

NEW YORK STOCK EXCHANGE

JUMIA 

The 1st African Tech Startup

A NYSE LISTED

NYSE

JMIA
LISTED
NYSE

THANK YOU

CONSUMERS

SELLERS

PARTNERS

TEAMS





Our Company

"Jumia Share online" is a subsidiary established by jumia. We believe that technology has the potential to make daily life in Africa better. We established "jumia Share online" to help most Africans get extra daily income, while opening up a new way for sellers to reach consumers and develop their business.

WHO ARE WE?

JUMIA IS THE LEADING PAN-AFRICAN E-COMMERCE PLATFORM

We believe that technology has the potential to change people's daily lives Africa will get better. We built Jumia to help consumers access millions of goods and services at the most favorable price, and at the same time open A new way for sellers to reach consumers and grow their business.

Jumia is Africa's leading e-commerce platform. “**Jumia shares online**” a wide range of digital and financial services , facilitating the seamless online delivery, payment and distribution of millions of packages.

Jumia's more than 110,000 active sellers in 2020, including local African companies and entrepreneurs, have partnered with Jumia to attract millions of consumers. We provide continuous opportunities for talented people to create jobs and skills in the following ways.

Jumia has more than 5,000 employees in more than 10 countries. We have different backgrounds, experiences and Opinions, driven by shared ambitions to help establish Africa's digital future.



Sacha Poignonnec



Jeremy Hodara

Jumia Co-Founders & CEOs

WHAT IS OUR MISSION?

JUMIA IS LEVERAGING TECHNOLOGY TO IMPROVE EVERYDAY LIFE



Providing new services

"Jumia Online Sharing" provides innovative, convenient and affordable online services for consumers and investors to help them improve their basic daily life needs in Africa.



Enabling SMEs to grow

"Jumia Sharing Online" helps African economies move towards the Internet, helping companies large and small to develop and attract new consumers. To help online merchants increase sales and praise rate, the "JUMIA-Online Sharing" platform has achieved rapid sales growth through technology developed specifically for global e-commerce merchants



Creating sustainable impact

"Jumia Sharing Online " creates job opportunities and skills that enable a new generation of people in Africa to build their lives and make their country better.



HOW BIG IS ECOMMERCE IN AFRICA?

A VIBRANT AND GROWING CONTINENT



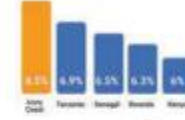
Population

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



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

What is the role of "jumia online sharing" in e-commerce?

E-commerce has become the biggest trend in human transaction behavior, and it continues to grow rapidly every day. It only took more than 10 years from people's early style to today's dependence. Today, at least 7.5 billion people in the world use e-commerce for shopping. On average, e-commerce sells 100,000 items worldwide at least every 2 days

Do you know how to choose the most suitable product from thousands of products?

This is the function of our "jumia online sharing" prayer, because you don't need to learn how to spend money or what to do, you know how to bring thousands of products to the top of business to bring you a steady stream of profits

You don't need to start a company in an office building, you don't need to open a shop on a commercial platform, you don't need to purchase from a manufacturer, you don't need to do product promotion, you don't need any product sales, or you don't even need to know what these products are.

But you can still get a reasonable profit. It sounds incredible. Let's talk about how it is achieved. The first thing that will happen, when you search for a product, you need to recall your past shopping experience, here you can't see the touch, you even think you can only see the picture in the product description, and why Leading you to purchase these products, 87.5% of shoppers make a purchase decision because they have seen a relatively large number of product sales and praise from other users.

Therefore, the biggest competition of e-commerce is not product quality competition, it is competition based on sales data, user reviews and word of mouth. In addition, those new merchants who are just starting out have not seen business sales decline on the e-commerce platform. How do they attract people to buy and achieve the final sales record? They learned about the "JUMIA Online Sharing" platform, which increased their sales and praise rate

Therefore, how to make any business beginner or a brand-new product of good quality appear in a short time and quickly become the first choice of consumers is a very difficult task, but in today's JUMIA-online sharing platform, it's all Made simple

The JUMIA-online sharing platform has achieved rapid sales growth through technology developed specifically for global e-commerce merchants. Supporters like you only need to register a JUMIA-online sharing account and you can automatically execute our so-called orders. Commodities, earn their own order commissions 24 hours a day, and will be received by real existing merchants on well-known business platforms in different countries around the world

For example, if you are trading on the JUMIA-online sharing platform, after you complete the payment process, the JUMIA-online sharing platform system will automatically retrieve your store and the obtained order and then proceed with the refund process. The entire process will not take more than 5 seconds.

The payment will be refunded to your account. The merchant will pay 0.2% to 0.6% of the amount you just paid as a reward. This is a commission reward given by the merchant to help them increase sales and praise, because you have contributed a piece of sales data as a sales record. Don't underestimate the 0.2%, because according to the average data of the JUMIA-online sharing platform, you can successfully get 400 to 800 orders per month.

Not only can you earn rewards directly by completing the order, but you can also recommend more friends to join the JUMI-online sharing platform, allowing you to earn extra bonuses for the entire team. This is the entire operating logic of the JUMI-online sharing platform. It works perfectly. Achieved a win-win situation between users and JUMIA-online sharing merchants. Our business model is considered to be the best catalyst for e-commerce and economic development

As long as e-commerce still exists, this demand for stores under our orders will never disappear. Every merchant is working hard to find ways to increase his sales. You, as an excellent world shopper, will become a permanent beneficiary. Will continue to grow in the future



Jumia is the
leading Pan-African
e-commerce
platform

11
countries across
six regions

600m
Population

70%
of Internet users

71%+
of Africa GDP

HOW JUMIA IS IMPACTING LOCAL ECONOMIES?

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

Expand the seller's market scope and exposure

Jumia sharing online enables more than 110,000 sellers, including local African companies and entrepreneurs, to Reach new consumers, open up new distribution channels and develop their business.

Digital skills development

Jumia sharing online has contributed to the economic development of the industry. We train entrepreneurs in digital tools and systems so that they can run their business more efficiently. Turn more unemployed people and their spare time into money, and better improve the living standards of African people

PERCEPTION OF AFRICA

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

Create jobs directly and indirectly in various promising industries

Jumia sharing online directly employs more than 5,000 employees. Recommend more people to join through its activities and create job opportunities for more people.



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 DOES THE MEDIA SAY?

JUMIA Online Sharing is recognized as a major technology and retailer 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 digital technologies provide fertile ground for Africa"

December 2018



Partnership for FINANCE
in a DIGITAL AFRICA

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



International
Finance Corporation
WORLD BANK GROUP
Creating Markets, Creating Opportunities

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

October 2018

CNN

"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

MIT Technology Review

"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



The United Nations Development Programme (UNDP) has partnered with our leading e-commerce company Jumia to launch an e-commerce platform to maintain the supply chain of micro, small and medium enterprises (MSME) and connect them with online consumers to sustain their livelihoods, as Part of the response to the novel coronavirus disease (COVID-19) pandemic. In light of the movement restrictions and social distancing guidelines established as part of measures to curb the further spread of the disease, digital solutions provide some of the most effective ways to meet current market challenges while promoting online part-time work.

This initiative is a strategic opportunity to empower vulnerable groups and the most hit groups in the informal trade sector (such as women, youth, and the disabled) with potential buyers. Increase their employment opportunities and improve the economic impact of COVID-19.

Blockade measures such as restrictions on movement and home rules have affected the social economy, cut off hundreds of informal market suppliers from ordinary customers, affected income, put pressure on their livelihoods, and made it difficult for many people to make ends meet. The blockade also disrupted trade and affected business operations and supply chains in key economic sectors.

The innovative e-commerce platform will benefit suppliers in five (5) markets; Nakasero, Nakawa, Wandegaya, Bugolobi and Kalerwe, all in Kampala. UNDP will provide smartphones, airtime and data for market vendors to use and, importantly, support the strengthening of the innovation ecosystem around e-commerce.

As far as they are concerned, Jumia will utilize its dedicated ordering platform, quality assurance and training facilities for suppliers through apps and websites.

E-commerce is here, and it will never disappear when presiding over the launching ceremony held by the Ministry of Trade, Industry and Cooperatives.

The Minister of Trade, Industry and Cooperatives; the distinguished Amelia Kyambadde welcomed the initiative, saying that it will create a convenient shopping environment. Promote the growth of the ICT industry and usage, and help alleviate congestion in cities and markets.

"One of the lessons we learned is that e-commerce has arrived and it will never disappear," Kyambadde said.

Ms. Elsie Attafua, the Resident Representative of the United Nations Development Program, said that the cooperation with Jumia will provide African citizens with "safe, convenient and fast services, while promoting social economy."

She said the proposal is part of UNDP's broader effort to deploy digital solutions for business continuity through e-government and e-commerce, as South Africa is responding to the current damage and pressure caused by the coronavirus pandemic. She pointed out that these innovations will also support the eventual realization of the African Continental Free Trade Area (AfCFTA) agreement by connecting South Africa with the market in the region.

"COVID-19 not only brings health problems, but also humanitarian and development crises. It may leave deep social, economic and political traumas over the years. Therefore, it is important to build national capacity and use the digital economy to expand e-commerce. To support the supply chain to achieve business continuity, support livelihoods and recover early from the pandemic," Ms Attafua added.

Home and online work becomes possible.

The UNDP proposal for the COVID-19 pandemic is a three-pronged approach; countries need to be supported in preparing for, responding to and recovering from the COVID-19 crisis. The core is to establish concrete partnerships and vigorous cooperation with state and non-state actors, including the private sector.

We have unique local expertise and execution to help businesses connect with the growing population in Africa.



Grant Brown

CEO of Zando & Jumia South Africa

Grant joined Jumia in March 2012 as CEO of Zando South Africa. Moving to the UK in 2001 Grant started his career in fashion logistics with Italian jeans company Miss Sixty. He joined UK streetwear brand Boxfresh in 2003 where he was exposed to an End-to-End fashion supply chain. Boxfresh was acquired by Pentland brands in 2005 and Grant headed the integration of its operations to Pentland Brands. His final position in the UK was that of Supply Chain Manager for the UK office of Icer Brands - an international licensee and distributor for celebrity brands like Beyoncé's House of Dereon and Nelly's Apple Bottom Jeans before returning to South Africa and joining Jumia.





Join the Journey!



Jump into an intense and game-changing adventure. New joiners are involved in large scale projects, make concrete decisions on the ground, and grow personally and professionally at internet speed. Join amazing Jumees who have the enthusiasm, resilience, and courage of startups as well as the ambition and professional standards of top multinationals. Want to be part of Africa's leading e-commerce platform? Jumia is the place for you.



100% Africa - 100% Internet

We are building a digital Africa by bringing innovative, convenient and affordable online services **to all**

JUMIA online sharing has an independent member commission mechanism

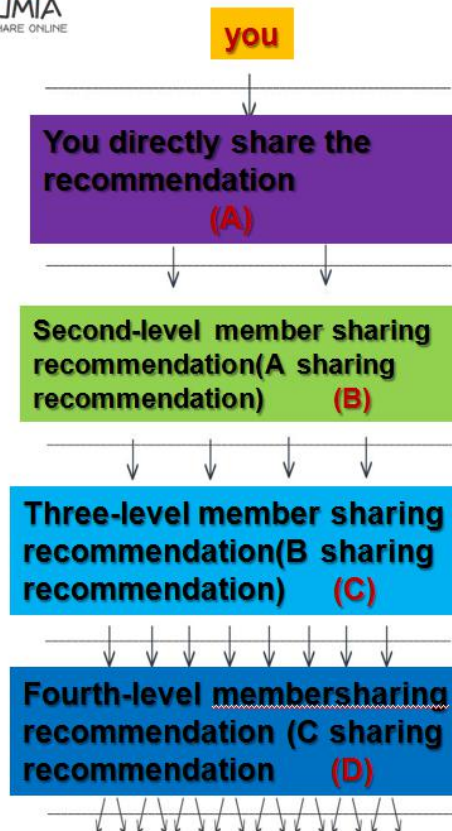
GRADE	Account Balance	Daily income	Weekly earnings	Monthly income
VIP1	300 (free trial)	10-11	75-85	550-570
VIP2	700	28-30	200-235	1500-1700
VIP3	1800	80-87	650-700	5200-5550
VIP4	4600	240-250	1950-2050	17000-17700
VIP5	20000	1100-1200	9500-10100	90000-95000
VIP6	50000	3000-3300	26000-28200	250000-290000
VIP7	100000	9500-10500	90000-100000	1.8M-1.9M
VIP8	200000	23000-24000	200000-240000	5M-5.8M

Daily income will increase with the increase of account funds (this income is an estimate of the cumulative income of daily tasks, and the actual income is determined by the number of daily tasks completed)



JUMIA
& CLASSIFIEDS

JUMIA online sharing has an independent rebate mechanism



Inviting a person, the commission return rate for completing the task is **10%, 6%, 3% and 1%** respectively.

For example: you invite member A, member A completes the task, you will get **10%** commission. If member A invites member B, and member B completes the task, you will get a **6%** commission. If member B invites member C and member C completes the task, you will receive a **3%** commission. If member C invites member D and member D completes the task, you will get **1%** commission.

(For example: A completes the task and earns 10,000 you can get 1,000, B completes the task and earns 10,000 you can get 600, C completes the task and earns 10,000 you can get 300, D completes the task to earn 10,000 and you get 100)

Invite a person, and their recharge rebates are **6%, 3%, and 1%** respectively.

For example: Invite A, you can get **6%** rebate of the recharge amount of "A". A invites B, and you can get a **3%** rebate of B's recharge amount. B invites C, and you can get a **1%** rebate of the recharge amount of C

For example: A recharge 10000 you can get 600, B recharge 10000 you can get 300, C recharge you can get 100

The more people you invite, the higher the income

Predict the future

Better to create the future