



100% Africa, 100% Internet



Media kit 2021
#ExpandYourHorizons

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.

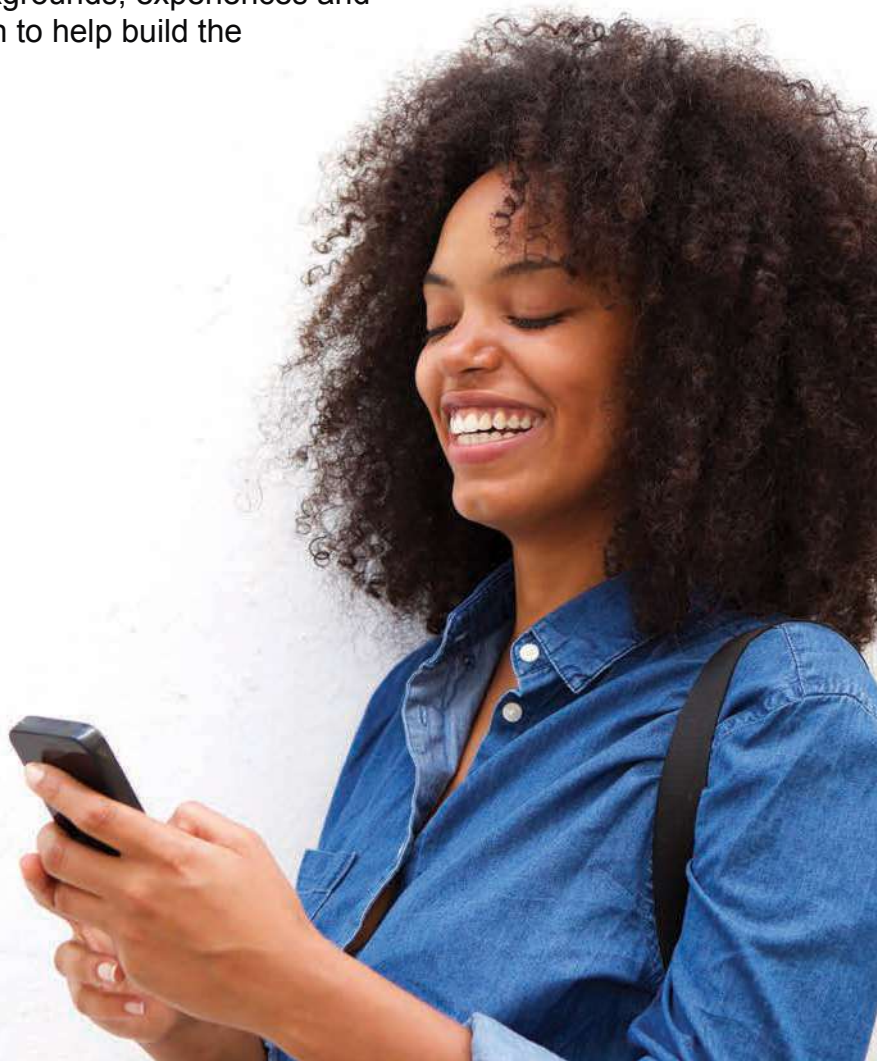
In 2020, more than 110,000 active sellers, including local African companies and entrepreneurs, have partnered with Jumia to attract millions of consumers. We provide ongoing opportunities for talented people through job creation and skills.

Jumia employs over 5,000 people across more than 10 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.



Sacha Poignonnec Jeremy Hodara

Jumia Co-Founders & CEOs



WHAT IS OUR MISSION?

JUMIA IS LEVERAGING TECHNOLOGY TO IMPROVE EVERYDAY LIFE



Providing new services

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



Enabling SMEs to grow

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

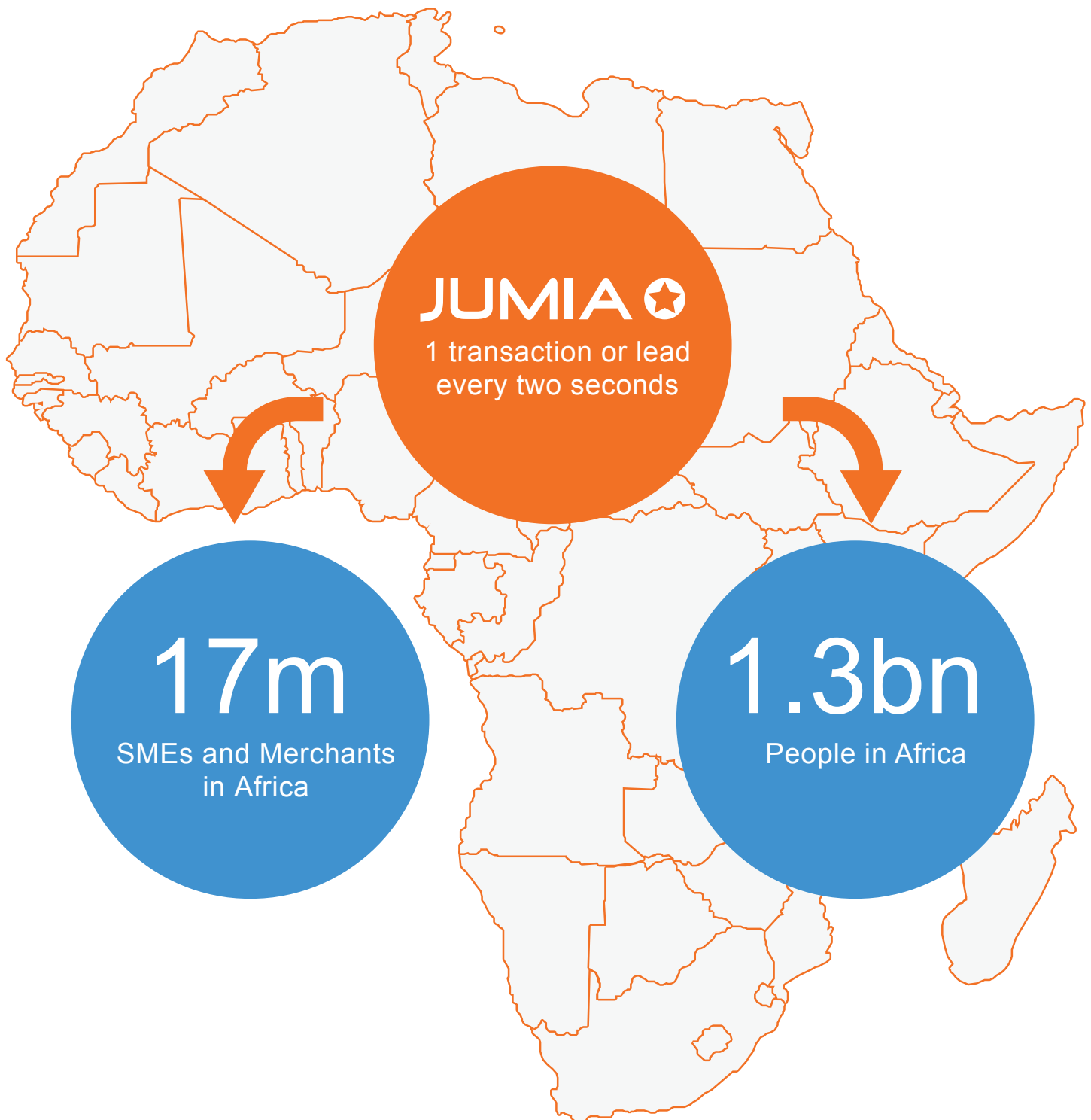


Creating sustainable impact

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

WHAT IS OUR REACH?

JUMIA CONNECTS CONSUMERS AND BUSINESSES TO FACILITATE EFFORTLESS TRANSACTIONS



WHAT SERVICES DO WE PROVIDE?

JUMIA GIVES ACCESS TO THE WIDEST RANGE OF PRODUCTS AND DIGITAL SERVICES



Save time
Save money



More choice
More convenience

One brand, single login, full integration



JUMIA MARKETPLACE



JUMIA LOGISTICS



JUMIAPAY



Buy a phone



Buy shoes



Buy your
groceries



Recharge
your data plan



Order a pizza

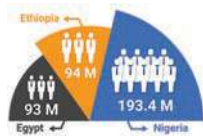


Pay your bills

...and more

HOW BIG IS ECOMMERCE IN AFRICA?

A VIBRANT AND GROWING CONTINENT



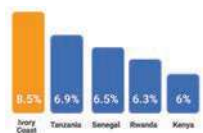
Population

1.3B in 2019, expected to grow by 46% by 2025
The average age is 19.7 years



Middle Class

+80% growth expected between 2020-2030



Economy Growth

Africa's economic growth is projected to decline by 3% in 2020 due to the COVID-19 pandemic and is predicted to recover by 3.1% in 2021



Labor Force

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



Internet Penetration

More than 527M internet users in 2019



Mobile Penetration

77% of the total mobile connections are expected to be from Smartphone by 2022



Retail Penetration

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



E-commerce

Less than 1% e-commerce penetration vs 12% in the US and 20% in China



Urban Cities

In 2019, 43% of Africans lived in urban centers, 60% are expected to be urban dwellers by 2050



Infrastructure

70% increase in investment in infrastructure from 2007-2017

WHERE WE OPERATE

JUMIA IS BUILDING A UNIQUE ECOSYSTEM IN AFRICA

Jumia is the leading Pan-African e-commerce platform

11 countries across six regions

600m Population

70% of Internet users

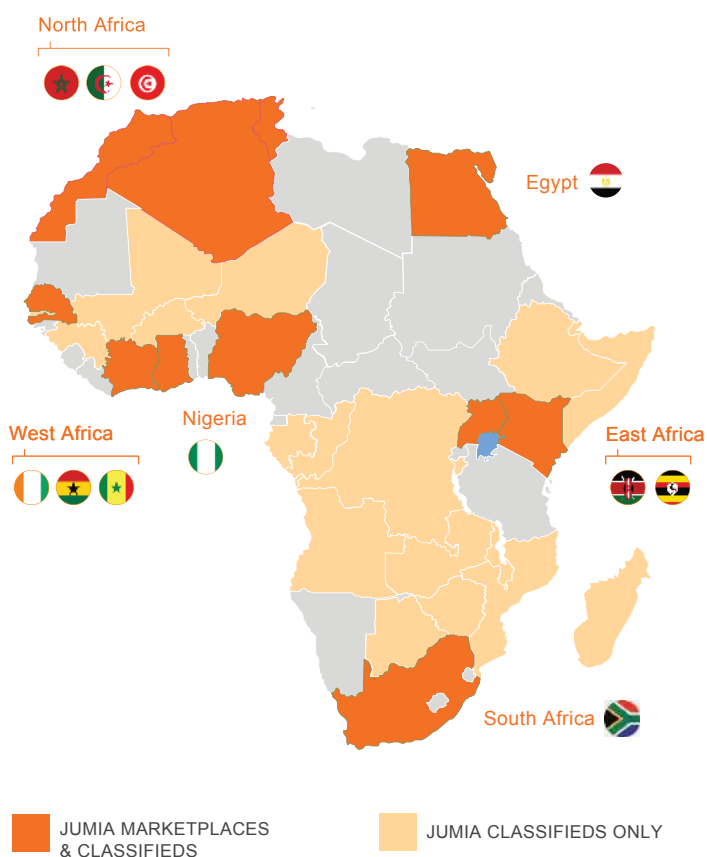
71%+ of Africa GDP

JUMIA 

JUMIA  LOGISTICS

JUMIA 
Marketplace

JUMIA  PAY



Huge market

\$4trn

Household and B2b spend in Africa

Strong brand awareness

+1Bn

Visits in 2020

Scale

28m

Orders placed on our platform in 2020

Pure marketplace

90%

Items sold on Marketplace

Strong merchant network

110k

Active sellers

WHAT CAN YOU BUY ON JUMIA?

ANY PRODUCT FOR YOUR EVERYDAY NEEDS



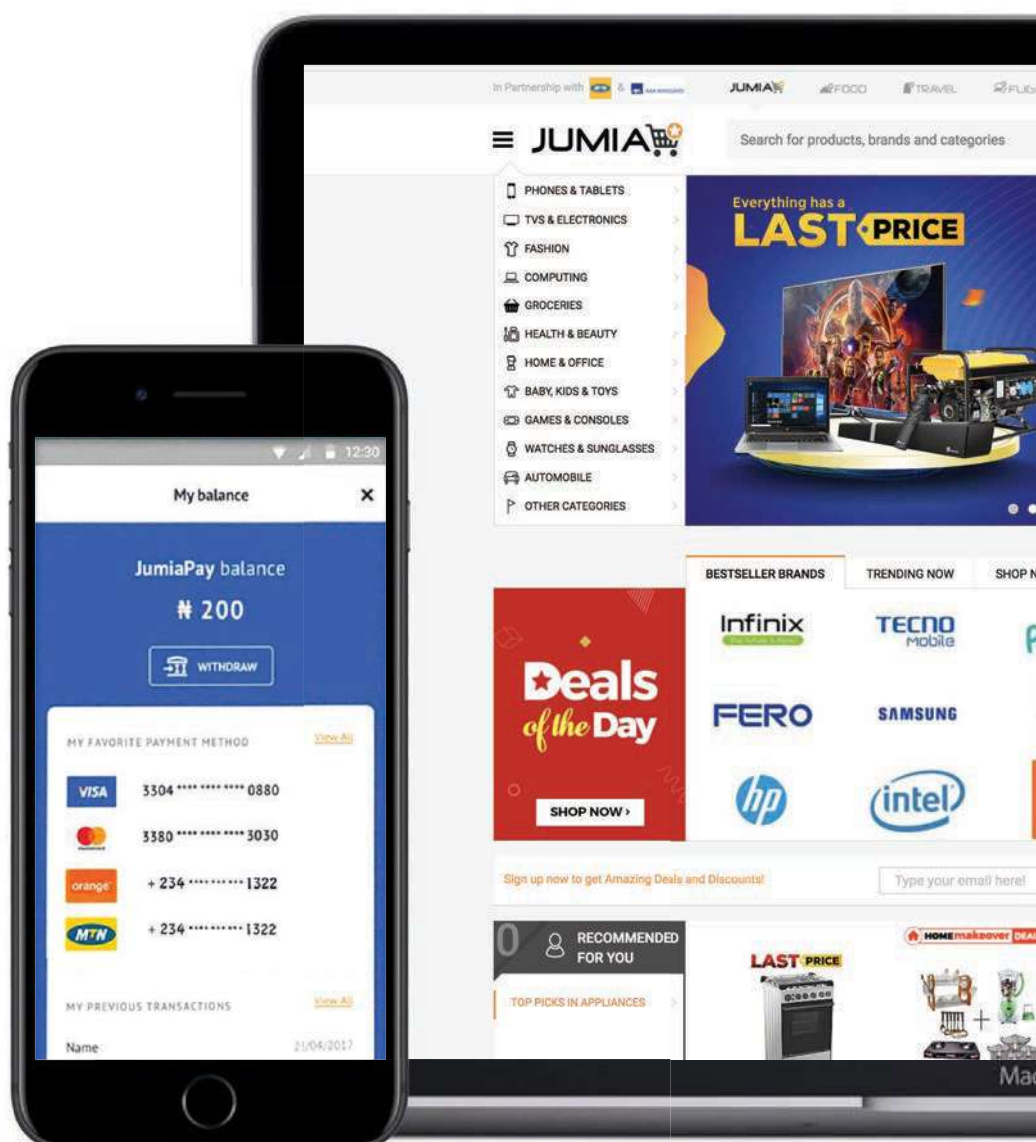
Jumia Marketplace

Jumia's marketplace offers goods from a large and diverse group of sellers in a wide range of categories, such as apparel, smartphones and electronics, homewares, consumer packaged goods, beauty, perfumes and more.

We also provide consumers with easy access to a number of services, such as restaurant food delivery, classified advertising, airtime recharge and "instant delivery".

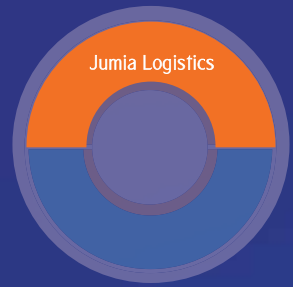


And many others



HOW DO WE DELIVER PRODUCTS TO OUR CUSTOMERS?

JUMIA IS THE LEADING LOGISTICS PLATFORM IN AFRICA



28M

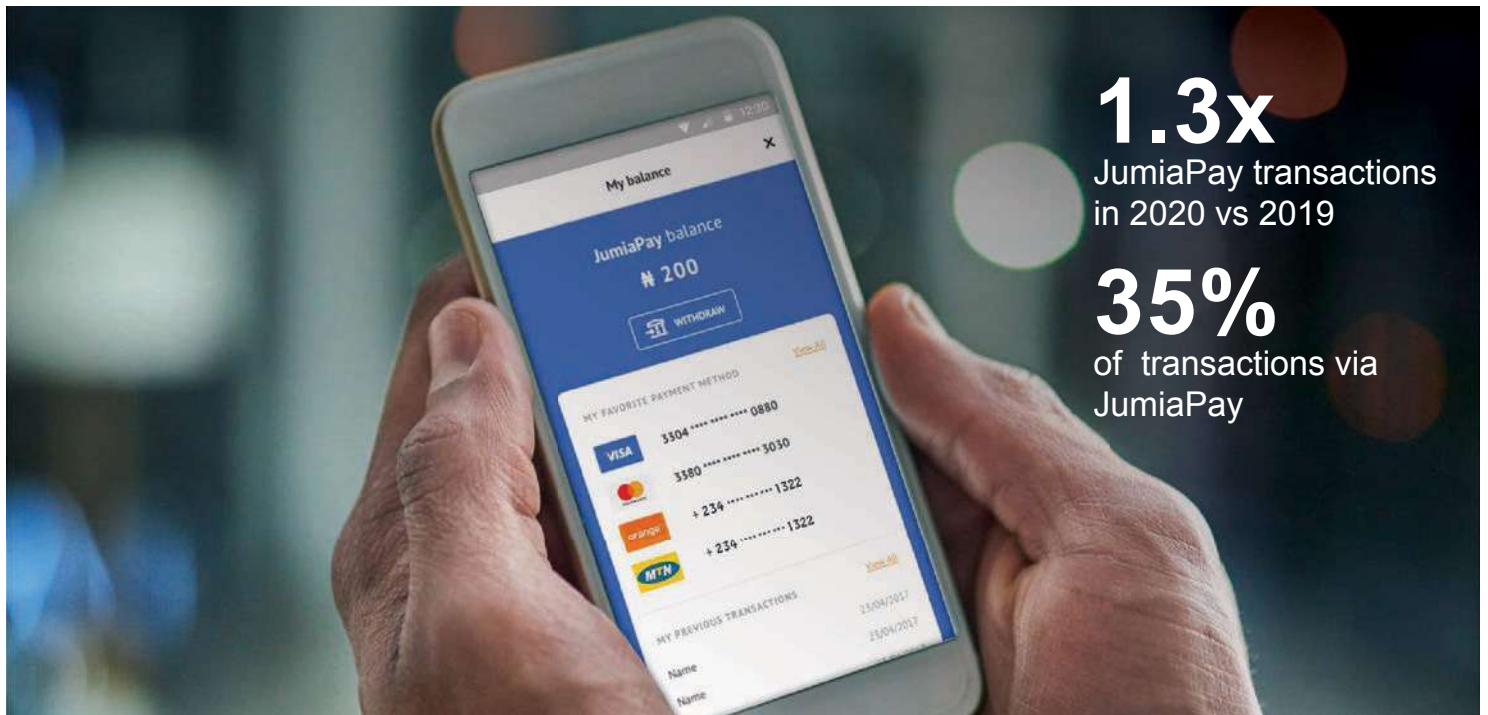
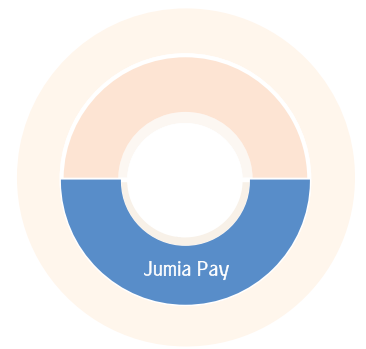
orders placed on our platform in 2020

- ★ 22% of deliveries in 2020 were made in remote areas where choices of products are currently extremely limited for consumers.
- ★ Jumia logistics network includes 300+ Logistics partners ranging from individual entrepreneurs to large companies.
- ★ More than 1,100 pick up stations and drop off locations to facilitate deliveries for our sellers and consumers.
- ★ Jumia logistics services is now open to third parties.



HOW DO OUR CUSTOMERS PAY?

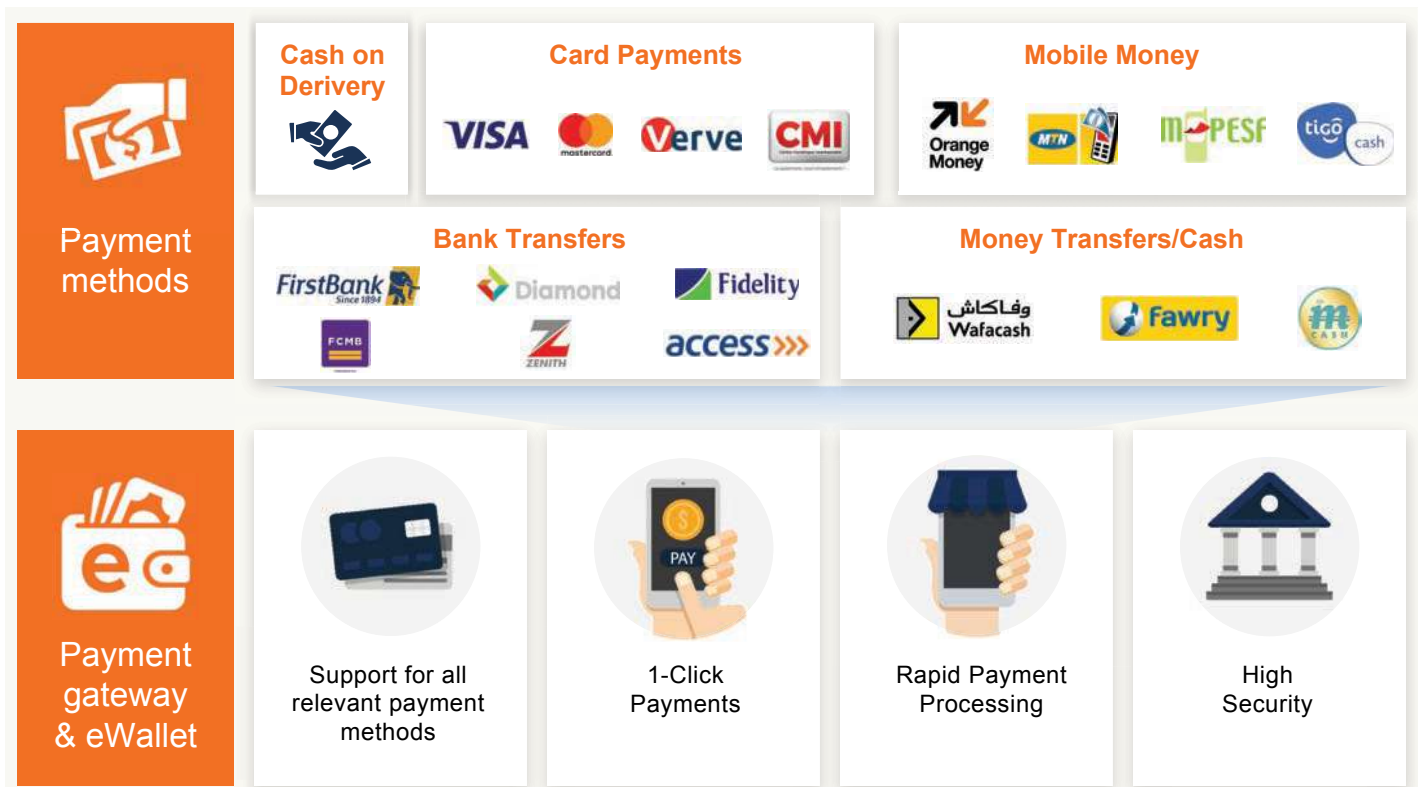
JUMIA IS DRIVING THE ADOPTION OF ONLINE AND MOBILE PAYMENTS IN AFRICA



1.3x
JumiaPay transactions
in 2020 vs 2019

35%
of transactions via
JumiaPay

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



*% Orders completed using JumiaPay in FY 2020, at group level, irrespective of cancellations or returns.

9 JumiaPay is available in Egypt, Ghana, Ivory Coast, Kenya, Morocco, Nigeria, Tunisia, Uganda

HOW JUMIA IS IMPACTING LOCAL ECONOMIES?

JUMIA IS DEEPLY INVOLVED IN THE COMMUNITIES WE OPERATE AND THE CONTINENT AS A WHOLE



1.

▶ HELPING CONSUMERS SAVE TIME AND MONEY

Jumia's efficient distribution processes and the competition between sellers fostered by the marketplace brings down the prices of products for the consumers.



2.

▶ CONNECTING PEOPLE IN ISOLATED AREAS

Jumia is reaching people in rural areas and giving them access to its extensive catalogue of products and logistics.



3.

▶ EXPANDING MARKET REACH FOR SELLERS

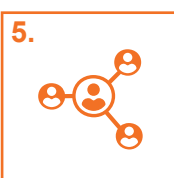
Jumia enables over 110,000 sellers, including local African companies and entrepreneurs, to reach new consumers, open new distribution channels and grow their business.



4.

▶ DIGITAL SKILLS DEVELOPMENT

Jumia contributes to the economic development of the industry. We train entrepreneurs in digital tools and systems that allow them to operate their businesses more efficiently.



5.

▶ FROM THE INFORMAL TO THE FORMAL MARKET

Jumia contributes to the efforts of African countries to formalize trade and protect consumers by ensuring transparency in the market.



6.

▶ PAYMENT AND FINANCIAL INCLUSION

Through JumiaPay, Jumia contributes to the development of dematerialized payment solutions which are key to the success of e-commerce and an important asset when it comes to development prospects. We provide an opportunity for low-income consumers and traditionally excluded consumers to generate economic activity which opens the door for them to access financial services.



7.

▶ PERCEPTION OF AFRICA

Jumia is changing the African narrative by showcasing the innovation and entrepreneurial initiatives in Africa.



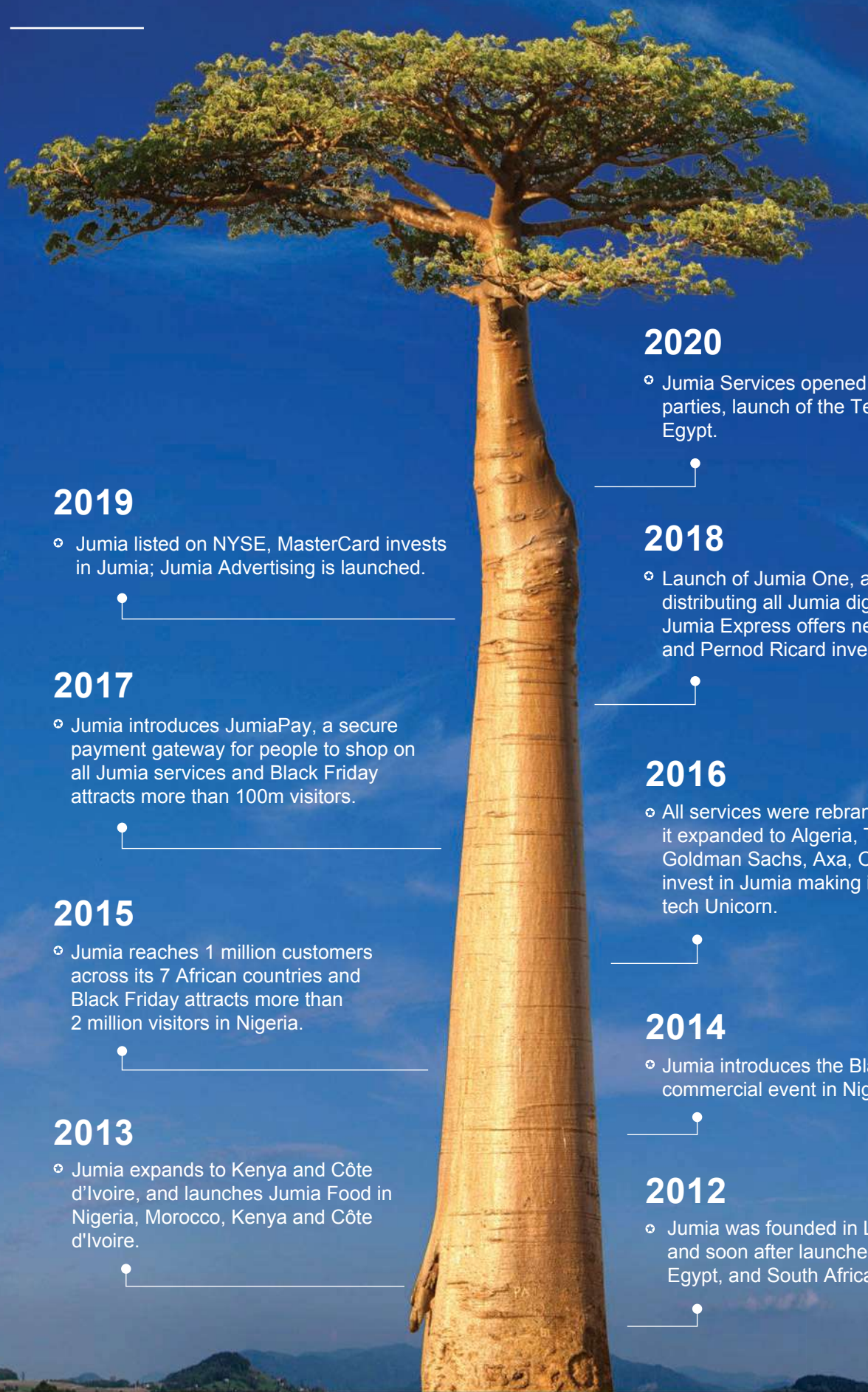
8.

▶ DIRECT AND INDIRECT JOB CREATION IN VARIOUS PROMISING SECTORS

Jumia employs more than 5,000 people directly. Through its activities Jumia and its partners are creating jobs across e-commerce, logistics, and payment.

HOW OLD IS JUMIA?

JUMIA IS PROUD TO BE PART OF THE DIGITAL SHIFT IN AFRICA



2019

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

2017

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

2015

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

2013

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

2020

- Jumia Services opened logistics for third parties, launch of the Tech Center in Cairo, Egypt.

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.

2016

- 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.

2014

- Jumia introduces the Black Friday commercial event in Nigeria.

2012

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

WHAT DOES THE MEDIA SAY?

JUMIA IS RECOGNISED AS A MAJOR TECH AND RETAIL PLAYER IN AFRICA



"Jumia strives to educate the African market about shopping online and overcome various infrastructure problems in the continent."

January 2021



*Empowered lives.
Resilient nations.*

"UNPD and Jumia partner to link market vendors with consumers online in Uganda, thus mitigating the effects of COVID-19."

May 2020



Jumia invests heavily in training their vendors

December 2019

Bloomberg

"Jumia becomes the first African technology company to list on the NYSE"

April 2019

BCG

"Online marketplaces like Jumia could create 3 million new jobs in Africa by 2025"

March 2019



"Jumia digital technologies provide fertile ground for Africa"

December 2018



"IFC, Jumia partner to boost economic opportunities for women"

October 2018



"Jumia: the Alibaba of Africa"

September 2018

THE WALL STREET JOURNAL.

"Meet the startup building a market from scratch to become Africa's Alibaba"

May 2018

Le Monde

"Jumia the new African Amazon"

March 2018



"Jumia, only African company in the 50 smartest companies"

2016 & 2017

WIRED

"Jeremy Hodara and Sacha Poignonnec in the top 100 of key influencers in the Wired world"

August 2016

WHO ARE OUR LEADERS?

MEET SOME OF OUR PEOPLE



JULIET ANAMMAH
CHAIRWOMAN, NIGERIA 



HESHAM SAFWAT
CEO, EGYPT 



FRANCIS DUFAY
CEO, IVORY COAST 



LARBI ALAOUI
CEO, MOROCCO 



SAM CHAPPATTE
CEO, KENYA 



RON KAWAMARA
CEO, UGANDA 



ELYES JERIBI
CEO, TUNISIA 



MOHAMED SOW
CEO, SENEGAL 



TOLULOPE YANWAH
CEO, GHANA 



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