

The background of the slide is a photograph of a person climbing a rocky mountain peak. The person is on the left side, wearing a backpack and using a rope. In the background, there is a large lake and more mountains under a clear sky. The overall tone is professional and adventurous.

EZYPAY

How **subscription payments** are enabling fitness businesses to thrive in **Asia Pacific**

Presented by Roland Gedeon
Head of Sales, Ezypay

A person wearing a beanie and a backpack is sitting on a rocky mountain peak, looking at a laptop. The background shows a vast, hazy landscape with mountains and a body of water.

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Agenda

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1. What is Subscription Management?
2. Growth of Recurring Payments in APAC
3. Subscriptions vs PIFs (one-time, cash & terminal)
4. Who is Ezypay?
5. Close

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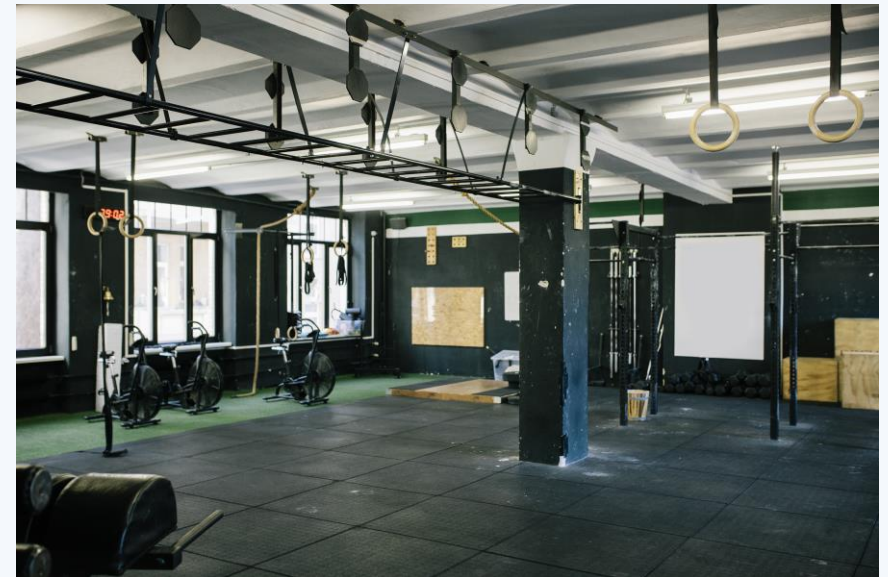
Story time

Managing Payments is Business Critical

Case Study: Fitness Studio X

Background:

- Began operations in APAC 20+ years ago
- Highly rated and well recognised in the Health & Fitness industry
- Rapid growth with a huge member base and hundreds of staff



Managing Payments is Business Critical

Case Study: Fitness Studio X

What happened?

Issues and concerns:

- Multiple friction points upon signing up
- Expensive and strict auto-renewal process
- Inability to refund memberships
- Poor service and member engagement

Analysis:

- How could they have made it easier for the member?
- Regular communication maintains loyalty
- Smaller, regular transactions make it less constrictive -> better member experience
- Transparency on how the member's payments are managed

What is Subscription Management?

Simple!

The process of handling your customer lifecycle for the length of their agreed term:

- Operations
- Service & support
- Recurring & once-off payments

What is Subscription Management?

Why do businesses choose recurring payments?

- Digitise and automate processes
- Requirement for payments expertise
- Better cashflow management
- Flexible payment methods and schedules
- Risk mitigation

Improved collection outcomes

Growth of recurring payments in APAC

"Successful businesses today are either entirely run on a subscription-based business model or at least offer that as an option to customers."

- Techwire Asia, Nov 2019

Growth of recurring payments in APAC

Perception:

Potential short-term decline in revenues

Reality:

Recurring payments deliver stronger mid to long term revenue growth

Why?

- Member stickiness/loyalty
- Regular member engagement
- Seamless renewal – less friction
- Improved cashflow and forecasting

Growth of recurring payments in APAC

Perception:

Once a member has paid their fees, they are **loyal** to your brand

Reality:

Members who pay upfront, feel **obligated** to your brand

Why?

- Obligation is a contractual requirement
- Loyalty translates into choice & advocacy
- A HUGE driver to businesses moving to subscription models!

Subscription Management vs Paid-in-Full

Members



PIFs

Larger, upfront cost

Creates friction

Justify investment

Uncertainty
(post-COVID)

Subscriptions

Smaller, bite-sized
payments

Reasonable and
affordable

Less objections
up-front

Better member
experience

Subscription Management vs Paid-in-Full

Studios



PIFs

Hard to forecast
revenues

Failed payment chasing

Short term vision

Renewal difficulties

Chargebacks are harsher

Subscriptions

Cashflow management
= better collection rates

Failed payments
automation

Business longevity ->
member retention

Simpler auto-renewals

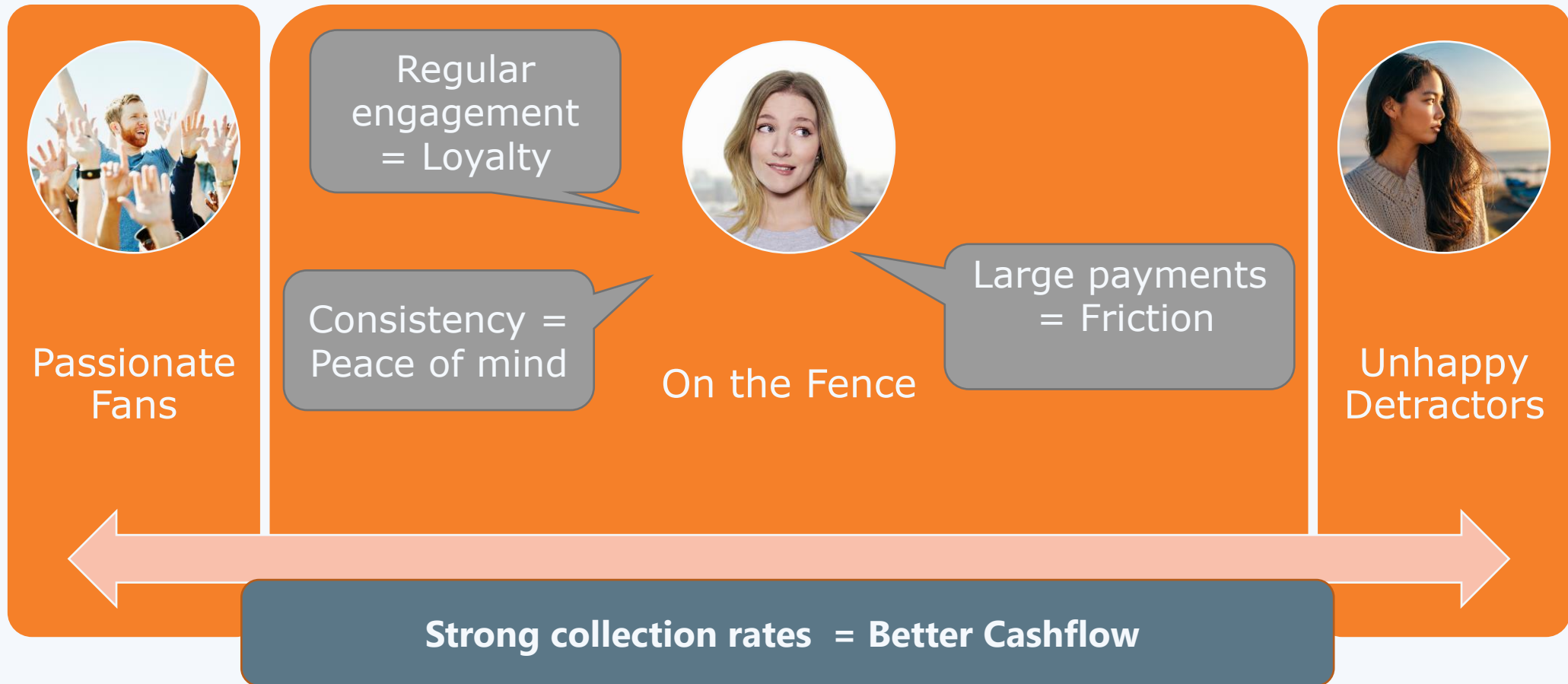
Chargebacks managed

We hold onto bad experiences

"The brain is like Velcro for negative experiences but Teflon for positive ones."

—Rick Hanson, PhD, Author and Lecturer

It's all about the customer



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Story time

Managing Payments is Business Critical

Case Study: Gym Group X

Then

Issues with collecting fees on time (or at all!)

Challenges with budgets & forecasting

Unnecessary time spent on administration

Now

Collection rates at >96%

Better planning & budgeting

More time to focus on business priorities

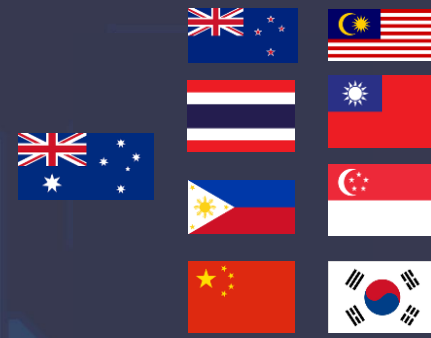


A person with long blonde hair, wearing a beanie and a dark jacket, is sitting on a rocky mountain peak. They are holding a laptop and looking out over a vast, hazy landscape. In the distance, there is a large body of water, possibly a lake or a wide river, surrounded by rolling hills and mountains. The sky is a pale, hazy blue. The overall mood is serene and contemplative.

EZYPAY

Who is Ezypay?

ABOUT EZYPAY



Since 1996, Ezypay has been a leading solution for subscriptions and direct debit billing

We operate in Australia, New Zealand, Singapore, Malaysia, Thailand, The Philippines, Hong Kong, South Korea and Taiwan

Supporting **multiple industries**; Health & Fitness, Education & Childcare, Real Estate, Professional Services & many others

Partnering with Membr, Hapana, Perfect Gym, GymMaster and more

Over AUD \$3 Billion Payments Processed

6,000+ Merchants



What makes Ezypay different?



Subscription Expertise



Modern cloud platform built for integration



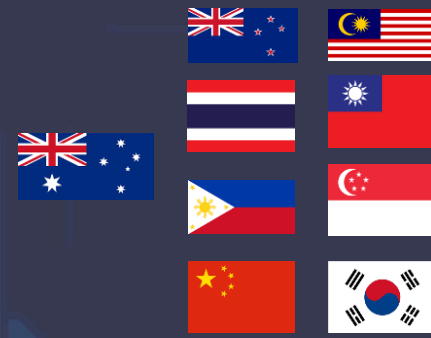
Local payments experience in the markets we serve



Advanced settlement & wallet capabilities



Commercial & Technical Partnerships with strong local support



What we deliver?

- ✓ **Phone & email support across all markets**
- ✓ **24/7 service**
- ✓ **Partnership Integrations**
- ✓ **Failed payments management**
- ✓ **Payments expertise & advice**
- ✓ **Collection outcomes**



What makes Ezypay different?



Subscription Expertise



Modern cloud platform built for integration



Local payments experience in the markets we serve



Advanced settlement & wallet capabilities



Commercial & Technical Partnerships with strong local support

EZYPAY

We're proud to partner with innovative software providers in the health and fitness industry to offer a richer end-to-end solution for our mutual customers.



Thank You!

ezypay.com