

Press release
30 January 2014

iwoca and ekmPowershop partner up to fuel e-commerce growth

iwoca, the only UK-based provider specialising in funding for online retailers, has launched a new integration with Europe's leading shopping cart provider, ekmPowershop.

The collaboration with ekmPowershop will grant 12,000 UK merchants quick and easy access to funding, fuelling ecommerce growth further. Iwoca will use real-time sales and transaction data from the ecommerce provider to assess a business' loan application.

The partnership is the latest innovation for iwoca who already partner with a number of platforms, including Pay Pal, Ebay, Sage Pay and notonthehighstreet.com.

The latest integration will allow iwoca to further evolve the business-lending sector and move towards a fully automated lending model.

Christoph Rieche, iwoca CEO and co-founder, said:

"This is another milestone for iwoca that manifests our commitment to find innovative ways to channel financing to e-commerce merchants, and further grow and support the industry. This partnership gives 12,000 merchants in the UK access to the financing they need to grow their business. A real achievement for the merchant, ekmPowershop and us."

Steven Hickey, ekmPowershop's Head of Business Development commented:

"Powering thousands of online SMEs, we see the struggles they face with obtaining funding and cash flow whilst competing with the bigger, more established brands. iwoca offers a credible source of funding to businesses who don't always get what they need from high street banks, so we're happy to be partnering with them"

Founded in 2002 by then 22-year-old Antony Chesworth, [ekmPowershop](#) has grown to become the UK's largest ecommerce provider, powering 1 in every 5 online shops.

Now available in 6 countries worldwide, ekmPowershop.com have helped over 35,000 businesses create their own easy to use online shop. Clients include O2, Michelin Tyres, The Mirror, Lotus Cars, Prudential, Polar and thousands of SMEs.

Find out more about iwoca and sign up at iwoca.co.uk

END

For media enquires please contact:

Katie Bawler/Lauren Preece

Email: iwoca@manifestlondon.co.uk

Tel: 020 3137 9270

Further information on iwoca Limited:

Website: <http://www.iwoca.co.uk>

Twitter: <https://twitter.com/iwoca>

Blog: <http://www.iwoca.co.uk/blog/>

About iwoca:

iwoca (www.iwoca.co.uk) is the only provider of short term finance to online retailers based in the UK. iwoca aims to empower entrepreneurs and to help fuel the growth of e-commerce by providing its customers with access to funding for inventory, technology, employees or international expansion. By looking directly at their sales data and customer feedback scores, iwoca can make a fair assessment of an online business.