

Segpay Expands Into Australia

Becomes Country's First High-Risk Payment Processor, Appoints Local Leadership Team

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-- [Segpay](#), a pioneer in digital payment processing, announced today its expansion into Australia with the establishment of Segpay Australia.

With this bold move, Segpay becomes one of the first high-risk payment processors to have a physical footprint in the Australian market. Additionally, Segpay has named Sam O'Connell Managing Director of its Australian operation and hired local support staff as it prepares to start servicing online merchants.



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Establishing a local operation in Australia is an important next step in Segpay's continued growth.”
Cathy Beardsley, Global CEO of Segpay

Mr. O'Connell brings a wealth of experience across the payments and financial services industries. Before joining Segpay, he served as a V.P. in the payments arm of a major U.S. bank and also practiced as an attorney in a private law firm. In his new role, he will oversee Segpay's Australian operations and work to develop relationships throughout the local payment and fintech industries.

“Establishing a local operation in Australia is an important

next step in Segpay's continued growth,” said Segpay Global CEO Cathy Beardsley. “There is a real need for payment partners who understand the challenges that high-risk industries face. Sam's experience and knowledge will help us build the right foundation and provide local merchants the support they need.”

According to Australia Post's 2026 eCommerce Report, Australians spent A\$82.6 billion online in 2025, up 14% year over year, highlighting the country's growing digital economy. As more businesses expand online, merchants operating in highly regulated industries continue to face limited payment processing options from traditional providers. Segpay's Australian operation was established to help meet that need, combining local expertise with more than two decades of global payments experience.

In support of its expansion into Australia, Segpay is launching a print and digital advertising campaign developed by its longtime marketing agency, Creaxion.

In addition to Mr. O'Connell, Segpay has added Ash Said to its Australian sales team to support merchant growth and strengthen relationships with merchants throughout the region.

"Segpay has a real opportunity to bring something different to the Australian market," said O'Connell. "With the company's global experience and a local team on the ground, we're building lasting relationships with Australian merchants to support them as they grow."

Segpay is expected to start servicing merchants in Australia in the fourth quarter of 2026. To get prequalified to process payments in Australia, or for more information, visit Segpay.com/Australia or reach out directly to Sales@Segpay.com.

About Segpay

Segpay is a pioneer in digital payment processing, offering custom solutions including payment facilitator, direct merchant accounts, and secure gateway services. The company specializes in online credit card processing for e-commerce and subscription services for global merchants. Segpay provides secure turnkey solutions to accept online payments, with a guarantee that funds are always safe and protected with its proprietary Fraud Mitigation System™ and unmatched customer service and support. For more information, visit <http://www.segpay.com/>.

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