SHOPLINE Selects Splitit to Bring Card-Linked Installments to Hundreds of Thousands of Merchants Worldwide

Strategic partnership embeds Splitit's installment technology into the SHOPLINE commerce platform, enabling SHOPLINE merchants to drive higher conversion, increase average order value, and accelerate global growth.

ATLANTA and SINGAPORE, Sept. 2, 2026 /PRNewswire/ -- Splitit, the global leader in card-linked installment payments, today announced that SHOPLINE, one of the world's leading commerce Software-as-a-Service (SaaS) platforms, has selected Splitit as its card-linked installment partner. Through the partnership, Splitit's technology will be embedded directly within the SHOPLINE platform, enabling merchants to seamlessly activate installment payments while allowing consumers to pay over time using the available credit on their existing payment cards.

SHOPLINE has emerged as one of the fastest-growing global commerce platforms, serving more than 700,000 merchants across Asia-Pacific, Europe, North America and the Middle East. The platform provides merchants with a comprehensive suite of commerce capabilities, including ecommerce, social commerce, point-of-sale, customer engagement, live commerce and cross-border selling, helping brands launch, operate and scale globally.

By embedding Splitit's installment capabilities directly into the SHOPLINE platform, merchants can activate Splitit with minimal implementation effort through a plug-in, allowing merchants to increase sales conversion, improve average order value and strengthen customer lifetime value without disrupting their existing checkout experience or customer relationships.

The partnership addresses one of the most significant opportunities in global ecommerce today. Increasing numbers of brands across Asia, Europe and other international markets are expanding their direct-to-consumer (DTC) businesses into the United States and other global markets. As cross-border ecommerce continues to grow rapidly, merchants are increasingly seeking localized payment experiences that improve conversion while preserving their own brand and customer relationships.

Card-linked installments have become an increasingly important capability for merchants selling into mature credit markets such as the United States, where consumers already have significant available credit. Rather than requiring shoppers to apply for a new loan, Splitit unlocks the purchasing power they already have through a frictionless, one-click, merchant-branded experience. More than simply adding another payment option, SHOPLINE and Splitit will optimize conversion on higher-value purchases by presenting installment offers across the shopper journey.

The partnership also reflects Splitit's strategy of embedding its technology within leading commerce platforms, marketplaces and payment ecosystems, dramatically simplifying merchant adoption while extending its reach through trusted software providers.

"Commerce platforms have become the primary distribution channel for innovation in ecommerce," said John Beisner, Head of Acceptance Partnerships at Splitit. "We're delighted that SHOPLINE has selected Splitit as its card-linked installment partner. Together, we're enabling hundreds of thousands of merchants to offer a seamless, installment experience that helps drive sales. Rather than requiring merchants to build or integrate another payment solution, Splitit becomes a native capability of the SHOPLINE platform, making adoption effortless while delivering meaningful commercial value."

Kimi Gong, General Manager of Payment at SHOPLINE, said, "Our mission is to deliver an end-to-end payment solution that help merchants grow their business worldwide. Partnering with Splitit allows us to embed a powerful installment capability directly into the SHOPLINE platform, giving merchants another proven tool to increase sales, improve customer conversion and deliver a better shopping experience. We believe this partnership further strengthens our platform while creating meaningful value for our merchants worldwide."

For SHOPLINE merchants, the partnership represents immediate access to a globally recognized installment solution. For Splitit, the partnership significantly expands its distribution strategy by making its technology available to hundreds of thousands of merchants through a single strategic platform integration.

About SHOPLINE

Founded in 2013, SHOPLINE is a leading global Software-as-a-Service (SaaS) provider empowering retailers to sell, market, and operate their businesses on a unified commerce platform. SHOPLINE supports merchants worldwide with comprehensive solutions spanning e-commerce, social commerce, point-of-sale, and CRM. With an open platform architecture and thriving partner ecosystem, SHOPLINE delivers innovative technology and expert support so brands can build successful, differentiated commerce businesses in any market.

About Splitit

Splitit is the only global installment payments platform that lets shoppers use the credit they already have. By turning card-

linked purchases into flexible installments, Splitit gives consumers a simple, transparent way to pay over time, while merchants get paid upfront. Merchants boost conversion and order value, while issuers drive card engagement and strengthen cardholder loyalty — all without third-party brand redirects or added risk. Trusted by leading brands across luxury retail, digital marketplaces, and technology, Splitit is used in more than 100 countries and powers embedded installments inside Samsung Wallet for seamless in-store payments worldwide. Learn more at Splitit.com.

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