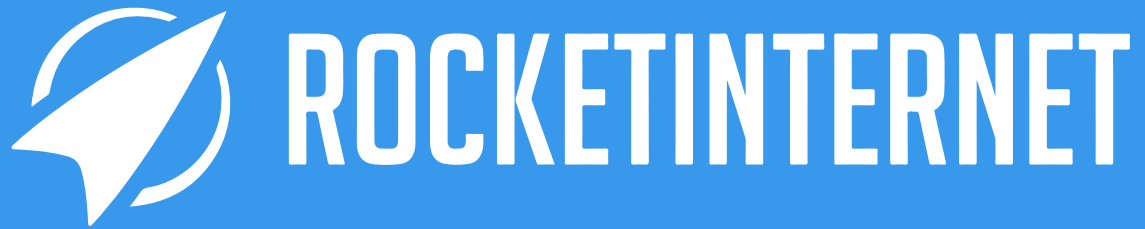
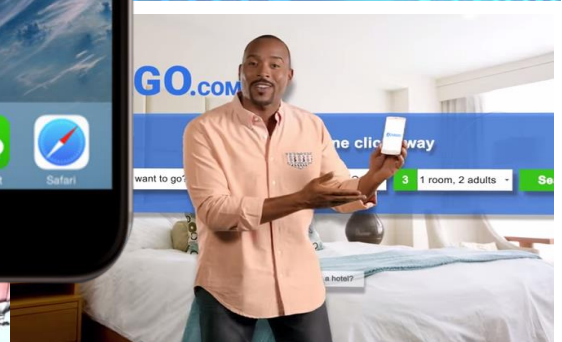
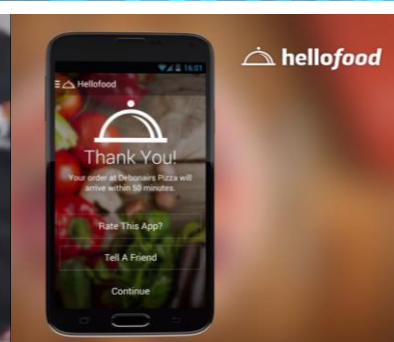
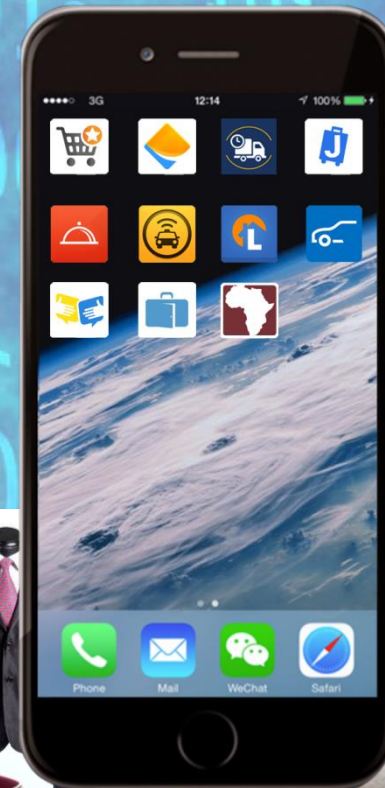


Agenda

Time	Topic	Presenter
Part 1		
9:00 – 9:45	Proven Winners H1 2015 Financials	Peter Kimpel CFO Rocket Internet
9:45 – 10:00	Update LPV and Underlying Assumptions	Peter Kimpel CFO Rocket Internet
10:00 – 10:45	Update Rocket Strategy	Oliver Samwer CEO Rocket Internet
10:45 – 11:15	Path to Profitability – How to judge a successful model and invest in growth	Oliver Samwer CEO Rocket Internet
11:15 – 11:30	Break	
Part 2		
11:30 – 12:30	HelloFresh	Dominik Richter CEO HelloFresh
12:30 – 13:30	Global Fashion Group	Romain Voog CEO GFG
13:30 – 14:15	Home24	Domenico Cipolla CEO Home24
14:15 – 14:45	Lazada	Oliver Samwer CEO Rocket Internet
14:45 – 15:00	Break	
Part 3		
15:00 – 15:30	Update Regional Internet Groups	Oliver Samwer CEO Rocket Internet
15:30 – 16:15	Update Rocket Platform	Christian von Hardenberg CTO Rocket Internet
16:15 – 16:30	Summary Remarks	Oliver Samwer CEO Rocket Internet



Update Regional Internet Groups



The Leading Internet Group in Africa

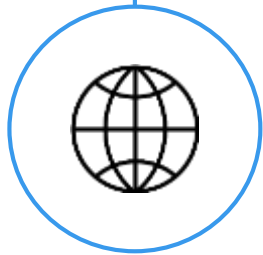
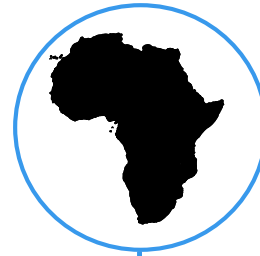
September 2015



Taking the Entire Economy Online



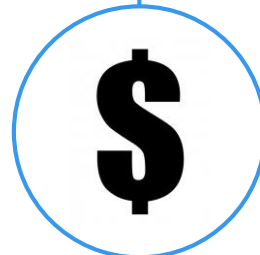
A Unique Footprint Across the Entire African Continent



23
countries



10
companies
(marketplaces
and classifieds)



90%
coverage of
total
African GDP



1.4 MM
customers



6
mobile apps

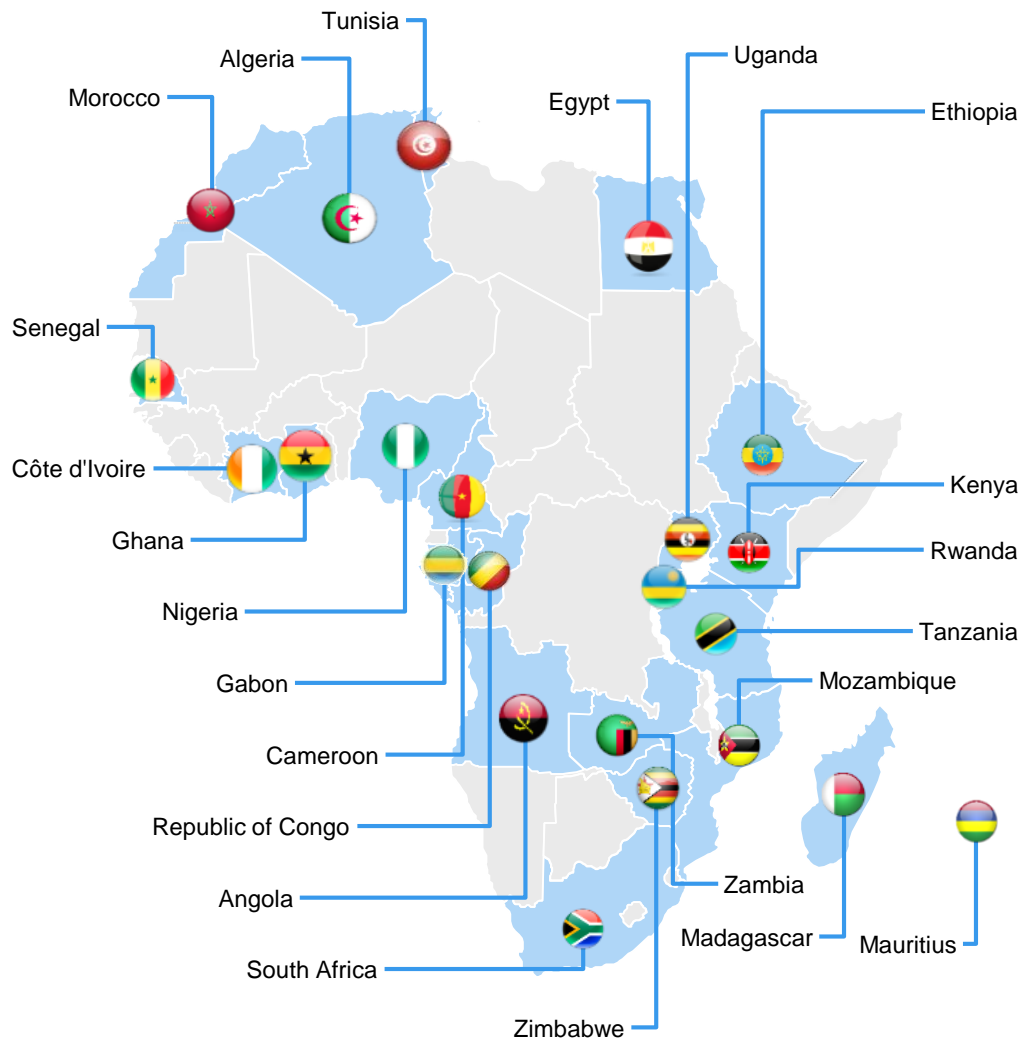
One Group with 10 Market Leading Companies...



Marketplaces		
	#1 online shopping mall	12 countries
	#1 online shopping community	17 countries
	#1 logistics platform	13 countries
	#1 hotel booking platform	6 countries
	#1 food ordering platform	10 countries
	#1 taxi hailing platform	3 countries

Classifieds		
	#1 real estate classifieds	21 countries
	#1 vehicle classifieds	7 countries
	General classifieds	6 countries
	Job classifieds	6 countries

... Present in the Most Promising African Countries



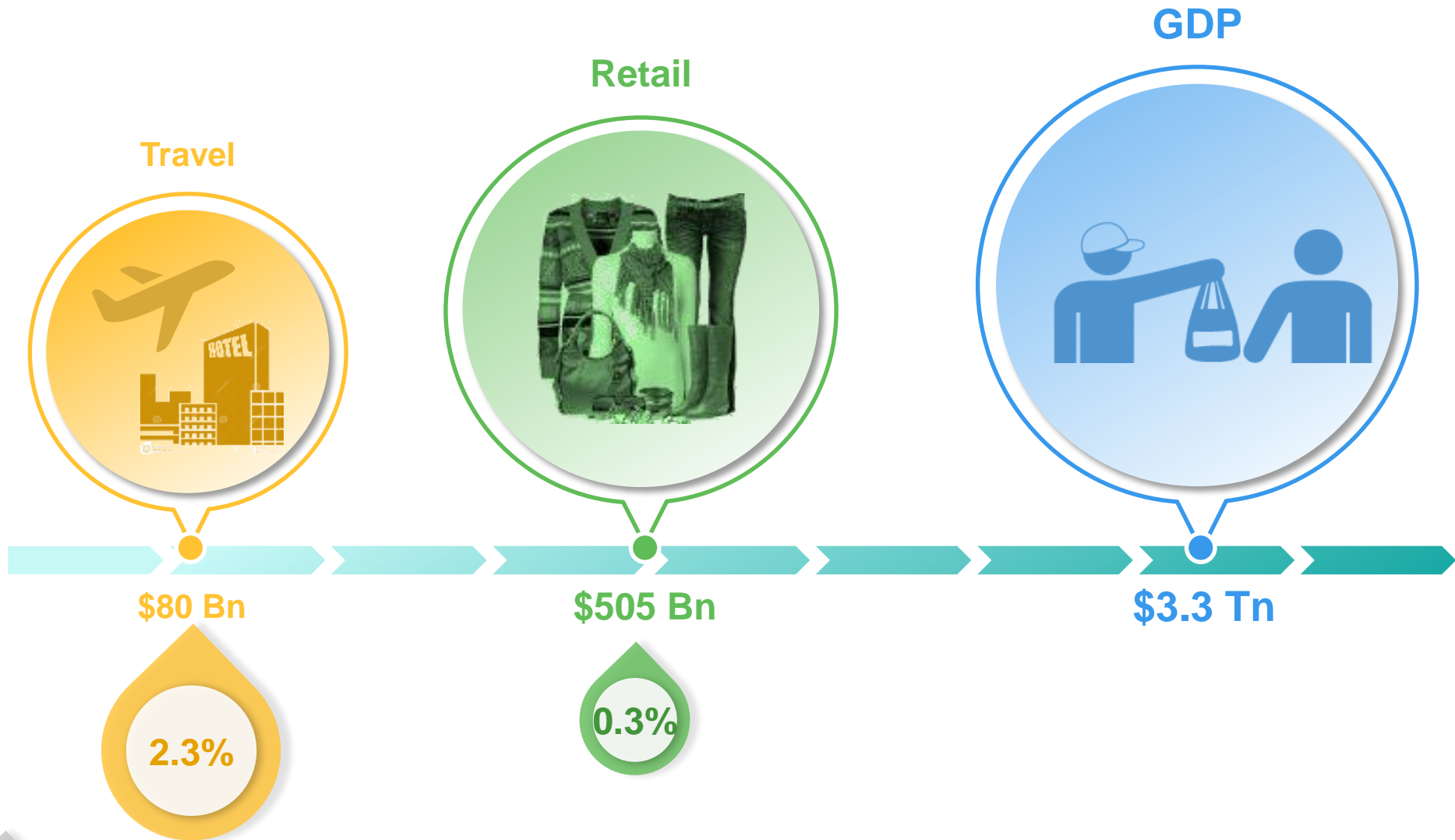
	Africa	AIG Countries
Target Population	822 MM	77%
Target Internet Users	252 MM	92%
Target Mobile Subscribers	\$616 MM	75%
Target GDP	\$2.2 Trn	90%

Source: IMF, The Economist, AIG

Building and Capturing Huge E-commerce Opportunity in Africa

- 1 Huge Market:** Massive and largely untapped addressable market for e-commerce in Africa
- 2 Mega Trends:** Demographic trends, rising middle class and lack of offline retail drives substantial long-term growth
- 3 Market Leader:** Unique footprint and clear market leadership in key countries, with multiple advantages over competition
- 4 Mobile First:** Mobile as key driver of growth and differentiator
- 5 Technology Platform:** Strong and proprietary platform and ongoing innovation
- 6 High Barriers to Entry:** Long term defendable leadership
- 7 Strong Growth Track Record:** Triple digit YoY growth since creation
- 8 Strong Management Team:** Experienced management team backed by three powerful shareholders

1 Huge and Underpenetrated Addressable Market

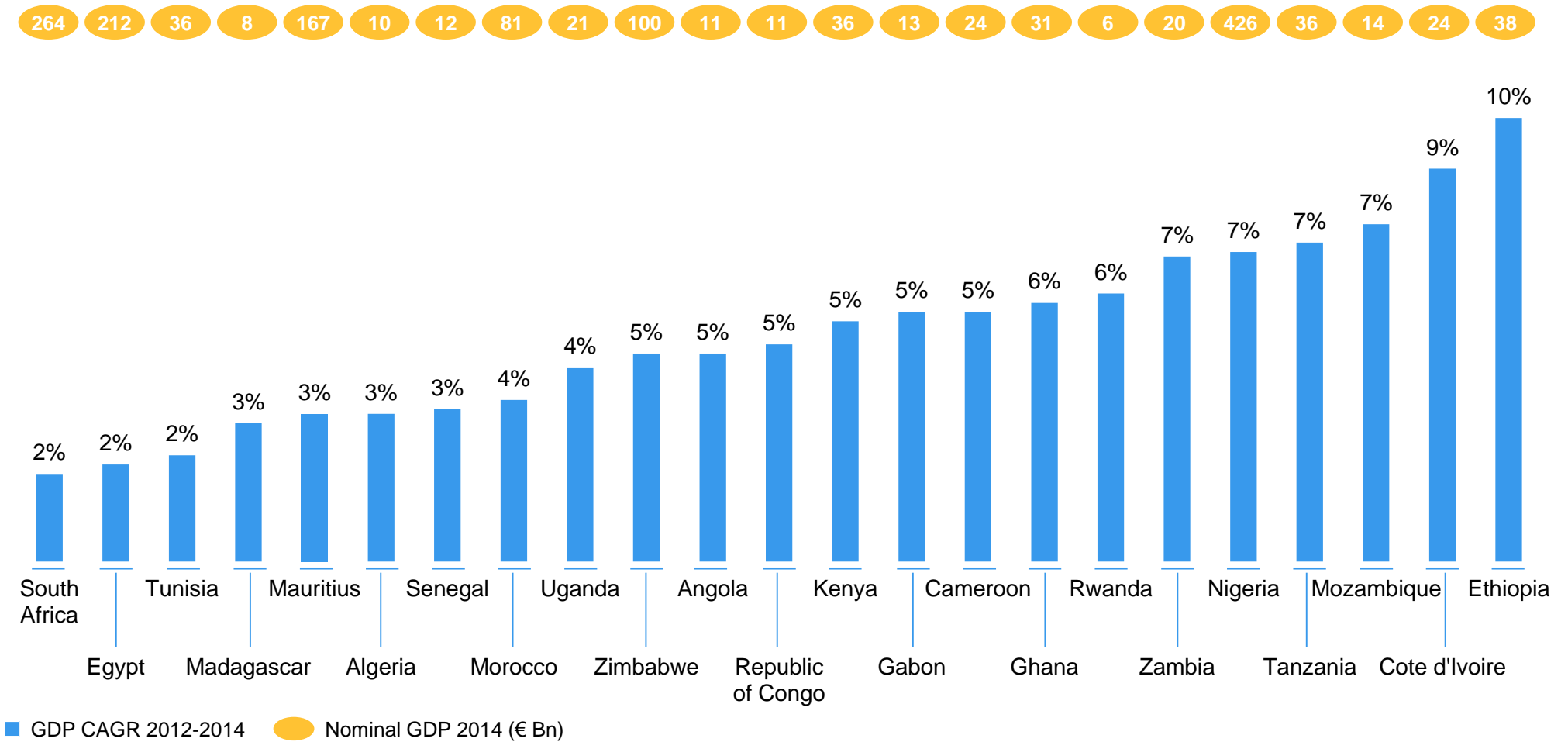


Internet Penetration 2015

2 Fast Economic Growth Environment

GDP Growth in 2012-2014

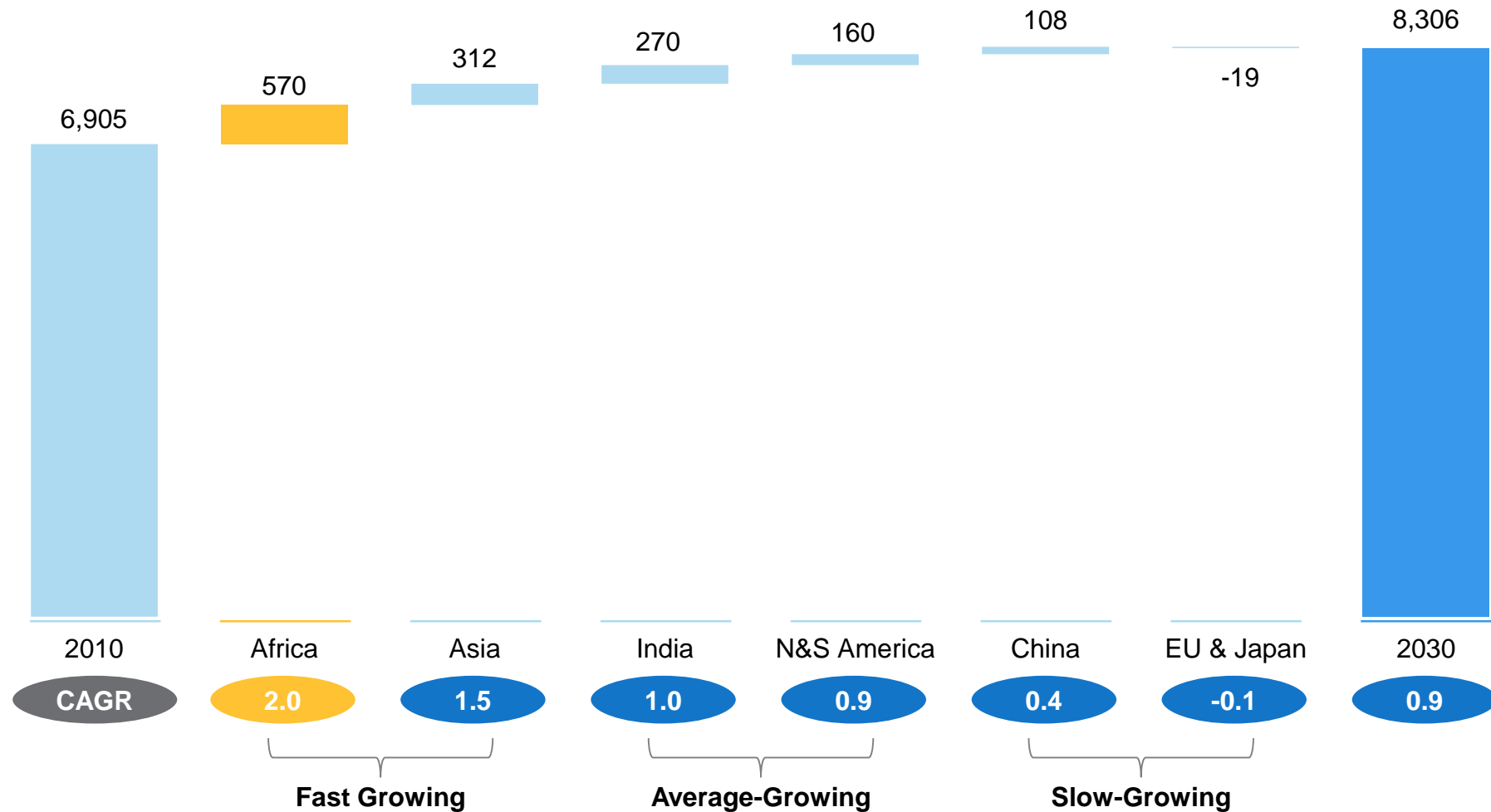
%



Source: Global Insight

2 Most Rapid Population Increase in the World

Million people, 2010–30
(MM)

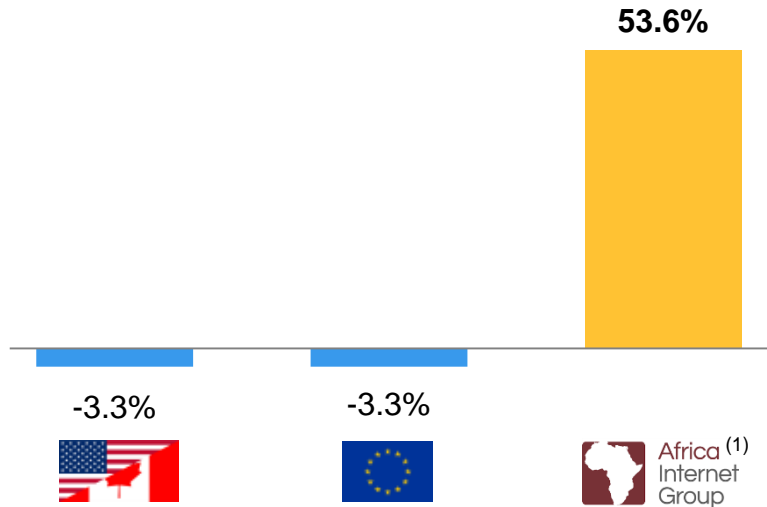


Source: Population Prospect (The 2012 Revision; « no change » scenario); United Nations (Population Division); McKinsey analysis, C-GIDD

2 Fast Growing Middle Class and Spending

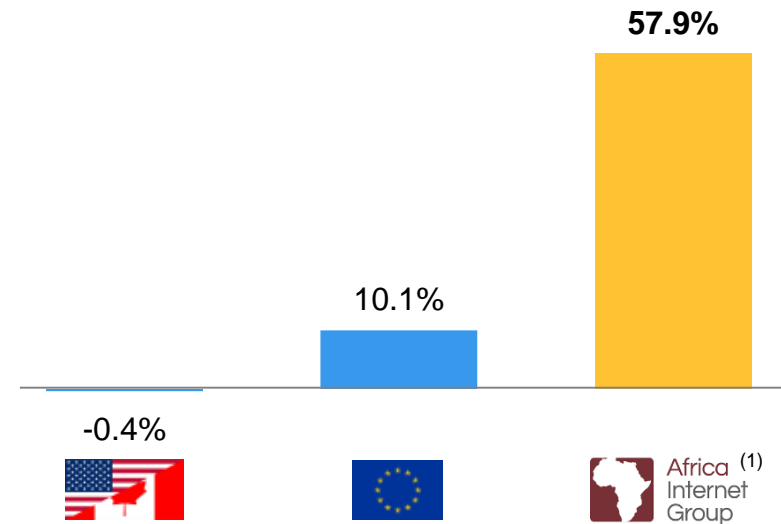
Growing Middle Class Will Drive More Active Customers in Our Countries...

Expected Middle Class Growth by Continent 2020-2030



...With Middle Class Spending to Rise Significantly in The Continent we Address

Expected Middle Class Spending Growth by Continent⁽²⁾ 2020-2030



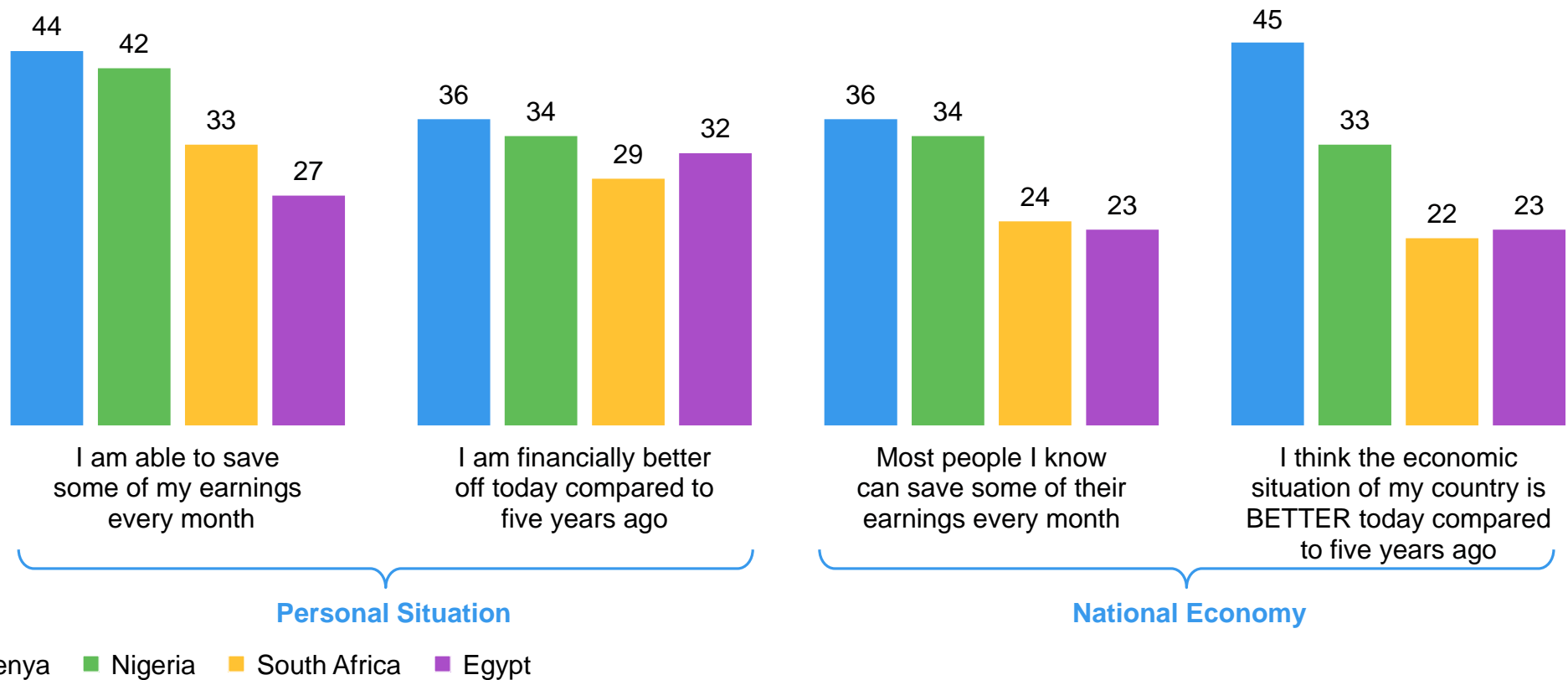
Growing middle class will drive emergence of active customers offering a major upside for AIG

Source: OECD (2010)

Note: (1) Sub-Saharan Africa, Middle East and North Africa as a proxy for AIG; (2) In 2005 \$PPP MM

2 Strong Level of Confidence in the African Economy

Consumer Sentiment on Personal Circumstances and Local Economy (%)



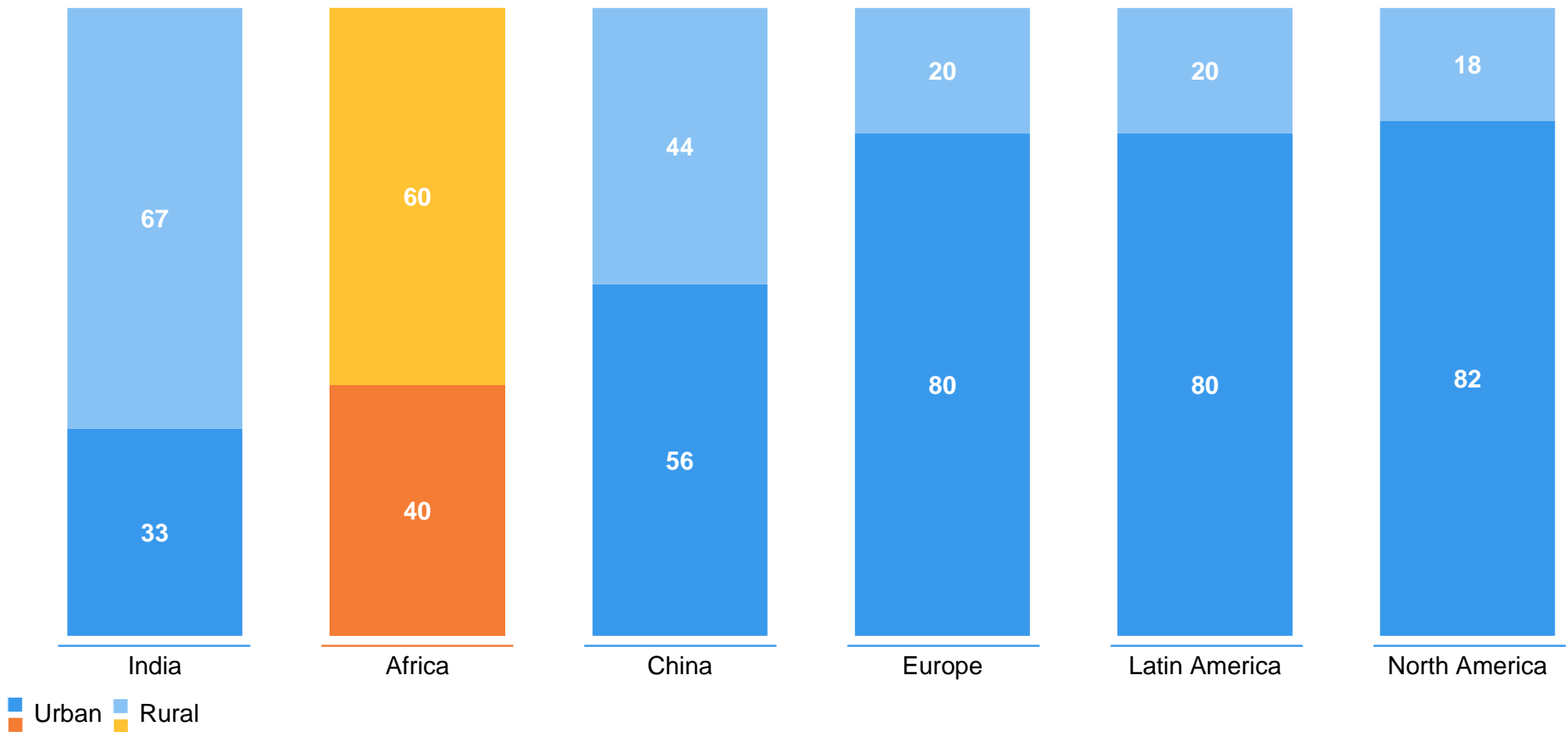
High level of confidence sustains growing levels of consumption for consumer goods and services

Source: Deloitte Research, mobile phone users, aged 16+ in Egypt (n=500), Kenya (n=500), Nigeria (n=500), South Africa (n=500)

2 Great Potential for Urbanization

2015

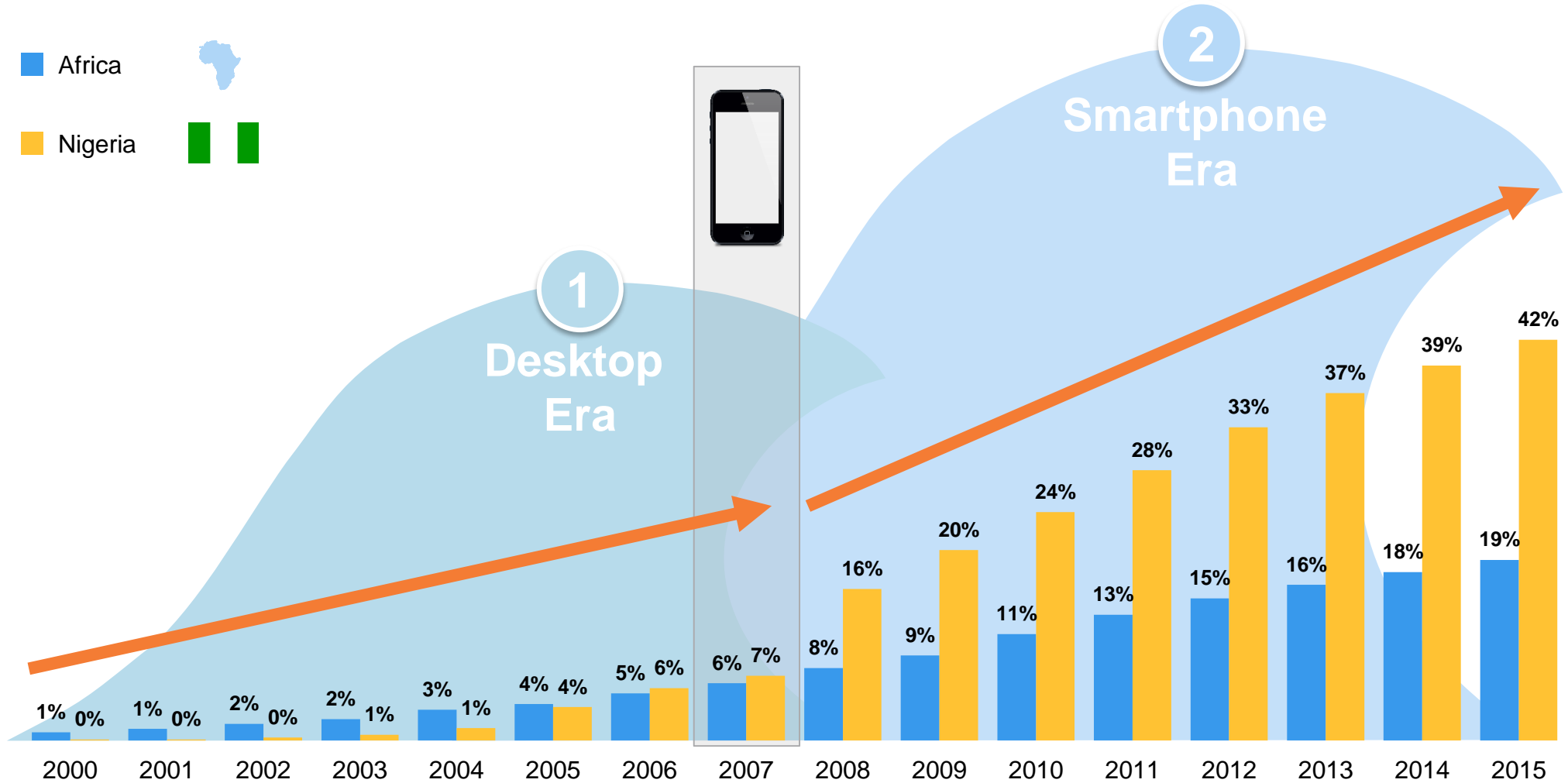
Split between Rural and Urban Population (%)



Source: United Nations (Population division)

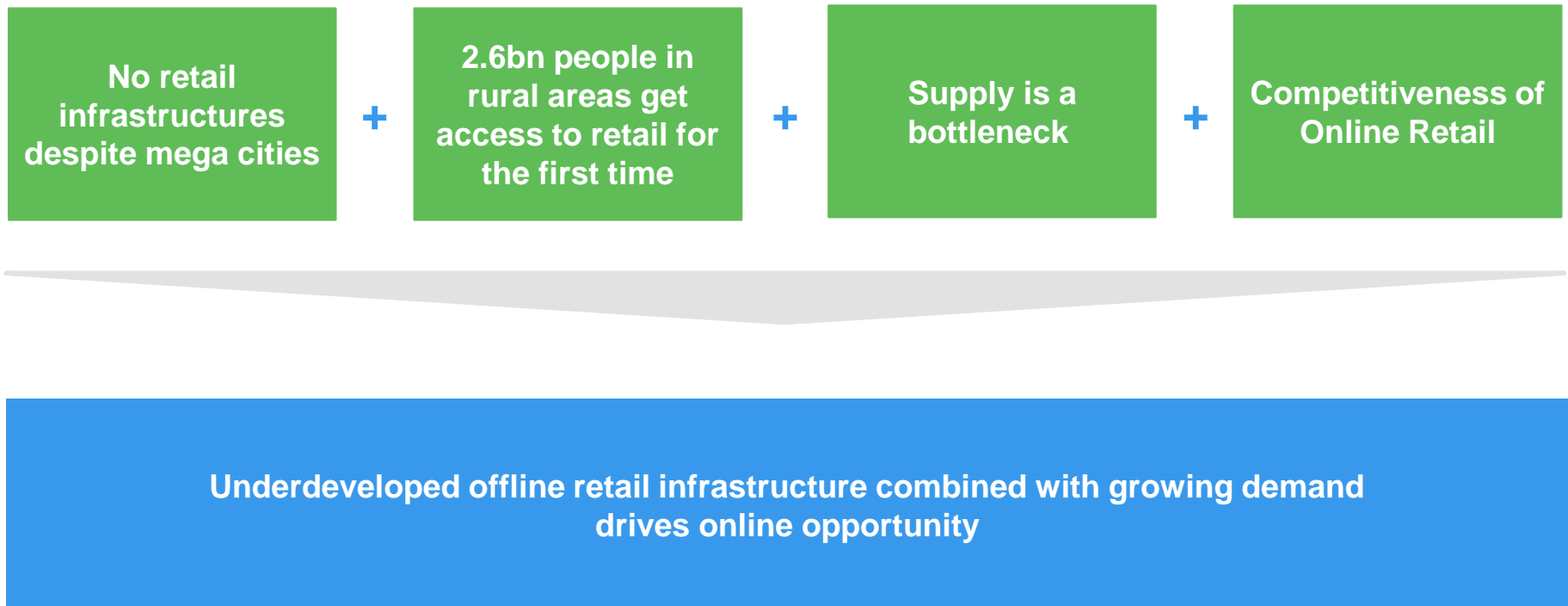
2 Smartphone Revolution is Accelerating Growth

% of Internet Users



Source: World Bank data

2 Africa to Leapfrog Physical Retail



3 Market Leadership in All Key African Countries

	Population (MM)	GDP (USD MM)	JUMIA	hellofood	kaymu	Lamudi	carmudi	EASY TAXI	JOVAGO
Nigeria	179	546	#1	#1	#1	#1	#1	#1	#1
South Africa	53	411	#1	Jan-2016				Jan-2016	
Egypt	86	269	#2					#1	
Algeria	38	212		#1	#1	#1			#1
Angola	22	145			#1	#1			
Morocco	33	114	#1	#1	#1	#1			
Kenya	46	58	#1	#1	#1	#1		#1	#1
Ethiopia	93	54			#1	#1			#1
Ghana	27	53	#1	#1	#1	#1	#1		
Tunisia	11	51			#1	#1			
Tanzania	50	37	#1	#1	#1	#1	#1		#1
Côte d'Ivoire	26	34	#1	#1	#1	#1	#1		#1

Note: Above chart is not comprehensive.

3 Market Leadership in All Key African Countries (Cont'd)

	Population (MM)	GDP (USD MM)	JUMIA	hellofood	kaymu	Lamudi	carmudi	EASY TAXI	OVAGO
Cameroon	23	32	#1		#1	#1	#1		#1
Zambia	15	28			#1	#1			
Uganda	39	25	#1	#1	#1	#1			#1
Gabon	2	21			#1	#1			
Mozambique	24	19			#1	#1			
Republic of Congo	4	17				#1	#1		
Senegal	14	16		#1	#1		#1		#1
Zimbabwe	13	14				#2			
Mauritius	1	14				#2			
Madagascar	24	12				#1			
Rwanda	11	9		#1	#1	#1			#1

Note: Above chart is not comprehensive.

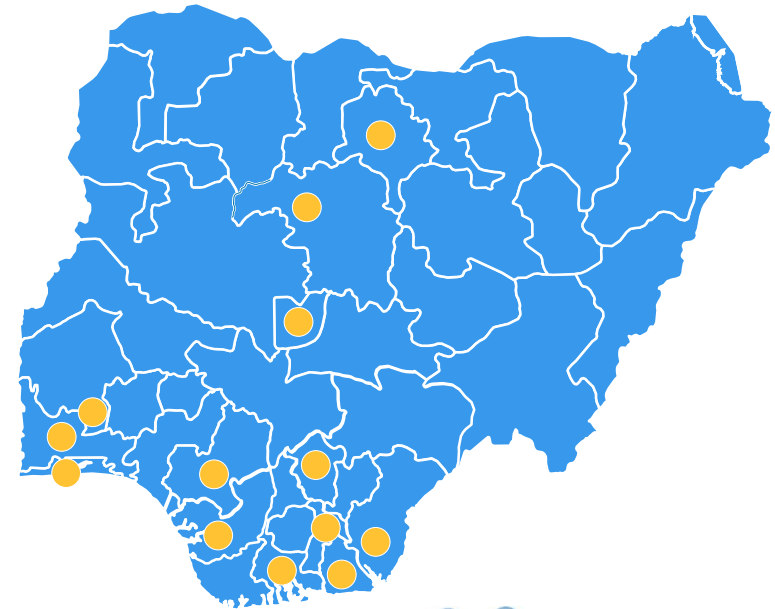
3 Covering The Largest African Urban Areas

#	City	Population (MM)	Facebook Users (MM)	Country	Presence	#	City	Population (MM)	Facebook Users (MM)	Country	Presence
1	Lagos	8.0	5.5		✓	11	Giza	2.5	0.9		✓
2	Cairo	7.8	N.A.		✓	12	Nairobi	2.5	2.3		✓
3	Kinshasa	6.3	0.6			13	Dar es Salaam	2.5	1.3		✓
4	Alexandria	3.8	2.3		✓	14	Dakar	2.4	1.0		✓
5	Casablanca	3.3	2.3		✓	15	Durban	2.4	1.3		✓
6	Abidjan	3.3	1.3		✓	16	Luanda	2.2	1.3		✓
7	Kano	3.2	0.4		✓	17	Tripoli	1.9	1.3		
8	Ibadan	3.1	0.6		✓	18	Harare	1.9	0.6		✓
9	Cape Town	2.7	1.3		✓	19	Algiers	1.7	N.A.		✓
10	Addis Ababa	2.6	1.8		✓	20	Omdurman	1.7	N.A.		

✓ *AIG is present in this city with at least one of its major companies (i.e. either Jumia, Kaymu or Jovago)*

3 #1 in One of The Most Promising Markets – Nigeria

- ✓ 7th most populous country in 2019
- ✓ Largest African economy
- ✓ All AIG companies are clear market leaders
- ✓ Present in c. 13 cities



13,852 sqm in Lagos



97% lead time reliability



93% deliveries with own fleet



97% COD

€552 Bn

GDP in 2015

+7%

Avg. Annual GDP
growth '07-15

179 MM

Population
in 2015

7

Cities 1 MM+
population

76 MM

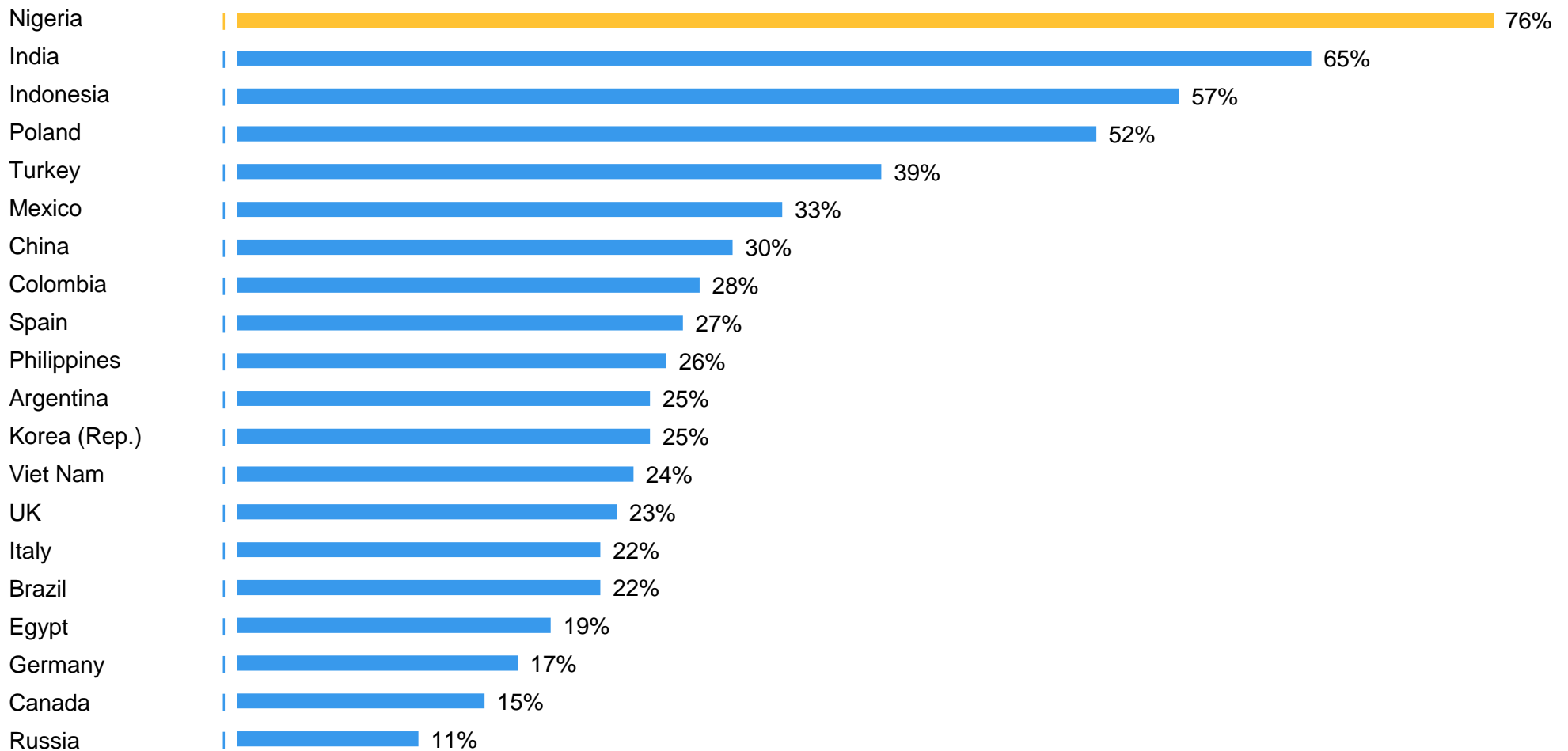
Internet users
in 2015

30%

Smartphone
penetration

3 Nigeria – Leader in Mobile Internet Traffic

Mobile % of Total Internet Traffic by Country, May 2015



Source: Statcounter May 2015

3 Trusted Relationships With Many Brands

Network of Top International Brands



AIG Offers an Entry Point For Many Brands in Africa

Infinix

- Launched exclusively on Jumia website in Nigeria in Q4 2014
- **Now #1 in Nigeria**

NEW LOOK

- Launched exclusively on Jumia website in Nigeria in May 2015








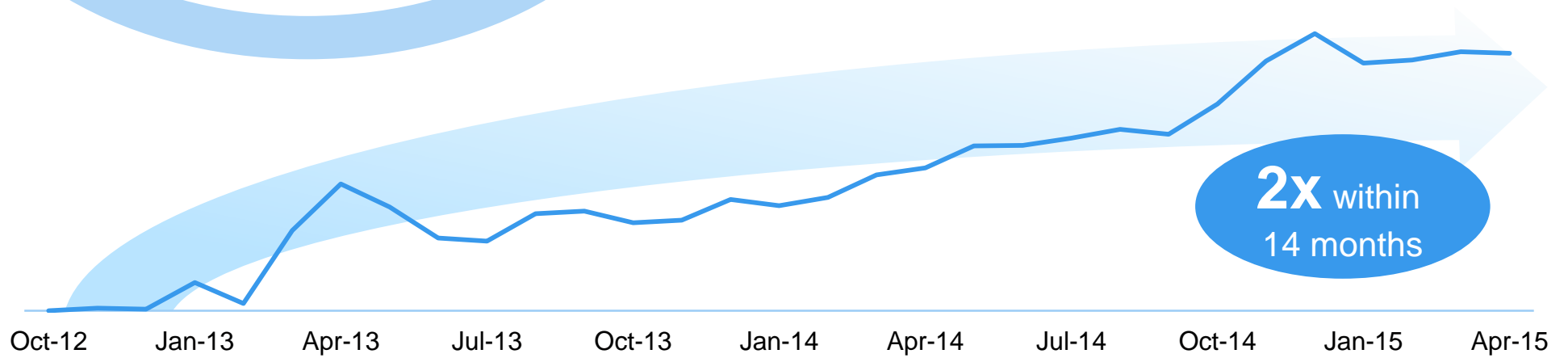
4 Mobile First Approach is a Key Differentiator



Mobile Order Share⁽¹⁾

Top 5 countries

Country	Apr 2015
Tanzania 	76%
Morocco 	53%
Uganda 	53%
Côte d'Ivoire 	52%
Senegal 	47%



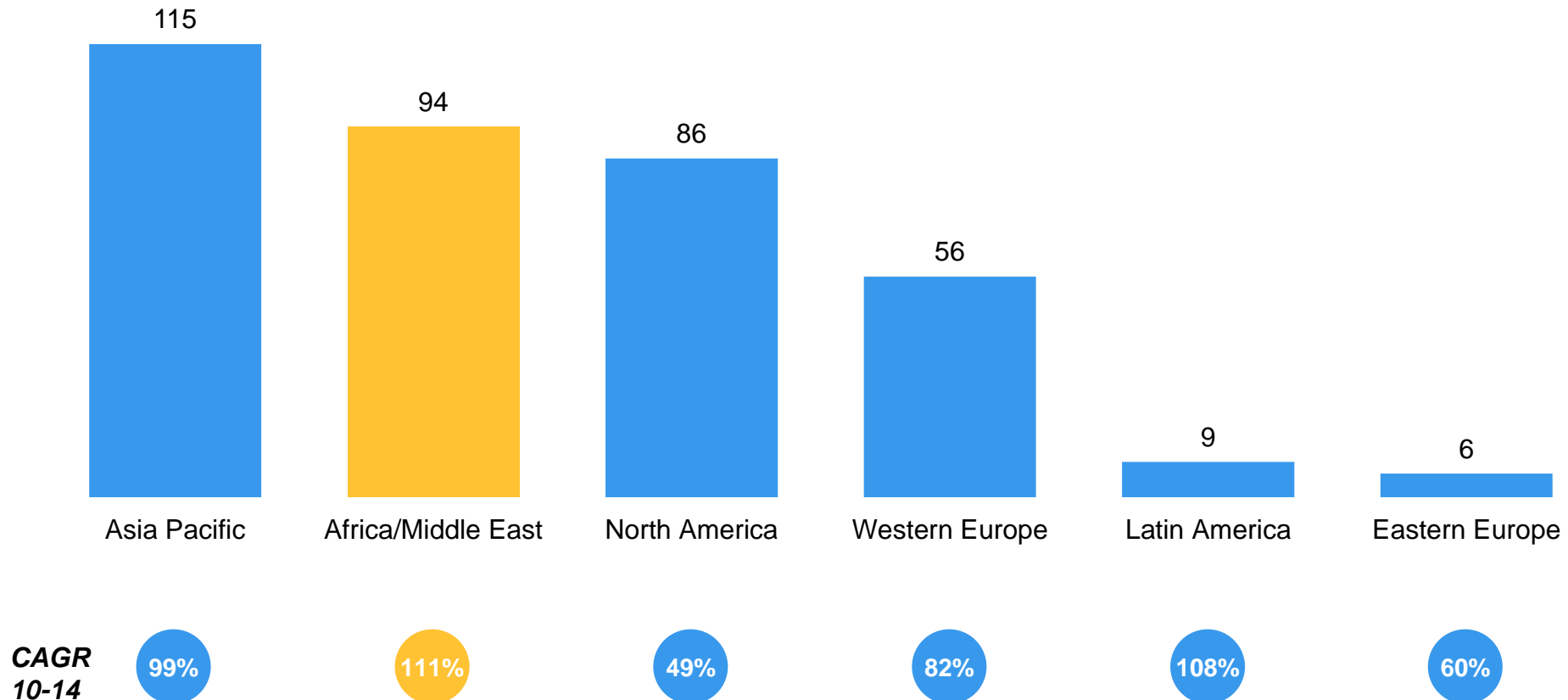
Continuously growing mobile orders as a key strategic pillar for future growth

Source: Company
 Note: (1) April 2015

4 Emerging Markets are Mobile Markets

Global Mobile E-commerce Revenue (Smartphone And Tablets - 2014)

US\$ Bn



Source: Strategy Analytics, Gartner, Euromonitor

4 AIG Owns The Mobile Homescreen

61%
Mobile traffic⁽¹⁾

2.6 MM
Downloads⁽²⁾



Buy and Sell Electronics and Fashion



Buy High-End Electronics and Fashion



Book Hotel



Buy or Rent a House or an Apartment



Find a Job



Arrange Delivery



Order Taxi



Order Food



Buy and Sell Used Products



Buy and Sell a Car

Note:

(1) April 2015, based on the number of visitors

(2) As of June 2015

4 Powerful Mobile Partnerships Driving Customer Acquisition and Retention




Note: (1) As of 12-June-15


5 From Online Marketplace / Classifieds to Big Data Company

I. Source of Information and Data

Companies with ~1,500,000+(1) Listings




Customers



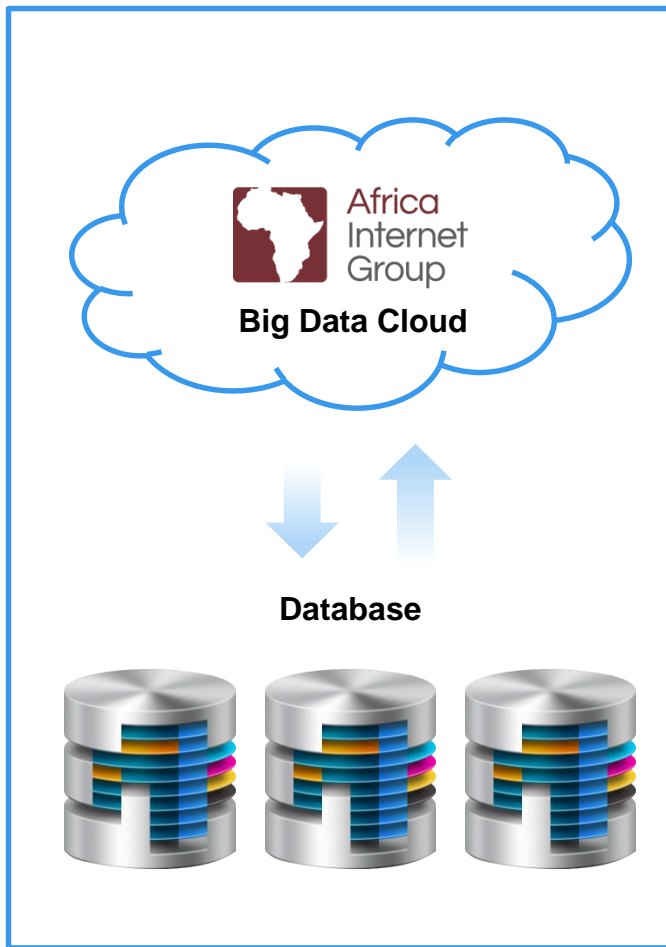
For every customer, our companies track and store every interaction and location along the customer journey, including mobile apps

Partner



For every partner, our companies track and store the complete performance history of every single item and useful piece of information

II. Big Data Cloud Storing All Information and Data



III. Big Data and Predictive Analytics

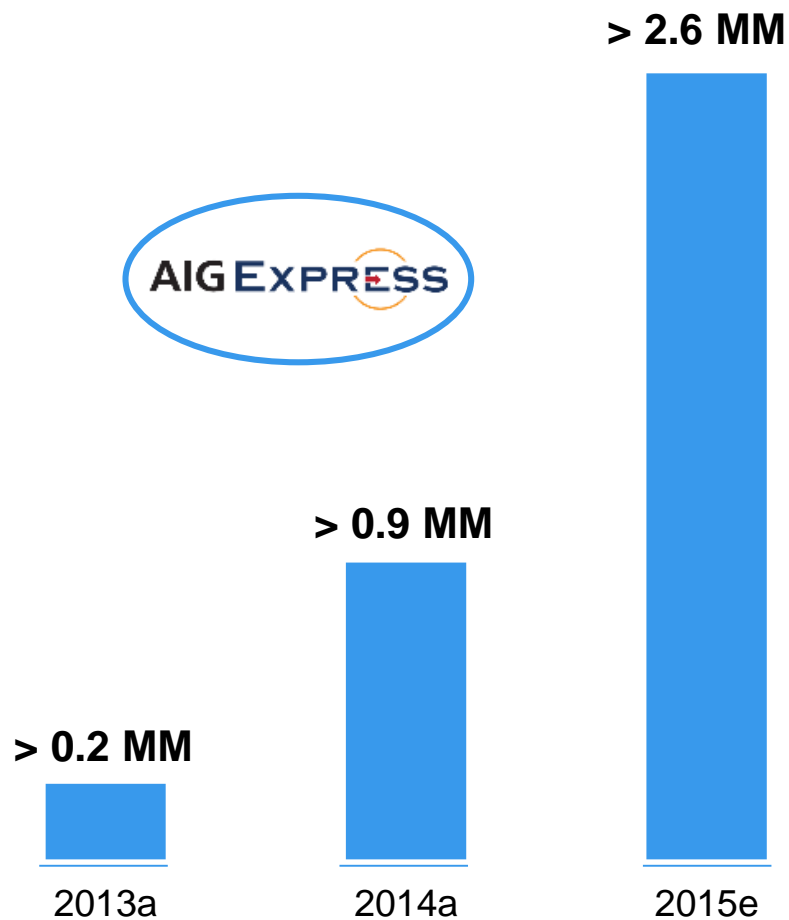
- ✓ **Develop 360 degree customer profiles**
 - a. Suggest best products that suits to customer needs and expectations with the recommender engine
 - b. Create hyper-personalized marketing messages regarding the products based on the needs and preferences of individual customers
 - c. Pack information on consumers and sell this to marketers who can use it to advertise products tailored to what people really want
- ✓ **Improve the quality of customer care**
 - a. Predict who will order what and when to be able to deliver products faster
 - b. Track habits to make it easy for the company's customer services
- ✓ **Better manage the inventory**
 - a. Monitor, track and secure items in its warehouses and fulfilment centers
 - b. Prevent theft of merchandise from its warehouses

Note: (1) Sum of e-commerce SKUs, classifieds listings, restaurant menus, number of rooms and number of taxi drivers

5 Unmatched Logistics Platform

Packages Delivered (1)

#



- ✓ 1.3 Million Packages Delivered in H1'15
- ✓ Express Delivery: 29 minutes
- ✓ Delivery Distance: up to 1,650 km
- ✓ Non-Stop Operations Without Delay during the Nigerian fuel crisis



Note: (1) Number of Jumia delivered packages by AIG Express

6 A Virtuous Ecosystem Hard to Replicate



Africa
Internet
Group

Unique Customer Acquisition Capabilities

Unique client base

Single customers account

Cross-selling

Traffic optimization

Unrivalled Mobile Presence

Single connect button

Advertising network

AIG world application

AIG local application

Best-In-Class IT Infrastructure

Marketing companies

Integrated payment system

Chat

Big data / Customer information

Wide Physical Presence & Committed Partners

In-house delivery

Large sales forces on ground

Cross-marketing

Alliance with MTN and Millicom

Marketplace



Classifieds



Pipeline



6 Unique Access to 144MM Customers Through Partnership with MTN and Tigo

1 BRAND BUILDING

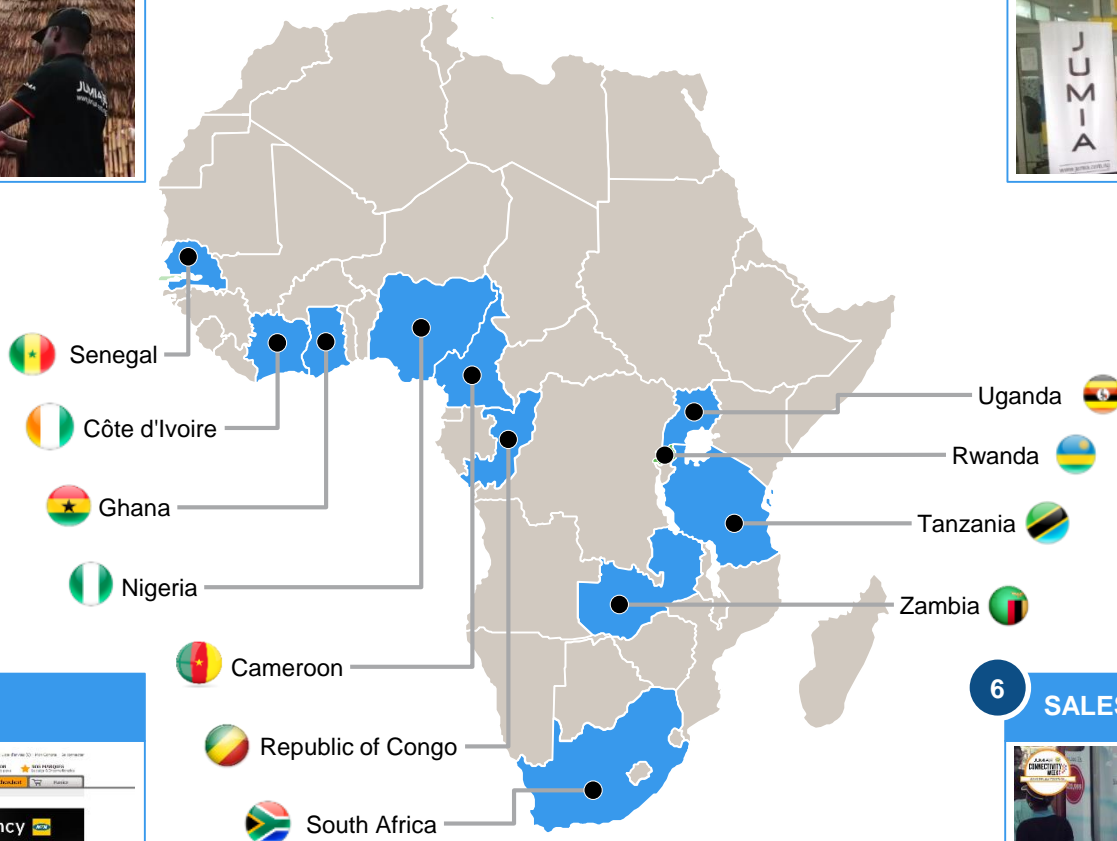
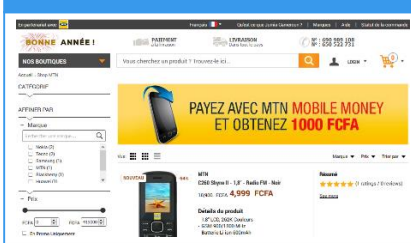


11 common countries

4 IN STORE PROMOTION



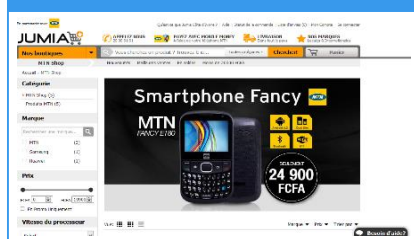
2 MOBILE PAYMENT



5 RECOGNITION PROGRAM



3 E-STORE

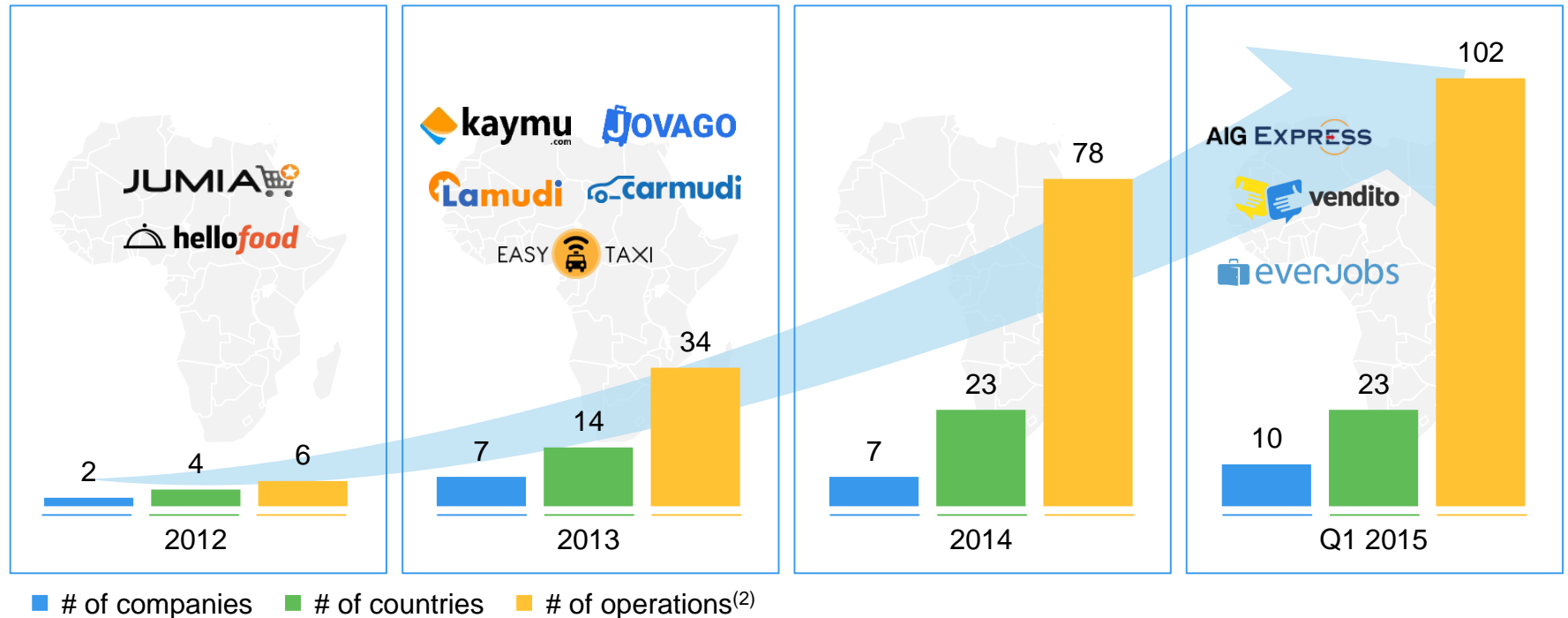


6 SALES CO-OPERATION



144 million of MTN & Tigo subscribers

7 Significant Footprint Expansion Since Inception



Number of employees⁽¹⁾

>570

>1,300

>3,000

>4,000

Population in live countries

>300m

>600m

>800m

>800m

Note: Company logo represents the launch; (1) Total number of full time employees across all companies; (2) Total number of locations by countries

AIG Is Transforming How Commerce Is Conducted In Africa And Is The Trusted Partner For The Participants In Its Ecosystem

Targeting 1Bn of Customer



2 Transactions⁽¹⁾ Every Second



Note: (1) Transactions include marketplace orders and classifieds leads



ROCKETINTERNET

Update Rocket Platform

Since IPO: Strong Investment in People, Knowledge and Technology

People	<ul style="list-style-type: none">✓ Technology team grew to c. 250✓ Helped hiring >100 engineers and 10 CTOs for our companies✓ 18 additional mobile engineers hired	✓
Knowledge	<ul style="list-style-type: none">✓ Rocket Tech Summit 2015✓ Launched Pioneer Knowledge Network	✓
Technology	<ul style="list-style-type: none">✓ Skyrocket – Next Generation Company Building Framework✓ SellerCenter – Now live in with 15 Rocket companies✓ Rocket Advertising Platform launched last week	✓

Tech Summit Brought Together CTOs from over 70 Rocket Companies in Berlin



 **Werner Vogels** @Werner · 5. Sep.
Meeting groups of hard core CTOs and developers like today at #rockettech15 is one of my favorite parts of the job

← ↻ 13 ★ 26 ⋮

Speakers from Zalando, Amazon, Google, Facebook, Uber and Best-In-Class Rocket Companies



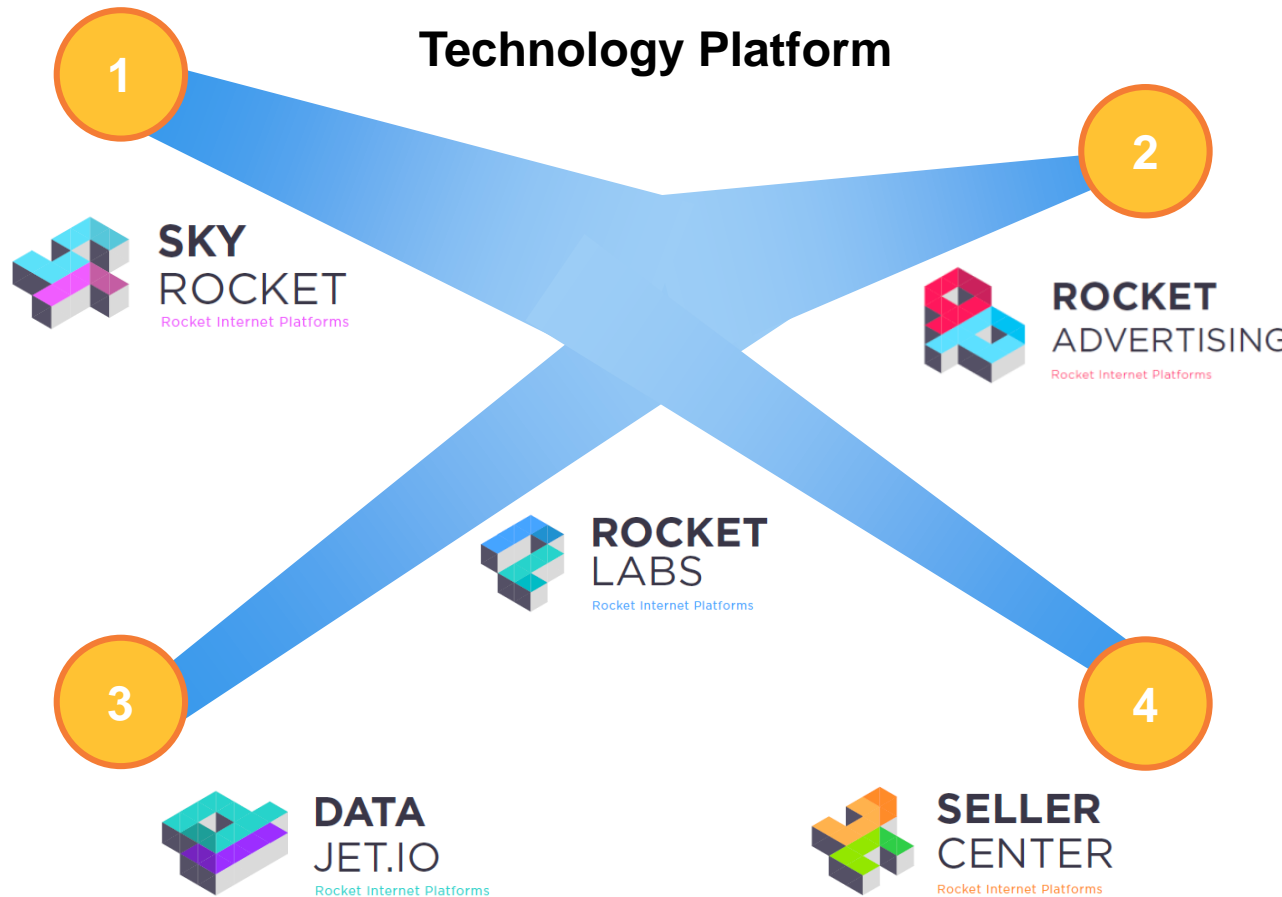
Substantial & On-going Investment into our Technology Platform

Our next generation company-building framework

➔ **Minimized Company Setup Time**

Real-time stream processing engine for search, recommendations and product feeds

➔ **Data Driven Merchandizing**



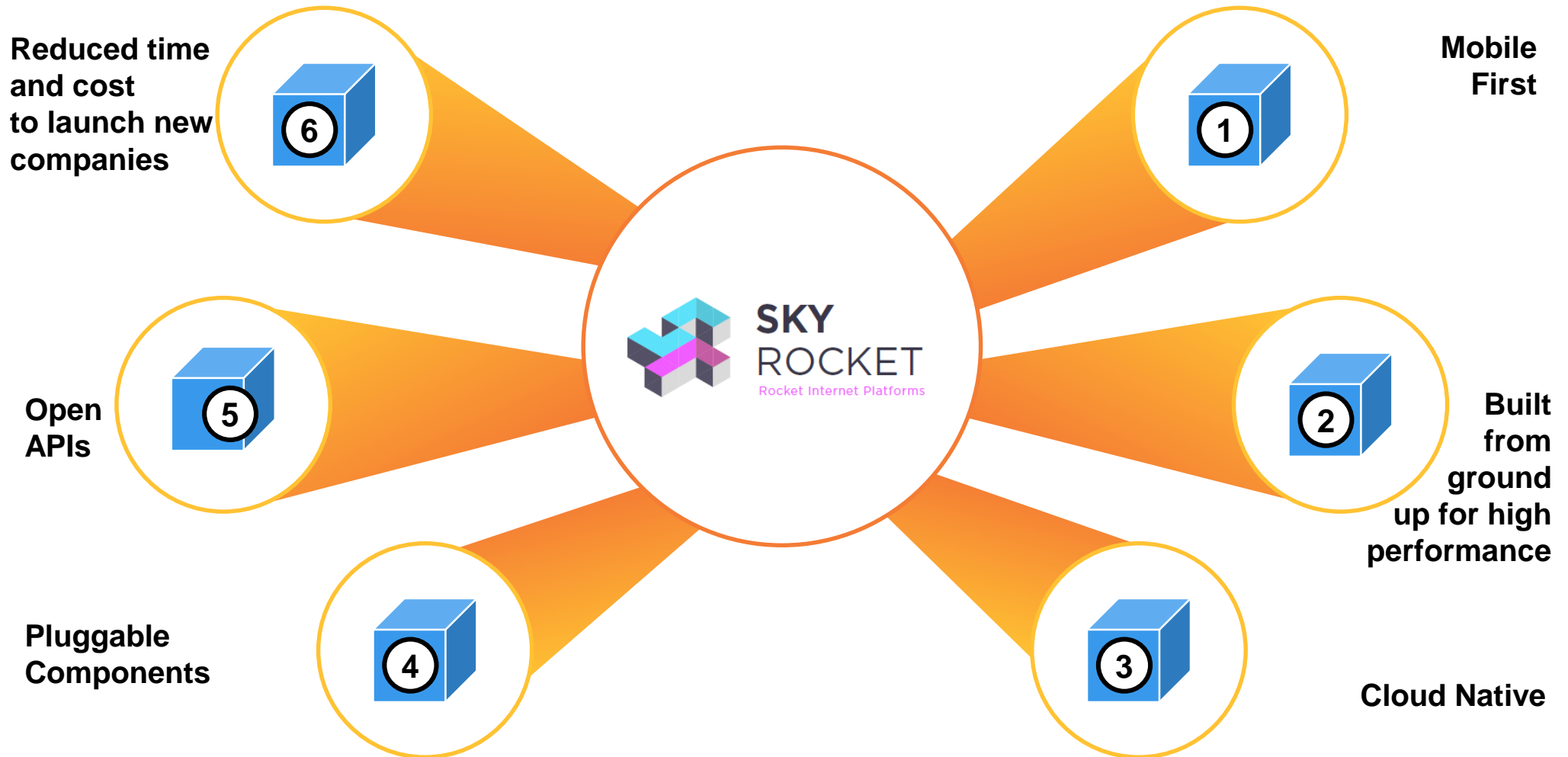
Highly automated online advertising management with self-learning algorithms

➔ **Efficient Growth of Customer Base at Scale**

Vendor integration with web & mobile apps and public APIs

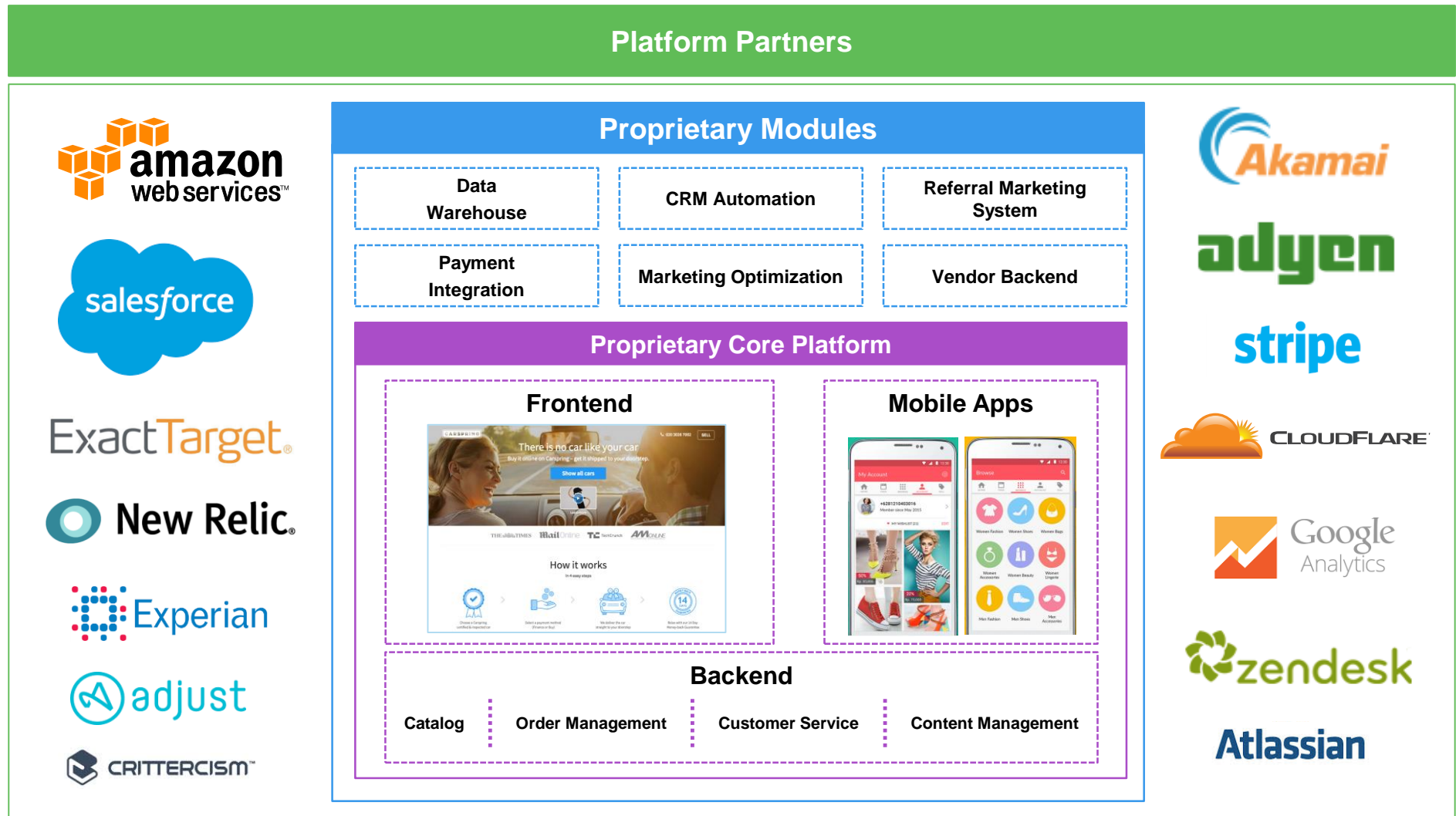
➔ **Global Vendor Platform**

Skyrocket – The Next Generation Company-building Platform



Six new companies launched on Skyrocket in 2015

Skyrocket Speeds up Company Building with Out-of-the-Box Modules and Partners Integrations



Skysrocket Natively Integrated with Amazon Web Services

Deep Cloud Integration

Cloud-Native Architecture

Automated
Infrastructure Setup

Automated Scaling

Global Security Policies



Close Collaboration

Global Support

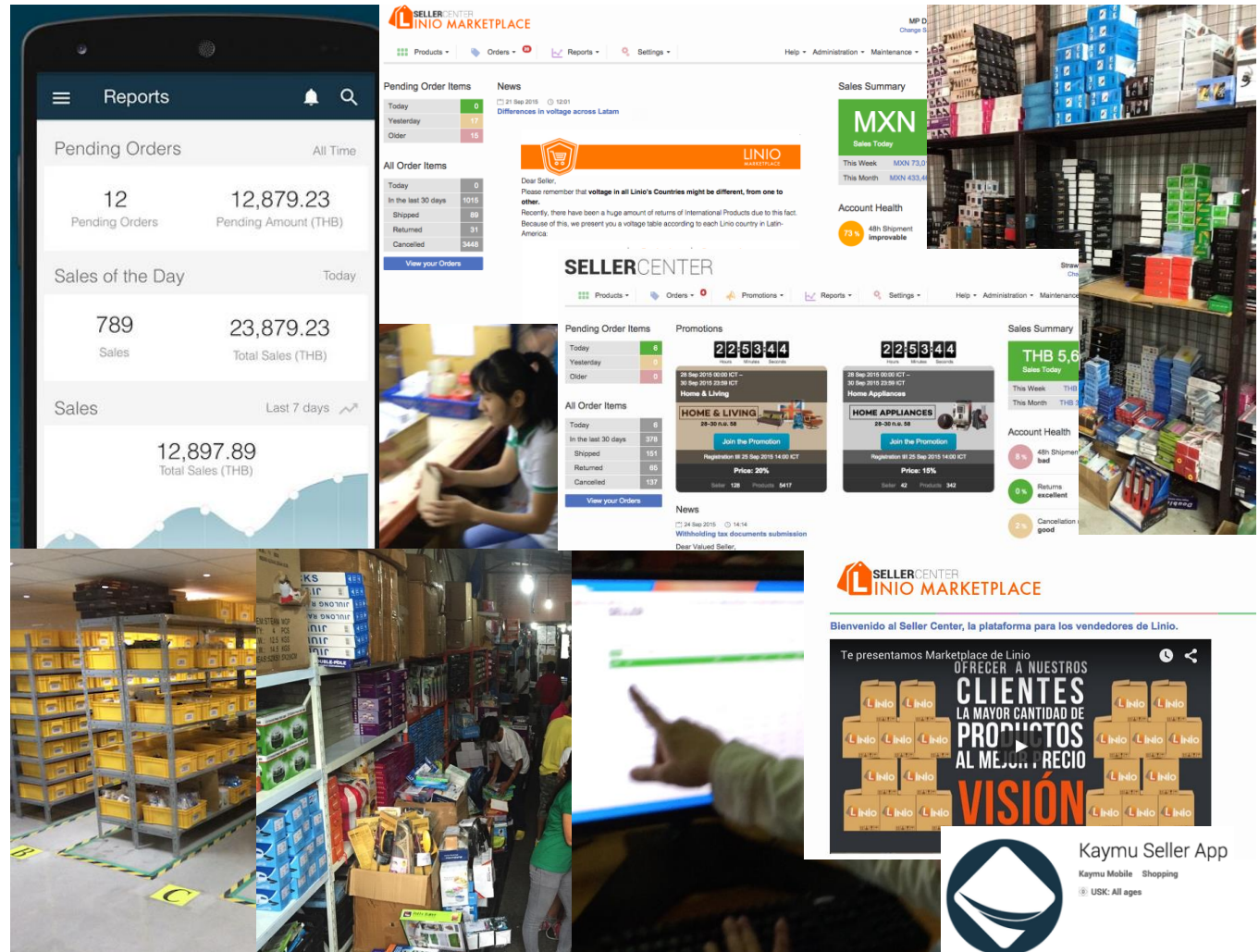
Training & Certifications

Regular Architecture
Reviews

Early Access to new
Features

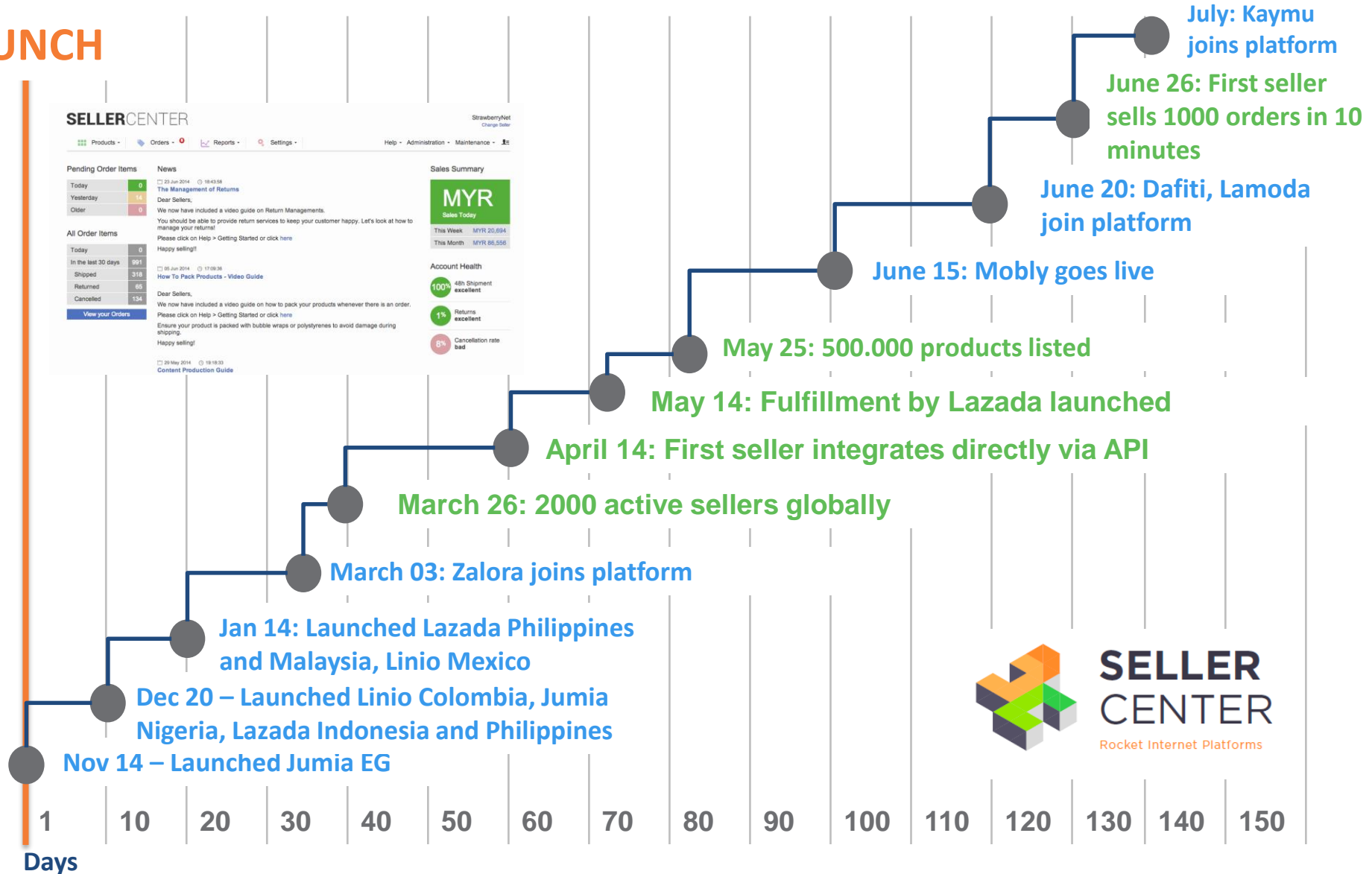
Sellercenter – The Leading E-commerce Marketplace System for Emerging Markets

- Launched in 2014
- Integrated with 82 shop systems in 56 countries
- Optimized for emerging market requirements
- Supports drop-shipping and fulfilment by Lazada/Linio/Jumia
- Integration into vendor systems via open APIs
- Mobile apps with real-time integration to shop and logistic system



Rocket-speed Roll-out with 26 Countries Launches in 6 months

LAUNCH



Sellercenter is Driving Growth of E-commerce Marketplaces in 15 Rocket Companies Worldwide

15

Companies

2,600,000

Active Sellers

56

Countries

> 20,000,000

Orders Processed

15,000,000

Active Products Listings

Up to 6,000,000

Euro Daily GMV

65

Engineers

LAZADA

Linio

dafiti

JUMIA

JABONG

lamoda.ru
мода с доставкой

zalando

WESTWING
HOME AND LIVING

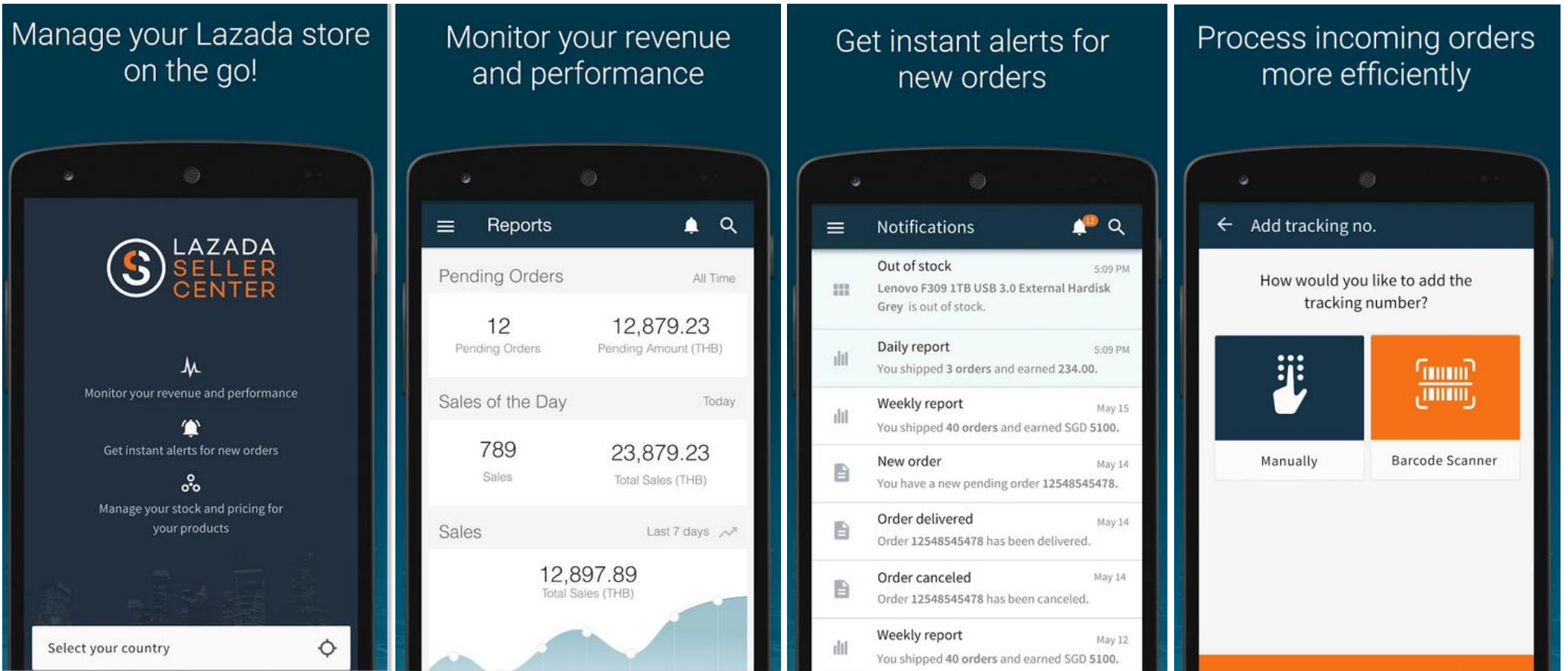
kaymu

THE ICONIC

ZALORA

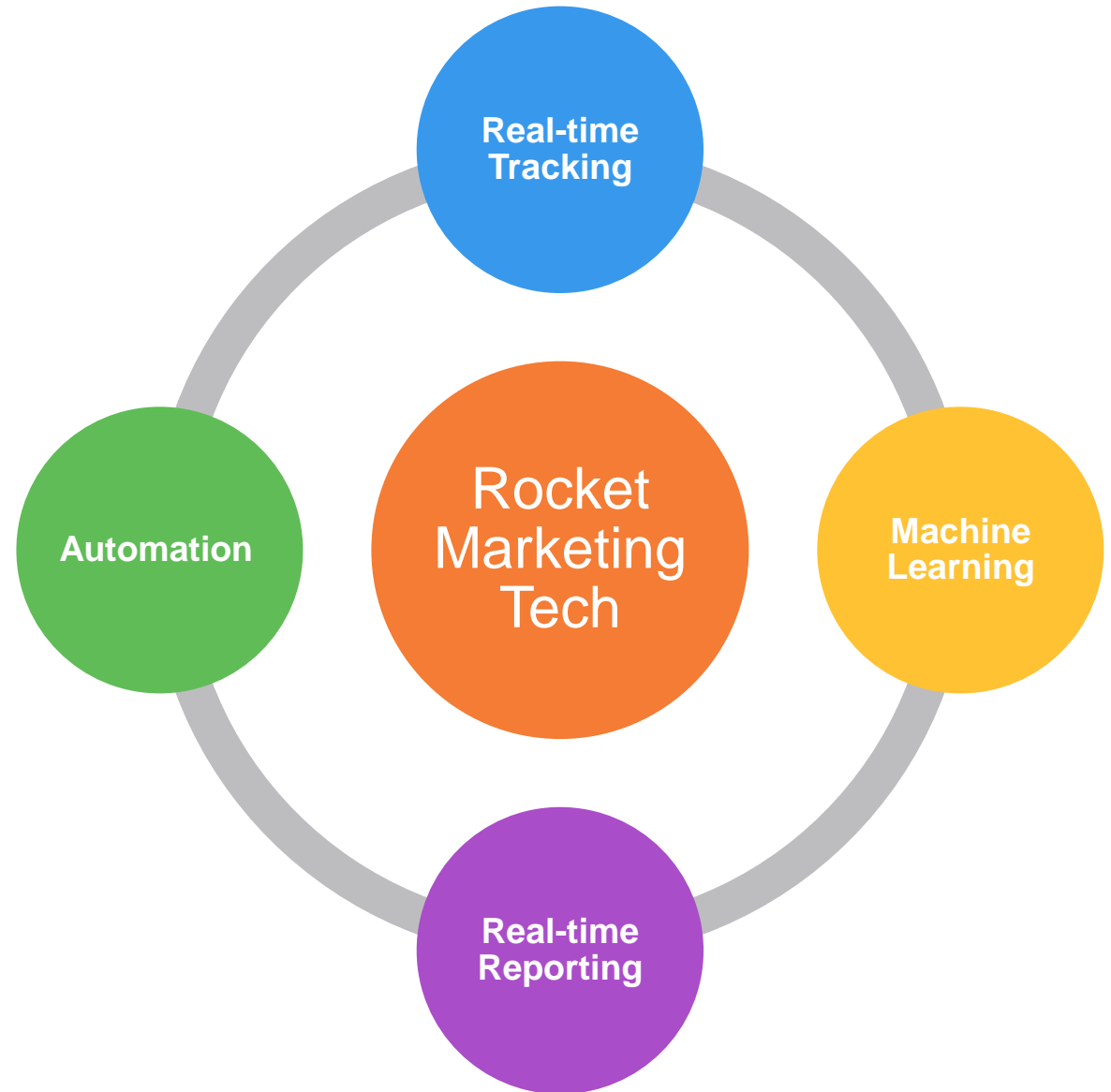
LYKE

Launched Seller App with Real-time Integration into Logistics, Finance and Catalogue Systems



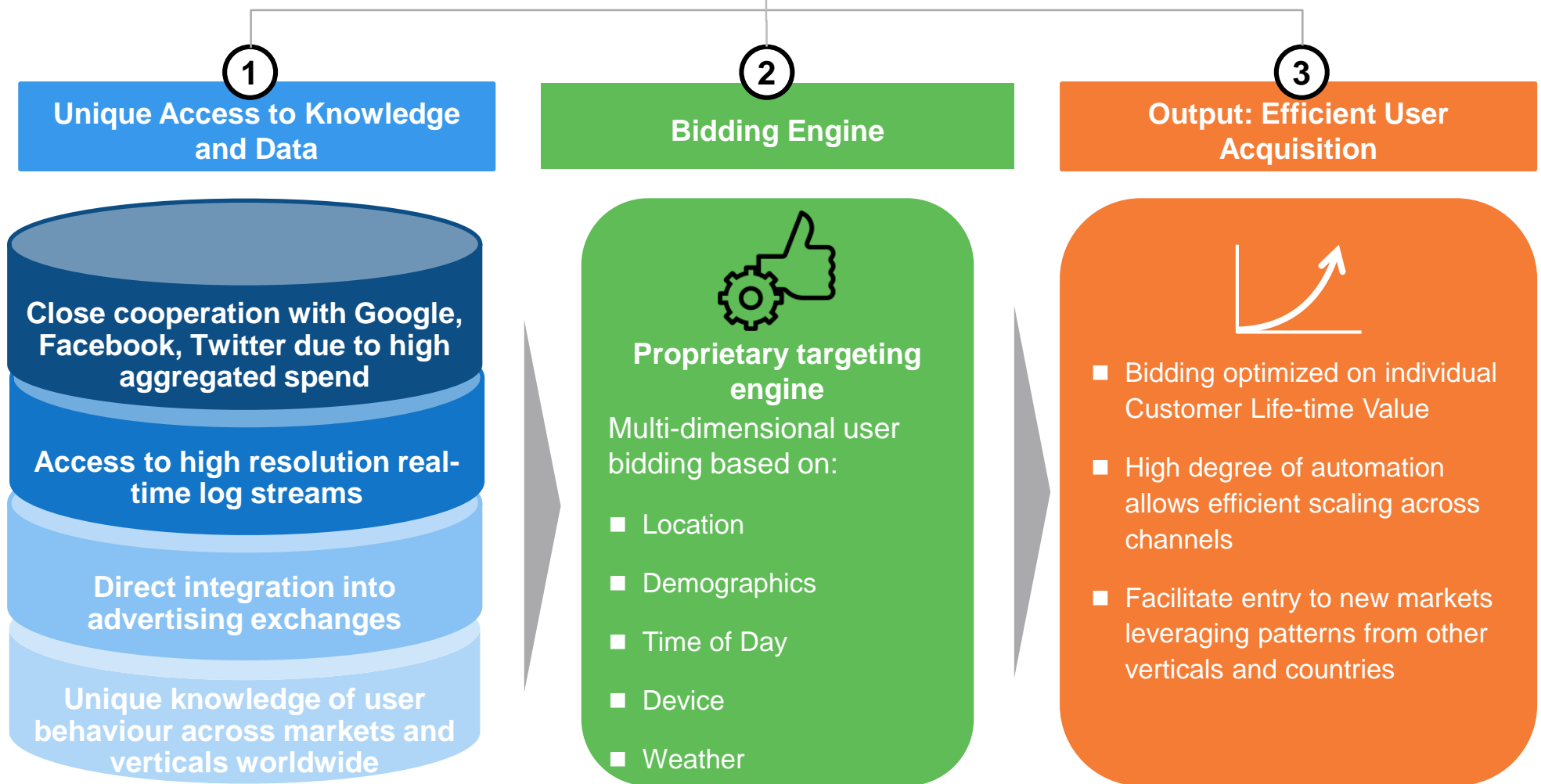
Rocket Advertising Platform – Growing our User Base Efficiently at Scale

- ✓ Comprehensive user tracking
- ✓ Cutting edge machine learning systems
 - User segmentation
 - Real-time buying
 - Product recommendation
 - Fraud detection
 - User level targeting
- ✓ Real-time reporting
- ✓ End-to-end automation
- ✓ No principle agent problems

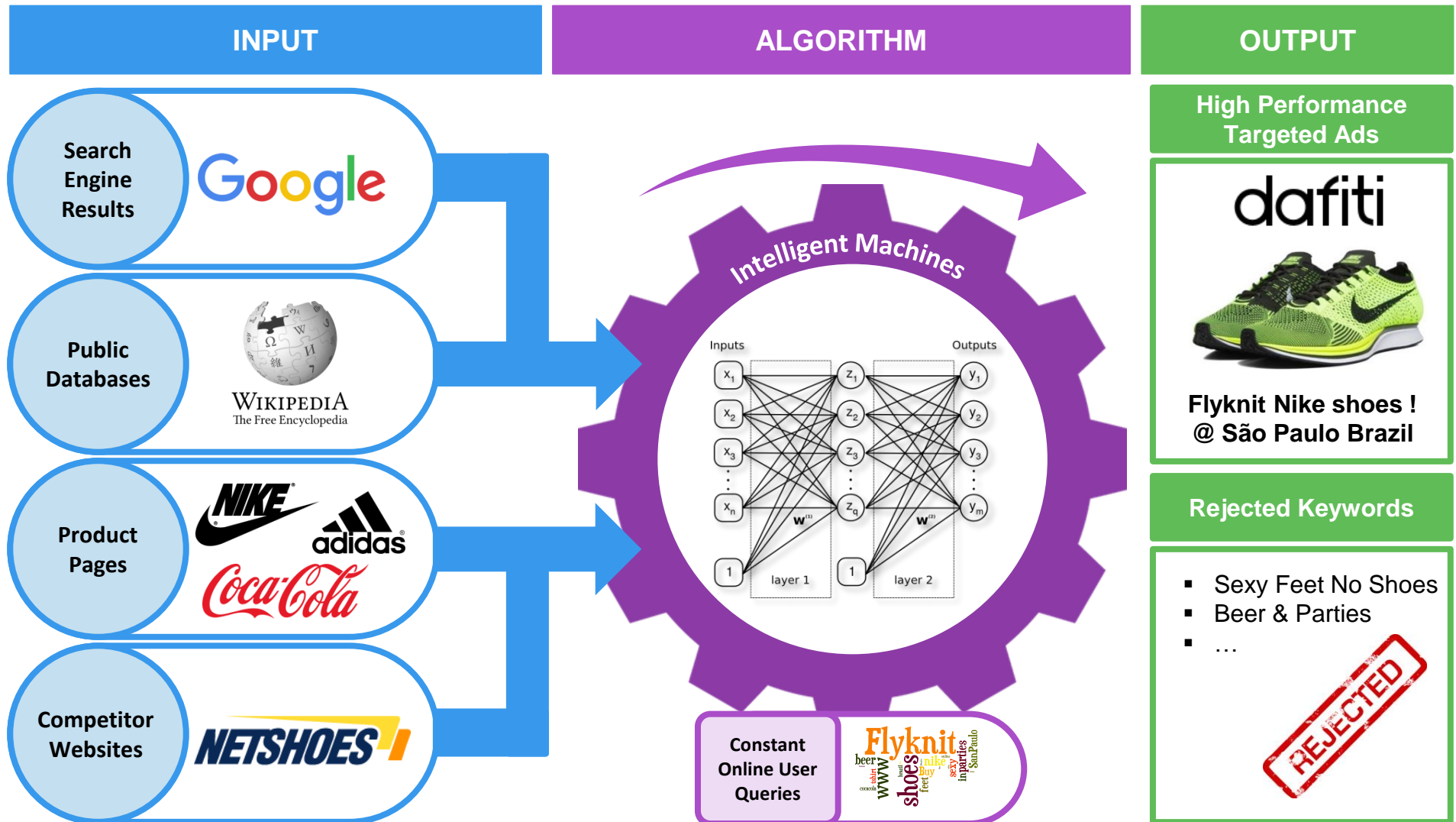


We Target Individual Users with Real-time Bidding Algorithms

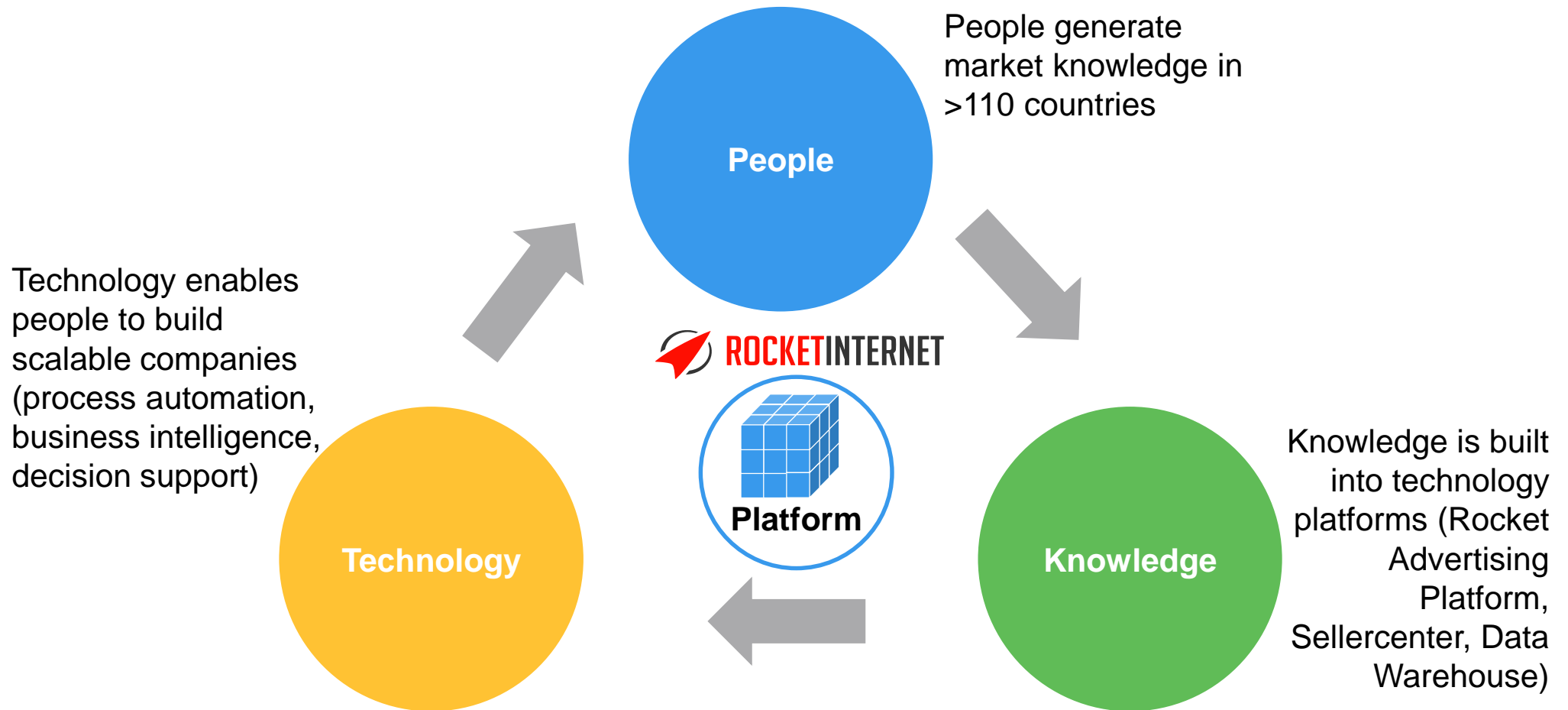
Rocket Advertising Platform



Self Learning Keyword Optimization



Platform Summary: People – Knowledge – Technology





ROCKETINTERNET

Summary Remarks

Our Mission



“We identify and build proven online business models predominantly outside of the US and China that satisfy basic consumer needs mainly across four focus sectors – e-commerce, marketplaces, financial technology and travel”