

PSQ Payments Launches Apple Pay and Google Pay Integration, Expanding Checkout Flexibility for Merchants

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WEST PALM BEACH, Fla.--(BUSINESS WIRE)-- PSQ Holdings, Inc. (NYSE: PSQH) ("PublicSquare" or the "Company") is proud to announce the successful integration and launch of Apple Pay and Google Pay across its PSQ Payments platform, providing merchants with a seamless, secure, and highly requested mobile solution. This strategic expansion enhances PSQ Payments' capabilities and underscores our commitment to delivering merchant-driven innovation.

Our merchant partners have expressed strong demand for simplified mobile payment options since the launch of PSQ Payments. By integrating the two most popular digital wallets, PSQ Payments not only meets this need but also significantly improves the checkout experience for end customers, particularly those transacting via mobile devices.

Michael Seifert, Chairman and CEO of PublicSquare, stated, "This launch is a direct response to merchant feedback. Apple Pay and Google Pay were at the top of their wishlist, and we're proud to deliver. We're now better equipped to serve merchants who want to optimize their sales funnel for the mobile-first consumer. By adding these leading mobile payment options, PSQ Payments continues to expand its platform's capabilities for merchants across various industries. The integration also positions our partners to reach broader customer bases, including demographics that expect one-tap mobile payments as a standard."

Launch Customer in the Travel Sector

PSQ Payments' launch customer for this new feature operates in the travel industry, a sector where mobile-initiated transactions dominate and ease of payment is mission-critical. This milestone partnership is especially significant,

as it marks one of our first major platform expansions beyond outdoor recreation and the Second Amendment merchant community, a core area that PSQ Payments has proudly served since its inception.

“In verticals like the travel space, convenience and speed at checkout can make or break a transaction,” added Michael Seifert. “With Apple Pay and Google Pay, we’re ensuring that businesses can offer a frictionless checkout experience on mobile devices, helping to reduce cart abandonment and boost conversions.”

Mobile Payments Adoption

Mobile payment adoption, led by Apple Pay (with over 90% U.S. retailer acceptance and more than 550 million users) and Google Pay (with over 400 million users and strong global growth), continues to rise. Over 50% of U.S. smartphone users currently utilize mobile wallets at checkout, with this number predicted to reach 70% by 2026. This trend is driven by efficiency, as mobile transactions are up to 23% faster, reducing friction and cart abandonment. Mobile payments are crucial in sectors such as travel and hospitality, where nearly 65% of bookings originate from mobile devices.

About PSQ Payments

PSQ Payments, developed by PublicSquare, is a fully cancel-proof payment platform designed to provide businesses and consumers with uncompromising security and reliability. Leveraging advanced tokenization and secure wallet technology, PSQ Payments ensures that sensitive transactional data remains encrypted and protected. With a triple redundancy system in place, PSQ Payments reinforces its commitment to stability, making it a trusted solution for business owners who want to ensure their economic liberty is protected in every transaction.

About PublicSquare

PublicSquare is a marketplace and payments ecosystem that values life, family, and liberty. PublicSquare operates under three segments: Financial Technology, Marketplace and Brands. PublicSquare’s Financial Technology segment includes Credova, a consumer financing and payments company. The primary mission of the Marketplace segment is to help consumers “shop their values” and put purpose behind their purchases. PublicSquare leverages data and insights from the Marketplace to assess its customers’ needs and provide high-quality, wholly owned financial products and brands. PublicSquare’s Brands segment comprises EveryLife, a premium D2C life-affirming baby products company. The PublicSquare Marketplace is free to join for both consumers and business owners. Download the app on the App Store or Google Play, or visit **PublicSquare.com** to learn more.

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Source: PSQ Holdings, Inc.