



**Strictly embargoed until 07:00 GMT on 1 February 2021**

### **dynacart has a record-breaking Christmas and Black Friday**

VALLETTA: e-commerce specialist dynacart increased retail sales in its multi-category B2C operations by 26.2% year-on-year in the seven weeks up to and including 25 December 2020 to record its best ever Christmas trading period. This follows strong trading throughout 2020.

dynacart is an integrated B2C operator of a portfolio of worldwide websites including [dynacart.com](https://dynacart.com) and [dyncartstore.com](https://dyncartstore.com). dynacart Limited is also a white label e-commerce platform and technology provider offering B2B e-commerce and e-intelligence platforms.

#### **B2C highlights**

- Strong retail sales growth, up 26.2% year-on-year over the seven-week period.
- 'Super brand' fashion apparel remains a standout category, up 46.2% year-on-year.
- 'Technology' up 29.2% as customers prioritised entertaining their families this Christmas.
- 'Health and beauty' SKU count increased by 300% year-on-year to capitalize on a continuing global trend toward wellbeing and self-care during the pandemic.
- 300,000 new customers transacting during the period, up 5% year-on-year.
- 63m website visits, up 29.7% year-on-year, with 100% site resilience.
- Retail sales for the Black Friday promotional period (6 November to 2 December) up 25.8% and web traffic up 29% year-on-year, representing the best ever Black Friday performance.
- Delivered worldwide up to an industry-leading Christmas cut off time on 22 December

#### **Group highlights**

Group revenue grew 15.1% year-on-year in the seven weeks to 25 December 2020.

Revenue, including income from white label e-commerce and B2B services, increased 33.3% year-on-year to surpass £18m for the period for the very first time.

#### **The Board of dynacart Limited has agreed a joint statement as follows:**

"We are delighted to report our Christmas trading statement for the first time as we continue in our commitment to adopt the reporting standards of a public company. It has been an excellent period led by our B2B operations which helped large and small retailers to innovate their e-commerce operations and intelligence as their customers moved online because of Coronavirus.

Across our B2C websites traffic and transactions have increased across almost all categories and we have worked closely with our suppliers to improve the customer journey through to delivery. Across our B2C sites we have also introduced new product categories to reflect changing consumer preferences and we have grown our SKU count to exceed 100,000 items.

Our worldwide affiliate network continues to be the primary driver of new transactions and we plan to invest heavily in growing the geographical footprint of our network throughout 2021."



**Contact information**

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**Ends**