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

Active customers

Number of orders

GMV\(^{(1)}\)

In millions

\(~147\%\) CAGR

2.2

~88\% CAGR

8.3

~87\% CAGR

763

Note: 2013 Financials unaudited, 2017 Financials unaudited and preliminary; (1) Based on fixed 2013 FX rates
Source: Company information
We are making progress on our core economics

<table>
<thead>
<tr>
<th></th>
<th>Fulfilment costs&lt;sup&gt;(1)&lt;/sup&gt;</th>
<th>Marketing expenses&lt;sup&gt;(2)&lt;/sup&gt;</th>
<th>SG&amp;A&lt;sup&gt;(3)&lt;/sup&gt;</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>In % of GMV</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2013</td>
<td>8.0%</td>
<td>16.1%</td>
<td>43.2%</td>
</tr>
<tr>
<td>2017</td>
<td>6.1%</td>
<td>7.4%</td>
<td>14.5%</td>
</tr>
</tbody>
</table>

Notes: 2013 Financials unaudited, 2017 Financials unaudited and preliminary; (1) Fulfilment costs comprise of logistics costs, customer service costs and payments costs; (2) Marketing expenses comprise of online and offline marketing as well as vouchers; (3) SG&A comprises of direct operating expenses and shared operating expenses excluding withholding taxes

Source: Company information
We are making progress towards becoming profitable

EBITDA\(^{(1)}\) in % of GMV

<table>
<thead>
<tr>
<th>Year</th>
<th>EBITDA (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>(62%)</td>
</tr>
<tr>
<td>2014</td>
<td>(44%)</td>
</tr>
<tr>
<td>2015</td>
<td>(35%)</td>
</tr>
<tr>
<td>2016</td>
<td>(25%)</td>
</tr>
<tr>
<td>2017</td>
<td>(22%)</td>
</tr>
</tbody>
</table>

Notes: 2013 Financials unaudited, 2014-16 Financials audited, 2017 Financials unaudited and preliminary; (1) EBITDA is presented before impact of IFRS 2 expenses and withholding taxes
Source: Company information