

## **ESTO Group and Novaturas Group Join Forces to Revolutionize Travel Payments**

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Tallinn, Estonia – [ESTO Group](#), a leading non-bank financial institution in the Baltics, is delighted to announce a groundbreaking partnership with [Novaturas Group](#), the largest Tour Operator in the Baltic States. This collaboration introduces innovative payment solutions, providing travelers with enhanced flexibility and convenience when planning their vacations.

Novaturas Group, as the market leader in the Baltic States, recognizes the importance of continually enhancing customer experiences. Through this collaboration with ESTO Group, Novaturas aims to offer travelers the ability to plan their vacations more flexibly by choosing suitable payment plans for their trips.

**Mantas Paulauskas**, Head of E-commerce in Novaturas Group, highlights the benefits of the partnership: "Our recent partnership with ESTO Group and introduction of a new payment solution will allow our travelers to plan their vacation more flexibly by choosing the suitable payment plan for their trip. This will give them more freedom and convenience to book a holiday right now and pay later.

Paulauskas adds that those who plan their holidays in advance have a double benefit, as Novaturas' flexible advance travel conditions apply. "The partnership with ESTO, offering new BNPL payment methods, will create an opportunity to pay after the trip has taken place," explains Paulauskas.

### **Exciting Opportunities for Travelers**

ESTO Group is equally excited about the collaboration. **Justas Ramelis**, Lithuania Country Manager in ESTO Group, states: "We are really excited to start our cooperation with Novaturas group in all three Baltic countries. From now on, Novaturas clients will have the opportunity to evenly distribute their traveling expenses over time or pay directly by card."

Ramelis adds that this is one of many examples of how ESTO payment solution platforms are being adapted by bigger players in different sectors.

### **About ESTO Group**

*ESTO Group 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 cater to both consumers and sellers.*

### **About Novaturas Group**

*Novaturas Group is the largest tour operator in the Baltic region, with a strong market position built over time since 1999. Novaturas product portfolio includes fully organized summer and winter package holidays as well as sightseeing tours by coach and plane to more*

*than 30 destinations worldwide, including the most popular holiday resorts in Southern Europe as well as select locations in North Africa, the Middle East, Asia and Latin America. Their products are sold through more than 400 external travel agencies, our own sales offices in main cities of the Baltics and fast growing e-commerce channel.*

**Contact Information**

Name: Mikk Metsa

Title: CEO

Email: mikk@esto.eu

Phone: +372 55 676 221

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