



## 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 eCommerce businesses. Unlike traditional marketplaces, 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Can be saved and withdrawn to a bank account once eligible.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



## ONCOMMERCE: POWERING GLOBAL RETAIL

OnCommerce is a unified platform that gives sellers seamless access to global markets and retail channels through a single account. It also enables brands to launch their own retail channels with minimal effort, unlocking new revenue while leveraging their existing audience.

### OUR MOMENTUM

# 16

Major departments from electronics to home & garden

# +86%

UK growth 3 years

# +305%

Rapid European growth - +305% overall growth since launch of 8 new 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

### MEDIA CONTACT

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