

PRESS RELEASE

ESTO enhances its Checkout product with debit payment solutions provided by Klix by Citadele

TALLINN, October 7th, 2024 -- ESTO, one of the largest shopping networks in the Baltics, that currently services more than 5,500 unique point-of-sales, has successfully integrated Klix by Citadele debit payments solution into its Checkout product used by Baltic merchants. This collaboration marks ESTO's ongoing commitment to providing seamless, reliable, and enhanced credit, payment and marketing services for its clients and partners.

ESTO currently delivers its solutions to more than 5,500 unique point-of-sales, enhancing the shopping experience for their customers. The swift integration demonstrates the ESTO's proactive approach to ensuring the highest service standards for its merchants.

Citadele, recognised as a key player in the Baltic banking sector, brings years of expertise and reliability to the table, further reinforcing ESTO's trust in its partners. With Klix's advanced technology, ESTO is well-positioned to continue delivering top-tier payment services to its vast network of merchants.

Mikk Metsa, Founder and CEO of ESTO:

“ESTO Checkout is one of the most popular merchant solutions in the Baltics, offering a full range of payments, credit, and marketing services to help our partners grow their business. By integrating Klix as our backend payments provider, we can further enhance the reliability of our payment processing, while still keeping all core credit and marketing solutions developed and operated by ESTO. With a single, simple integration, merchants continue to benefit from ESTO's robust one-stop solution for all their payment and financing needs.”

Klix by Citadele is a universal payment method provider, offering a comprehensive range of popular payment initiation services, including card payments, Apple Pay and Google Pay, as well as BNPL via simple integration. Developed by one of the largest and most trusted banks in the Baltics, this partnership ensures our merchants, and their customers benefit from a stable, innovative, and secure payment infrastructure.

Vladislavs Mironovs, Citadele Member of the Management Board, Chief Strategy Officer: “We are glad to support ESTO in this transition and provide their merchants with reliable payment solutions. Collaboration with ESTO further strengthens Citadele's e-commerce footprint across all three Baltic countries, making Klix by Citadele one of the leading checkout solutions in the region.”

About ESTO:

ESTO is a dynamic, forward-thinking company that aims to revolutionize the shopping experience by simplifying the complex shopping ecosystem. Leveraging its multi-year expertise and position as Estonia's leading non-bank consumer credit institute, ESTO is positioned to reshape the e-commerce landscape in the Baltics and beyond. With a strong emphasis on technology and customer loyalty, ESTO aims to provide a seamless, tailored, and omnichannel shopping experience for both consumers and retailers.

Press Contacts:

Alina Mazzotti
CMO, ESTO Group
alina.mazzotti@esto.ee
+372 5894 2384