



MEDIA RELEASE

For immediate release

Challenger Reaffirms Commitment to Member Data Privacy

21 April 2016, Singapore – Challenger Technologies Limited, the largest home-grown tech retailer in Singapore, today reaffirmed its commitment to ensuring the data privacy of half a million members in its ValueClub loyalty programme.

This statement comes on the back of a Personal Data Protection Commission (PDPC) investigation into a processing error made in October 2014 by its former third-party email marketing vendor. PDPC's April 2016 concluded finding revealed that the data in question was not of a sensitive nature that would cause any harm or loss to individuals.

Importantly, PDPC noted that Challenger took several immediate and proactive steps to remedy the vendor's error. Amongst the immediate steps taken include terminating the services of the third-party vendor, as well as proactively hiring a data protection consultant, Straits Interactive, to audit and review its entire business processes and policies where personal data may come into play. Challenger has also further trained its retail and backend staff in the appropriate handling of personal data.

Ensuring that its members' personal information remains secure is very important to Challenger. Challenger has been and remains committed to providing appropriate, industry-standard security controls to protect the personal information of all its members against reasonably foreseeable hazards.

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About Challenger Technologies Limited

Incorporated in 1984 and listed on the SGX in January 2004, Challenger Technologies Limited operates the Challenger chain of IT retail stores and online tech marketplace Hachi.tech. With an extensive network of strategically-located retail stores, Challenger has over half a million ValueClub members. Challenger also owns Challenge Ventures Pte Ltd, supporting investments in digital platforms such as pre-owned IT marketplace Andios Pte Ltd and extended warranty and



services provider inCall System Pte Ltd. This digital lifestyle ecosystem enables Challenger's vision of becoming a large online and offline player.

For media enquiries, please contact:

Ms Emily Cham

H/P: 9270 7573

Email: emily@asiaprwerkz.com

Ms Angeline Wong

H/P: 8498 0566

Email: angeline@asiaprwerkz.com

Ms Julie Chiang

H/P: 9009 5781

Email: julie@asiaprwerkz.com