



THE FAIRER MARKETPLACE CHALLENGING THE GLOBAL GIANTS

Founded in the UK in 2016 by CEO and founder Cas Paton, OnBuy is one of Europe's fastest-growing marketplaces. Unlike traditional platforms, we don't hold stock or compete with our sellers. Instead, we provide a fair, transparent space where every sale directly supports the retailer.

WHY ONBUY STANDS OUT



NON-COMPETE PROMISE

No competing with sellers; we never hold stock



FAIR AND TRANSPARENT

Transparent fees and clear policies



LOYAL CUSTOMERS

Over 6M UK shoppers with 51% returning customers



REWARDS THAT MATTER

Instant Cashback provides clear value and a reason to shop

CASHBACK THAT WORKS - AN INDUSTRY FIRST

OnBuy is the only marketplace where buyers earn instant Cashback on every purchase.



No waiting periods, no complex clauses, no third-party registration



Instantly redeemable onsite



Can be saved and withdrawn to a bank account once eligible.

89%

Drives loyalty, with returning customers spending 89% more



We're flipping the marketplace model on its head. OnBuy isn't just rewarding buyers, we're rewriting the rules for sellers. Every transaction delivers real value; no competition from the platform, no hidden fees and a cashback model that drives repeat business and customer loyalty.



CAS PATON
FOUNDER & CEO



THE ONBUY OPPORTUNITY

With successful expansion into 20+ European markets, OnBuy is taking on the big global players - offering sellers a fair, trusted alternative and buyers rewards they can actually use.

OUR MOMENTUM

16

Major departments from electronics to home & garden

+3000%

UK growth over 3 years

+305%

Rapid European growth +305% overall growth since launch of beta sites

+152%

Quarterly sales growth across our first 12 European markets

RECOGNITION

Deloitte.

50 | Technology Fast 50
2023 UK WINNER

Deloitte UK Technology Fast 50
3 years running

FT FINANCIAL
TIMES
statista

1000 EUROPE'S
FASTEST GROWING
COMPANIES 2023

Financial Times FT1000 Europe's
fastest-growing companies 3 years running

THE SUNDAY TIMES
Hundred

Sunday Times Fast
Growth 100 2025

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