

ESTO and Decathlon Forge Pan-Baltic Collaboration for Seamless Sports Shopping Experience

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Tallinn, Estonia – In a significant move towards providing unparalleled shopping convenience to sports enthusiasts in the Baltic region, [ESTO](#), a leading non-bank financial institution, is excited to announce a pan-Baltic collaboration with Decathlon, a global sports retail giant.

Empowering Sports Enthusiasts Across the Baltics

[Decathlon](#), a partner of ESTO in the Latvian and Lithuanian markets, has recently expanded its presence into the Estonian market, marking the initiation of a pan-Baltic collaboration. This strategic partnership aims to offer sports enthusiasts flexible payment options, allowing them to pursue their athletic passions effortlessly.

Edward-Edgar Rääm, Head of Sales in ESTO Group, expresses enthusiasm about the collaboration: "We are always more than happy to see our partners grow and launch their businesses in new markets. Since ESTO itself was founded by athletes, we are absolutely thrilled that both ours and Decathlon's clientele can do sports now and pay later."

Algirdas Solominas, Head of Product Development in Decathlon Baltic region, highlights the essence of the collaboration: "Where amazing sports products meet shopping convenience! Our partnership with ESTO brings your athletic dreams within reach, one flexible installment at a time. We are really happy to partner with ESTO on all three Baltic countries."

About ESTO

ESTO is a leading non-bank financial institution in the Baltics, committed to reshaping the e-commerce landscape. With a focus on technology and customer loyalty, ESTO offers financial solutions that suit both consumers and sellers.

About Decathlon

Decathlon is a global sports retail giant offering an extensive range of sports products and equipment. Dedicated to making sports accessible to all, Decathlon provides high-quality products at affordable prices.

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