

Ezypay Celebrates 25 Years Of Subscription Payments

SYDNEY, 22 December 2021 – Ezypay announced today that it has achieved a major milestone: 25 years of subscription payments. The privately owned payments company, founded by George Holman in 1996, started with the single resolution to make recurring payments easy. Since then, Ezypay has grown into a thriving international FinTech, servicing more than 6,000 merchants through its growing partner network.

In 1996, Holman, who owned Vital Fitness Club in Sydney, made the unorthodox decision to introduce a monthly membership option to grow his business, which was not a standard approach at that time. He recognised the need to develop an automated payment method, thereby creating Ezypay. "I chose the name Ezypay because it represented taking something complex and making it easy and if we fast-forward 25 years, we now offer our services in 9 countries, and it's still our goal to make something as complex as subscriptions, easy." said Holman.

It was a big vision. However, as Australia's first subscription payments provider, Ezypay has maintained its position as a leader in the payments industry.

Ezypay's Chief Executive Officer, James Foster, commented on the company's direction "Our core focus is to continue to innovate in subscription payments, as we have done for the last 25 years. We have heard it loud and clear from businesses that payments should be a seamless part of the customer engagement process. Hence, partnering is the very core of our business strategy."

Foster, who has been at the helm of Ezypay since 2017, is incredibly proud of their cloud billing platform, which has been built from the ground-up for integration partners. While over the last two and a half decades Ezypay has been expanding its geographical footprint throughout Asia Pacific - with their most recent launch in South Korea, the last 5 years has seen Ezypay invest more heavily in their next generation solution, including becoming one of the first subscription payments providers to adopt Mastercard's tokenised payment security technology.

The payments industry has changed dramatically over the last 25 years, and Ezypay has been successful all this while because of the continued support from their customers, partners, suppliers, and employees. "It's been rewarding to see that 79 percent of our partners rate us 9 or 10 out of 10, in our recent partner survey", said Foster.

Their ability to lead the way in an everchanging payments environment is what makes Ezypay a pioneer. Reflecting on Ezypay's journey of 25 years, Foster conveys "We've never stood still. We are always innovating."

While Ezypay has experienced significant growth in the last 25 years, what has remained constant has been their core focus on simplifying complex payment processes while building a great company culture. As they continue to expand their partnerships across new industry verticals and further develop their solution, such as on Australia's New Payments Platform to make payments even faster, Foster notes that "the future looks exciting."

About Ezypay

Ezypay is a multi-award winning FinTech company specialising in the provision of subscription and recurring direct debit payments. Since its establishment in 1996, Ezypay has continued to support businesses to generate revenue and settle complex financial scenarios with recurring customers the easy way.

Ezypay's cloud-based payment platform offers businesses a suite of easy-to-use subscription management services to automate recurring direct debit payments. The platform enables merchants to easily set-up flexible payment

plans across different sites, to offer multiple payment options to their customers, including direct debit and credit card, and to improve revenue collection rates through advanced failed payment handling capabilities.

The Ezypay platform is PCI DSS (Payment Card Industry Data Security Standard) accredited, ensuring all customer debit and credit card handling, billing and payment processing are achieved at the highest level of security. As a modern cloud-based system, it can be used as a standalone platform or integrated into existing business software through a set of powerful APIs.

Ezypay has processed over \$3 billion worth of subscription payments in 9 countries across the Asia Pacific region (Australia, New Zealand, Malaysia, Singapore, Philippines, Hong Kong, Taiwan, Thailand, and South Korea) and are continually expanding.

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