

Australian Institute of Fitness completes PayTo integration through their partnership with Ezypay and aXcelerate

SYDNEY, 17 November, 2023 - Australian Institute of Fitness (AIF), Australia's largest fitness training organisation, announced their first student transaction processed using innovative payment method, PayTo. Processed through the partnership between Ezypay and learning management software provider, aXcelerate, the payment represents a significant milestone for the fitness training organisation, as they continue to offer a seamless experience for their students.

AIF is the first training provider of aXcelerate to use PayTo, with aXcelerate and Ezypay announcing the completion of their PayTo integration earlier this year. PayTo is a secure, fast and easy digital way to make real-time pull-payments directly from bank accounts. Central to PayTo is real-time payment processing, which eliminates the standard three-day Direct Debit response time and allows billing outside of business days. The new payment method is expected to give AIF students more control over how they pay, whilst equipping the fitness training provider with enhanced customer validation to help reduce security risk.

Since its inception in 1979, Australian Institute of Fitness has grown into the largest fitness training organisation in Australia, supporting students with diplomas, certificates, and short training courses. AIF Head of Finance, Nouri Groom, detailed how PayTo will benefit AIF and its thousands of students. "PayTo is a faster, more secure, and more convenient way for our students to make payments. Payments can be made in real time, 24/7, and students can manage their PayTo agreements in their online banking. This will make it easier for our customers to pay their tuition fees on time, and it will also help us to improve our customer service."

"We are excited to be the first Ezypay merchant to be PayTo ready! This is a significant milestone for our business, and we believe it will provide a number of benefits for our students." Groom added.

Ezypay Chief Executive Officer, James Foster, commented on the partnership between Ezypay, aXcelerate and Australian Institute of Fitness. "It is fantastic to see AIF and aXcelerate being one of the first to market with PayTo, powered by Ezypay. Not only is it rewarding to continue to help such a long-term customer as AIF (having worked with Ezypay since 2010), it is gratifying to see the overlap between our two biggest industry areas; Fitness and Education. As an early leader in the market for PayTo payment processing, I look forward to many more of our partners and customers gaining the benefits of PayTo"

With the completion of AIFs PayTo integration, Ezypay's attention now shifts to supporting aXcelerate in continuing the roll-out amongst their remaining schools and RTOs, with both companies committed to championing the adoption of this revolutionary payment method in Australia.

About Ezypay, www.ezypay.com

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 multiple countries across the Asia Pacific region (Australia, New Zealand, Malaysia, Singapore, Philippines, Hong Kong, Taiwan, and South Korea) and are continually expanding.

About AIF, fitness.edu.au

AIF is the largest fitness training provider in Australia, and its training programs provide the most popular career pathways for those wishing to reach their full potential in the Fitness Industry. AIF offers a range of study modalities for a variety of courses in the areas of Fitness, Massage and Nutrition at modern campuses all over Australia.

With access to Fitness Industry Recruitment Expos (F.I.R.E Nights), Campus-Direct Presentations and dynamic support, our students have the best chance at securing a position in the industry upon course completion.

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