

PRESS RELEASE

ESTO announces crowdfunding campaign: an opportunity to join a financial success story

ESTO, one of the leading non-bank financial institutions in the Baltics, is set to embark on an exciting journey with the launch of its crowdfunding campaign, inviting individuals to invest in its promising future. The campaign, running from December 4th to December 24th in collaboration with Crowdcube, aims to make financial inclusion a reality, allowing investments as low as 10 euros.

With seven years of development encapsulated in its journey, ESTO has solidified its position through strategic partnerships with major Baltic retailers. Since 2017, the company has secured debt funding in total of 150 mln euros, which has been crucial in scaling up the business model and adding monetization to ESTO's operations.

By 2022, ESTO achieved significant milestones, reaching an annual GMV of 100 million euros, a credit portfolio of 50 million euros, and generating 17 million euros in revenue and 2.5 million euros in net profit. The company's journey from 2017 to 2023 includes in the Baltics an impressive 4,500 unique points of sale and 500,000 users. The company has been profitable since 2019, and has generated 475+ mln euros GMV, 50+ mln euros revenue and 20+ mln euros EBITDA cumulatively since 2017.

To seize this opportunity, visit www.esto.eu/crowdfunding and sign up. For detailed insights, refer to [ESTO's Q3 2023 Financial Report](#) and [ESTO's Presentation](#). Join ESTO on its journey to redefine financial possibilities.

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.

Contact:

Mikk Metsa
CEO of ESTO Group

mikk@esto.eu

+ 372 55 676 221