

Splitit and Antom Announce Strategic Partnership to Expand Access to Card-Linked Installments for Merchants Globally

Strategic Partnership Offers Consumers Greater Purchasing Flexibility with No Credit Checks or Applications Required

ATLANTA, July 29, 2025 /PRNewswire/ -- Splitit, the only embedded white-label platform that enables card-linked installment payments using consumers' existing credit, and Antom, a leading provider of merchant payment and digitization services under Ant International, today announced a strategic partnership aimed at empowering merchants with a new, frictionless installment payment option. The collaboration integrates Splitit's technology into Antom's next-generation payment processing platform and merchant network, beginning in the U.S. and expanding globally.

"We're excited to partner with Splitit to expand access to card-linked installment solutions across our merchant network," said **Gary Liu, General Manager of Antom, Ant International**. "This collaboration supports our commitment to helping merchants achieve sustainable growth across international markets. Splitit's unique approach aligns with our vision of delivering innovative, value-added solutions and empowering businesses to better serve customers at the point of purchase."

Antom offers unified, vertical-specific digital payment solutions to serve businesses around the world. It supports merchants to integrate over 300 payment methods, enabling them to connect with consumers in more than 200 markets, with the flexibility to accept payments in more than 100 currencies. In addition, it provides digitization services to help merchants enhance user engagement and unlock more growth opportunities with AI and privacy-preserving computing tools.

Through the partnership, Splitit's installment technology will be seamlessly integrated into the checkout experience for merchants using Antom's platform. They will be able to split purchases into monthly payments directly at checkout, using their existing credit cards—with no underwriting or additional fees. For merchants, this provides a powerful, low-friction way to boost approval rates, increase average order value and improve conversion with minimal integration required.

As part of the collaboration, the two companies will streamline cross-border commerce, simplifying international payment processing for merchants.

Recent research underscores the growing merchant preference for card-linked installment options. A study by Splitit and PYMNTS found that [72%](#) of merchants rate card-linked installments as their top choice over traditional Buy Now, Pay Later (BNPL) programs. Additionally, nearly 90% of merchants believe these installments are key to boosting customer acquisition and retention.

"With Antom, we're accelerating our push to redefine the checkout experience, making payments smarter, faster and more consumer-friendly," said Nandan Sheth, CEO of Splitit. "This partnership brings the power of installment payments directly into the checkout flow through Antom's global platform—no applications, no credit checks, just seamless card-linked flexibility. Together, we're eliminating friction and empowering merchants to boost conversions with a more inclusive, intuitive payment option, scaled globally from day one."

By skipping applications and new loans, Splitit streamlines the process for both merchants and shoppers—no hidden fees, and no changes to the consumer's existing credit card relationship. As a result, merchants can offer flexible payments at scale, with less complexity and higher approval rates.

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.

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