

Ezypay announces partnership with ALLUP Cloud to offer embedded payments in their fitness club management software

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[Ezypay](#), a leading fintech specialising in embedded payment solutions, has announced a strategic partnership with [ALLUP Cloud](#) a health and fitness club management SaaS based in the UAE. By partnering with Ezypay, ALLUP Cloud hopes to extend its reach into Asia-Pacific by offering health and fitness businesses the ability to collect and process payments natively within the confines of ALLUP Cloud's innovative all-in-one fitness application, ALLUP Pro.

The partnership between ALLUP Cloud and Ezypay will be focused on gyms and health clubs of all sizes, making it easier for club owners and managers to focus on growth rather than manual tasks. The integration with Ezypay will make the ALLUP Pro software among the first club management solutions to include PayTo in Australia and GCash in the Philippines as payment options. These are in addition to the already comprehensive range of easy-to-use payment methods Ezypay offers to its users in the APAC market.

"We're thrilled to partner with such a trusted name in the health and fitness industry," says Bassam Arays, COO of ALLUP Cloud. "Ezypay has been exceptional in streamlining API integration and introducing cutting-edge technology to ALLUP Cloud. Their seamless collaboration made the entire process incredibly smooth, reinforcing our shared commitment to innovation and efficiency in the industry."

ALLUP Cloud has seen impressive growth over the years, and boasts industry renowned brands such as Gold's Gym, UFC Gym and Platform Gym.

Introducing ALLUP Cloud into Ezypay's growing ecosystem of integrated health and fitness software providers further reinforces Ezypay's commitment to deliver tailor-made, fit-for-purpose embedded payment solutions that meet the unique needs of every business in the health, fitness and wellness industries.

"Partnering with ALLUP Cloud is the right move for Ezypay," said Matt Humphries, Ezypay's Head of Growth. "We're looking forward to working closely with ALLUP Cloud to help bring their impressive offering to health and fitness businesses across APAC, enabling them to collect and process member payments."

For more information about Ezypay and its vast ecosystem of software partners, please visit ezypay.com/partners

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About ALLUP Pro

ALLUP Pro is a scalable SaaS solution designed for gyms, studios, sports academies, wellness centres, and multi-location franchises. It streamlines operations through automated membership management, AI-driven scheduling, real-time analytics, and dynamic pricing, driving efficiency and revenue growth. With customisable, white-labelled apps and integrated client portals, the platform enhances digital engagement while providing advanced tools for trainers and staff. Positioned at the intersection of fitness and technology, ALLUP Pro is not just a management system—it's a high-growth, data-driven ecosystem transforming the industry.

<https://www.allup.pro/>

<https://www.allup.app/>

About Ezypay

Ezypay is a multi-award-winning fintech company specialising in the provision of subscription and recurring direct debit payments. 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.

<https://www.ezypay.com/>

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