



Jumia announces pricing of Initial Public Offering

New York, April 12, 2019 – Jumia Technologies AG (“Jumia”), announced today the pricing of its initial public offering of American Depositary Shares (“ADSs”) at a price of \$14.50 per ADS. Jumia is offering 13,500,000 ADSs representing 27,000,000 Ordinary Shares. The underwriters of the offering will also have a 30-day option to purchase up to an additional 2,025,000 ADSs representing 4,050,000 Ordinary Shares. The shares are expected to begin trading on the New York Stock Exchange on April 12, 2019 under the ticker symbol “JMIA”. The offering is expected to close on April 16, 2019, subject to satisfaction of customary closing conditions.

Morgan Stanley & Co. LLC, Citigroup Global Markets Inc., Berenberg Capital Markets, LLC, RBC Capital Markets, LLC, Raymond James & Associates, Inc., Stifel, Nicolaus & Company, Incorporated and William Blair & Company, L.L.C. are acting as underwriters for the offering.

The offering is being made only by means of a prospectus. A copy of the final prospectus relating to this offering, when available, may be obtained from any of the following sources:

- Morgan Stanley & Co. LLC, Attention: Prospectus Department, 180 Varick Street, 2nd Floor, New York, NY 10014; or
- Citigroup Global Markets Inc., Attention: Prospectus Department, c/o Broadridge Financial Solutions, 1155 Long Island Avenue, Edgewood, NY 11717, telephone: (800) 831-9146 (toll-free); or
- Berenberg Capital Markets, LLC, Attention: Equity Capital Markets, 1251 Avenue of the Americas, 53rd Floor, New York, NY 10020, telephone: (646) 949-9000.

A registration statement on Form F-1 relating to these securities has been filed with, and was declared effective by, the U.S. Securities and Exchange Commission. This press release shall not constitute an offer to sell or the solicitation of an offer to buy nor shall there be any sale of these securities in any state or jurisdiction in which such offer, solicitation or sale would be

unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction.

This press release contains forward-looking statements. These statements relate to events that involve known and unknown risks, uncertainties and other factors which may cause Jumia's actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by the forward-looking statements. Jumia may not be able to maintain its existing partnerships, strategic alliances or other business relationships or enter into new ones. Jumia may have limited control over such relationships, and these relationships may not provide the anticipated benefits.

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