Splitit MediaRoom

Samsung Wallet Launches In-Store Installment payments Through Splitit

In-Store Shoppers Can Now Pay Over Time Using Samsung Wallet

ATLANTA, July 24, 2025 /PRNewswire/ -- Splitit is collaborating with Samsung to bring installment payments toSamsung Wallet as a new feature that lets users pay over time using their existing credit at the in-store point of sale. The integration marks the first time an installment payment solution has been built directly into Samsung Wallet, giving consumers a simple, flexible way to split purchases into smaller payments without new credit checks or applications.[1]

"Samsung Wallet is a trusted tool for millions of users, and now, with flexible payment solutions at countless locations, we're giving people more control of their finances," said Drew Blackard, Senior Vice President of Mobile Product Management at Samsung Electronics America. "New installment payment options are just another added layer to Samsung Wallet, which can help you keep track of key information — including your credit cards, boarding passes, IDs, and more."

According to the J.D. Power 2025 U.S. Buy Now, Pay Later Satisfaction Study, card-linked installment plans received higher customer satisfaction scores than traditional BNPL offerings. The new feature will allow eligible Samsung Wallet users to break up payments into manageable installments directly through their mobile device at the point of sale.

"In-store shopping still accounts for the majority of U.S. consumer spending, yet installment payments have remained largely confined to e-commerce," said Nandan Sheth, CEO of Splitit. "That changes today. For the first time in the U.S., in-store card-linked installments are available at scale through Samsung Wallet. Our partnership marks a pivotal moment in the evolution of payments and customer experience—giving in-store shoppers a seamless way to pay directly from their phones, while helping merchants improve conversion, increase basket sizes, and meet rising expectations at the point of sale."

Through this partnership, consumers in select locations will be able to access the power of Splitit's installment platform without leaving the Samsung Wallet ecosystem.

Key benefits of Samsung Wallet Installment payments:

- **Use existing credit**: No need to apply for a new line of credit—just link an eligible Mastercard or Visa credit card.
- **No credit check**: Consumers use their available credit—it's that simple.
- **In-store convenience**: Pay in installments for everyday purchases directly at the point of sale, right from Samsung Wallet.
- **Flexible plans**: Choose from flexible payment schedules—designed to fit a broad range of budgets and timelines.

Rolling out to users beginningJuly 25, 2025, the Samsung Wallet Installment feature will be available on Samsung Galaxy smartphones including the new Galaxy Z Fold7 and Galaxy Z Flip7[2] for residents of the following states with an eligible credit card: Arizona, Arkansas, Colorado, District of Columbia, Georgia, Idaho, Illinois, Kansas, Louisiana, Maine, Maryland, Michigan, Missouri, Montana, New Hampshire, New Mexico, North Dakota, Oklahoma, Oregon, Tennessee, Utah, and Wyoming.

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.

Lending services provided by Splitit Consumer Funding LLC (NMLS# 2630622). Service is subject to eligibility checks, credit card eligibility and application approval. Terms and fees apply. For license and disclosure information, see Splitit.com/legals/licensing.

Splitit Media Contact:
Berns Communications Group
Danielle Poggi
dpoggi@bcg-pr.com

[1] Samsung Wallet supports payment installments of six or eight bi-weekly payments (two-week cycle), and six or nine monthly payments (monthly cycle).

[2] Only compatible with select Visa and Mastercard credit cards from participating banks. Credit Cards issued by JPMorgan

Chase Bank, N.A. are not currently supported for Installment Payments. Credit card eligibility subject to change. Your credit card terms and fees apply.

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