

Africa's Jumia records 'Black Friday' sales with more than 5,3 million visits

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AFRICA INTERNET GROUP

Summary **Black Friday, the busiest shopping day imported from the US, drew in more than 2,8 millions unique visitors on jumia.com, Africa's largest online shopping mall. Mobile traffic accounted for 67% of total traffic amounting to a total of 235k orders making Black Friday 2015 the largest shopping event in Africa.**

Spokespeople

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Details Lagos, November 30th, 2015 – Black Friday, the busiest shopping day imported from the US, drew in more than 2,8 millions unique visitors on jumia.com, Africa's largest online shopping mall. Mobile traffic accounted for 67% of total traffic amounting to a total of 235k orders making Black Friday 2015 the largest shopping event in Africa.

“This day epitomizes the strength of domestic consumption in all our markets in Africa. It illustrates the African consumer's strong demand for large assortment of genuine products, low prices and convenience. Jumia focuses on delivering this to its consumer, day in, day out,” said Nicolas Martin, CEO of Jumia Nigeria. “Today, our team has showcased its market expertise. Jumia has leveraged mobile to provide the best possible shopping experience for buyers, and to create a bigger marketplace for its vendors.”

Key highlights from Jumia Black Friday 2015

- More than 5,3 million visits on the Jumia website and app, record-breaking 2,0 million in Nigeria
- Overall, 67% of all visits were made on a mobile device (mobile browser + app), 76% for Nigeria
- More than 2,8 millions unique visitors, of which on average 1 out of 4 was a new visitor who has never been to the Jumia website/app before
- Increase in sales of 900% compared to 2014, 25x the magnitude of an average day with 235k orders
- Jumia marketing team has reached more than 4 million customers through newsletters and 3,3 million through push notifications
- About 80k people have installed the Jumia app during Black Friday
- In Nigeria only, 400,000 people searched for "jumia", 85,000 people searched for "black friday" and 100,000 people searched for "jumia black friday"

By connecting retailers to consumers who they would typically have little access to, Jumia aims to build an e-commerce ecosystem that is

advantageous to both consumers and brands. The strong growth in this year's Black Friday has highlighted the potential for international brands and distributors to be successful in Africa and will no doubt lead to more of them entering the market.

About Jumia

JUMIA is Africa's leading online shopping destination. Customers across the continent can shop amongst the widest assortment of high quality products at affordable prices – offering everything from fashion, consumer electronics, home appliances to beauty products. JUMIA was the first African company to win an award at the World Retail Awards 2013 in Paris as the “Best New Retail Launch” of the year.

About Africa Internet Group

Africa Internet Group, the leading internet platform in Africa, promotes sustainable online growth that benefits both businesses and consumers. Firmly rooted in Africa's startup ecosystem, the group provides easy-to-use services and smart solutions across the African internet sector. AIG is invested in furthering regional entrepreneurship and innovation through a passion for Africa, its culture and its people. AIG is the parent group of ten successful and fast-growing companies in more than 30 African countries. Its network of companies includes Carmudi, Easy Taxi, Everjobs, hellofood, Jovago, Jumia, Kaymu, Lamudi, Vendito and Zando.

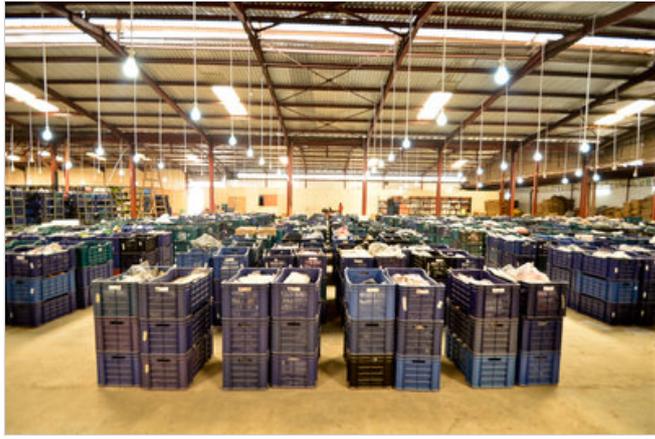
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