

E-COMMERCE IN RURAL AREAS

Expanding Jumia across secondary cities and rural areas in Ivory Coast



IVORY COAST FACTS



Over the past decade, e-commerce has become a prevalent reality in Côte d'Ivoire, fundamentally transforming the shopping habits of Ivorians. With a thriving economy, Côte d'Ivoire has experienced a technological surge, enabling a vast majority of the population to connect to the internet, thanks to the widespread use of smartphones.

The emergence of modern retail has also taken root in Abidjan, where several international supermarket chains have established their presence. Even rural areas are not exempt from this boom, with more and more supermarket chains operating there.

As a result of technological advances, the lifestyle of Ivorians has been revolutionized. With smartphones and internet access, daily life has been simplified. E-commerce has become an integral aspect of consumer behavior, especially in the capital, Abidjan, and even in some rural areas.. The leader in this sector is Jumia, which has been operating in the country for a decade.

Population^[1]



29.4m

2022

Average age is 18.5 years with 52% men and 48% women

Rural & Urban Population^[1]



47.5% RURAL

2021

Almost half of the population live in rural areas while the other half are in urban areas

Internet penetration^[2]



45.4%

2022

Almost 50% of the population don't have access to internet

Mobile Connection^[2]



41.4m

2022

Smartphones are the main tool to connect to internet

GDP Growth^[3]



6.8%

2022

Ivory Coast's economic growth reached an estimated 6.8% in 2022 and is predicted to grow by 6.2% in 2023

Agricultural Sector^[4]



45%

2021

Nearly half of the labor force work in the Agricultural sector

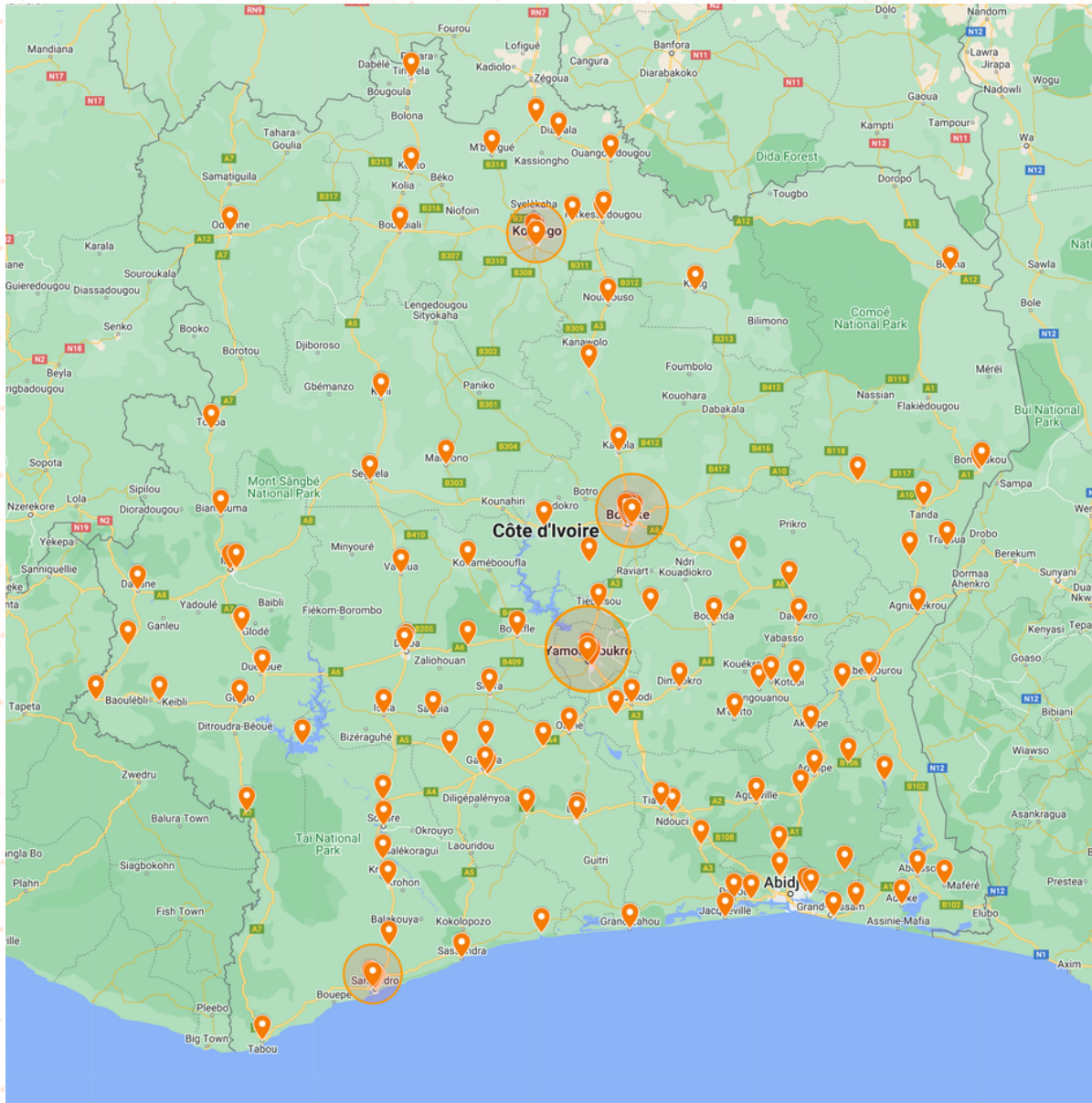
[1] Government of Cote d'Ivoire (2021)

[2] Meltwater (2022)

[3] IMF (2022)

[4] World Bank (2021)

JUMIA'S PHYSICAL PRESENCE



PUS locations



Consumer demand growth

Strong penetration across the country

Successfully expanded beyond Abidjan, the capital city, into upcountry and rural areas to meet the needs of populations hugely underserved by retail. Ivory Coast is the largest cocoa producer in the world **with 47.5% of the population living in rural areas** and **45% of the labor force employed in agriculture**, according to the World Bank in 2021. This makes rural areas in the country a crucial part of the addressable market.

Jumia currently operates **over 181 Pick-Up Stations (PUS) across 107 towns in the country**, including remote areas such as Tabou and Tingrela towns. Additionally, Jumia has a strong alliance with third-party logistics partners (3PLs) throughout the country, allowing for streamlined supply chain operations. By leveraging this network, **the PUS serve as e-commerce stores that are well positioned to expand the rural consumer reach**. Notably, areas such as Yamoussoukro, Bouaké, Korhogo, and San Pedro are showing promising growth in consumer demand, and Jumia is poised to meet this demand with their exceptional logistics capabilities.

[5] Jumia Business Intelligence - figures are as December 2022

JFORCE FACTS



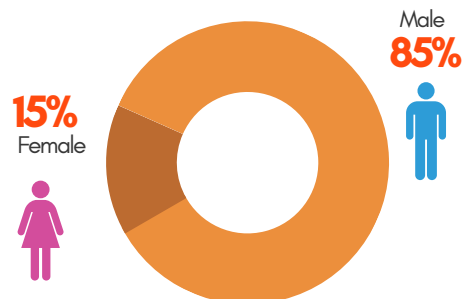
Hyperlocal, cost-effective marketing

Strong focus on local and offline marketing channels to drive consumer education and build awareness. Successfully built a network of over 17,000 independent sales consultants, JForce, to educate consumers about Jumia, earning a commission on sales generated on the platform. JForce is the conduit of a number of on-the-ground campaigns and activations which are particularly effective to introduce rural populations to e-commerce. They have helped Jumia to adopt several brands such as Leroy Merlin and agriculture products.

No. of JForce agents ^[5]



Gender ^[5]



There are more male JFORCE agents than women in Ivory Coast

No. of JFORCE activations ^[5]



Cities with the highest population outside Abidjan ^[1]



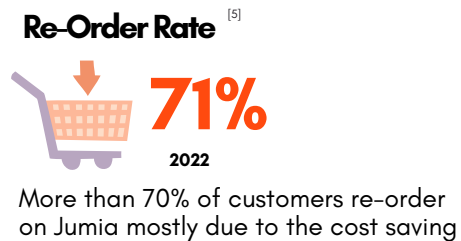
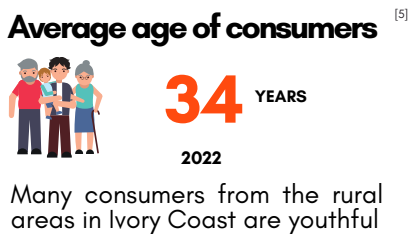
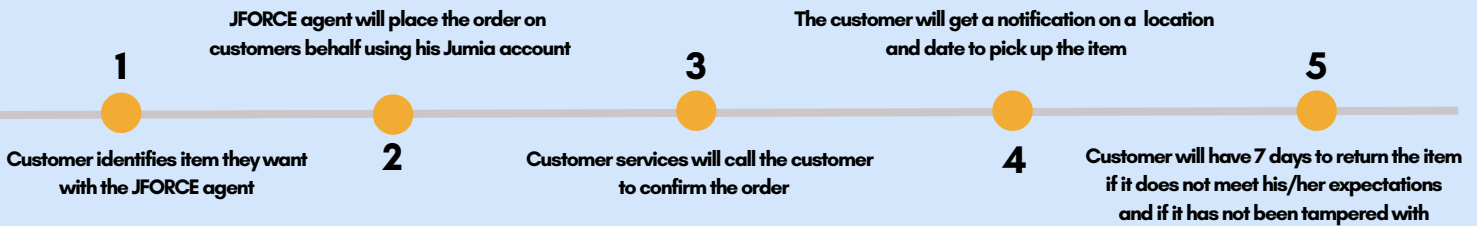
47.5% of the population live in rural areas

[1] Government of Cote d'Ivoire (2021) [5] Jumia Business Intelligence - figures are as at December 2022

RURAL CONSUMER FACTS



The Rural consumer shopping process



Rural consumers often have **limited access to a diverse range of products** in their local areas. Jumia has stepped in to address this by **offering an extensive selection of products at affordable prices** in its online marketplace. Customers in rural areas choose to shop on Jumia for its **competitive pricing, wide range of products, and availability**. Additionally, Jumia's JForce agents **provide valuable assistance** to rural consumers by **helping them place online orders and sharing information on the best deals**.

[5] Jumia Business Intelligence [6] BII Hystra case study secondary cities in Ivory Coast 2022

LOGISTICS FACTS



Most promising areas ^[5]



By volume of orders

- Bouaké
- Korhogo
- Yamoussoukro
- San Pedro

The northern and central areas are the most growing regions

Average cost of delivery ^[5]



0.65 to 2.93 USD

depending on the size of the item

3rd Party Logistics Partners ^[5]



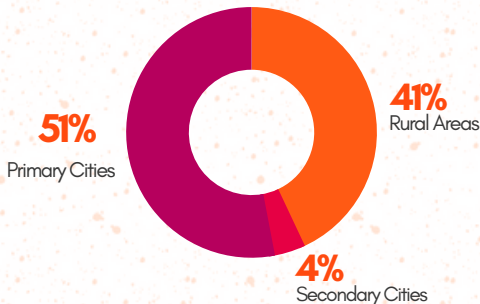
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Partners delivering products on behalf of Jumia across rural areas

Orders Destinations ^[5]



Per Region



43% of deliveries made are in remote areas in regions where choices for products are currently extremely limited for consumers and infrastructure is particularly constrained.

Delivery Timing on average ^[5]



2 to 4 Days

Delivery time in Abidjan is less than 24 hours.

Pick-up Station ^[5]



Number of PUS

181

Size: 50 square metres

Capacity: 1 to 2 people

Working hours: 9am - 7pm, 6/7 days a week

Developed a far-reaching logistics infrastructure, on the basis of an asset-light model leveraging a network of trusted third-party logistics partners. To lower the cost of deliveries upcountry, Jumia established an extensive network of **over 181 pick-up stations across more than 100 towns and villages**, most of them operated by our logistics partners under [Jumia guidelines and supervision].

In 2022, **41% of packages** were delivered to pick-up stations compared to **23% for the Group**.

[5] Jumia Business Intelligence - figures are as December 2022

IMPACT ON COMMUNITIES



Women Empowerment

Jumia provides an environment for women entrepreneurs to thrive. JWomen program launched by Jumia in 2020, where they recruit, train, brand, and support dedicated, women JForce sales agents who could help drive awareness and support potential women customers to order online. A study conducted by IFC in 2020 found that **more than 30% of the sellers on Jumia Côte d'Ivoire are women entrepreneurs.**

Agricultural Products ^[6]

Jumia helps farmers in rural areas overcome the challenges they face in accessing wider markets through e-commerce. Jumia sold a **wide range of agricultural products**, offering better pricing to customers than local competitors. **96% of agricultural customers were 'totally satisfied with Jumia'** and willing to purchase from Jumia again.



Job Creation ^[7]

Jumia created **thousands of opportunities for the young population in Côte d'Ivoire** to be their own boss and **become young entrepreneurs by promoting e-commerce** and earning commissions through sales on Jumia. **5 million jobs can be created by online marketplaces in 2025.**

Same Price Equality ^[8]

Jumia provides consumers with an opportunity to **transact directly with sellers and eliminate several layers in the distribution chain.** This dynamic supports greater choice and highly competitive consumer prices



[6] Hystra case study secondary cities in Ivory Coast 2022 [7] BCG Report 2022 [8] Jumia Sustainability Report 2022



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