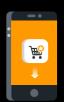
JUMIA BLACK FRIDAY 2019

ENGAGING OUR CONSUMERS LIKE NEVER BEFORE

Helping consumers save time and money across all categories of products



Over

100 m

unique visitors during
Black Friday



Over

100

page views
during Black Friday

Top product categories in terms of items sold



FACILITATING PAYMENT TRANSACTIONS THROUGH JUMIAPAY

Jumia is contributing to the development of digital payment solutions



Over

30%

orders paid with JumiaPay during Black Friday

DELIVERING PACKAGES FAST AND EVERYWHERE

Connecting hundreds of local logistics partners to enable the delivery of packages



Over

3m

packages delivered during Black Friday **Fastest delivery**

33%

of packages delivered in less than 24 hours



 Jumia Now launched to deliver on-demand products in less than 20 mins

POSITIVELY IMPACTING THE LOCAL ECONOMY

of youth sellers

Jumia continues to improve the quality of everyday life in Africa by leveraging technology



of women sellers



vendors and logistics partners