



## Cas Paton: Entrepreneur, Innovator and Marketplace Challenger

**C**as Paton is the founder and CEO of OnBuy, an online marketplace redefining e-commerce across Europe with transparent practices, fair treatment of sellers, and a pioneering cashback initiative. OnBuy is the first marketplace to offer customers instantly redeemable cashback on every purchase, setting a new standard in how shoppers are rewarded while helping sellers grow.



**CAS PATON**  
FOUNDER & CEO

Cas joined the Navy at 16, training in engineering and thriving in a high-pressure environment demanding precision and problem-solving. This experience underpins his leadership style: fast-paced, agile, and focused on execution.

In 2016, he launched OnBuy despite industry scepticism over whether a new marketplace could succeed against global giants. Under his leadership, the platform has grown rapidly and been recognised as one of Europe's fastest-growing e-commerce businesses.

OnBuy now serves millions of customers with a vast range of products across thousands of categories. Expansion into multiple European markets is underway, with further countries on the roadmap.

In 2025, Cas acquired the iconic UK electrical retail brand Comet, where he also serves as CEO. He is revitalising the brand for the digital era while preserving its heritage. Across both ventures, Cas has embedded artificial intelligence into the core of the businesses, enabling them to scale faster, work smarter, and stay ahead of the competition.

Today, Cas is regarded as one of the most dynamic voices in European retail, sought by media and industry panels for his perspective on innovation, competition, AI, and the future of e-commerce.

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**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.”**

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