

Ezypay Partners with GCash & Xendit to Enable GCash for Subscriptions

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With digital wallets swiftly becoming the backbone of financial transactions in the Philippines, [Ezypay](#), a leading Fintech company specialising in recurring and subscription payments, has introduced the country's first recurring payment integration with [GCash](#) further enhanced through its collaboration with [Xendit](#).

This advancement allows businesses to offer automated, subscription-based payments through GCash, transforming it from a one-time payment tool into a subscription-ready digital payment method and meeting the demands of a growing, tech-savvy consumer base.

GCash has over 94 million users, reaching 8 out of 10 Filipinos as of 2024, making it the leading financial tool in the country, surpassing traditional banks in popularity. Being among the first payment providers to enable GCash for subscription payments, Ezypay has created a powerful solution for member-based businesses, delivering world-class digital payment experiences for its clients.

"We are thrilled to enable this functionality in the Philippines, expanding the digital payment ecosystem for our software partners and their customers," said James Foster, CEO of Ezypay. "Our GCash recurring payment integration is designed to support subscription-based models in industries like fitness, leisure, and SaaS, offering a seamless experience that eliminates friction in the payment process."

Next-Level Digital Payments for Subscription-Based Industries

Previously limited to customer-initiated, one-time transactions, GCash's new subscription functionality allows businesses to automate monthly or weekly payments for customers. This technology is highly valuable for Ezypay's partners, such as [GymMaster](#) a SaaS provider specialising in fitness club management software. Starting in November 2024, GymMaster will enable fitness centres across the Philippines to accept recurring GCash payments through Ezypay, simplifying transactions and improving customer satisfaction.

"Our partnership with Ezypay and GCash will unlock recurring digital payments for businesses across the Philippines. This collaboration aligns with our goal of delivering seamless and secure payment solutions that empower local merchants to thrive in an increasingly digital world. By enabling recurring payments through GCash, we are not only modernising the way Filipino businesses operate but also providing their customers with greater ease and flexibility," says Christian Reyes, General Manager of Xendit Philippines.

Strengthening Security and Compliance with Reliable Fintech Solutions

Ezypay's approach to subscription management is supported by strong security measures, ensuring full compliance with Payment Card Industry Data Security Standard (PCI DSS) and protecting user data. This security-first strategy reinforces Ezypay's reputation as a trusted payment provider for subscription-based businesses in the Philippines.

The company has been operating in the Philippines since 2014, serving a range of industries with its advanced payment solutions and demonstrating a deep understanding of the local market's needs. Now, with GCash added to its payment options in the Philippines alongside Visa and Mastercard, Ezypay provides flexibility and ease for both local enterprises and consumers alike.

Enabling a Digitally Connected Philippine Market

Ezypay's GCash recurring payment feature addresses the increasing demand for subscription services and digital wallets in the Philippines, a country where digital transformation is rapidly reshaping consumer behaviours. With GCash embedded as a recurring payment option, businesses can offer customers frictionless, subscription-based access to services, whether in fitness, media, education, or e-commerce.

"Through our integration with GCash, we are unlocking new digital possibilities for Filipino businesses and aligning the Philippines with global trends in subscription-based payments," added Foster. "This solution not only streamlines payments but also positions Filipino enterprises for future growth in an increasingly digital market."

Explore more partners and subscription solutions by visiting Ezypay's website, <https://www.ezypay.com/>.

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About Ezypay

Ezypay is a multi-award-winning Fintech company specialising in subscription and recurring direct debit payments. Its cloud-based payment platform enables businesses to automate and manage payments, enhancing revenue collection through advanced payment handling capabilities. Trusted by businesses across Asia-Pacific, Ezypay provides innovative solutions for subscription management, including options for direct debit, credit card, and now GCash.

For more information, visit [Ezypay's website](#).

About GCash

Launched in 2004 by Globe Fintech Innovations Inc., GCash has evolved into the Philippines' leading digital wallet, supporting a diverse range of transactions, including the recent addition of merchant-initiated recurring payments. With over 80% of the population using the platform, GCash plays a vital role in the country's digital economy.

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