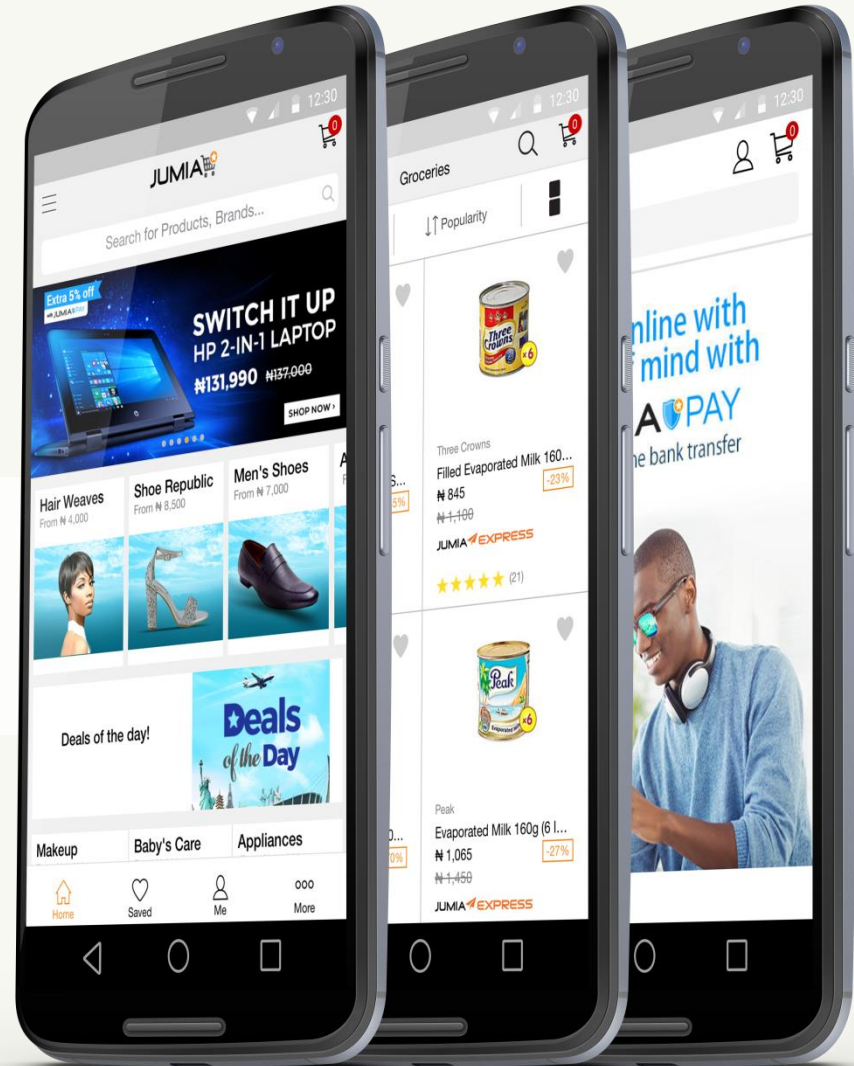




JUMIA

Jumia Company Presentation

January 2018



Disclaimer

This document has been prepared by Jumia (Africa Internet Holding GmbH, the Company), solely for informational purposes and should not be relied on for any purpose.

This document does not, and is not intended to, constitute or form part of, and should not be construed as, an offer to sell, or a solicitation of an offer to purchase, subscribe for or otherwise acquire, any securities of the Company, nor shall it or any part of it form the basis of or be relied upon in connection with or act as any inducement or recommendation to enter into any contract or commitment or investment decision or other transaction whatsoever. This document is not directed at, or intended for distribution to or use by, any person or entity that is a citizen or resident or located in any locality, state, country or other jurisdiction where such distribution, publication, availability or use would be contrary to law or regulation or which would require any registration or licensing within such jurisdiction. Persons into whose possession this document comes should inform themselves about, and observe, any such restrictions.

The information contained herein does not purport to be all-inclusive or to contain all of the information that may be desired for making an evaluation of the Company. In all cases, interested parties should conduct their own investigation and analysis of the Company and of the data set forth in this document. Jumia makes no representation or warranty as to the accuracy or completeness of this information and shall not have any liability for any representations (expressed or implied) regarding information contained in, or for any omissions from, this information or any other written or oral communications transmitted to the recipient in the course of its evaluation of Jumia.

This presentation contains forward-looking statements that are subject to risks and uncertainties. The forward-looking statements give our current expectations and projections relating to our financial condition, results of operations, plans, objectives, future performance and business and are based on assumptions that we have made in light of our industry experience and our perceptions of historical trends, current conditions, expected future developments and other factors we believe are appropriate under the circumstances. While due care has been used in the preparation of forecast information, you should be aware that many factors could affect our actual results and cause them to differ materially from those anticipated in the forward-looking statements. We undertake no obligation to update this document or to correct any inaccuracy, including, but not limited to, forward-looking statements

Our mission: Leverage technology to improve everyday life in Africa



Providing new services

Jumia provides world-class, affordable and convenient online services to consumers in Africa that help them fulfill basic everyday needs



Enabling SMEs to grow

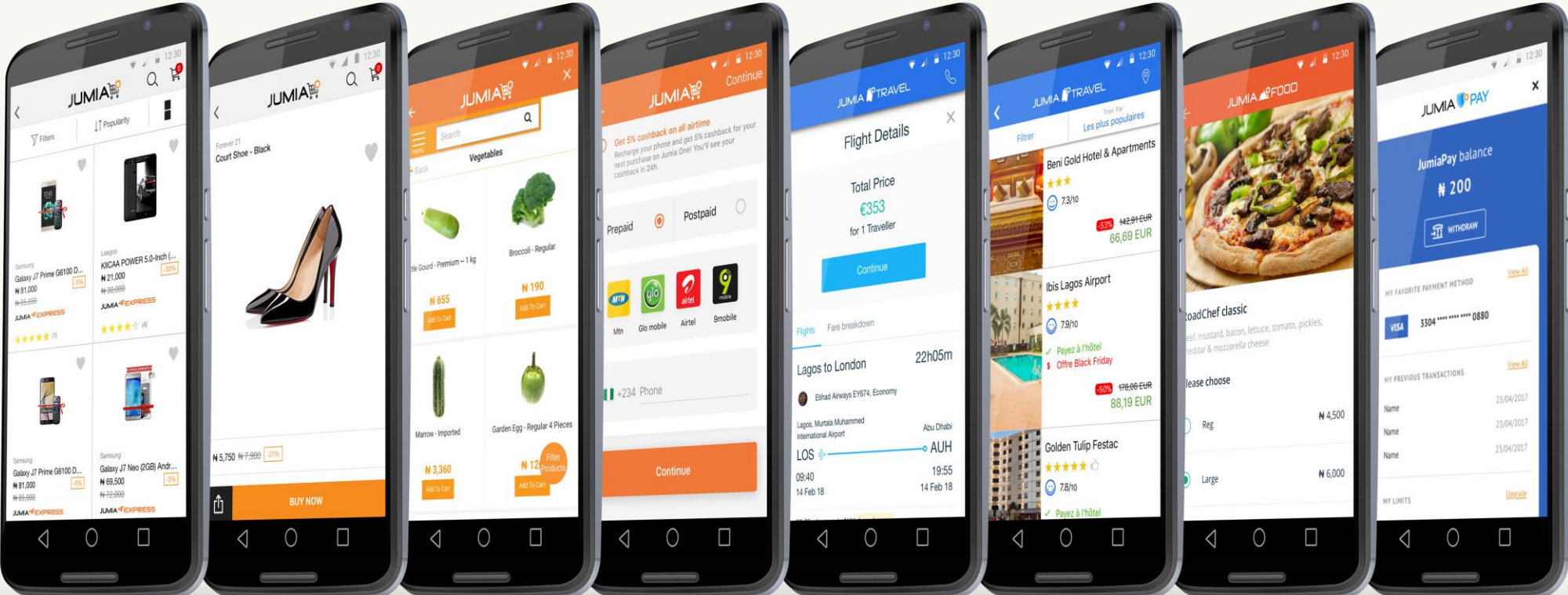
Jumia takes the entire African economy online, enabling SMEs and larger companies to grow and reach new customers



Creating sustainable impact

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

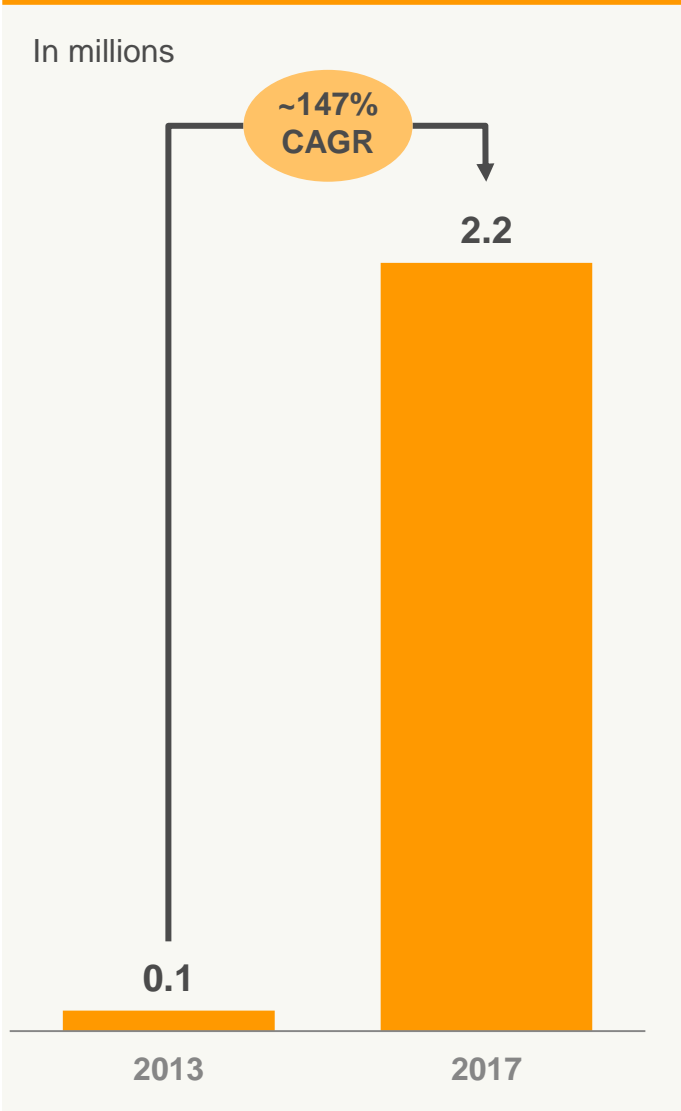
Jumia provides a large range of goods and services which help consumers to save time and money



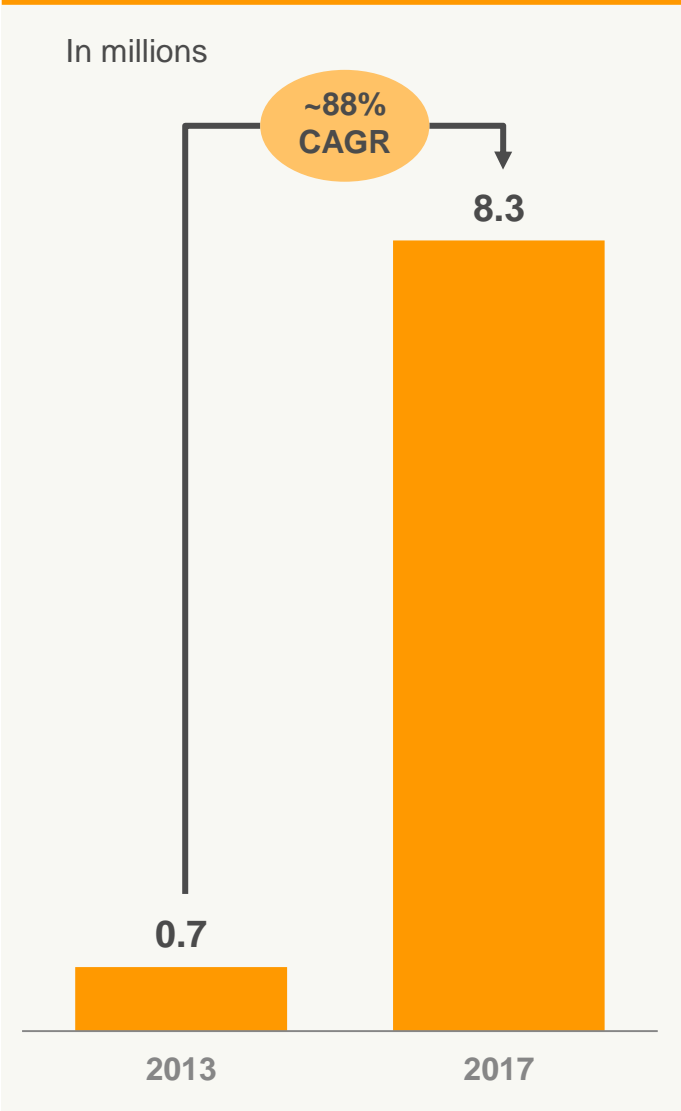
								...
Buy a smartphone	Buy shoes	Buy your groceries	Recharge your data plan	Book a flight	Find a hotel	Order a pizza	Pay your bills	
Jumia Technology				Jumia Logistics		Jumia Payment		

Thanks to our investments in local operations and marketing, adoption of Jumia services is growing

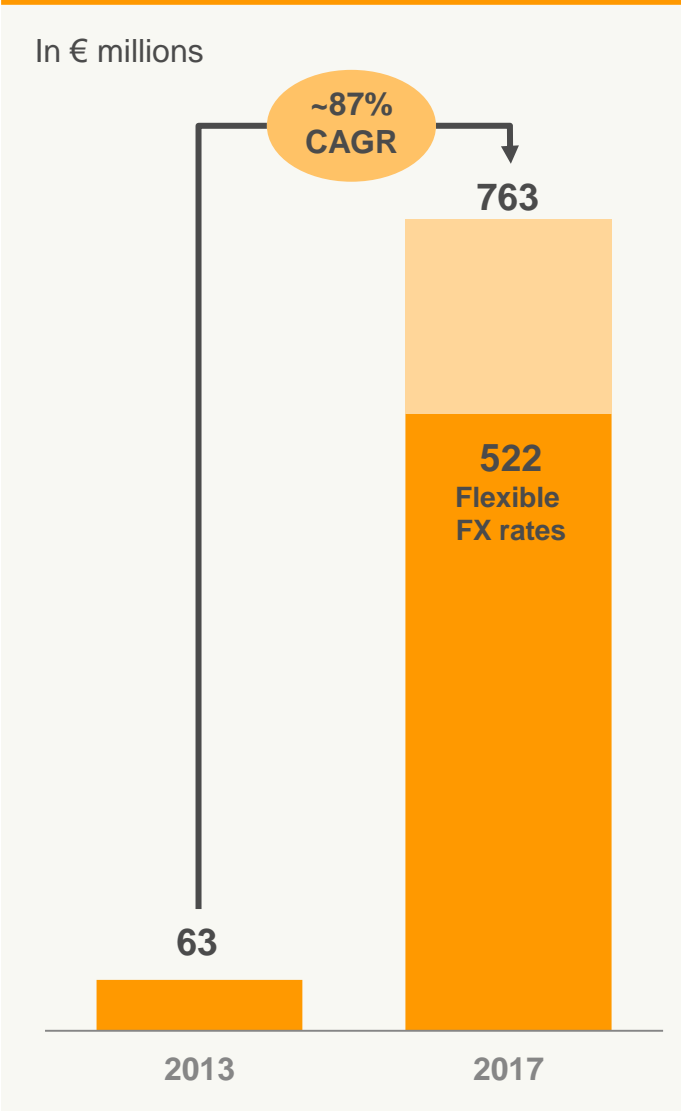
Active customers



Number of orders

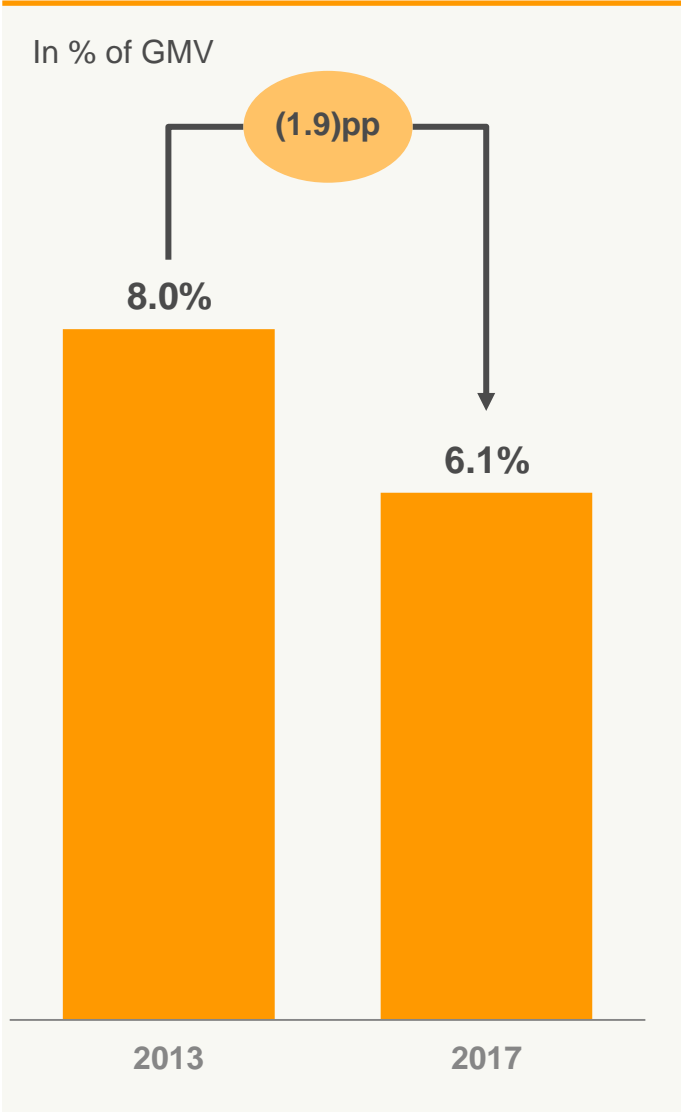


GMV⁽¹⁾

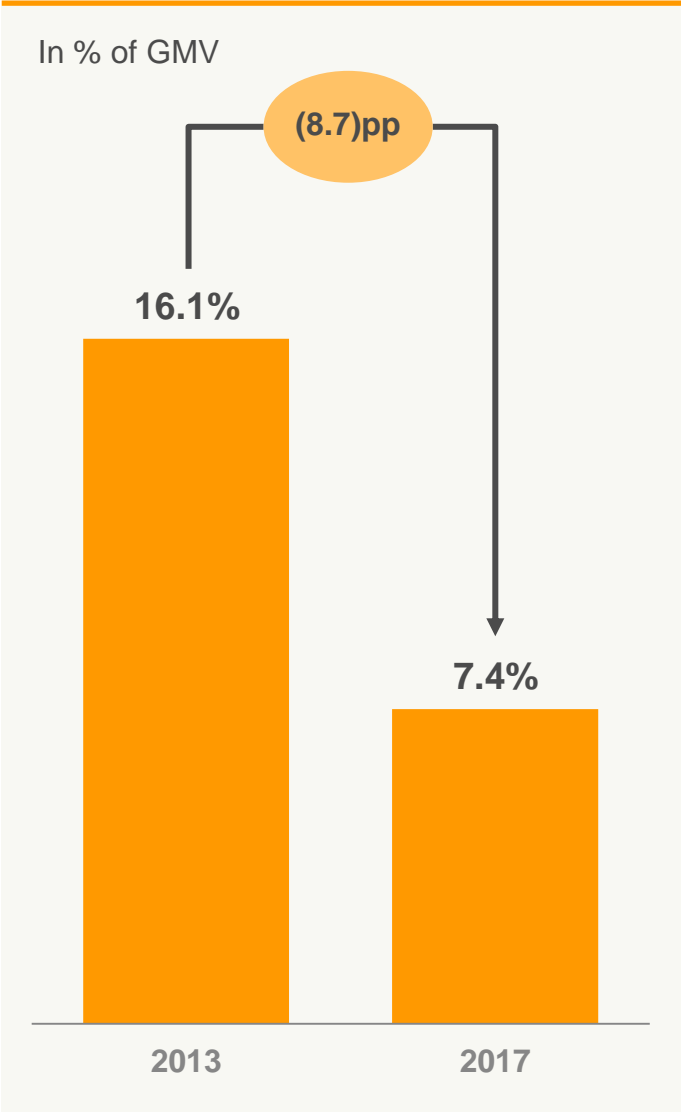


We are making progress on our core economics

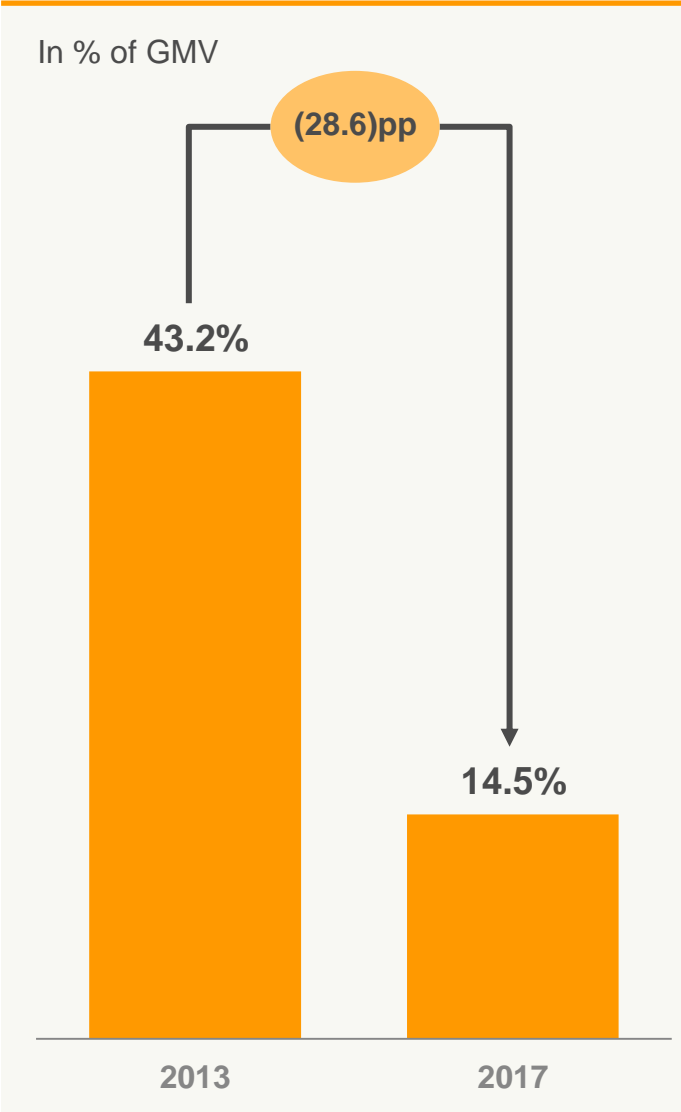
Fulfilment costs⁽¹⁾



Marketing expenses⁽²⁾



SG&A⁽³⁾



We are making progress towards becoming profitable

EBITDA⁽¹⁾ in % of GMV

