

Curriculum vitae and further information about Ms. Aminata Ndiaye, Senior Vice President of Marketing, Digital & Customer Experience, Orange / Middle East & Africa, resident in Paris, France

Aminata Ndiaye has over fifteen years of successful experience in marketing, communication, mobile banking, digital transformation and management in the telecommunications industry.

After starting her career at Accenture in change management, she joined the Orange Group in 2004 driving a reshuffling of portfolios in the context of La Défense Enterprise branches merge.

In 2006, she integrated Sonatel (ranked 4th entity of the Orange Group in terms of revenues) to become head of fixed and broadband Marketing and Communication in Dakar. Thanks to her achievements, her assignments were then extended to mobile portfolio.

In 2013, she was appointed to the Executive Committee of Sonatel as Chief Marketing Officer. As such, she drives 60% of the company's revenues. She defines the strategy on fixed, mobile, Internet and TV together with the brand positioning. She is also board member of several affiliates of the Sonatel group which footprint covers five countries (Senegal, Mali, Conakry Guinea, Bissau Guinea, Sierra Leone) weighing EUR 1.5 billion of annual revenues with a 45% of EBITDA margin.

In 2015, she is given the challenge to straighten the Orange Money line of business together with her Chief Marketing Officer position. She then launches the new Orange Money Division (sales, marketing, operations and compliance) with great success recognized at the Group level through the "2016 Grand Prix Orange Money" award thanks to the outstanding performance delivered by the acceleration plan she has put in place. Overall, within three years, revenues have been multiplied by 18 together with further improvements gaining the leadership in money transfer and business becoming profitable after five years of loss.

Meanwhile, benchmark performance delivered by her teams on Customer Base Management leads to the setting-up within her division of a regional skill center operating for six countries.

In 2017, together with those roles, she is given the additional mission of launching the new organization that will lead the digital transformation of Sonatel. She defines the digital strategy closely with the IT Division. As a result, a conjoint team (business and IT) working with agile methods are put into place to execute the new digital roadmap and lead cultural transformation at the company level.

In 2018, she was appointed at Orange Middle East and Africa and leads the consolidation of marketing, customer experience and digital transformation teams becoming senior Vice President of Marketing, Digital and Customer Experience coordinating 19 countries representing 120 million customers and EUR 5 billion of revenues. She is member of the Orange Executives gathering the Group Top Leaders.

Aminata Ndiaye has a double graduation from Ecole Polytechnique de Paris and Ecole Nationale Supérieure des Télécommunications de Paris.

Ms. Ndiaye is currently a member of the following comparable domestic and international supervisory bodies at commercial enterprises within the meaning of section 125(1) sentence 5 clause 2 AktG:

- ORANGE RDC (member of the board of directors);
- ORANGE (SL) LIMITED (member of the board of directors);
- SONATEL MOBILES SA (member of the board of directors); and
- ORANGE LINK SAS (member of the board of directors).

Ms. Ndiaye's current other material activities in the meaning of section C.14, clause 2 of the German Corporate Governance Code are as follows:

- Senior Vice President of Marketing, Digital & Customer Experience, Orange / Middle East & Africa.

Ms. Ndiaye is Senior Vice President of Marketing, Digital & Customer Experience at Orange / Middle East & Africa. The Orange Group currently holds 5.7% of the shares in the Company pursuant to its last voting rights notification. Other than that, in the supervisory board's opinion, there are no personal or business relationships between Ms. Ndiaye and the Jumia Group, its bodies or a shareholder holding, directly or indirectly, more than 10% of the voting shares in the company which would be relevant for the shareholder vote at the annual general meeting.