

Rocket expects up to 400% sales increase for frontier markets during Black Friday

Rocket takes Black Friday to emerging markets across the globe

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SUMMARY

Massive sales, great offers and special deals: Rocket companies continue to establish Black Friday in emerging markets making the phenomenon accessible for millions of people across the globe. From Dafiti in South America to Daraz in Pakistan and Jabong in India, this year's Black Friday is going to be a truly global - and online - event.

Originally coming from the United States, Black Friday has become a phenomenon in a growing number of countries in recent years. Having large discounts on all products, Black Friday e-commerce sales generated a revenue worth of USD 1.5 billion in 2014 (US only), estimated to grow by another 30% in 2015. Black Friday is indeed one of the biggest shopping events of the year.

Black Friday in Rocket's Fashion Companies

The Global Fashion Group comprises of 5 companies: Dafiti, Namshi, Lamoda, Jabong and Zalora and operates in 28 countries mainly in South America and Asia. Despite facing different seasons on Black Friday, sales are expected to be equally phenomenal - shown by the impressive numbers:

- **Dafiti** experiences **8x** more customers.
- **Namshi's** highest discount is set at **84%**.
- **Lamoda** has **125%** more customers.
- **Jabong** records an increase of **40%** more shopping cart value.
- **Zalora** is meeting the region's trend by offering their biggest discounts **on mobile**.
- **18%** discount will be added to the existing 80% savings through desktop.

Jumia and Daraz - Pioneers bringing e-commerce to emerging markets

Jumia in Nigeria and Daraz in Pakistan have become the leading e-commerce platforms in

their respective regions. Together they have a potential customer base of 359 million. The huge success of Jumia's last years first participation in the Black Friday event has proven the estimations right: customers in emerging markets have been anticipating becoming part of the Black Friday phenomenon. The buzz created by Daraz' sneak peak sales has confirmed this trend to be also true for the pakistani market.

Daraz Pakistan

- **4x** more clicks on the website.
- **25%** increase of shopping cart value.
- **70%** more customers.

Jumia Nigeria

- **30.000** customers every single minute.
- **2 Million** online shoppers.
- **400%** more items sold.
- **50%** access Jumia via mobile.

Cuponation

Cuponation is bringing a smaller scale Black Friday to their customers everyday – roughly 100,000 customers are being attracted by Cuponation's discounts and special deals per day. Offering those across 15 countries all across the globe, Cuponation has astonishing insights about this year's Black Friday event. Cuponation's Co-Founder Andreas Fruth comments: **“Every Norwegian buys christmas presents worth on average EUR 679 per year. If everybody would shop during Black Friday, they could save EUR 533!”**.

- **France, Finland and Denmark** record the **highest increase of search interest** for 2015.
- **Brazil's** average basket size grew up to **400%** last year.
- **Sweden, Switzerland and Italy** offered the **highest discounts** in 2014.

For more astonishing insights visit: <http://black-friday.sale/global-trends-for-black-f...>

Cuponation will live-update their data throughout Black Friday. An analysis of the events will be published.



RELEVANT LINKS

 **Global Fashion Group**
<http://global-fashion-group.com>

 **Daraz Pakistan**
<https://www.daraz.pk/>

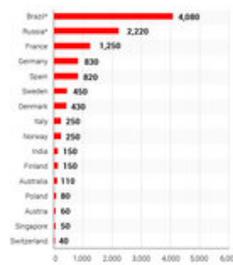
 **Jumia Nigeria**
<https://www.jumia.com.ng/>

 **Cuponation**
<http://www.cuponation.com/>

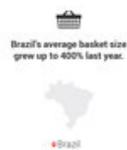
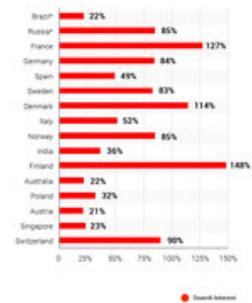
IMAGES



Expected user interest in BlackFriday 2015



Expected increase in user interest in BlackFriday 2015 compared to 2014



SPOKESPEOPLE



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ABOUT ROCKET INTERNET

Our Mission

Rocket's mission is to become the world's largest Internet platform outside of the United States and China. Rocket identifies and builds proven Internet business models and transfers them to new, underserved or untapped markets where it seeks to scale them into market leading online companies. Rocket is focused on online business models that satisfy basic consumer needs across four main sectors: e-Commerce, marketplaces, travel and financial technology. Rocket started in 2007 and has now more than 30,000 employees across its network of companies, which are active in more than 110 countries across six continents. Rocket Internet SE is listed on the Frankfurt Stock Exchange (ISIN DE000A12UKK6, RKET). For further information visit www.rocket-internet.com.

Our Focus

Our e-commerce companies include retail companies in the areas of fashion, general merchandise, home and living, office supplies and food and groceries. Our marketplace companies seek to displace traditional supply chains by creating venues where buyers and sellers can transact directly, and include real estate and car online classifieds, travel and transport, and food delivery companies. Our third sector, financial technology, includes companies that focus on bringing together borrowers and lenders in regions and segments that are underserved by traditional banks, particularly in the consumer and small and medium-sized enterprise segments, and on facilitating payments. Our travel companies seize opportunities in the rapidly growing online travel and transport sector. They focus currently on vacation packages and online travel booking.

Our Strategy

As part of our global strategy, we have created regional Internet groups in Africa, Asia Pacific, Latin America and the Middle East in order to bundle local market and business model insights, facilitate regional commercial,

strategic and investment partnerships, in particular with mobile telecommunication providers, enable local recruiting and sourcing and accelerate the regional rollout of our companies. We have developed proprietary technology where we believe it provides our companies with a competitive advantage. Our proprietary technology is highly flexible and scalable and provides our companies with significant cost and speed advantages, particularly during their initial rapid launch and rollout processes.

Our Platform

Our platform has enabled us to build a large, global network of companies and has historically put us in a position to launch more than 10 new companies every year through application of a standardized business model identification and development process. Every new company that we start accelerates the virtuous circle of synergy creation among our companies. The larger the size of our network of companies, the more significant our opportunity is to benefit from synergies and network effects with respect to our suppliers, solution providers, customers and employees.



Rocket Internetnewsroom