

# Jumia Nigeria wins best online retail brand of the year award

By [Paul Adepoju](#)

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Nigerian e-commerce firm Jumia has won the best Online Retail Brand of the Year award at the Brand Journalists Association of Nigeria (BJAN) Awards.

BJAN chairman Goddy Ofose said the company is growing and managing to "keep a good perceived brand that customers both offline and online can recognise with. Even though Jumia still has a long way to go this is just the beginning to building the brand we want in Nigeria."



Jeremy Hodara, co-chief executive officer (CEO) of Africa Internet Holding (AIH) - Jumia's holding company - said the award is the fruition of the company's hard work and growth.

"We are glad our hard work and growth over the years have paid off following our world retail award as best new retail and now we are also recognized locally by the brands journalist association of Nigeria. We only launched Jumia in Nigeria one and a half years we are eager to share our success story," Hodara said.

Sacha Poignonnec, the other AIH co-CEO, said the company had a very successful 2013, "from launching the leading e-commerce app in Africa to building our e-commerce campus in West Africa. We have to say a big thank you to everyone who has contributed to this.

Especially to Tunde Kehinde and Raphael Afaedor for their achievements with Jumia Nigeria. They've made a great impact on our development and we wish them all the best."

HumanIPO reported yesterday Kehinde and Afaedor had decided to leave to leave their managing director (MD) positions at Jumia to start their own business, with Nicolas Martin and Jérémy Doutté announced as new CEOs.

Last year, Jumia was the first African company to win a World Retail Award as "The Best New Retail Launch of the Year", following which MTN and [Millicom announced investments into AIH](#).

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