

# JUMIA

SUSTAINABILITY REPORT  
2021

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# Glossary

S/N    Abbreviation    Meaning

1	3PL	Third Party Logistics
2	ACL	Access Control List
3	API	Application Programming Interface
4	ATO	Account Takeover
5	AWS	Amazon Web Services
6	CDN	Contact Delivery Network
7	CE	Conformité Européenne
8	CEO	Chief Executive Officer
9	COVID 19	Coronavirus Disease
10	CPR	Cardiopulmonary Resuscitation
11	Dark Store	A local hub where we warehouse and also fulfill grocery on demand orders. Dark stores are
12		designed to support a 20-minute order to delivery promise
	ECE	Economic Commission for Europe
13	ESG	Environmental, Social and Governance
14	FIA	Fédération Internationale de l'Automobile
15	FTE	Full Term Employee
16	GDP	Gross Domestic Product
17	GHG	Green House Gas Emission
18	GRI	Global Reporting Initiative
19	HR	Human Resources
20	HSE	Health, Safety, and Environment
21	IATA	International Air Transport Association
22	IFC	International Finance Corporation
23	IT	Information Technology

S/N	Abbreviation	Meaning
24	Jforce	A network of independent commissioned agents who assist consumers in various ways from training on how to use Jumia to placing orders and taking deliveries
25	Jumia Lending	Jumia Lending is an online marketplace that connects financial institutions to Jumia's sellers in need of working capital
26	KONG	An open source API gateway and platform that acts as middleware between compute clients and the API-centric applications
27	KRA	Kenya Revenue Authority
28	LCCI	Lagos Chamber of Commerce and Industry
29	NgrAFCFTA	National Action Committee on African Continental Free Trade Agreement
30	NYSE	New York Stock Exchange
31	OKTA	Identity and Access Management Company
32	OTP	One Time Password
33	OWASP	Open Web Application Security Project
34	PPE	Personal Protective Equipment
35	PUS	Pick-up Station
36	SASB	Sustainability Accounting Standards Board
37	SEC	Securities and Exchange Commission
38	SEO	Search Engine Optimisation
39	SMEs	Small and Medium-sized enterprises
40	SIEM	Security Information and Event Management
41	STEM	Science, Technology, Engineering and Mathematics
42	TCFD	Task Force on Climate-related Financial Disclosures
43	UNDP	United Nations Development Programme
44	UNFPA	United Nations Fund for Population Activities formally known as United Nations Populations Fund.
45	UNICEF	United Nations International Children's Emergency Fund
46	UN SDG	United Nations Sustainable Development Goals
47	VDO	Vendor Drop Off Location



# About the Report



This is Jumia Group's first Sustainability report covering Jumia's Sustainability efforts and performance in the fiscal year of 2021 (twelve-month period ending 31 December 2021 "FY21", or "Fiscal Year" 2021). To provide appropriate context or comparison in certain instances, this report includes references to 2020 activities.

This report outlines our multi-pronged approach to enhance Jumia's Sustainability efforts on environmental, social and governance factors. Included throughout this report are disclosures containing relevant, industry-specific data and information aligned with the Sustainability Accounting Standards Board ("SASB") framework as well as seven UN Sustainable Development Goals (UN SDGs) specifically SDG 3, 4, 5, 8, 9, 10 and 12. We have provided references to SASB standards and these UN SDGs where applicable throughout the report. Additionally, we have provided a separate SASB disclosure index in the appendix.

The scope of this report covers all Jumia locations, offices, warehouses, and activities performed either directly by Jumia or for Jumia via its partners. We refer to all Jumia offices, warehouses, and activities collectively as "the company" or "we".

Content within this report should not be considered a substitute for financially material information provided in Jumia's SEC filings including, but not limited to, our form 20-F.

For questions or feedback on this report, please contact us at [Sustainability@jumia.com](mailto:Sustainability@jumia.com)



# Letter from our Co-Founders



**Jeremy Hodara**  
Co-Founder & CEO

## To Our Valued Stakeholders,

Jumia's Mission is to leverage technology to improve everyday life in Africa and we live this Mission everyday as we serve our consumers, our sellers and partners, our employees, and our communities.

Our actions, and those of partners in our ecosystem, impact a broad range of global Sustainability goals such as reducing inequality, promoting responsible consumption, minimising environmental impact, providing quality education, decent work and economic growth, and building a diverse and inclusive workforce.

In this first Sustainability report, we document how Jumia's ecosystem impacts certain global Sustainability goals. Where applicable, we also identify opportunities to deepen our impact on these goals in the years ahead.

Our ESG objectives are the following:

- 1 Align ESG with our Mission and making our business sustainable for the long term,
- 2 Embed Sustainability practices into our business operations and where applicable leverage them as a source of competitive advantage,
- 3 Monitor and improve our performance through annual Sustainability reporting.



**Sacha Poignonnec**  
Co-Founder & CEO

This inaugural report, which adopts the SASB framework, establishes a baseline for measuring future progress. Moving forward, our annual Sustainability report will avail stakeholders with updates on our programs, policies, and initiatives. As we further develop our program, we will harness opportunities to increase our level of disclosure and reporting.



**We strongly believe that with Sustainability embedded in our Mission and Business operations and our entire ecosystem deployed towards this Mission, we will improve lives, create opportunities and reinforce positive change for our People, our Communities, and our Planet.**



# Jumia at a Glance

## 3.1 Who We Are

Jumia was started in 2012 with the belief that technology has the potential to transform everyday life in Africa, for the better. We built the company to help consumers access a wide range of goods and services conveniently, at affordable prices and across cities and remote areas, while opening a new way for sellers to reach consumers and grow their businesses.

We are a group of passionate people with an entrepreneurial mindset driven by a compelling mission, desire for innovative, inspirational work and the chance to make a difference in Africa.

Over the years, Jumia has grown by leaps and bounds employing over 4,000 employees. Our workforce is diverse and talented with different backgrounds, experiences, and perspectives. We are driven by a common ambition to help build the digital future of Africa. Jumia is a public company trading on the New York Stock Exchange (NYSE) under the ticker symbol JMIA.



# Meet Our Country CEOs



**MASSIMILIANO SPALAZZI**  
CEO, NIGERIA 



**HESHAM SAFWAT**  
CEO, EGYPT 



**FRANCIS DUFAY**  
CEO, IVORY COAST 



**GRANT-BROWN**  
CEO, SOUTH AFRICA 



**LARBI ALAOU**  
CEO, MOROCCO 



**BETTY MWANGI**  
CEO, KENYA 



**RON KAWAMARA**  
CEO, UGANDA 



**TANGUY LERICHE**  
CEO, ALGERIA 



**ELYES JERIBI**  
CEO, TUNISIA 



**MOHAMED SOW**  
CEO, SENEGAL 



**TOLULOPE YANWAH**  
CEO, GHANA 

Our 12 Jumia values define what we do and how we work.

# Jumia Values

01

**Change people's lives through technology**

We wake up every morning because we share a common purpose: to change people's lives through technology. We work hard everyday, everywhere, to exceed the expectations of our customers, partners and our teams. In everything we do, we operate in a sustainable manner to preserve our shared environment and foster inclusiveness.

02

**Think big and act fast**

We are not afraid to think in terms of big solutions. We take risks where others dare not. Smart decisions and quick actions to deliver results are our strength.

03

**Simple is smart**

It requires smartness to make a complex problem simple. We always hire and grow the smartest people and they transform complicated things into simple ones.

*Table 1: Jumia's Values About Jumia<sup>1</sup>*



04

**You don't need a title to be a leader**

We believe leadership is a decision to take a stand. It can come from anyone at any level and in any role in the Group.

05

**Where there's a will there is a way**

We believe there is a way to build where others dare not. We identify solutions rather than wasting time endlessly discussing problems.

06

**Fly high and dive deep**

We earn the right to own and build the business only once we master all the details of how it works.

Our 12 Jumia values define what we do and how we work.

# Jumia Values

07

**Think, decide and execute nimbly**

We know how to adapt when needed. We build an organization and systems that adapt to the unexpected.

08

**Innovate with thriftiness**

Thriftiness is making more pennies with a penny, using our resources to bring the best of innovation and impact.

09

**Play for the team**

We strive to create an environment in which each of us can express an opinion, learn, grow and succeed.



**Do what is right and not what is easy**

10

We have an open culture where we value disagreement and constructive criticism. In our challenging work environment we make a difference by sticking to our ethics as our foundation of trust.

**Work hard, dance hard**

11

We stay optimists and committed, regardless of the situation. As hard as we work, we also enjoy what we do and have fun.

**Let the best people and idea grow**

12

We want to see, value and reward only the best of people and ideas, to promote diversity and meritocracy.



### 3.2 Where We Operate

As the leading e-commerce platform in Africa, we operate in 11 African countries that cover a population of about 631 million and over 71% of Africa's GDP. Our marketplace is supported by our proprietary logistics business, Jumia Logistics, and our digital payment and fintech platform, JumiaPay.

Jumia Logistics enables the seamless delivery of millions of packages while JumiaPay facilitates online payments and the distribution of a broad range of digital and financial services.

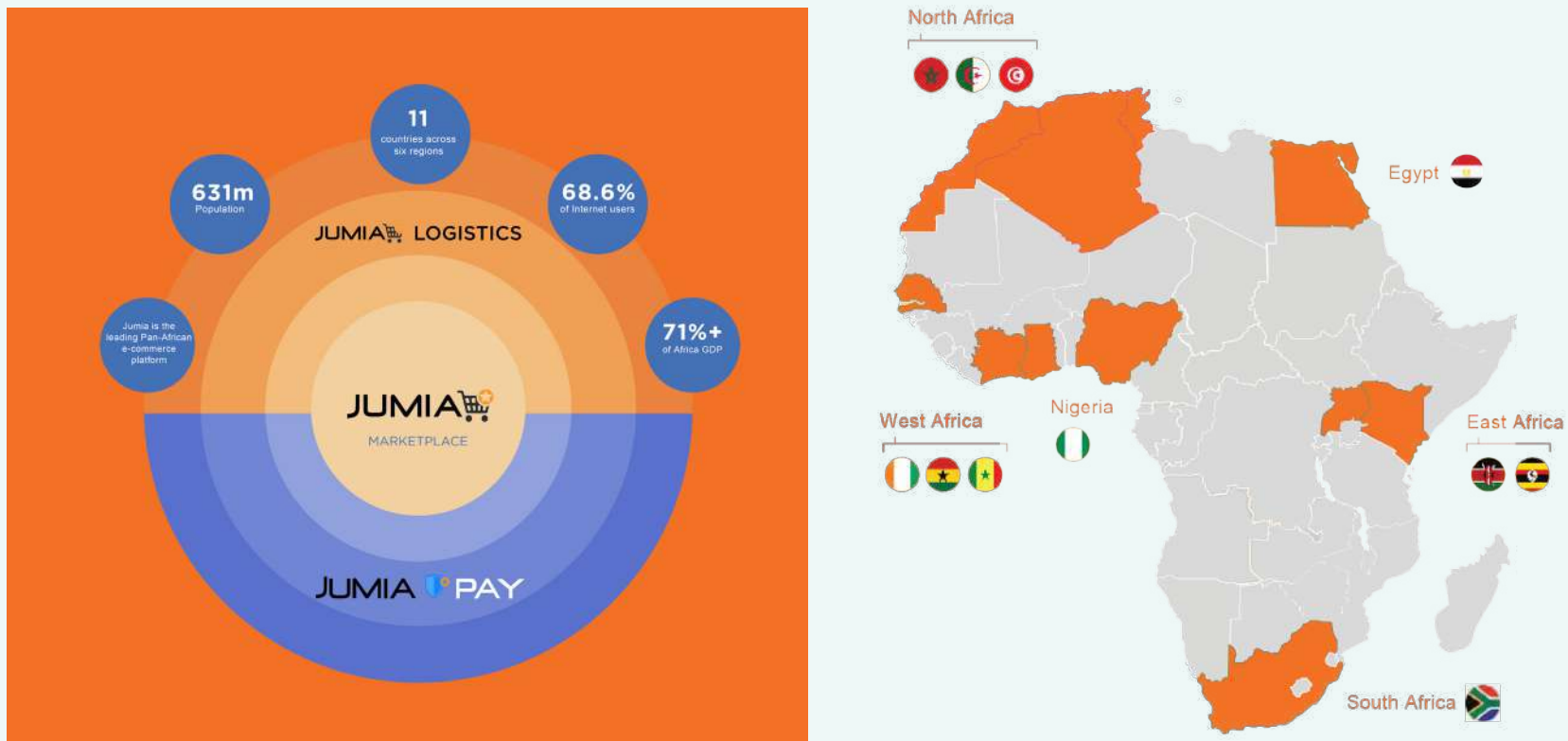




Figure 1: Where We Operate



### 3.3 Our Mission

Our Mission is to leverage Technology to improve everyday life for consumers, sellers and partners, employees and local communities.





## For Consumers

Jumia delivers innovative, convenient, and affordable online services to consumers in Africa that help them fulfill everyday needs.



## For Sellers and Partners

Jumia helps take African economies online, helping small and large businesses grow and reach new customers.



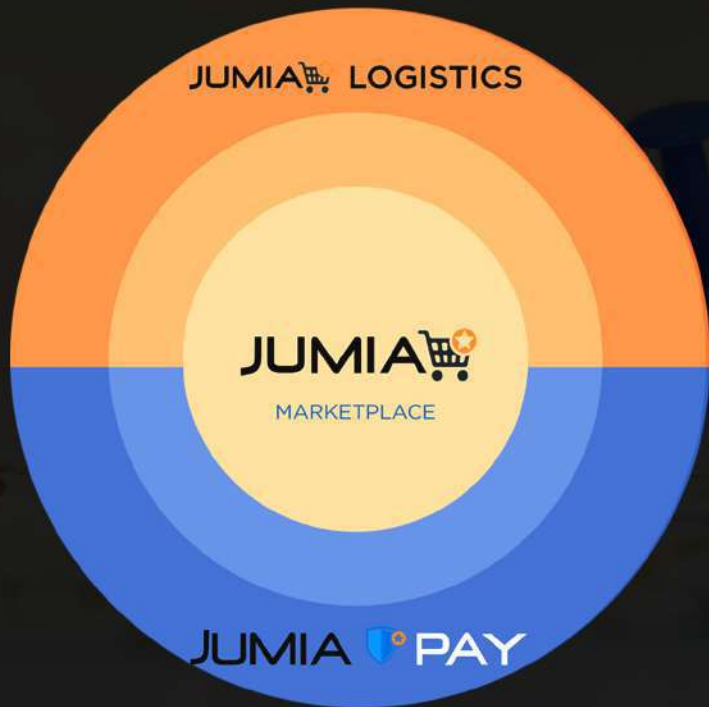
## For Employees and Communities

Jumia creates jobs and skills that empower a new generation in Africa to build their lives and make their countries better.

Figure 2: Jumia's Mission

# The Jumia Effect

Through our actions and our ecosystem, we generate employment and business opportunities for thousands of people and contribute in several ways to social development.



ECONOMIC	<p><b>+600</b> Logistics providers</p>	<p><b>+100k</b> Merchants</p>
	<p><b>+100k</b> JForce Agents. 30% dependent exclusively on commissions earned through Jumia<sup>1</sup></p>	<p><b>Rural Penetration</b> 27% of packages delivered to rural customers.</p>
	<p><b>Providing Employment</b> *+4,000 Jumia direct employees and about +400,000 people through ecosystem partners<sup>2</sup></p>	<p><b>27% of packages delivered to rural customers.</b></p>
SOCIAL	<p><b>Workforce with 57 distinct nationalities and 33.4% women.</b></p>	<p><b>88.4% African talent in workforce.</b></p>
	<p><b>37.5% of women in Supervisory Board</b></p>	<p><b>37.5% of women in Supervisory Board</b></p>
COMMUNITY	<p><b>NIGERIA</b> Preparing local MSMEs for AFCTA in partnership with NgrAFCTA.gov and LCCL.</p>	<p><b>MINISTRY OF HANDICRAFT MOROCCO</b> Moving handcraft SMEs online.</p>
	<p><b>UGANDA</b> Helping informal food merchants to sell online</p>	<p><b>UNFPA UGANDA</b> Distributing sexual health products</p>
	<p><b>EGYPT</b> Giving Egyptian MSMEs access to consumers online in partnership with MSMEDA.</p>	<p><b>KENYA REVENUE AUTHORITY</b> Supporting the shift from informal to formal trade - in partnership with the KRA.</p>

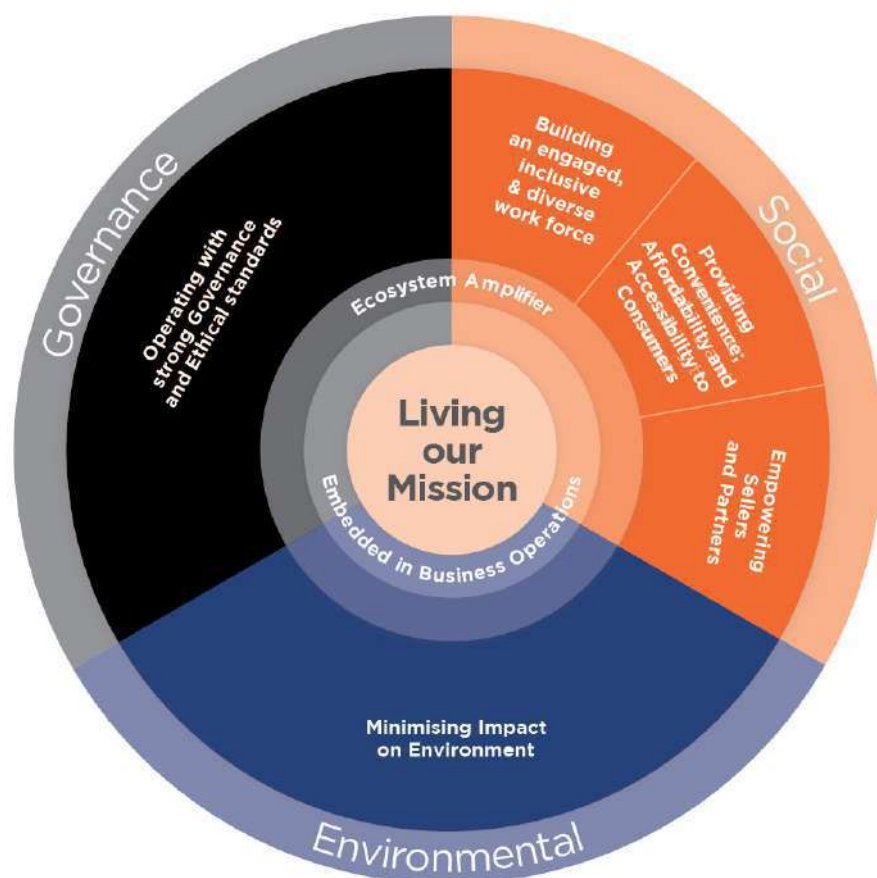
1. Based on Jumia Jforce agent survey conducted in 2021

2. Based on a BCG study<sup>13</sup> and a 2021 survey of Jumia sellers, Jforce agents and logistics partners

# Jumia Sustainability Strategy

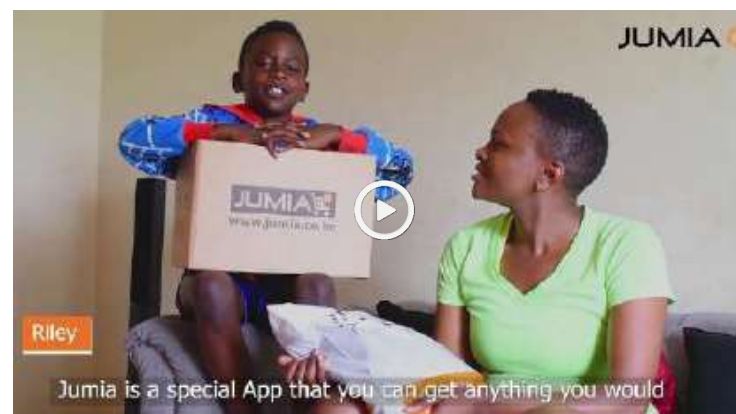
## 4.1 Introduction

Our Sustainability strategy comprises three core pillars and five material themes represented schematically below. As we grow and develop our Sustainability program further, we may in future make changes to our material themes but the three core pillars will remain constant.



## 4.2 Living Our Mission

Our Mission: 'Leveraging technology to improve everyday lives' is the first pillar of our Sustainability strategy. The impact we have on stakeholders as we live this Mission creates value, improves individual lives, and contributes to community development. We provide millions of consumers with a trusted and convenient one stop solution to take care of everyday needs.



Video 1: [Brenda Odula](#)

Thousands of merchants across Africa rely on Jumia to transact with millions of consumers on our platform and this creates opportunities for them to grow their business and sustain a livelihood. A significant number of African merchants can be classified as micro, small and medium enterprises (MSMEs) and the pandemic exposed how particularly vulnerable they could be without vital access to markets that a platform like Jumia provides.

As we provide market access to MSMEs, we are favourably impacting local communities where we operate by contributing to economic and employment growth.



Video 2: [Esther Likami](#)

### 4.3 Embedded in Business Operations

Our second pillar is integrating Sustainability into our Business Operations which we believe will enhance our overall performance. For example, we offer 2,916 Pick-up stations to allow consumers to receive their orders at stations located close to them.

Pick-up stations are located such that consumers can walk or take less carbon intensive means of transportation to retrieve their orders conveniently.



This model improves the efficiency of our fulfilment service and minimises impact on the environment. In 2021, 21 % of packages were picked up by customers from our Pick-up stations.

As a growing entity on the path to profitability, aligning Sustainability and our business operations is a key success factor for our Sustainability journey.

#### 4.4 Ecosystem Amplifier

Our third pillar is amplifying the impact of our Sustainability practices through our ecosystem of partners and stakeholders. For example, we expect our partners to abide by our partner code of conduct which includes a broad range of standards covering areas such as human rights and labour practices.

#### 4.5 Material Themes

Underpinning the three pillars of our strategy are five material Sustainability themes, which serve as the areas of focus for our Sustainability program today.

These include:

##### Environment

1. Minimising impact on environment.

##### Social

2. Providing convenience, accessibility, and affordability to consumers.
3. Empowering sellers, partners, and communities.
4. Building an engaged inclusive and diverse workforce.



##### Governance

5. Operating with strong governance and ethical standards.

We developed these material themes in line with our understanding of how our business impacts our five key stakeholder groups: consumers, partners, employees, investors, and our communities.

As a proxy for determining the material issues to our shareholders, we have aligned our Sustainability reporting to the standards set by SASB, which is a widely accepted reporting framework tailored specifically for investors in our industry.

Lastly, we are conscious that our Sustainability program must serve a role in advancing the larger global effort towards a more sustainable future for people on our planet. Accordingly, we have identified seven relevant UN SDGs and have begun to map our business impact to each of them.

The table below shows our five material themes mapped to the five SASB materiality topics for the eCommerce industry and seven UN Sustainable development goals.

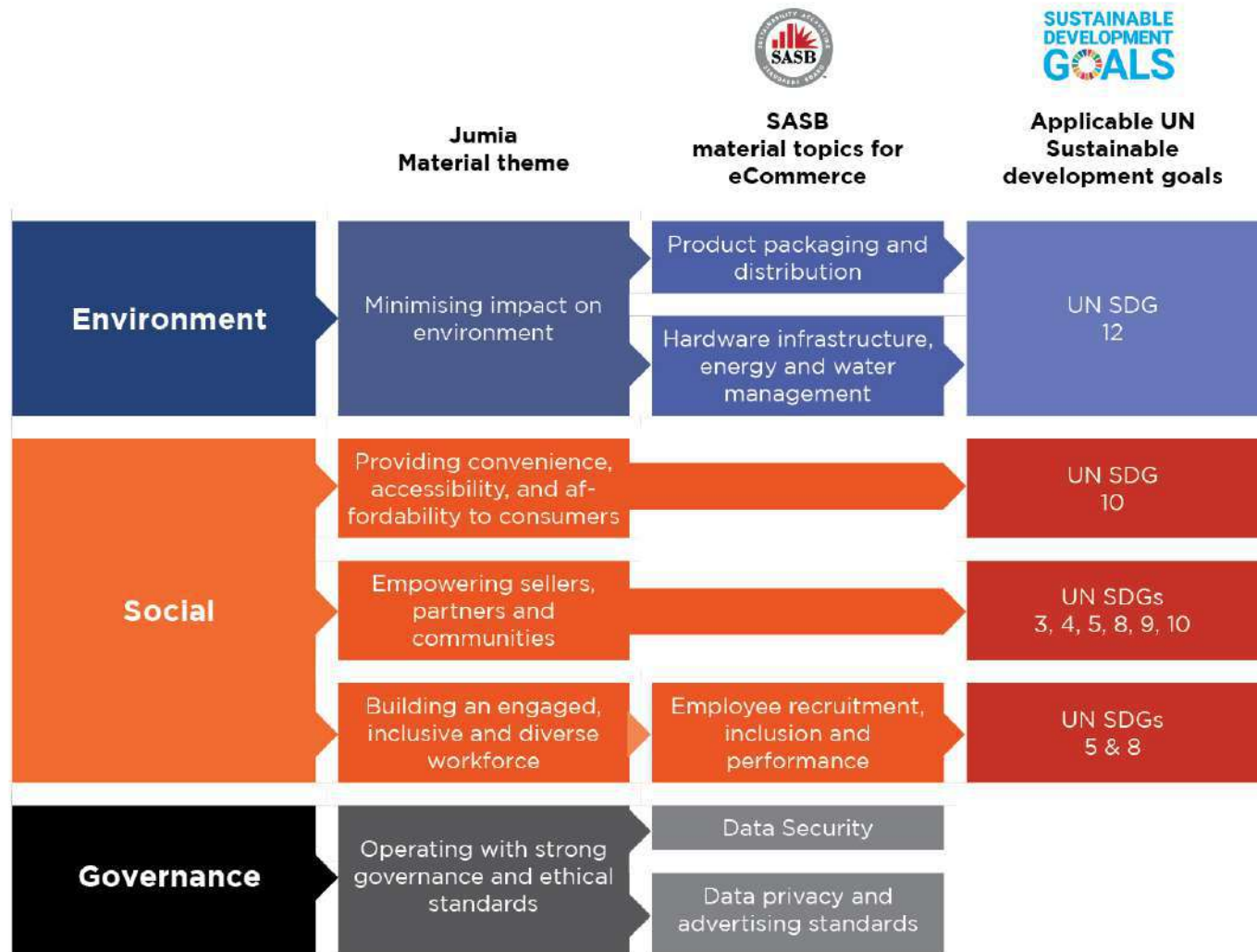


Figure 3: Jumia's Five Materiality Sustainability Themes in Alignment with UN SDGs and SASB Material Topics

In the following section, we report our actions on these material themes and indicate where they align with the seven UN SDGs and the five SASB eCommerce industry material topics.

JUMIA 

MATERIAL SUSTAINABILITY THEMES

# ENVIRONMENT

---

## 5.1 Minimising Impact on Environment

### 5.1.1 Introduction

As Jumia continues to grow, we are conscious of the environmental impact of our operations and continuously seek ways to minimise our impact. While this is of strategic importance across our entire business, it is particularly crucial in our logistics operations.

By identifying practices that are better for the environment, we are also finding opportunities that are better for our business and we see the overall impact in two areas;

#### - Reducing risk

Playing our part as a steward of the environment and looking for ways to reduce our carbon footprint will help us address environmental concerns and minimize our impact on the environment.

#### - Reducing costs

Integrating environmentally sound decisions is also resulting in cost savings, for example, eliminating unnecessary return shipments avoids additional transportation costs and reusing packaging reduces the need to procure packaging materials.

Jumia's efforts to integrate environmental Sustainability into our business supports *UN SDG 12: Responsible consumption and production*.





### 5.1.2 Logistics Overview

Jumia Logistics consists of an integrated network of warehouses, Pick-up and drop-off stations, and over 600 third-party logistics partners. This network is organised into two broad functional areas: Fulfillment and Warehousing and we have several practices in these functions which increase efficiency, reduce costs and minimise environmental impact.

#### Fulfillment

Reducing our carbon footprint is our primary Sustainability goal in fulfillment. Examples of how we achieve this include the following.

##### - Use of Pick-up stations

Our 2,916 Pick-up stations allow consumers to receive their orders at stations located close to them. Pick-up stations are located such that consumers can walk or take less carbon intensive means of transportation to retrieve their orders conveniently. This model improves the efficiency of our fulfillment service and avoids inefficient last mile deliveries. In 2021, 21% of packages were picked up by customers from our Pick-up locations.



**- Reducing Reverse Shipments**

We reduce reverse shipments by allowing certain qualifying customers to keep certain items they wish to return and still give them a refund. Through this initiative, we avoided shipping 16,800 and 28,000 packages in 2020 and 2021 respectively. This is the equivalent of 5.2 tons and 6.6 tons of Co<sub>2</sub>e avoided respectively. (UN SDG 12, SASB Disclosure Topic: Product Packaging and Distribution).

**- Optimising Hub Locations**

By relocating hubs closer to customer clusters, we reduce overall distance travelled per hub. In 2021 we relocated three hubs resulting in a (5.4%) reduction in distance travelled from these hubs. We will relocate more hubs as we see opportunities to further tighten efficiency.

**- Managing Vehicle Efficiency**

Vehicle efficiency is important in keeping emissions in check. We educate our logistics team and third-party logistics partners on processes for ensuring vehicles are adequately maintained and serviced. Many of our third-party partners have installed remote devices which monitor vehicle speed and maintenance status. We have also implemented best practices on clean fuel storage, carburettor cleaning and vehicle



servicing. We use OptaPlanner, a technology solution to identify the most efficient delivery routes.

The combined impact of our sustainable fulfillment practices was that we reduced fuel consumption per package shipped by (24%) from 138ml in 2020 to 105ml in 2021.

As such while we shipped 36% more packages in 2021 compared to 2020, Co<sub>2</sub>e of our Logistics operations in 2021 was 9,438.4 metric tons, a 3.6% increase over 2020 (SASB Disclosure Topic: Product Packaging and Distribution).

### Warehousing

In warehousing operations, our teams focus on increasing productivity and eliminating waste through the following initiatives.

#### - Jumia Express

Jumia Express is our “Fulfilled by Jumia” service which we offer to sellers on our platform. With Jumia Express, sellers store their inventory in our warehouses. This allows us to consolidate items from multiple sellers in the same warehouse. It leads to more efficient use of resources such as manpower and packaging materials and reduces overall distance travelled across the network.



### - Paper Waste Reduction

We reuse manufacturers packaging and recycle packaging from customer returns. This reduces the need for new packaging material. We are also transitioning to electronic records where possible (example is digital proof of delivery) to eliminate the need for paper.

### - Reducing Energy Consumption

In Africa, energy choice is limited and supply from the grid is not always reliable. We thus apply innovative solutions to reduce energy use where possible. For example, in some of our warehouses, we have installed sunlight translucent panels and energy efficient exhaust fans. These reduce the need to power light fixtures and for climate control respectively.

### 5.1.3 Refurbished Goods

Jumia sold 8,472 refurbished phones in 2021 through our Marketplace. By offering pre-owned and refurbished goods, we promote responsible consumption and encourage our customers to select more sustainable alternatives. (UN SDG 12: Responsible consumption and production).



Minimising impact on environment	
Number of Pick-up stations	2,916
% of total packages delivered through pick up stations	21%
YoY growth in shipped packages (2021 / 2020)	36%
YoY reduction in fuel consumed per package shipped ( 2021 / 2020)	(24%)
Corresponding YoY growth in CO2e (scope 3) from package shipments (2021 / 2020)	3.6%
No of refurbished phones sold in 2021	8,472

*Note: Shipped packages is the total of forward and reverse shipments*

“  
Jumia is focused on optimising efficiency across our business and has identified opportunities to eliminate or reduce waste where possible. This includes minimising unnecessary transit across our value chain from shipping logistics to consumer trips, extending the lifetime of products through refurbishment, and improving energy efficiency of our operations.  
”

The table below summarises how Jumia’s actions in Material theme 1 - **Minimising Impact on the Environment** positively impact **UN SDG 12 (Responsible Consumption)**.

Material Theme 1		
UN SDG	Target Outcome	Jumia Impact
	By 2030 substantially reduce waste generation through prevention, reduction, recycling and reuse	<p>28,000 reverse shipment packages avoided in 2021</p> <p>(24%) reduction in fuel utilised per package shipped</p> <p>8,472 refurbished phones sold as sustainable alternatives to consumers.</p> <p>Energy saved through use of sunlight panels and exhaust fans in warehouses</p> <p>Paper saved through reuse and recycling</p>

Areas for Improvement
<ol style="list-style-type: none"> <li>Tracking and measuring reduction in packaging material use</li> <li>Further reduction in CO<sub>2</sub>e from shipments</li> <li>Tracking and measuring Co<sub>2</sub>e impact of our operations (scopes 1-3)</li> </ol>

Table 2: Jumia’s Material Theme 1 in Alignment with UN SDG 12

JUMIA 

MATERIAL SUSTAINABILITY THEMES

# SOCIAL

---

## 5.2 Providing Convenience, Affordability and Accessibility for Consumers

### 5.2.1 Introduction

As an e-commerce platform designed to serve the needs of Africans today, Jumia prioritises consumers through a constant focus on **convenience, affordability and accessibility**. Our actions and those of our ecosystem partners in these three areas save consumers time and money and reduce systemic inequality. *(UN SDG 10, Reduced inequality)*

### 5.2.2 Convenience

#### - Saving Time for Consumers

We operate in countries where infrastructural challenges can often lead to consumers spending a significant amount of time traveling to shop for necessities. This is made even more challenging for consumers living outside capital cities where brick and mortar retail penetration is particularly limited. Our integrated platform comprising Marketplace, Logistics, and JumiaPay offers a unique one-stop convenience for consumers to buy millions of products anytime and anywhere from the convenience of their digital device. The time consumers save by shopping on Jumia is invaluable.

#### - Providing a Safe Online Shopping Environment

Jumia provides a safe and secure environment for consumers and sellers to transact. They trust our well established processes and systems such as quality assurance, refunds and returns, secure payment systems and a reliable delivery network. These continue to differentiate Jumia in our region and amplify convenience for consumers.

#### - Offering Relevant Assortment

We offer consumers a broad range of assortment across several categories to fulfill their needs.

As of December 31 2021, we have over 50 million products available for purchase on Jumia.

Following supply shocks that resulted from the pandemic, buying everyday essentials like food and pantry staples at affordable prices has become the number one priority for consumers.

In response to this need, we leverage our access to local and global supply chains to invest selectively in retail of basic products that consumers need. In Nigeria<sup>8</sup> where over half of household income is spent on food, we included products such as spices, tomato paste and in addition cleaning

products.

Our deep analytics enable us to better understand distinct consumer needs in each country and identify where such direct interventions are game changers for consumers.

In September of 2021, we introduced grocery on demand services in Kenya to offer consumers a core range of groceries and everyday essentials at competitive prices with the promise of delivery within 30 minutes or less. This service is now available in ten countries.

We expect this service to reduce consumer commute for grocery shopping and will monitor and communicate the impact in our subsequent reports.



### 5.2.3 Affordability

#### - Saving Money for Consumers

We provide 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.

Through Jumia, consumers can find essential goods they would otherwise not be able to afford or access easily. Using our Phoenix program, we benchmark the prices of over 50,000 products on Jumia relative to other online and offline channels. These are typically, the most essential and/or best-selling products on Jumia. With respect to these items, consumers save on average between 1-10% when they buy on Jumia.

During the early days of the pandemic in 2020, when a general scarcity of basic personal hygiene products led to

a spike in prices of these essential items, we intervened to make these products available on Jumia at affordable prices.

We did this by leveraging our global distribution network and partnering with companies such as Reckitt Benckiser to make soaps, disinfectants and other hygiene products available at affordable prices for consumers.

**“Our marketplace brings millions of products to consumers at affordable prices, and this saves them money”**

**Romain Christodoulou,**  
Group Chief Commercial Officer.

### 5.2.4 Accessibility

The major barriers that limit access to digital services are often digital literacy, availability and cost of internet access. We have designed around such limitations with customised solutions for those limited by these and other barriers. Examples include the following:

#### - Jumia app is easy to use

Anyone with the least sophisticated smart device in Africa can download and use our Jumia app. Our app minimises data usage: it loads in 1.14 - 1.45 seconds and utilises 3.2 kb of data on first load. This is very important for lower income consumers for whom load time and cost of data are barriers to accessing digital services.

#### - Our service is inclusive

We have customer service agents who assist consumers who do not speak English, Arabic or French and for whom language and/or digital literacy are barriers.

We have a network of independent commissioned agents called Jforce agents. They communicate in native languages and assist consumers with onboarding and order placement. Many consumers with limited access to the internet, especially in rural areas or those with language



or literacy barriers, rely on Jforce agents for assistance. In 2021, over 100,000 Jforce agents placed orders on behalf of consumers and earned a commission from their sales.

Through JumiaPay, we provide an opportunity for low-income consumers and traditionally excluded consumers to generate economic activity. This opens the door for them to access financial services.

For the unbanked and those without digital payment instruments, we enable cash on delivery and digital payment at the point of delivery to ensure that no one is left behind. JumiaPay is our proprietary digital payment solution integrating relevant local payment methods including debit and credit cards, bank transfers and mobile money wallets. This agnostic design is customised for our markets where credit cards are not predominant, and consumers utilise various payment methods.

**- We reach consumers everywhere.**

For consumers in locations without postcodes, we provide 2,916 Pick-up stations. Our network of last mile delivery agents with deep knowledge of local towns and villages and our Pick-up stations make our services accessible

for them. As of December 31, 2021, we had a total of 11,700 delivery associates comprising Jumia full or part time employees and logistics partner employees.

In 2021, 27% of our deliveries were to rural areas. On a continent where access can often mean marked differences in quality of life, Jumia is helping to reduce the inequality gap of Africans living in rural areas.

Convenience	
Assortment size on Jumia	Over 50 million products
Number of countries where Jumia offers grocery on demand	10
Affordability	
Average customer savings on 50,000+ products in Jumia Phoenix program	1-10%
Accessibility	
Average load time of Jumia app	1.14-1.45 seconds
Average data used on first load of Jumia app	3.2kilobytes
Number of Jforce agents supporting customers	102,300
% of packages delivered to rural areas	27%

The table below shows how Jumia’s actions in Material theme 2 - **Providing Convenience, Affordability and Accessibility for Consumers** - positively impact **UN SDG 10**.


Material Theme 2		
	Target Outcome	Jumia Impact
	<p>Ensure equal opportunity and reduce inequalities of outcome, including eliminating discriminatory laws, policies, practices and promoting appropriate legislation, policies and action in this regard</p>	<ul style="list-style-type: none"> <li>Saves time and money for all consumers regardless of socioeconomic status</li> <li>Accessible to consumers without internet access or with language and geographical barriers</li> <li>Supports financial inclusion through JumiaPay</li> <li>Accessible to consumers in rural areas</li> </ul>
Areas for improvement		
<ol style="list-style-type: none"> <li>1. Increasing awareness and adoption of JumiaPay</li> <li>2. Increasing JumiaPay adoption outside capital cities</li> </ol>		

Table 3: Jumia’s Material Theme 2 in Alignment with UN SDG 10

## 5.3 Empowering Sellers, Partners and Communities

### 5.3.1 Introduction

Our user-friendly e-commerce platform lowers typical barriers to entry for sellers in Africa and allows them to gain access to millions of consumers at their fingertips. (UN SDG 10, Reducing Inequality)

By investing in our sellers and logistics partners through training, access to loans and other services, we empower them to grow. (UN SDG 10, Reducing Inequality)

Women in Africa in particular are leveraging Jumia to close the gender gap in economic opportunity. (UN SDG 5, Gender Equality)

As we grow, we continue to create new entrepreneurial opportunities across our ecosystem. Jforce agents and Pick-up station agents have gainful employment opportunities scaling Jumia services into rural markets and reaching more consumers. (UN SDG 8, Decent work and economic growth).

The partnerships we create, leverage our capabilities to amplify impact within the communities we serve, in areas such as education and healthcare delivery. (UN SDG 3, Good health and well-being and UN SDG 4, Quality Education)

### 5.3.2 Lowering Barriers of Entry for Sellers

For sellers, Jumia has lowered barriers to business entry which allows them to close systemic inequality gaps that exist in access to retail facilities. In key cities in Sub-Saharan Africa such as Lagos or Nairobi, a modern retail shop space is often beyond the reach of the average seller and a majority of sellers operate in the informal open market as depicted in the picture below.



Figure 5: An informal open market in Africa

Source: Brookings Institution

Jumia bridges this gap by lowering the barrier to entry. There are no registration fees to sell on Jumia and no upfront capital investment is needed. As soon as a seller undergoes our onboarding training, he or she may start selling on Jumia, thereby transacting with millions of consumers and participating in as many categories as they wish. This access is a game changer that represents an invaluable benefit to sellers and a significant contribution to reducing systemic inequality.

During the emergence of COVID, open markets and retail shops were closed in most countries. Jumia provided a timely lifeline for sellers to continue their business. In Uganda, for example, we further partnered with UNDP to connect sellers in the informal agriculture value chain with consumers.

<https://digital.undp.org/content/digital/en/home/stories/undp-teams-up-with-e-commerce-giant-jumia-to-bring-ugandas-marke.html><sup>3</sup>



Figure 6: An Open Market in Uganda.

Source: UNDP Uganda.

In addition to Jumia Marketplace, Jumia Logistics and Jumia Payment, we also provide additional services to make selling on Jumia easy and further lower barriers for sellers. Such services include sourcing packaging materials, Jumia University for training, Jumia Lending for loans, and Group Insurance for logistics providers.

### 5.3.3 Enabling Sellers and Partners Grow Their Business

In 2021, we conducted a short spot survey of our Sellers, Logistics partners and Jforce agents to understand how well we are creating value for them. Over 600 sellers, 75 logistics partners and 1,000 Jforce agents responded to the survey. Highlights are captured in the table below.

Sellers	
% of sellers who started business exclusively on Jumia	33%
% of sellers for whom Jumia represents 35% of their annual turnover	30%
% of sellers who employ 1-10 people	92%
Number of unique sellers who received loans through Jumia	805
Average loan size	\$2,217
Logistics partners	
% of logistics partners who work exclusively with Jumia	17%
% of logistics partners for whom Jumia represents 60% of their annual turnover	36%
Jforce agents	
% of agents who rely exclusively on Jforce program for income	29%
% of agents employing at least one employee since joining the program	15%
% of agents who started a sales career through Jforce	53%

#### - Providing Access to Loans

In 2021, 805 unique sellers received loans through Jumia Lending. This represents a 27% increase in the number of sellers compared to 2020. The average loan size was \$2,217. Some of our sellers who are small medium enterprises (SMEs) often find it difficult to access loans in Africa<sup>6</sup>. They lack collateral and the types of traditional financial history banks require to extend loans to them. For this reason, they are predominantly excluded from accessing working capital loans to grow their businesses. With Jumia Lending, we are solving this problem by connecting sellers to lenders through our platform.

#### - Providing Relevant Business Training

Jumia provides a great opportunity for sellers to learn new business skills. We train sellers to acquire useful skills that help them grow their business. A sample seller curriculum for 2021 is shown below.

#### Jumia University - sample seller curriculum

*General non-Jumia specific topics*

- New Seller Onboarding
- Traffic as a Currency/Seller Score
- How to Run Advertising Promotions
- Operational Tips
- Strategies to Grow Your Business from No/Low Sales to More Sales
- Instagram Training
- How to use Sponsored Products to Grow Your Sales
- Understanding Your Account Statement
- Sourcing Products Locally and Internationally
- Competitive Pricing Strategy

### 5.3.4 Empowering Women Entrepreneurs

Jumia provides an environment for women entrepreneurs to thrive. In a [study](#)<sup>4</sup> conducted by International Finance Corporation (IFC), women entrepreneurs on Jumia cited increased market access, work/life flexibility and training as benefits of selling on Jumia.

For women, the low barrier of entry which e-commerce provides, is amplified by the gender neutrality Jumia provides, by being an online store, protecting a woman from certain gender related biases that often exist in open physical markets.

The study shows women sellers on Jumia have taken less advantage of loans facilitated through Jumia Lending compared to their male counterparts. They have also concentrated more on lower item value categories such as Fashion.

As a result, during the pandemic, while men generally saw a 7% increase in sales on Jumia, women experienced a 7% decline. We utilised valuable insight in developing a targeted program to close the performance gap between men and women on Jumia. This program includes training for women on financial literacy, supply chain management and access to embedded lending.

**IFC estimates that closing such gender performance gaps on a broad continental scale can add \$14.5 billion to total e-commerce in Africa<sup>4</sup>.**

Jumoke Akinsanya, founder of Deeski.com and owner of an online store on Jumia, based in Nigeria said “Through the loans received from the Jumia lending program, my business has grown bigger with time. We started with two staff members and a smaller warehouse. Now we have a bigger warehouse and fourteen staff members.”



### 5.3.5 Supporting Local Community Development

In several countries we lead or participate in initiatives to drive economic and social development.



#### EGYPT

▪ In Egypt, we partner with Alexbank and Sawiris Foundation to enable [craftsmen and women](#)<sup>5</sup> of various handicrafts to sell on Jumia's platform and grow their business. Alabaster and limestone figurines, rugs made from recycled materials and handmade leather handbags are some of the products now available on Jumia through this partnership.



#### UGANDA

▪ In Uganda, we partnered with the United Nations Population Fund (UNFPA) to distribute sexual health products.



#### NIGERIA

▪ Through our partnership with UNICEF in Nigeria, JumiaPay incentivises educational and developmental goals by distributing funds through a student or teacher JumiaPay account to achieve KPIs such as milestone hours of STEM training attended or taught. These funds can be applied towards products on Jumia Marketplace, in turn providing us insight into product needs specifically for the





growing education market segment.

In 2020, we assisted local communities and public agencies in various ways to manage the pandemic. Examples include, but are not limited to, the following:

- Misinformation and myths about COVID 19 were some of the early challenges faced by public health officials as they communicated with citizens on the pandemic. With millions of daily visits on our platform, we were an important channel in disseminating health information. We collaborated with Ministries of Health in Nigeria, Egypt, Ghana, Ivory Coast, Morocco and South Africa to use our online platform to share and amplify the reach of important health messages.
- We increased access to affordable basic foods and sanitary essentials through partnerships with several brands such as Reckitt Benckiser. This helped us respond to price gouging by some sellers and maintained fair prices on our platform. For some specific sanitary products, we waived our commission to help consumers access them at the lowest price.

- Access to PPE was the primary challenge for governments during the early phase of the pandemic. Leveraging our global supply networks, we secured and donated half a million of CE certified face masks to Health Ministries in many countries, including Nigeria, Egypt, Kenya, Morocco, and others for use by health workers.
- We also delivered free meals to first responders and health workers in Morocco and Tunisia through our food platform.
- We provided social distancing and a contactless experience. By enabling customers to buy online and offering contactless delivery options, we helped eliminate physical contact and potentially reduced person-to-person infection. To drive the initiative, the 'contactless safe delivery' option was implemented on JumiaPay and moved to the top of payment options at checkout. This encouraged consumers to make payments for products online and have them delivered without any direct human contact or cash exchange with the delivery agent.
- With Jumia's integrated logistics network, we maintained safe deliveries to consumers everywhere, including to remote and rural areas.

The table below summarises how Jumia’s actions in Material theme 3 - **Empowering Sellers, Partners and Communities**, positively impact **UN SDGs 3,4,5,8,9 and 10**.

Material Theme 3		
	Target Outcome	Jumia Impact
 <p>3 GOOD HEALTH AND WELL-BEING</p>	<p>Ensure universal access to sexual reproductive healthcare services, including for family planning, information and education, and the integration of reproductive health into national strategies and programmes</p>	<p>Partnership with UNFPA - Distribution of sexual health products through Jumia platform</p>
 <p>4 QUALITY EDUCATION</p>	<p>Ensure equal access for all women and men to affordable and quality technical, vocational and tertiary education, including university</p>	<p>Jumia University provides technical education for SMEs to grow their business</p>
 <p>5 GENDER EQUALITY</p>	<p>Enhance the use of enabling technology in particular information and communication technology, to promote the empowerment of women</p>	<p>Jumia platform empowers women entrepreneurs. 51% of Jumia sellers in Nigeria and Kenya are women</p>
 <p>8 DECENT WORK AND ECONOMIC GROWTH</p>	<p>Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalisation and growth of micro, small and medium sized enterprises, including through access to financial services</p>	<p>Approximately 33% of Jumia sellers say they started their business on Jumia</p>





Material Theme 3		
	Target Outcome	Jumia Impact
 	<p>Increase the access of small-scale industrial and other enterprises, in particular in developing countries, to financial services, including affordable credit, and their integration into value chains and markets</p>	<p>Jumia connects SMEs to millions of consumers and financial services. 805 sellers received loans in 2021</p>
	<p>Ensure equal access for all women and men to affordable and quality technical, vocational and tertiary education, including university</p>	<p>Jumia lowers barriers of entry for sellers</p>
Areas for Improvement		
<ol style="list-style-type: none"> <li>1. Increase the number of sellers in general and women sellers in particular on Jumia</li> <li>2. Increase the number of sellers accessing financial services through Jumia</li> <li>3. Expand training options for sellers on Jumia (with a focus on women)</li> </ol>		

Table 4: Jumia's Material Theme 3 in Alignment with UN SDGs 3,4,5,8,9 & 10

## 5.4 Building an Engaged, Inclusive and Diverse Workforce

### 5.4.1 Introduction

Jumia's people are our primary and greatest asset. Our inclusive culture and the opportunity to engage in inspiring work, attracts top talent. As a result, our team comprises over 4,000 employees covering 57 nationalities who are spread across 17 work locations and committed to the success of Jumia as demonstrated by our most recent engagement score of 96%.

### 5.4.2 Inspiring Work and Engagement

Living our Mission demands hard work, entrepreneurial spirit, resilience and an ability to think fast and execute nimbly. Our consumers and sellers experience challenges that are unique to our local environment and rely on us to bring them the right solutions. For example, our consumers expect their orders to be delivered on time despite the limitations of transport infrastructure, sub-optimised national postal services and the fact that they may choose to pay on delivery even when not physically present to receive orders. In 2021, our logistics team

introduced the use of unique one time passwords (OTP) for both payment on delivery and delivery authentication. If a consumer is not home at the time of delivery, he or she can give the unique OTP to a neighbour or friend to receive the order on his or her behalf. Such solutions address unique consumer needs in our environment and developing them drives engagement for our people.

Engagement	
Employees with minimum tenure of 5 years at Jumia	20%
Engagement score	96%
Voluntary attrition	20%
Involuntary attrition	7%



We combine inspiring work with creating an engaging work environment for our people.



We provide an engaging work environment for our people. Our Tier-1 events, which are part commercially oriented and part entertainment events, galvanise our entire workforce. They energise our people, foster teamwork and drive excitement for our employees and consumers. In 2021 we had four of these events: **Tech Week** in March, **Jumia Anniversary** in June, **Brand Festival** in September, and **Black Friday** in November.

### 5.4.3 Inclusive Employment Opportunities Across Africa

We deploy the full complement of Jumia's ecosystem in all eleven countries and this enables us to equip our workforce with highly marketable skills in any location. Given that we operate in eight countries which the World Bank classifies as low income<sup>12</sup> to low middle income economies (Uganda, Nigeria, Kenya, Egypt, Morocco, Senegal, Tunisia and Algeria), we are providing jobs in countries where the need is greatest.

### 5.4.4 Diversity

Jumia is an equal opportunity employer. We do not discriminate on the basis of race, gender, sexual orientation or against anyone with different abilities. We are committed to developing women leaders. 33.4% of our total workforce and 22% of Tech employees are women.

In 2021 we launched a second Technology hub in Cairo, further deepening our commitment to developing Tech talent in Africa. The hub in Cairo has



122 employees. We have already commenced plans for a third Tech hub in Nairobi.

Our workforce structure is presented in table 5 while table 6 shows our Tech staff by location as of December 31, 2021.

We conducted a study to further identify areas of improvement in diversity. Our data shows there are opportunities in hiring and attrition.

Key inclusiveness and diversity data	
<b>Inclusiveness</b>	
Geographical locations	Located in 8 countries classified by the World Bank as low to low middle income countries
<b>Diversity</b>	
Women in workforce	33.4%
Women in Tech workforce	22%
Number of nationalities in workforce	57
Number of broad nationality groups in workforce	5



Total Permanent Employees	
Broad Nationality groups	% of Workforce
African	88.4%
American	0.7%
Asian	2%
European	7.9%
Middle Eastern	1%
<b>Total</b>	<b>100%</b>

Table 5: Total Permanent Employees

Tech staff by location	
Porto	263
Cairo	122
Africa - other locations	29
<b>Total</b>	<b>414</b>

Table 6: Tech Staff by Location



### 5.4.5 Employee Health and Safety

Our health and safety policy details protocols we undertake to protect our employees in the workplace. These include but are not limited to the following:

1. Health and safety training for new employees and trainees
2. Emergency responders assigned to teams and trained to administer CPR and basic first aid
3. Fire and medical emergency drills conducted at least once a year in all office and warehouse locations
4. Safe work practices printed on prominent signs in the offices and warehouses
5. An online incident reporting and management system which gives Central HR essential information to respond swiftly and effectively. We have used this to track COVID cases in all countries and initiate measures to contain the spread among staff
6. An overall governance process that includes a weekly call with Country CEOs and a global weekly and monthly HSE reports.

At the peak of COVID we made additional changes to our working arrangements to keep employees and our partners safe from COVID infection. These arrangements are still in place and include, but are not limited to, the following:

1. No physical contact between employees (e.g., handshaking).
2. In each office location (in the extended definition of office location, i.e., includes warehouses, PUS, VDOs, hubs etc..) body temperature is taken and people with a fever (>38°C), regardless of the cause, are mandated to return home.



- 3. Cross-location meetings were moved online
- 4. Town hall meetings and large gatherings are conducted virtually.

Specific workplace and travel policies were also put in place and include the following:

**- Offices & Workspaces**

- All office entrances, receptions and workspaces are equipped with sanitiser and these are refilled regularly
- Cleaners / Cleaning companies instructed to clean all work surfaces daily

**- International and Local Travel**

- All non-business critical travel was cancelled from March 2020 to date
- Any business travel is required to be pre-approved by HR and the responsible executive
- Personal travel is reported to HR
- HR provided a link to the latest IATA guidelines ahead of approved business or personal travel

**- New Hybrid Work Protocols**

To date, the following cases are automatically approved with regards to work from home,

- Someone is unwell, ill or presenting symptoms
- Someone has pre-existing conditions that could be aggravated by the virus

- Someone has been in direct contact with someone diagnosed with the virus
- Someone is indirectly exposed or vulnerable (living with someone who has pre-existing conditions or who has been exposed to someone diagnosed)
- Someone having travelled back from a Level 3 Health Notice Country (self-quarantine required)
- Where possible, a parent who has to attend to children no longer being schooled

With these measures in place, from October 2020 when we started tracking to December 31, 2021, we recorded 463 cases of employees who tested positive with COVID 19. These were predominantly infections from outside the workplace. Nonetheless once confirmed, we implemented the full measure of our COVID protocols to protect co-workers. By the end of 2021, all had recovered or were recovering and we have not lost any employees because of the pandemic.



### - Supporting Delivery Agents

We have taken additional measures to ensure the safety of delivery agents who work for Jumia. We have invested in helmets that are compliant with ECE 22.05 United Nations minimum safety standards for our delivery agents. These helmets are adapted for the warm conditions in countries in Africa and are usually not readily available hence expensive in Africa. We were able to secure these helmets through a partnership with the [Fédération Internationale de l'Automobile](#)<sup>2</sup> (FIA); the governing body of world motor sport and the federation of the world's leading motoring organisations.

Investing in these special helmets goes beyond protecting our delivery agents as, we are setting the pace in bringing the highest standard of safety to e-commerce and on demand service delivery agents in our region. According to FIA, there are 300 million motorcyclists in the world with 80% concentrated in Asia, Africa, and Latin America. These represent regions that have not yet fully embraced or enforced the United Nations minimum helmet safety standard as their national standard.

During the onset of the COVID-19 pandemic, we established a solidarity fund for delivery agents and other frontline staff carrying out essential duties in our warehouses and delivery hubs. The donations were made up of voluntary and confidential contributions from our employees. We raised a total of \$41,900 and distributed this to front line workers. Our health and safety policy details the full scope of protocols and practices to keep our employees safe in the workplace.





The table below summarises how Jumia’s actions in Material theme 4 - **Building an Engaged Inclusive and Diverse Workforce** positively impact **UN SDGs 5 & 8**.

Material Theme 4		
UN SDG	Target Outcome	Jumia Impact
 <p>8 DECENT WORK AND ECONOMIC GROWTH</p>	<p>Protect labour rights and promote safe and secure working environments for all workers, including migrant workers, in particular women migrants, and those in precarious employment.</p>	<p>Investment in 7,392 helmets with ECE 22.05 United Nations minimum safety standards for Jumia delivery agents.</p>
 <p>5 GENDER EQUALITY</p>	<p>Ensure women’s full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life</p>	<p>33.4% of women in workforce and 21.9% of women in Tech workforce.</p>
Areas for Improvement		
<ol style="list-style-type: none"> <li>1. Increasing the percentage (%) of women in total Jumia workforce</li> <li>2. Increase in percentage (%) women at Manager and above levels</li> </ol>		

Table 7: Jumia’s Material Theme 4 in Alignment with UN SDGs 5 & 8



JUMIA 

MATERIAL SUSTAINABILITY THEMES

# GOVERNANCE

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## 5.5 Operating with Strong Governance and Ethical Standards

### 5.5.1 Ethical Conduct

Our values define our code of conduct as a company. We have adopted a written code of business conduct and ethics which outlines the principles of legal and ethical business conduct under which we do business. The code of conduct applies to all our Supervisory Board members, Management Board members and employees. The purpose of the code of conduct is to: promote honest and ethical conduct, including the ethical handling of actual or apparent conflicts of interest; promote full, fair, accurate, timely and understandable disclosure in reports and documents that the Company files with, or submits to, the United States Securities and Exchange Commission and in other public communications made by the Company; promote compliance with applicable laws and governmental rules and regulations; ensure the protection of the Company's legitimate business interests, including corporate opportunities, assets and confidential information; promote fair dealing; and deter wrongdoing.

In addition, we have implemented compliance policies which describe the compliance

management systems that have been implemented for us and our subsidiaries. Our compliance policies are designed to ensure compliance with all legal requirements, while at the same time implementing high ethical standards that are mandatory for both management and each employee. The overall responsibility for the compliance management system lies with the Management Board, which reports regularly to the Audit Committee. Our major compliance-relevant risk areas are evaluated according to a systematic approach, taking into account our current business strategy and priorities.

We are committed to ethical conduct and hold our business to stringent global standards that directly reduce corruption and bribery. Our anti-bribery and corruption policy applies to every employee, officer and director (collectively, "Covered Persons") of Jumia Technologies AG and its subsidiaries and affiliated companies ("Jumia").

Jumia prohibits Corruption and Improper Payments in all our business dealings throughout the world. Covered Persons must not directly or indirectly, offer, authorize, request, give or receive anything of value to or from any person or organization to obtain or retain business or influence a decision or action. Covered Persons also must not participate in or allow Corruption to influence a business decision or gain an undue business advantage.

We have appointed a chief compliance officer. Our compliance policies are available in the corporate governance section of our Group website <sup>10</sup>

## MATERIAL SUSTAINABILITY THEMES GOVERNANCE

### 5.5.2 Whistleblower Policy

Our whistleblower policy provides the framework for Jumia employees, officers, directors and independent contractors to report suspected violations within the Group in a protected manner. Our Whistleblower Policy facilitates the anonymous disclosure of potential breaches of our Code of Business Conduct and Code of Ethics or other concerns relating to the ethical and legal conduct of our business. Our Whistleblower Policy is overseen by the Audit Committee of our Supervisory Board.

The purpose of the policy is to reinforce the business integrity of the Company by providing a safe and reliable means for employees and others to report concerns they may have about conduct at Jumia and to do so confidentially and anonymously if desired, and free of any retaliation, discrimination, or harassment. The policy provides a mechanism for Jumia to be made aware of any alleged wrongdoings and address them as soon as possible but does not prevent any employee from reporting information to relevant law enforcement agencies when an employee has reasonable cause to believe that the violation of law has occurred.

We offer anonymous reporting by email, web form and telephone.

All reports of a violation or fraudulent auditing and accounting activity will be taken seriously and will be promptly and thoroughly investigated. The specific action taken in any particular case depends on the nature and gravity of the conduct or circumstances reported and the results of the investigation. If a violation or fraudulent auditing and accounting activity has been reported, investigated, and confirmed, the Company will take corrective action proportionate to the seriousness of the offense.

This action may include disciplinary action against the accused party, up to and including termination of employment or any other working relationship that the offending party may have with Jumia. Reasonable and necessary steps will also be taken to prevent any further violation or fraudulent auditing and accounting activity.

### **5.5.3 Governance**

We are subject to German legislation on stock corporations, most importantly the German Stock Corporation Act (Aktiengesetz). In accordance with the German Stock Corporation Act, our corporate bodies are the Management Board (Vorstand), the Supervisory Board (Aufsichtsrat) and the shareholders' meeting (Hauptversammlung). Our Management and Supervisory Boards are entirely separate and, as a rule, no individual may simultaneously be a member of both boards.

#### **- Supervisory Board**

The principal function of our Supervisory Board is to supervise the Management Board. The Supervisory Board also has the following responsibilities:

1. Appointing and removing the members of our Management Board
2. Representing us in connection with transactions between a current or former member of the Management Board and us, and
3. Granting approvals for certain significant matters.

Our Supervisory Board currently consists of eight members of whom three (37.5%) are women and six are independent. The Supervisory Board has set certain targets for the composition of the Supervisory Board, including at least 37.5% female members serving on our Supervisory Board by December 31, 2023 and an age limit of seventy years at the time of appointment.

The profiles of the Supervisory Board members can be found at <https://investor.jumia.com/corporate-governance/><sup>10</sup>

Our Supervisory Board does not make management decisions, but, in accordance with German law and in addition to its statutory responsibilities, it has determined that certain matters require its prior consent. The list of such matters was updated on June 29, 2020.

Pursuant to Section 107 para. 3 of the German Stock Corporation Act (Aktiengesetz), the Supervisory Board may form committees from among its members and charge them with the performance of specific tasks. Our Supervisory Board has three of such committees; Audit; Compensation; and Corporate Governance and Nomination.

**- Audit Committee**

Our audit committee assists the Supervisory Board in overseeing the accuracy and integrity of our financial statements, our accounting and financial reporting processes and audits of our financial statements, the effectiveness of our internal control system, our risk management system, our compliance with legal and regulatory requirements, the independent auditors’ qualifications and independence, the performance of the independent auditors and the effectiveness of our internal audit functions. At least one member of the audit committee shall qualify as an “audit committee financial expert” as defined under the Exchange Act. Our audit committee financial expert is John Rittenhouse.

**- Compensation Committee**

Our Compensation Committee is responsible for considering all aspects of compensation and employment terms for the Management Board.

**- Corporate Governance and Nomination Committee**

Our Corporate Governance and Nomination Committee consists of at least three members. The committee is responsible for, among other things, preparing all recommendations to the Supervisory Board about the following items the appointment and dismissal of Management Board members; (i) completion of, amendments to and termination of employment contracts with Management Board members; and (ii) election



proposals for suitable Supervisory Board candidates to be presented to the shareholders’ meeting.

Additionally, subject to mandatory responsibilities of the entire Supervisory Board, the Corporate Governance and Nomination Committee, rather than the entire Supervisory Board, will resolve on most of the transactions requiring the approval of the Supervisory Board, and it has the capacity to provide consent for transactions between us and members of our Management Board.

**- Management Board**

The members of our Management Board conduct the daily business of our Company in accordance with applicable laws, our articles of association and the rules of procedure for the Management Board adopted by our Supervisory Board. At present, our Management Board consists of our two co-founders; Messrs Jeremy Hodara and Sacha Poignonnec. For more information on our Corporate Governance, the profiles of the Supervisory Board and Management Board members, matters requiring Supervisory Board consent, governance practices and remuneration of the two governance bodies, please see <https://investor.jumia.com/><sup>9</sup>.

**- Environmental, Social and Governance Committee**

In 2021, we established an Environmental, Social and Governance (“**ESG**”) Committee. The purpose of the committee is to support Jumia Group’s ongoing commitment to environmental stewardship, health and safety, corporate social responsibility, corporate governance and Sustainability (“**ESG**”) and to further Jumia Group’s mission.

The duties and responsibilities of the Committee are:

1. To set the Company’s ESG priorities, objectives and strategy including the definition of the Jumia Group’s annual ESG mission each year;
2. To develop and maintain metrics, systems and procedures, as deemed necessary and appropriate, to monitor and track ESG matters;
3. To monitor and assess developments relating to and improving the Company’s understanding of ESG matters;
4. To oversee communications with employees, investors, customers and other stakeholders regarding the Company’s position on or approach to ESG matters, including an annual ESG report of Jumia Group;
5. To report regularly to the Supervisory Board of the Company; and
6. To perform such other duties, tasks and responsibilities relevant to the purpose of the ESG Committee as may from time to time be determined by the Committee.

The Committee has two members –the Company’s co-Founder who chairs the committee and the Group Chief Sustainability Officer.

The Chair of the Committee will approve additional members of the Committee considering such employee’s expertise in relevant disciplines, including

environmental, health and safety, operations, legal and corporate governance, investor relations, finance, human resources and communications. Committee members may be appointed as advisory members to address discrete topics.

Members of the Supervisory Board may participate in the Committee in a supervision and oversight capacity (such members are “Supervisory Members”). The Supervisory Board as a whole will receive reports on ESG matters from the Committee and review and approve Jumia Group ESG reports.



In the table below are the Supervisory Board members of the three committees as of December 31, 2021.

Member	Independent	Audit Committee	Compensation Committee	Corporate Governance and Nomination Committee
Jonathan D. Klein	Yes		Chairperson	Chairperson
Blaise Judja-Sato	Yes	Member	Member	Member
Angela Mwanza	Yes	Member		
John H. Rittenhouse	Yes	Chairperson		
Andre T. Iguodala	Yes		Member	Member
Anne Eriksson	Yes	Member		

Table 8: Members of Board Committees in Jumia

## 5.5.4 Responsible Custodians of Data

### - Data Security and Protection from Cyber Threats

We have designed all our data security policies, procedures, and systems to mitigate plausible data security risks and have integrated extensive security measures to protect against cyberattacks. (SASB Disclosure Topic: Data Privacy; MSCI Key Issue: Privacy & Data Security)

Our data security systems have been successful in protecting our consumers' privacy, with no data breaches experienced in 2020 and 2021. (SASB Disclosure Topic: Data Security; MSCI Key Issue: Privacy & Data Security)

Our data security architecture comprises three systems: a Security Operations Center or SOC (a centralised unit that deals with security issues on an organisational and technical level), a risk assessment system, and a cyber assurance system.

Jumia employs a full disaster recovery plan which was developed in the event of a significant disruption of the systems that make up the e-commerce ecosystem. The goal of the plan is to outline the critical recovery steps to perform during and after a disruption to return to standard operating state as soon as possible. The disaster recovery plan follows standard operating procedure starting with incident identification and escalation, diagnosis and plan definition, leading to system recovery through managed procedure and progress monitoring. (SASB Disclosure Topic: Data Security)

We utilise several layers of protection such as bot detection, web application firewall and API rate limit protection to detect and prevent cyberattacks on our systems.

Jumia has two main data security axes: an internal axis and an operational system axis.

The internal axis consists of two systems: an ACL (Access Control List) to centralise user access and permissions and OKTA, a software application for identity management.

Jumia's multilayer operational system includes the following layers:

- A Search Engine Optimisation (SEO) tool.
- A Content Delivery Network (CDN) that consists of geographic grouping of servers which work together.
- A rate limiting mechanism for malware protection.
- A three tier IT system architecture. This means that the functional process logic, data access, computer data storage and user interface are developed and maintained as independent modules on a separate platform.
- KONG to manage and monitor Application Programming Interfaces (API) to further restrict access and to prevent account takeover (ATO). In 2021, we implemented additional measures to strengthen our data security architecture, which includes:
  - Decentralised data across multi zones within Amazon Web Services (AWS) data centers.
  - Cloudflare which is based on heuristic approach and machine learning to detect suspicious patterns and to block malicious automated traffic.
  - Increased the size of the security team by 100%.
  - Installed a Security Information and Event Management (SIEM) system. SIEM aggregates and analyses activities from many different resources across the entire IT infrastructure and collects security data from network devices, servers and domain controllers. It serves as a central repository of logs and for analysis of suspicious patterns.
- Contracted cyber insurance.

### Employee Cybersecurity Training

In 2021, employees received training on data security measures following the Open Web Application Security Project (OWASP) guidelines. Being an open community, OWASP provides free articles, methodologies, documentation, tools, and technologies for web application security. OWASP exposes our employees to a broad range

of topics and knowledge on emerging trends in cybersecurity.

Our Senior Vice President of Technology conducts additional training for staff on the evolving nature of phishing attacks.

### Use of Customer Data

Jumia's [Data Privacy Policy](#)<sup>11</sup> establishes company practices and procedures for all Jumia employees, sellers, suppliers, contractors and other third parties (collectively, "Partners") responsible for processing personal data for or on behalf of Jumia.

When we collect personally identifiable information and other data from our consumers and prospective consumers, we use the information to provide services and relevant products to our consumers, to support, expand and improve our business, and to tailor our marketing and advertising efforts. We may also share consumers' personal data with certain third parties as authorised by the consumer or as described in our privacy policy.

As a result, we are subject to governmental regulation and other legal obligations related to the protection of personal data, privacy and information security in certain countries where we do business.

Jumia does not store personal data for longer than is necessary and requires that personal data be anonymised or destroyed once the data no longer serves its initial intended purpose.



# Next Steps

This report contains the scope of activities in five broad material themes where our business ecosystem impacted our stakeholders.

With this information, we will set clear Sustainability targets and define the most effective policies that will enable us to achieve these targets in the years ahead.

Each year as we gather more precise information on relevant indicators of our impact we may expand on or refine these material themes and our targets.

In the following versions of this report, we will also highlight improvements along the following dimensions

1. Additional actions we have taken to improve our practices in line with our material themes (as well as new relevant material themes we may have identified)
2. Specific initiatives we have implemented to institutionalise ESG in Jumia by ensuring that at all levels employee behaviour and decision making are progressively aligned with our Sustainability objectives
3. More comprehensive reporting on SASB materiality indicators and potentially adopting additional standards.

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# Appendix

## 7.1 Sustainability Accounting Standards Board (SASB) Index

Topic	Metric	Category	Unit of Measure	Code	Data
SASB Consumer Goods: E-Commerce (CG:EC)					
Hardware Infrastructure Energy & Water Management	(1) Total energy consumed (2) percentage grid electricity (3) percentage renewable	Quantitative	Gigajoules (GJ), Percentage (%)	CG-EC-130a.1	1) In 2021 Jumia consumed 8,5982Kwh of energy from January to November at the Porto Tech centre in Portugal. 2)100% 3)36.3% of the energy consumed from January to November at the Porto Tech centre was from renewable sources. In subsequent reports we will provide energy consumed in all our office and hub locations
	(1) Total water withdrawn, (2) total water consumed, percentage of each in regions with High or Extremely High Baseline Water Stress	Quantitative	Thousand cubic meters (m <sup>3</sup> ), Percentage	CG-EC-130a.2	1) Jumia does not source its own water supply 2) Jumia has operations in the following countries under High Baseline Water Stress: Portugal, Egypt, Tunisia and Morocco. In 2020 we consumed 411m3 and 395 m3 in Porto and Morocco respectively. In subsequent reports we will provide data for the four countries.
	Discussion of the integration of	Discussion and Analysis	N/A	CG-EC-130a.3	Jumia employs a full disaster recovery plan which was developed in the

Topic	Metric	Category	Unit of Measure	Code	Data
	environmental considerations into strategic planning for data center needs				<p>event of a significant disruption of the systems that make up the eCommerce ecosystem. The goal of the plan is to outline the critical recovery steps to perform during and after a disruption to return to standard operating state as soon as possible. The disaster recovery plan follows standard operating procedure starting with incident identification and escalation, diagnosis and plan definition, leading to system recovery through managed procedure and progress monitoring.</p> <p>Additionally, Jumia has activated the multizone availability on Amazon Web Services (AWS) data centers, spreading data across multiple data centers to maintain network connectivity in the case one zone is impacted.</p>
Data Privacy & Advertising Standards	Number of users whose information is used for secondary purposes	Quantitative	Number	CG-EC-220a.1	N/A

Topic	Metric	Category	Unit of Measure	Code	Data
	Description of policies and practices relating to behavioral advertising and user privacy	Discussion and Analysis	N/A	CG-EC-220a.2	<p>Jumia’s <a href="#">Data Privacy Policy</a> establishes company practices and procedures for all Jumia employees, sellers, suppliers, contractors and other third parties (collectively, “Partners”) responsible for processing personal data for or on behalf of Jumia.</p> <p>We collect personally identifiable information and other data from our consumers and prospective consumers. We use this information to provide services and relevant products to our consumers, to support, expand and improve our business, and to tailor our marketing and advertising efforts. We may also share consumers’ personal data with certain third parties as authorized by the consumer or as described in our privacy policy. As a result, we are subject to governmental regulation and other legal obligations related to the protection of personal data, privacy and information security in certain countries where we do business.</p> <p>Data Subjects are entitled to exercise various rights with respect to their</p>

Topic	Metric	Category	Unit of Measure	Code	Data
					<p>own personal data, including but not limited to the following: withdrawing consent to processing of their personal data; requesting access to their personal data; and requesting erasure of their personal data in certain circumstances. Jumia's Data Subject Rights Handling Guidance sets out processes for managing and responding to Data Subject request, including mechanisms for communicating with Partners who may hold the relevant personal data in order to execute such responses.</p> <p>It is Jumia's goal to ensure security of personal data by: anonymising or pseudonymising personal data wherever this is possible without compromising the purpose; putting in place appropriate contractual arrangements to ensure an appropriate level of protection for personal data when it is shared with a third party; and carrying out due diligence, as part of the supplier onboarding process, to verify that any third party suppliers who hold or have access to personal data on our behalf, meet our data protection standards.</p>

Topic	Metric	Category	Unit of Measure	Code	Data
					Jumia does not store personal data for longer than is necessary and requires that personal data be anonymised or destroyed once the data no longer serves its initial intended purpose.
Data Security	Description of approach to identifying and addressing data security risks	Discussion and Analysis	N/A	CG-EC-230a.1	Jumia is constantly focused on identifying and addressing cyber security and data security risks. To that end we apply a continuous process management system instead of ad-hoc solutions on the incident level. We tackle cyberattacks with several layers of protection (such as bot detection, web application firewall, API rate limit protection).

Topic	Metric	Category	Unit of Measure	Code	Data
	1) Number of data breaches, (2) percentage involving personally identifiable information (PII), (3) number of users affected	Quantitative	Number, Percentage (%)	CG-EC-230a.2	<p>When expanding and operating our technology platform, we constantly focus on security and reliability. To this end, we undertake administrative and technical measures to protect our systems and the consumer data that those systems process and store (e.g., cloud storage, data encryption, VPN network). We have developed policies and procedures designed to manage data security risks (e.g., disaster recovery systems, penetration and security testing) and implemented various security measures, including password security, firewalls, automated backup systems and high quality antivirus software.</p> <p>Our approach model is based on the NIST model and IT employees are trained under Open Web Application Security Guidelines (OWASP).</p> <p>1) Jumia experienced 0 data breaches in 2020 and 2021 2) 0 3) 0</p>



Topic	Metric	Category	Unit of Measure	Code	Data
Employee Recruitment, Inclusion & Performance	Employee engagement as a percentage	Quantitative	Percentage (%)	CG-EC-330a.1	<p>Employee connectivity and engagement is central to the success and growth of Jumia. Our people are the face of Jumia, and where we invest most heavily in development. In 2021, Jumia recorded 96% employee engagement.</p> <p>Jumia measures employee engagement through an annual survey at the global level to assess how employees see their role at Jumia, how they see their impact or how they see the management. The outcomes of the survey showed that 96% of respondents either agreed or strongly agreed with the propositions in the survey and strongly committed to Jumia's mission.</p>
	(1) Voluntary and (2) involuntary turnover rate for all employees	Quantitative	Rate	CG-EC-330a.2	<p>1) 20% voluntary turnover 2) 7% involuntary turnover</p>

Topic	Metric	Category	Unit of Measure	Code	Data
	Percentage of gender and racial/ethnic group representation for (1) management, (2) technical staff, and (3) all other employees	Quantitative	Percentage (%)	CG-EC-330a.3	<a href="#">Diversity Tables</a>
	Percentage of technical employees who are H-1B visa holders	Quantitative	Percentage (%)	CG-EC-330a.4	N/A Jumia operations are primarily outside of the U.S.
Product Packaging & Distribution	Total greenhouse gas (GHG) footprint of product shipments	Quantitative	Metric tons (t) CO <sub>2</sub> -e	CG-EC-410a.1	Jumia shipped a total of 36 million packages in 2021 generating 9,438 metric tons of CO <sub>2</sub> e. from scope 3 emissions Jumia currently implements a number of strategies to reduce the environmental impact of its product shipments.
	Discussion of strategies to reduce the environmental impact of product delivery	Discussion and Analysis	N/A	CG-EC-410a.2	In 2021 initiatives such as increasing “Fulfilled by Jumia” (Jumia Express) items in the product mix and use of Pick-up stations reduced fuel use per package shipped by (24%) over 2020

Topic	Metric	Category	Unit of Measure	Code	Data
					<p>In 2021, we shipped 36% more packages than in 2020 while fuel utilised per package shipped reduced by (24%)</p> <ul style="list-style-type: none"> <li>-We leverage a technology solution, OptaPlanner, to ensure the most efficient delivery routes.</li> <li>-Jumia ensures product circularity wherever possible by reusing packaging from customer returns and manufacturing packaging.</li> <li>-Jumia's Pick-up stations reduce the need for inefficient last mile delivery.</li> <li>-Jumia promotes warehousing of products from vendors, to pack together items from different vendors for the same order, reducing the number of shipments needed.</li> <li>-We continue to identify practices that reduce our operational footprint. In 2021 we launched grocery on demand service with Dark stores. It has the potential to reduce consumer commute for grocery shopping.</li> </ul>

Topic	Metric	Category	Unit of Measure	Code	Data
					<p>Through system improvements which commenced in Q4 2021, we interact directly with delivery agents. They are now able to service orders directly from their locations and avoid unnecessary trips back and forth to the stations.</p> <p>Using customer location data, we are adjusting hub locations to reduce distance from hubs to customers. We have relocated 3 hubs so far and expect more hub relocations. Distance traveled per relocated hub has reduced by (5.4%) as a result.</p>

Topic	Metric	Category	Unit of Measure	Code	Data
Activity Metrics:	Entity-defined measure of user activity	Quantitative	Number	CG-EC-000.A	As of December 31, 2021 Jumia had 8 million annual active customers
	Data processing capacity, percentage outsourced	Quantitative	See Note	CG-EC-000.B	100% Outsourced
	Number of shipments	Quantitative	Number	CG-EC-000.C	Jumia processed 34 million orders in 2021.

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