

## **ESTO Group Emerges as the Largest Non-Bank Credit Provider in Estonia**

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*Tallinn, Estonia* – [ESTO](#), a dynamic financial technology company, is delighted to announce a remarkable achievement, solidifying its position as the largest non-bank consumer credit provider in Estonia.

According to the Finantsinspektsioon / Financial Supervision and Resolution Authority, ESTO has captured an impressive 2.7% market share among non-bank credit providers, securing the leading position in the Estonian loan market.

As of the end of 2022, non-bank credit providers collectively held a significant 17% of the loan market in Estonia. Among them, ESTO emerged with the largest market share, highlighting the company's rapid growth and commitment to providing innovative financial solutions.

ESTO's achievement surpasses competitors in the non-bank credit sector, with a 2.7% market share. Leading the way, ESTO is followed by PLACET GROUP (2.3%) and IPF Digital (2.1%). This distinction positions ESTO as a market leader and a trusted choice for consumers seeking flexible and efficient financial services.

### **Positive Impact Across the Baltic Region**

“This milestone is a testament to the dedication and hard work of the entire team at ESTO Group. As one of the youngest Fintech companies in the market, ESTO has demonstrated its ability to innovate and adapt, securing its place at the forefront of the non-bank credit sector in Estonia,” said **Mikk Metsa**, CEO of ESTO Group.

ESTO's success extends beyond Estonia, as the company also operates in Latvia and Lithuania. Metsa adds that the positive impact of ESTO Group in the financial industry across the Baltic region is a result of its commitment to providing cutting-edge financial solutions to valued customers.

### **Celebrating Milestones and Looking Ahead**

Join ESTO Group in celebrating this significant milestone, marking its ascent as the largest non-bank consumer credit provider in Estonia. As the company continues to innovate and expand its offerings, customers can expect more exciting developments from ESTO Group in the near future.

To gain deeper insights into the Estonian financial services market overview, please read [Market Overview](#).

***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.*

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