



## **Jumia and Reckitt Benckiser Partner to Provide Consumers Access to Hygiene Products in Africa**

*The partnership is a joint global response against the spread of COVID-19 in 8 of the markets where Jumia operates.*

**Lagos (Nigeria) - 16 March 2020:** Jumia, the leading e-commerce platform in Africa has today announced a major partnership with Reckitt Benckiser, the global health products manufacturer to help consumers access hygienic products at the lowest price.

The partnership will provide a steady supply of hygiene products such as soap bars, disinfectants, and liquid hand wash at affordable pricing. These products are facing growing demand from consumers taking hygiene precautions to prevent the spread of the *COVID-19*. Jumia will be taking 0% commission on Dettol, JIK and Harpic, and will reinvest the initial commission into discounts on the consumer price.

Reckitt Benckiser is financing free shipping nationwide on all listed products. Consumers will be able to access all products from the "Stay Safe" page on Jumia, co-owned with Reckitt Benckiser.

*"At Jumia, our primary concern is the health and well-being of our teammates, consumers, partners and communities. We strive to continue operating so that customers continue to use ecommerce as a safe way to shop in this challenging time. We are proud to work closely with Reckitt Benckiser through the "Stay Safe" campaign, which shares consistent information about COVID-19 and provides access to key hygiene products at the most affordable price possible for our consumers," said Romain Christodoulou, SVP Jumia Group.*

The partnership will also provide critical information around *COVID-19*. Reckitt Benckiser has created the Mythbuster [website](#) to help update consumers on risks and best practices to avoid the virus from spreading. Jumia is creating several awareness campaigns which direct consumers to both the 'Stay Safe' page and the 'Mythbuster' website.

"Reckitt Benckiser is delighted to partner with Jumia to ensure that access to the highest quality hygiene and health products is a right, not a privilege. By financing nationwide free shipping in all markets where Jumia operates, from capital cities to more rural areas, Reckitt Benckiser is providing a fair access to supply for all consumers, regardless of their location," said Bart Meermans, SVP RB Health Africa/ Middle East / Turkey.



*"The Federal Competition & Consumer Protection Commission welcomes the proactive, innovative and socially responsible approach Jumia and Reckitt Benckiser have adopted in addressing potential supply shortages in key hygiene products, ensuring affordability and accessibility, and promoting awareness regarding COVID-19. FCCPC appreciates this and encourages similar dynamism that is consumer focused and provides value to consumers and society at large. We look forward to successful outcomes from this collaboration and will provide required regulatory support that the intention for affordable access is not frustrated or exploited by any, and that those who demonstrate corporate social responsibility are not at a competitive disadvantage against those who do otherwise"* said Mr Babatunde Irukera, the Director General of the Federal Competition & Consumer Protection Commission of Nigeria (FCCPC).

The partnership will cover 8 of the markets where Jumia operates, Algeria, Egypt, Ghana, Kenya, Morocco, Nigeria, South Africa and Uganda.

#### **About Jumia**

Jumia is a leading e-commerce platform in Africa. It is built around a marketplace, Jumia Logistics, and JumiaPay. The marketplace helps millions of consumers and thousands of sellers to connect and transact. Jumia Logistics enables the delivery of millions of packages through our network of local partners. JumiaPay facilitates the payment of online transactions within the Jumia ecosystem. With over 1 billion people and 500 million internet users in Africa, Jumia believes that e-commerce is making people's lives easier by helping them shop and pay for millions of products at the best prices wherever they live. E-commerce is also creating new opportunities for SMEs to grow, and job opportunities for a new generation to thrive.

For more information about Jumia, follow us on Twitter [Jumia\\_Group](#)

#### **About RB**

RB is the global leading consumer health, hygiene and home company. Driven by a purpose to build healthier lives and happier homes, RB has operations in over 60 countries. From the foundations of wellness and infant nutrition, to the fundamentals of a hygienic home, our global brands help people live healthier, happier lives. RB has world leading Powerbrands which include household names such as Enfamil, Nutramigen, Nurofen, Strepsils, Gaviscon, Mucinex, Durex, Scholl, Clearasil, Lysol, Dettol, Veet, Harpic, Cillit Bang, Mortein, Finish, Vanish, Calgon, Woolite and Air Wick. RB's unique culture is at the heart of its success. Its drive to achieve, passion to outperform and commitment to quality and scientific excellence are manifested in the work of over 40,000 RB employees worldwide.

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