

Welcome to the Wallester Media Kit

This document provides **easy access to key information about Wallester**, including company background, products, performance, and leadership, to support media coverage and research.

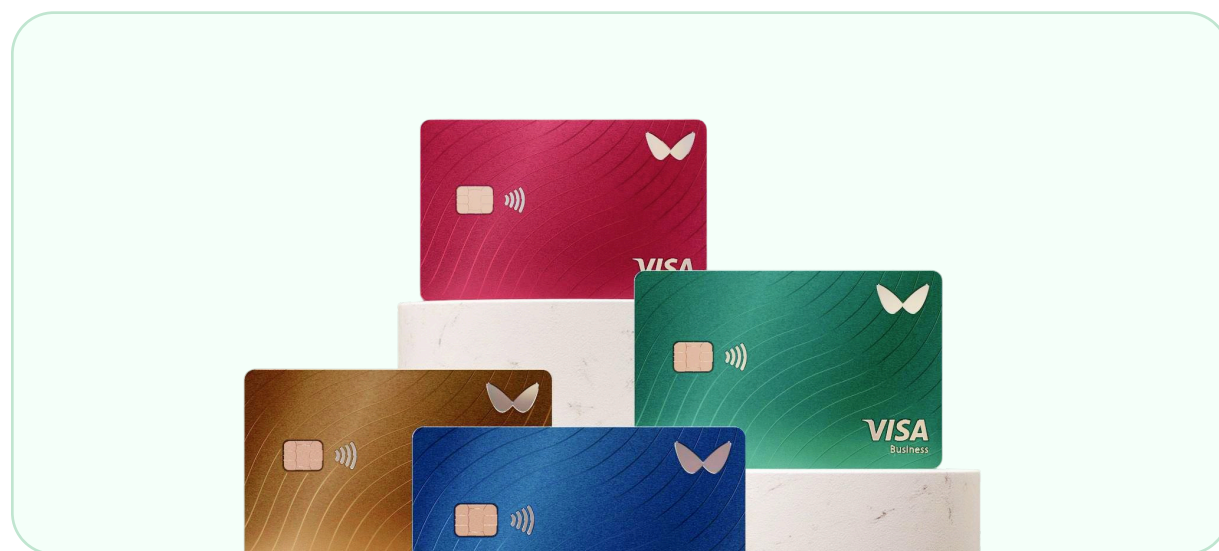
For press enquiries and additional information, please contact the **Wallester PR team**.



Who We Are

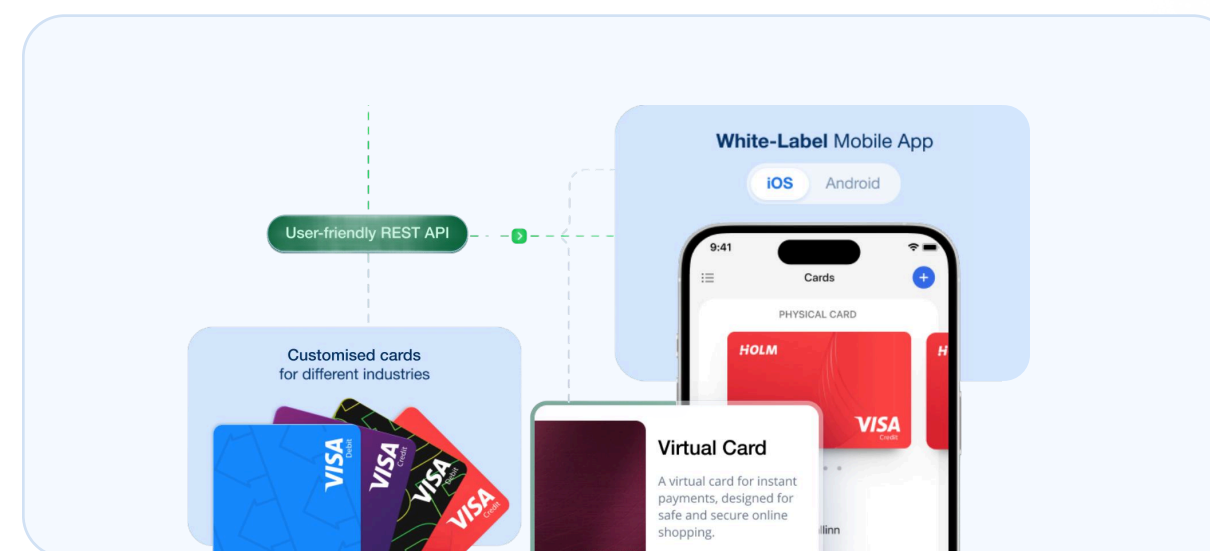
Wallester is a regulated payment institution and Visa Principal Member enabling European businesses to issue cards, track expenses in real time, and build smart finance tools.

Wallester Business



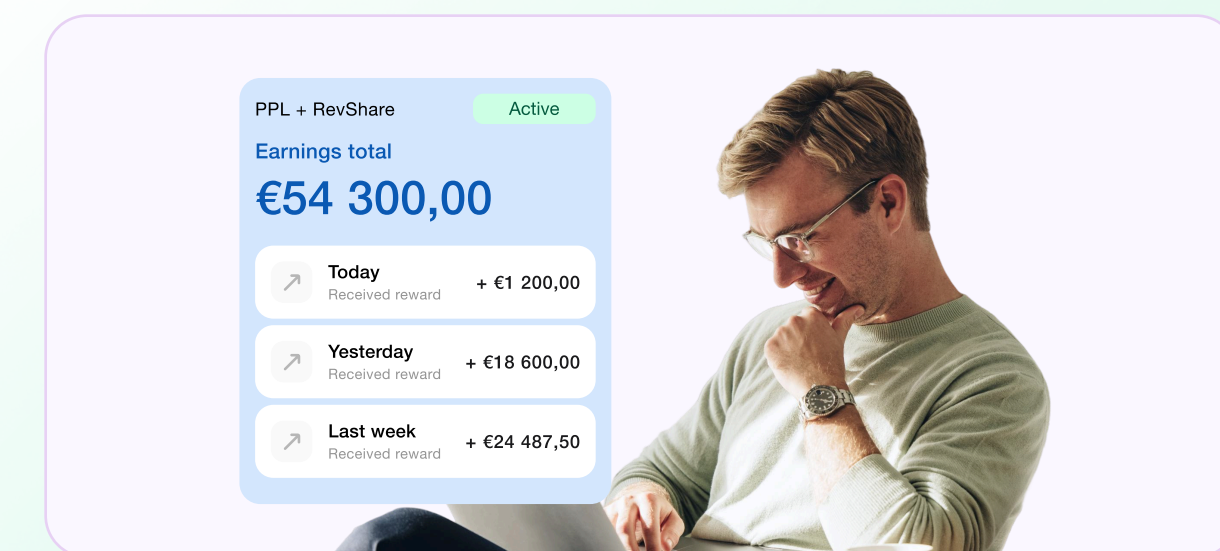
Free business IBAN account and expense management platform, enabling companies to simplify and control spending, and issue virtual and physical cards.

Wallester White-Label



Turnkey solutions for businesses to launch their own fully branded financial products, such as payment cards, accounts, and mobile apps, using a ready-to-use, regulated platform with built-in compliance and payment processing.

Affiliate Program



Open to individuals or businesses with networks or audiences, allowing promotion of Wallester products for commissions.

Company Key Facts

- ✓ Visa Principal Member Since 2018
- ✓ Wallester AS Regulated by the Estonian Financial Supervisory Authority
- ✓ Wallester UK Authorised by the UK Financial Conduct Authority (FCA) as an Electronic-Money Institution (EMI)
- ✓ All systems developed in-house

FOUNDED

2016

HEADQUARTERS

Tallinn, Estonia

KEY MARKETS

EEA & UK

EMPLOYEES

225+ across
20+ nationalities

OFFICES

Estonia, Latvia, France, UK

STATUS

Privately held, Profitable,
Debt-free

Scale & Impact

9,2M

Cards issued

€ 2B +

In historical total
transaction volume

6 000

Active clients

Growth & Financial Highlights (2025)

Total payment volume

€ 1.067B

+81%[↑] YoY

Audited revenue

€ 27.9M

+62%[↑] YoY

Industry Collaboration

Memberships and sponsorships

Platinum Sponsor,
Sophia Antipolis
Foundation



Member
of France FinTech



Member of Fintech
Latvia Association



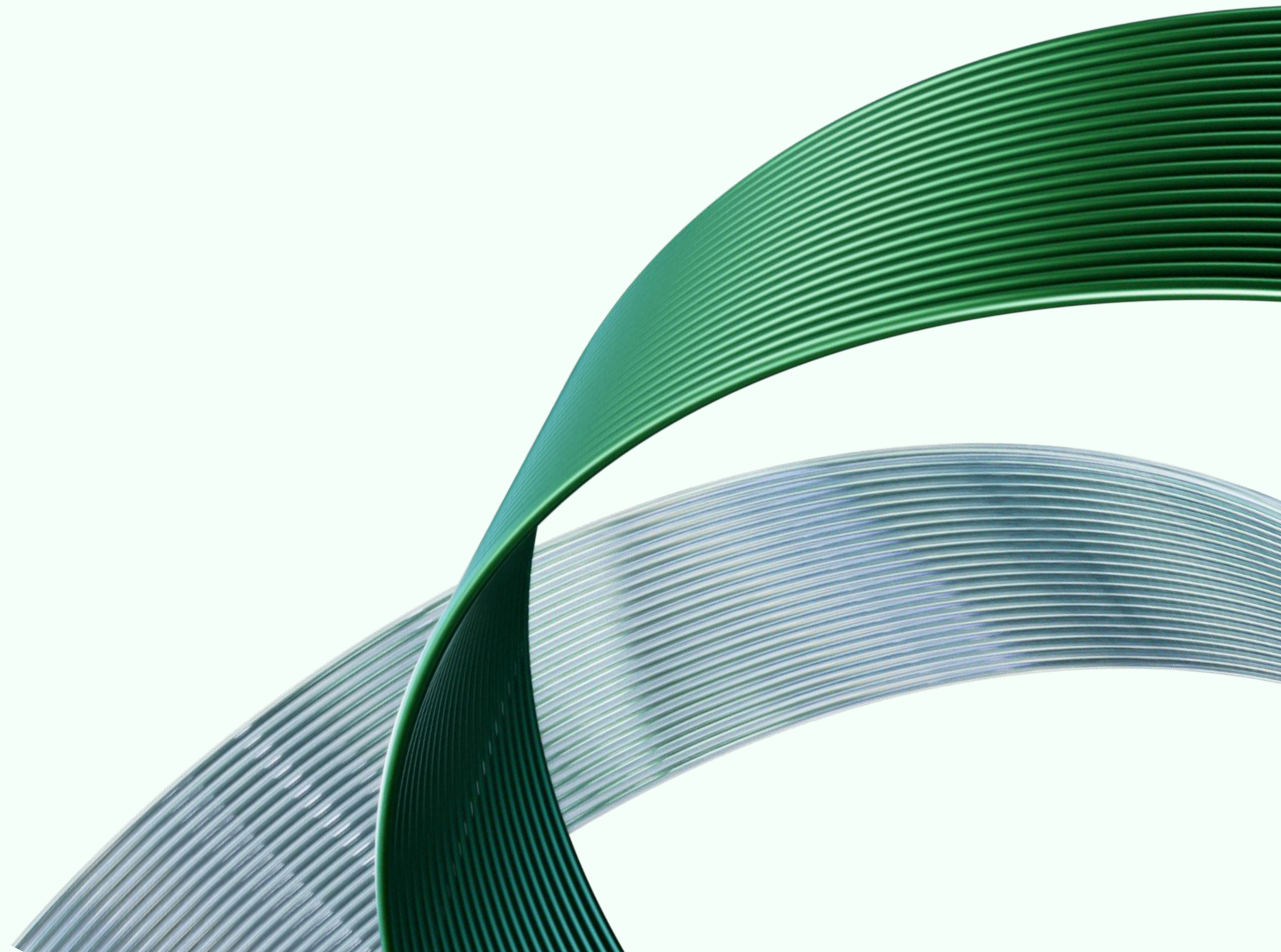
Member of Estonian
Chamber of Commerce
and Industry



Member
of The Payments
Association EU



Our Leadership Team





Sergei Astafjev

Co-Founder, Chief Executive Officer,
Chairman of the Board

Sergei Astafjev co-founded Wallester and has led the company’s transformation into one of Europe’s fastest-growing fintechs. Under his leadership, Wallester became a licensed financial institution and Visa Principal Member, expanded into the UK with the first post-Brexit cross-border licence granted to an Estonian company, and established itself as a top-three Visa enabler in Europe.

Known for his clear strategic vision and hands-on leadership style, Sergei has built a high-performance organisation that delivered exceptional results in 2024: €17.2M revenue (87% YoY), €26.3M ARR (98% YoY), €3.4M EBITDA, and over 1,000,000 cards issued. He also drove the decision to make Wallester Business free for SMEs, a move that reshaped the European expense-management landscape.

A recognised voice in embedded finance and business payments, Sergei speaks at major industry events, including Money 20/20, and contributes to regulatory and innovation advisory groups across Europe.



In fintech, the companies that win are the ones that solve real problems and make the customer experience unmistakably better.

Expert Topics for Commentary



Fintech scale-up strategy



Business payments



Customer experience



Cross-border licensing



Embedded finance



Company culture



Dmitri Logvinenko

Co-Founder, Chief Operating Officer. Board Member

Dmitri Logvinenko is Co-Founder and Chief Operating Officer of Wallester, and one of the original architects behind the company's core technology. He is the driving force behind the design and development of Wallester's proprietary cloud-based payment processing and card-issuing platform. The same infrastructure powers both Wallester White-Label and Wallester Business. Under his technical and operational leadership, Wallester successfully evolved from a startup to a fully licensed financial institution capable of issuing physical and virtual Visa cards at scale across Europe.

As COO, Dmitri oversees the technical architecture, cloud infrastructure, compliance-ready backend, and the operational processes that ensure reliability, scalability and regulatory adherence. In recent years, he has played a key role in operationalising major company milestones: from expanding Wallester's footprint across multiple European markets to supporting the company's relocation to a new headquarters in Tallinn's Golden Gate building - a tangible reflection of growth and long-term infrastructure ambition.



We build the rails so others can build the future - by delivering scale, reliability and regulatory compliance under the hood, we give our clients **the freedom to innovate.**

Expert Topics for Commentary



Embedded finance infrastructure & scalable card-issuing architecture



Building compliance-ready fintech operations in regulated environments



Cloud-native payment platform design, microservices & automation in fintech



Operational scaling and cross-border fintech expansion



Fred Sooläte

Chief Compliance Officer,
Board Member

Fred Sooläte serves as Chief Compliance Officer and Member of the Management Board at Wallester AS. Joining the company in 2020, he oversees all aspects of regulatory compliance, AML/CTF, data protection, and corporate governance across Wallester's European operations.

With over a decade of experience in financial regulation and compliance leadership, Fred previously held senior executive roles at Placet Group OÜ, where he managed legal, compliance and internal audit functions across Estonia, Lithuania, and Poland. Earlier in his career, he founded and led BestCredit.ee, a licensed credit provider, where he gained extensive hands-on experience in risk management, consumer protection, and responsible lending practices. He also established Civilis Õigusbüroo OÜ, a legal and data-protection consultancy supporting companies in navigating complex regulatory environments.

Fred holds a Master of Laws degree and has been a lecturer at Eesti Koolitus- ja Konverentsikeskus for many years, delivering professional courses on AML/CTF, compliance, and data-protection topics for financial industry professionals.



An organisation is made of people, processes, and technology – **but it runs on trust.** Compliance is the discipline that keeps that trust alive.

Expert Topics for Commentary



Anti-Money Laundering
(AML/CTF) frameworks



GDPR and data-protection
governance



Regulatory licensing and
oversight for fintechs



Building compliance cultures
in high-growth organisations



Julian Brand

Chief Executive Officer UK,
Executive Board Member

Julian Brand leads Wallester UK Ltd as CEO and is also a member of the Wallester AS Supervisory Board. Julian's primary focus is spearheading the company's expansion into the UK market. A seasoned leader in financial services and payments, he has over two decades of experience spanning law, corporate banking, governance and fintech. Before joining Wallester, Julian held senior leadership roles at BNP Paribas, FleetCor, and Edenred (PPS), where he helped launch and scale multiple successful fintech ventures across Europe.

At Wallester, he is responsible for maintaining and operating a robust organisation to the highest regulatory and industry standards, developing commercial operations, and aligning Wallester UK's growth with the company's broader European strategy. Known for his people-first leadership style, Julian focuses on building teams that combine operational excellence with innovation and customer trust.

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Success in fintech comes from three things: a passion for your customers, your solutions, and your people.

Expert Topics for Commentary



UK and EU fintech
regulation and EMI licensing



Strategic market entry and
expansion in financial services



Corporate culture and
leadership in fintech



Embedded payments
and financial infrastructure



Anna Maxim

Group Chief Risk Officer, Executive Director, Wallester UK, and Supervisory Board Member, Wallester AS

Anna Maxim is Group Chief Risk Officer at Wallester and Executive Director at Wallester UK, where she leads the company's risk management strategy and supports the establishment of Wallester's UK operations. With a career rooted in payments, compliance, and risk management, Anna brings extensive experience from major financial institutions and high-growth fintechs, including American Express. Her expertise spans building and scaling risk frameworks, strengthening compliance culture, and supporting international expansion in regulated environments. At Wallester, she is focused on ensuring the company's growth remains strategic, safe, and fully aligned with best-in-class governance practices across both the EU and UK.



Strong risk management **isn't just about compliance**. It's about building trust, enabling growth, and creating a foundation that lasts.

Expert Topics for Commentary



Risk management and governance in fintech



Compliance frameworks for regulated financial institutions



Building risk-aware company culture



UK fintech licensing and regulatory readiness



Andrei Gornostajev

Chief Technology Officer

Andrei Gornostajev is Chief Technology Officer at Wallester, leading the company's global R&D strategy. With more than twenty years of experience across fintech and big tech, he combines deep technical expertise with a strategic understanding of payments architecture and product scalability.

Before rejoining Wallester in 2024, Andrei held senior roles at Microsoft, where he worked on large-scale products such as Teams and Skype, gaining hands-on experience in distributed systems and global platform reliability. During his first tenure at Wallester, he helped design and launch the company's original Visa card-issuing platform.

Today, he oversees an 80-plus-person R&D organisation focused on product development, cloud-native infrastructure, security, and innovation in digital payments.

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We don't just maintain systems – we build the **future of digital payments.**

Expert Topics for Commentary



Product Development



Cloud architecture and platform scalability in fintech



Security and compliance (PCI DSS, DORA)



AI and automation in financial infrastructure



Building high-performance engineering teams



Artur Lemming

Chief Administrative Officer

Artur Lemming serves as Wallester’s Chief Administrative Officer, overseeing finance, accounting, operations, implementation, and HR. Since joining the company, he has played a key role in building Wallester’s internal infrastructure, automating financial systems, and supporting its rapid international growth.

Artur’s career spans more than a decade in corporate finance and administration. He began in microelectronics and R&D, rising from economist to CFO before moving into fintech. At Wallester, he has held several leadership roles - from Business Project Manager to Head of Client Success, White-Label, and Head of Finance — before being appointed CAO.

His focus on clarity, trust, and continuous improvement has been central to Wallester’s operational success and financial discipline.



Good finance brings clarity —
and the team brings results

Expert Topics for Commentary



Financial strategy and operational efficiency in fintech



Building scalable internal systems and automation



Leadership, team development, and cross-department collaboration



Corporate governance and financial reporting



Managing teams through change and rapid growth



Practical use of data and reporting for decision-making



Edgars Valmers

Chief Commercial Officer

Edgars Valmers is Chief Commercial Officer at Wallester, responsible for the company's global commercial strategy, international expansion, and client partnerships across all product lines. He brings more than a decade of experience in banking and payments, having spent twelve years at Magnetiq Bank in Riga, where he progressed from Account Manager to Management Board Member. His career has centred on integrating licensed financial infrastructure with modern fintech collaboration models, with a strong focus on customer relationship management and long-term client engagement.

At Wallester, Edgars drives growth through transparency, data-driven decision-making, and trusted client relationships, strengthening the company's position across the EEA and UK markets.

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Growth comes from trust. **Speed helps you move fast**, but lasting success depends on credibility, transparency, and strong client relationships.

Expert Topics for Commentary



Commercial strategy
and fintech growth



International expansion
and partnership management



Data-driven sales, CRM,
and client relationship management



Client lifecycle optimisation
and retention



Payments and acquiring services

Recent Recognition & Awards

2025

6th

 Technology Fast 50
Central Europe

#6th in Deloitte
Technology Fast 50
Central Europe

2025

 **Baltic
Fintech
Days**

Fintech Growth
Story of the Year

2025

44th



#44th in Sifted 100:
DACH & CEE
Leaderboard

2025



Best Spend
Management System

2025



Fintech of the Year
Fintech Partner
Award

 **1st place**
among Estonian
companies

 **1000 EUROPE'S
FASTEST GROWING
COMPANIES 2026**

 **1st place**
in the Fintech,
Financial Services &
Insurance category

 **38th**
in Europe


Executive
of the Year


CEO
of the Year

CEO Sergei Astafjev



Contact & Media Info

Website and Social Channels



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