



## Summit Limited

(Company Registration No. 197501110N)  
(Incorporated in the Republic of Singapore)  
("Company" and together with its subsidiaries, the "Group")

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### **NEWS RELEASE:**

#### **SINGAPORE COMPANY ROLLS OUT DIGITAL LOCK TECHNOLOGY AT ALL WAL-MART USA STORES**

**Singapore, 23 January 2017** – Equation Summit Limited's wholly-owned subsidiary, Disa Digital Safety Pte Ltd ("**DiSa**"), a Singapore-based Asset Protection solution provider announces today that it has rolled out its innovative PoSA (Point-of-Sale Activation) system at all Wal-Mart Stores Inc.'s ("**Wal-Mart**") stores in the United States of America. Wal-Mart is the world's largest retailer with close to US\$500 billion in annual sales.

PoSA enables a digital device (such as TV, blue-tooth, IT (information technology) products) to be locked from manufacture to purchase. This renders a product (such as a \$100 tablet) unusable until the buyer inputs a PIN (personal identification number) printed on his receipt. This means that retailers can "open sell" and no longer have to spend time and money on spider wraps and locked storage to prevent theft.

DiSa PoSA is now fully integrated into Wal-Mart's backroom, check-out and online sale systems. Paul Jaeckle, senior director of Wal-Mart Asset Protection division said, "The DiSa solution has shown promise to solve some of the complex issues within retail today. One example is that the solution allows the customer to self-select the product, consistent with their shopping pattern on all other items at Wal-Mart while allowing Wal-Mart to maintain a degree of control against theft and/or loss. The DiSa solution offers many benefits for both retailers and suppliers."

Initial findings from a US Loss Prevention Research Council study at twenty Wal-Mart stores last month point to a significant sales lift, a result of the PoSA lock code on test tablets. Full findings from the study are slated for release in about a month.

DiSa is heavily involved in such asset protection research in the US, and with the US-wide launch of PoSA in Wal-Mart, it is expected to extend this technology to the other main national retailers in the near future.

DiSa is a Singapore-based technology solutions provider that developed this game-changing retail asset protection system, and continues to specialise in research and development in this area.

### **Lose Less, Sell More**

Giant retailer chains across the US face a perennial problem of theft. Disa Digital Safety (USA) ("**DiSa USA**"), a wholly-owned subsidiary of DiSa, is the game-changer in this area. It has pioneered the world's first digital solution to protecting assets within a huge retail environment.

DiSa's PoSA solution locks a device from production to sale. This is expected to dramatically reduce theft through:

- Internal or employee theft, the largest source of theft or "shrink"
- External theft (traditional shoplifting)
- Return fraud (for example, a stolen product or receipt is used for a refund)

Theft occurs in all manners, causing "shrink", a retail jargon for the difference between inventory and actual stock due to damage, loss or theft.

DiSa has now successfully tested and integrated the PoSA system with systems at Wal-Mart.

This digital lock is a code embedded in a consumer electronic product during the manufacturing process, which makes it unusable until the point of sale. Every product's bar code has its product UPC (universal product code) code as well as a unique PoSA code. The activation PIN can be found on the receipt, which the buyer then uses to unlock the new purchase.

Every protected product is marked with a PoSA logo and labelled with the message, "Product Requires Activation Code".

Currently, retailers use keeper boxes, spider wraps or locked storage, to prevent theft and employees have to set aside time to implement such measures. With PoSA, the product supplier pays a small amount to buy each PIN code and has the ease of mind that the product is useless to anybody until it is purchased.

Wal-Mart estimates a loss of up to US\$3 billion a year to pilferage before the adoption of DiSa solution.

This innovative solution promises to reduce the cost of theft-prevention and reduce theft itself while allowing for more stock to be displayed without fear of theft. In other words, retailers can lose less and sell more.

Because of the nature of PoSA's digital footprint on products, it can be expected that it will likely expand to other big retailers. Wal-Mart has stores in Mexico and Brazil and DiSa is in talks with a few other national retailers in the US. This is also a technology with long term potential to expand into other regions.

### **About Disa Digital Safety Pte Ltd**

Disa Digital Safety Pte Ltd is a Singapore-based technology solutions provider that specializes in research and development of cutting-edge security ("DiSa Asset Protection System") and digital authentication ("QuickCheck") solutions.

DiSa Asset Protection System, the world's first anti-theft protection technology a digital lock on consumer electronic products. DiSa Asset Protection System allows the manufacturers and retailers of consumer electronic products to prevent theft by integrating DiSa Asset Protection System codes into their products during the manufacturing process by making it inoperable at the point-of-manufacturing until the point-of-sale at retail stores.

DiSa Asset Protection System has won several awards for technology innovation including two recognition of Achievement Awards for its innovative features at the 2009 Plus X Award Technology Conference in Cologne, Germany.

QuickCheck is a digital authentication solution that is capable of verifying the authenticity of a product instantaneously. It allows the consumers to validate the authenticity of a product in real time prior to a purchase decision via their own devices. This is done through the scanning of a unique barcode ("QC Code") that is applied or printed on the packaging of the products. All it takes to authenticate is a smart phone with location service.

[www.digital-safety.sg](http://www.digital-safety.sg)

[www.digital-safety.us](http://www.digital-safety.us)

### **About Equation Summit Limited**

Equation Summit Limited is an investment holding company listed on the SGX Catalist. It is also involved in integrated electronic waste recycling services including recovery/refinery of ferrous, non-ferrous and precious metals as well as recycling of cathode ray tubes ("CRT") and other end of life products; energy auditing management and professional engineering consultancy services; sales and distribution of audio, video and other consumer electronics products; the provision of patented end-to-end anti-theft and anti-counterfeiting solution under DiSa and the supply and trading of construction materials.

Equation Summit Limited and Disa Digital Safety Pte Ltd can be found online at [www.eqsummit.sg](http://www.eqsummit.sg).