

Flex Fitness selects Ezypay and Hapana to power operations across New Zealand

Sydney, 21st October 2025

BEGINS

[Flex Fitness](#) has chosen Ezypay and [Hapana](#) as its payments and technology partners, signing a new agreement that will support its network across New Zealand. The partnership will see Ezypay power payments for Flex Fitness members, handling more than 100,000 transactions each month.

The decision follows a competitive process in which Flex Fitness evaluated a range of providers before selecting Ezypay and Hapana for their ability to deliver seamless member experiences, strong franchisee support and advanced settlement capabilities.

Commenting on the partnership, Flex Fitness's General Manager, Dillon Williams said, "Working with Ezypay and Hapana was an easy decision. We chose Ezypay and Hapana because they deliver seamless payments and member management solutions, giving our franchisees the tools and freedom to focus on growing Flex Fitness communities."

Matt Humphries, Ezypay's Head of Growth, said the agreement is an important milestone for the business.

"We are excited to welcome Flex Fitness to Ezypay. As a partner first business, this partnership highlights the strength of our platform and the value we bring through deep relationships, strong execution and close collaboration with our integrated software partners like Hapana," Humphries said.

The announcement coincides with Ezypay's sponsorship of the Flex Con (Flex Fitness' Annual Conference) on 22-23 October 2025 in Auckland.

Rollout of the new systems across the Flex Fitness network is now complete.

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About Flex Fitness

Flex Fitness is one of New Zealand's fastest-growing fitness franchises, dedicated to creating modern, welcoming gyms that empower members to achieve their health and lifestyle goals. With locations across the country, Flex Fitness combines state-of-the-art equipment, expert support, and a strong community culture. The franchise model provides entrepreneurs and master franchisees with a proven system for success, backed by a trusted national brand.

www.flexfitnessgym.co.nz/

About Ezypay

Ezypay is a multi-award-winning fintech specialised in embedded payments for member-first businesses. Ezypay's cloud-based payment platform offers businesses a suite of easy-to-use subscription management services to automate 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.

www.ezypay.com/

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