

## **ESTO starts a collaboration with ON24 Sisustuskaubamaja that will Redefine Furniture Shopping Experience**

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Tallinn, Estonia – [ESTO Group](#), a leading non-bank financial institution in the Baltics, is excited to announce a strategic partnership with [ON24 Sisustuskaubamaja](#), a powerhouse in the furniture industry in Estonia. This collaboration is set to elevate the customer experience by introducing innovative and convenient payment solutions for furniture shoppers.

ON24 Sisustuskaubamaja is renowned for providing customers with a wide range of products, friendly service, and efficient logistics, all contributing to creating beautiful living environments. Recognizing the importance of offering a seamless payment experience, ON24 has joined forces with ESTO to provide customers with a wallet-friendly and convenient payment solution.

### **Empowering Growth and Convenience**

Astrid Bachmann, CEO of ON24 Sisustuskaubamaja, emphasizes the significance of this collaboration: "ON24 Sisustuskaubamaja wants to offer its customers a beautiful living environment and through this satisfaction and positive emotions like: friendly service, a wide range of products and efficient logistics. A very important part of this journey is to find a payment method that suits the customer."

She adds that in cooperation with ESTO, ON24 can offer their customers a wallet-friendly and convenient payment solution. "ESTO's flexible and fast solution has been quickly embraced by ON24's customers, so we can concentrate on making the best sales offers for our customers," Bachmann comments.

Edward-Edgar Räm, Head of Sales in ESTO Group, expresses enthusiasm about partnering with ON24: "We are very happy to have started to work with ON24, who is one of the strongest companies in the field of furniture in Estonia. It is a privilege to be a partner to a company, which Estonians love the most in their own respective field and to help them grow even further."

Räm explains that ESTO gives ON24 a platform to focus purely on making sales, meanwhile ESTO takes care of their customers, so they could pay quickly and conveniently.

### **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 ON24 Sisustuskaubamaja**

*ON24 Sisustuskaubamaja is Estonia's first online department store since 2001. Over the years, they have grown and continuously expanded their range of products. ON24 offers the largest selection of furniture and interior goods. ON24.ee Sisustuskaubamaja has been chosen as the People's Favorite E-store of the Year 2023 in the Interior and Garden category.*

### **Contact Information**

Name: Mikk Metsa

Title: CEO

Email: mikk@esto.eu

Phone: +372 55 676 221

# esto

**ON24.ee**  
SISUSTUSKAUBAMAJA