

Citcon Partners with Splitit to Bring Card-Linked Installments to Leading Global Merchants

New Partnership Expands Splitit's Flexible Payment Offering to Citcon's Marquee Hospitality and Retail Merchants with Streamlined Integration

ATLANTA, May 27, 2025 /PRNewswire/ -- Splitit, a global leader in embedded credit card-linked installments, today announced a strategic partnership with Citcon, a leading global payment platform trusted by top retail, luxury and hospitality brands. Citcon is fully integrated with over 50 leading POS systems, gateways and middleware providers—including Toshiba, Cegid, Agilysys, Oracle XStore, Retail Realm, FreedomPay, Aurus, UATP, LOC, Salesforce, Nexio, Exigo and Shopify—enabling merchants using these platforms to easily activate new payment methods through the Citcon platform. The partnership enables Citcon's merchants to offer one-click credit card-linked installments both online and in-store through an embedded checkout experience.

"Our merchants care deeply about performance and trust," said Wei Jiang, Co-Founder and President of Citcon. "Partnering with Splitit allows us to offer flexible omnichannel installments, bringing over 190MM US cardholders with available credit, driving new sales at high average-ticket merchants."

Splitit's platform eliminates the need for applications or credit checks. Instead, it leverages the credit consumers already have, allowing them to break purchases into manageable monthly installments. This seamless, friction-free approach can improve conversion and customer satisfaction at checkout.

"This partnership creates a clear on-ramp into some of the world's most respected merchant ecosystems, including leading names in hospitality and retail," said Nandan Sheth, CEO of Splitit. "Together, we're unlocking new paths to conversion by helping merchants meet their customers with flexibility—right at the moment of intent."

The collaboration comes as more merchants seek to drive conversion, reduce cart abandonment, and offer payment options that align with evolving consumer expectations. By combining Citcon's reach and Splitit's frictionless technology, the two companies are creating new opportunities for growth across retail, hospitality and luxury.

About Splitit

Splitit is a global payment solution provider that lets shoppers use the credit they've earned by breaking up purchases into monthly installments using their existing credit card. Splitit enables merchants to improve conversion rates and increase average order value by giving customers an easy and fast way to pay for purchases over time. Splitit serves many of Internet Retailer's top 500 merchants and is accepted by more than 1,500 eCommerce merchants in over 30 countries and shoppers in over 100 countries.

About Citcon

Founded in 2015, Citcon is a global fintech platform that empowers seamless cross-border commerce by connecting businesses with over 100 mobile wallets and local alternative payment methods. The platform integrates with leading POS and e-commerce systems, including Toshiba, Oracle, Cegid, Shopify and SAP, and is deployed at more than 30,000 merchant locations worldwide. Citcon serves major brands such as L'Oréal, TUMI, Texas Instruments, Harrods, StockX Revolve, Macy's, and Panda Express. With regional offices across the U.S., Canada, Europe and Asia, Citcon delivers localized support to a growing global client base.

Media Contact:

For Citcon:

Luis Guerrero

luis.guerrero@citcon-inc.com

For Splitit:

Berns Communications Group

Danielle Poggi

dpoggi@bcg-pr.com

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