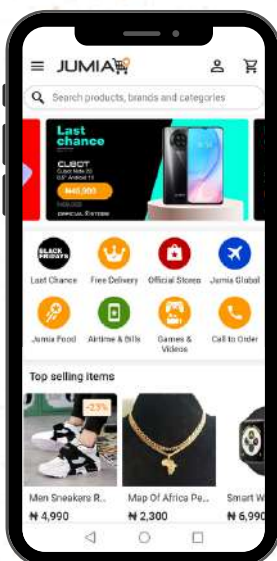
and more...

## Consumers what they can do

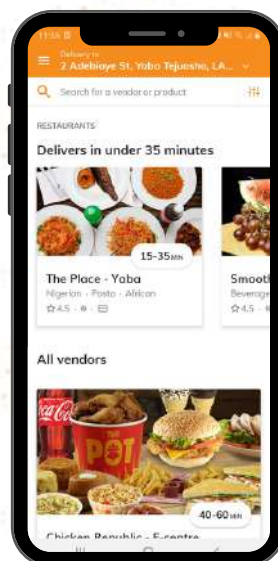
- » Buy a product
- » Order a meal
- » Buy groceries
- » Pay bills
- » Make a donation

and more...

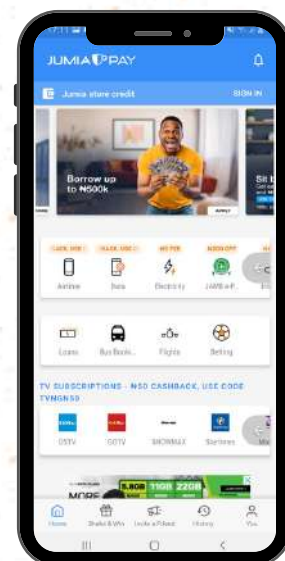
## » One brand, single login, full integration



And many others...



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 2021

**34**  
**millions**



**27% of deliveries in 2021 were made in remote areas** where choices of products are currently extremely limited for consumers.



**Jumia logistics network includes 600+ Logistics partners** ranging from individual entrepreneurs to large companies.



**More than 3,000 pick-up stations and drop-off locations** to facilitate deliveries for our sellers and consumers.



Jumia logistics services is **open to third parties**.





# JUMIA

## JumiaPay

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

“

"As a result of the loans I received from the Jumia lending program, my business has grown bigger with time."

Jumoke, seller in Lagos, Nigeria

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

Mohamed, consumer in Cairo, Egypt



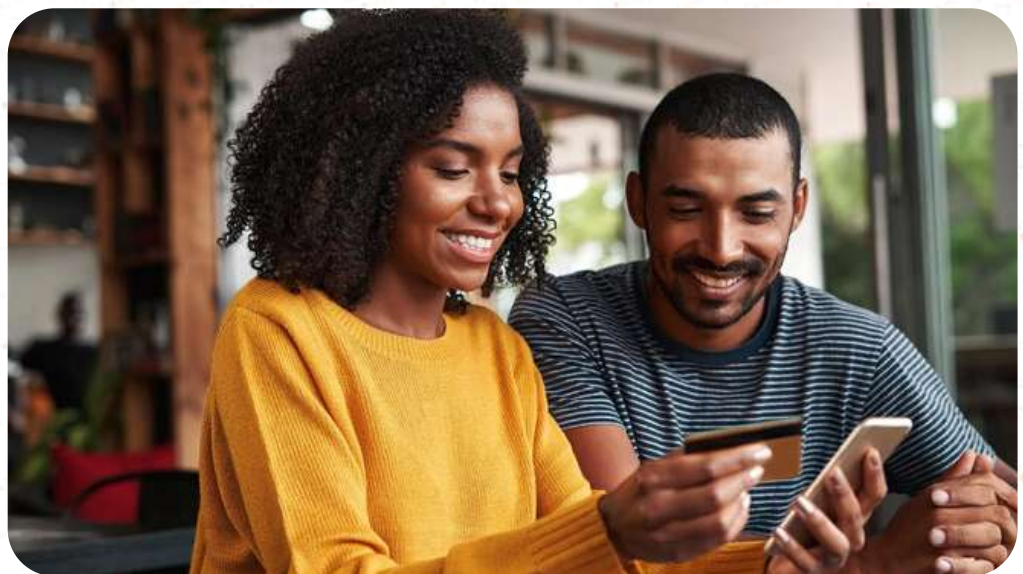
**JumiaPay** is our proprietary digital payment solution integrating relevant local payment methods including debit and credit cards, bank transfers or mobile money wallets.

# 1.3x

more JumiaPay transactions  
in **2021** vs **2020**

# 36%

of orders placed on the Jumia platform  
in **2021** were done via JumiaPay



PAYMENT  
METHODS

Cash on  
Delivery



Card  
Payments

VISA



Verve



Mobile  
Money



M-PESA



Bank  
Transfers



access



Money  
Transfers/Cash



PAYMENT  
GATEWAY



Support for all relevant  
payment methods



One-Click payments



Rapid Payment  
Processing



High Security

# JUMIA E-Commerce in Africa

A vibrant and growing continent

“

"COVID-19 has led to a surge in the use of digital solutions, including e-commerce."

”

**Torbjörn Fredriksson**

Head of E-Commerce and Digital Economy Branch UNCTAD



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

1.4 Billion in 2020  
Expected to grow by 46% by 2025  
The average age is 19.7 years



## Middle Class <sup>(2)</sup>

+80% growth expected between 2020-2030



## Economic Growth <sup>(1)</sup>

Africa's economic growth reached an estimated 3.5% in 2021 and is predicted to grow by 3.7% in 2022



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

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



## Internet Users <sup>(4)</sup>

More than 590M internet users in 2020



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

48% of Africa's population owned a smartphone in 2020 and it's predicted to grow by 64% in 2025



## 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>(2)</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 2019, 43% 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

“

"E-Commerce is bringing vulnerable groups of people in the informal sector such as women, youth and persons with disabilities into the digital economy."

”

**Elsie Attafuah**  
UNDP, Uganda



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



**+600**  
Logistics providers



**+100k**  
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



+4000 direct employees and about 400,000 people through ecosystem partners <sup>(3)</sup>



**Rural penetration**  
27% of packages delivered to rural customers

## SOCIAL



Workforce with 57 distinct nationalities and 33.5% women.



98% African talent in workforce.



37.5% of women in Supervisory Board

## COMMUNITY



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



Moving handicraft SMEs online.



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 2021

3. Based on a BCG study<sup>15</sup> and a 2021 survey of Jumia sellers, JForce agents and logistics partners

# Our story

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

“

"The first decade of e-commerce driven primarily by the private sector in Africa is drawing to a close. The next decade demands close and positive collaboration between public and private sector partners working together to shape the African digital economy and unlock its full potential for the people."

”

**Juliet Annamah**

Chairwoman of Jumia Nigeria and Group Chief Sustainability Officer



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**.

**2012**



**2013**



**2014**



**2015**



**2016**



**2022**



Launch of the **Tech Center in Alexandria**, Egypt; Free deliveries in the main cities.

**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.

**2017**



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

## Group Leaders



**Francis Dufay**

Acting CEO of Jumia



**Antoine Maillet-Mezeray**

Executive Vice President Finance & Operations

## Country Leaders



**Badr Bouslikhane**

CEO of Jumia Morocco



**Grant Brown**

CEO of Jumia South Africa



**Renaud Glenisson**

CEO of Jumia Ivory Coast



**Vinod Goel**

CEO of Jumia Uganda



**Tanguy Leriche**

CEO of Jumia Algeria



**Kais Sanchou**

CEO of Jumia Tunisia



**Juan Seco**

CEO of Jumia Kenya



**Massimiliano Spalazzi**

CEO of Jumia Nigeria



**Sunil Natraj**

CEO of Jumia Ghana





## Contact us



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