LONDON, 24 November 2026

OnBuy and Octopia expand partnership to accelerate cross-border growth across Europe

The renewed partnership gives qualified sellers access to OnBuy, easyShop and Comet through a single integration. With several thousand eligible sellers in Octopia’s network, it creates significant opportunities for cross-border growth across Europe.

OnBuy, one of Europe’s fastest-growing online marketplaces, and Octopia, Cdiscount's marketplace solutions subsidiary, announce the renewal and expansion of their partnership to accelerate cross-border eCommerce across Europe.

The agreement enables qualified sellers from Octopia's network to access OnBuy, easyShop.com and Comet through a single integration, opening up opportunities across nine European markets. All three marketplaces are powered and operated by OnCommerce.

The partnership first launched in 2023, initially focusing on the UK market, where it connected more than 100 sellers. Building on that success, the collaboration expanded into multiple European countries in 2025.

This comes at a time of rapid growth for OnBuy in Europe. Sales across its markets in H1 2026 were five times higher than in the same period last year, while orders increased by 23% and site traffic grew by 32% compared with H2 2025.

Through Octopia's Merchants as a Service solution, sellers can reach customers across nine markets: the UK, France, Germany, Italy, Spain, the Netherlands, Belgium, Portugal and Finland, while simplifying catalogue management, onboarding and international operations.

A proven cross-border model, ready to scale

For sellers operating through the partnership, **nine in ten orders are cross-border**, and **more than half sell in at least five European markets**. **Sellers from 14 European countries** are represented, helping OnBuy diversify its assortment and reach customers beyond sellers' domestic markets.

These results reflect Octopia's approach: beyond technical connectivity, Octopia selects and supports sellers according to each marketplace's strategy and requirements. To date, all sellers presented by Octopia to OnBuy have been accepted.

With several thousand sellers in Octopia's ecosystem eligible to join OnBuy, easyShop and Comet, and a potential audience of more than 140 million customers, the partnership has significant room for further growth.

Cas Paton, CEO & Founder, OnBuy, said:

"Our partnership with Octopia is about making European expansion simpler for sellers. Through a single integration, retailers can quickly access multiple high-growth markets without the operational complexity that has traditionally slowed international growth.

OnCommerce is central to that vision. By giving sellers one place to access OnBuy, easyShop and Comet today, plus additional retail channels in the future, we're creating an ecosystem that enables businesses to scale more efficiently as new growth opportunities emerge."

Stanislas Prigent, CEO, Octopia, said:

"Our partnership with OnBuy demonstrates the strength of Octopia’s expertise in selecting and supporting the right sellers for each marketplace. We go far beyond technical integration, helping marketplaces expand their assortment with qualified European sellers.

With access to Octopia’s network of more than 10,000 sellers, we have a strong foundation to accelerate growth. Today, 90% of orders placed on OnBuy through Octopia sellers are cross-border, demonstrating the international reach of our collaboration. The expansion of our partnership to easyShop and Comet opens up new opportunities for sellers and reinforces our shared ambition to simplify cross-border commerce across Europe."

-ENDS-

Notes to Editors

OnCommerce is the platform that powers and operates OnBuy and provides sellers with a single point of access to a growing portfolio of retail channels, including easyShop and Comet. Sellers manage one account, one subscription and one set of platform policies while accessing multiple retail channels.

New sellers integrating with OnCommerce through Octopia can currently receive up to 3 months' platform subscription at no additional cost when they subscribe, subject to terms and conditions.

About OnBuy

OnBuy is a cashback marketplace operating across 21 European countries. Founded in 2016, it is one of Europe's fastest-growing marketplaces and the only one to give customers instant cashback on everything they buy. OnBuy is powered and operated by OnCommerce.

About easyShop

easyShop is a multi-category online marketplace operating across 21 European countries. Part of the easy family of brands, founded by Sir Stelios Haji-Ioannou, easyShop is built around value, choice and simplicity. The easyShop brand is owned and licensed by easyGroup, while the marketplace is powered and operated by OnCommerce.

About Comet

Comet is the UK’s only dedicated electricals marketplace. A household name in British electricals for more than 90 years, Comet returned as an online marketplace in November 2026, bringing together a highly curated range of tech, consumer electronics and appliances. Comet is powered and operated by OnCommerce.

About OnCommerce

OnCommerce is a marketplace technology business that powers and operates easyShop, cashback marketplace OnBuy and UK electronics marketplace Comet. OnCommerce holds no stock and does not sell own-label products through its marketplaces.

About Octopia

A subsidiary of Cdiscount, Octopia helps European marketplaces, sellers and retailers accelerate their e-commerce business, drawing on more than 25 years of e-commerce expertise. Its suite of integrated solutions, to which more than 60 platforms are connected, covers the entire value chain: access to a network of 10,000 qualified merchants, retail media and fulfilment.

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