

# DiSa Digital Safety Pte Ltd Smart Solutions

30 October 2019



DiSa Digital Safety Smart Solutions  
Honored by RILA, 2017 (R)Tech Asset  
Protection Innovation Award

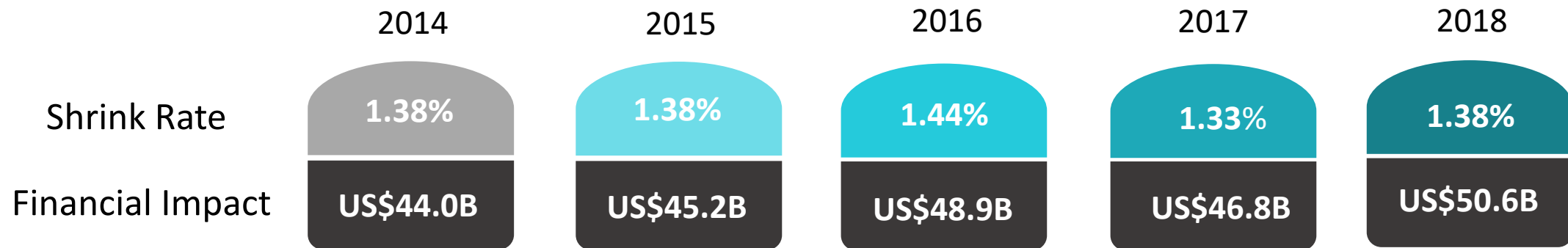
Powered by DiSa Digital Safety 

# RETAIL THEFT STATISTICS

# Retail Theft in USA

## Shrink continues to impact the bottom line

The average shrink rate for 2018 was 1.38%, impacting the overall U.S retail economy at an estimated amount of **US\$50.6 billion**.



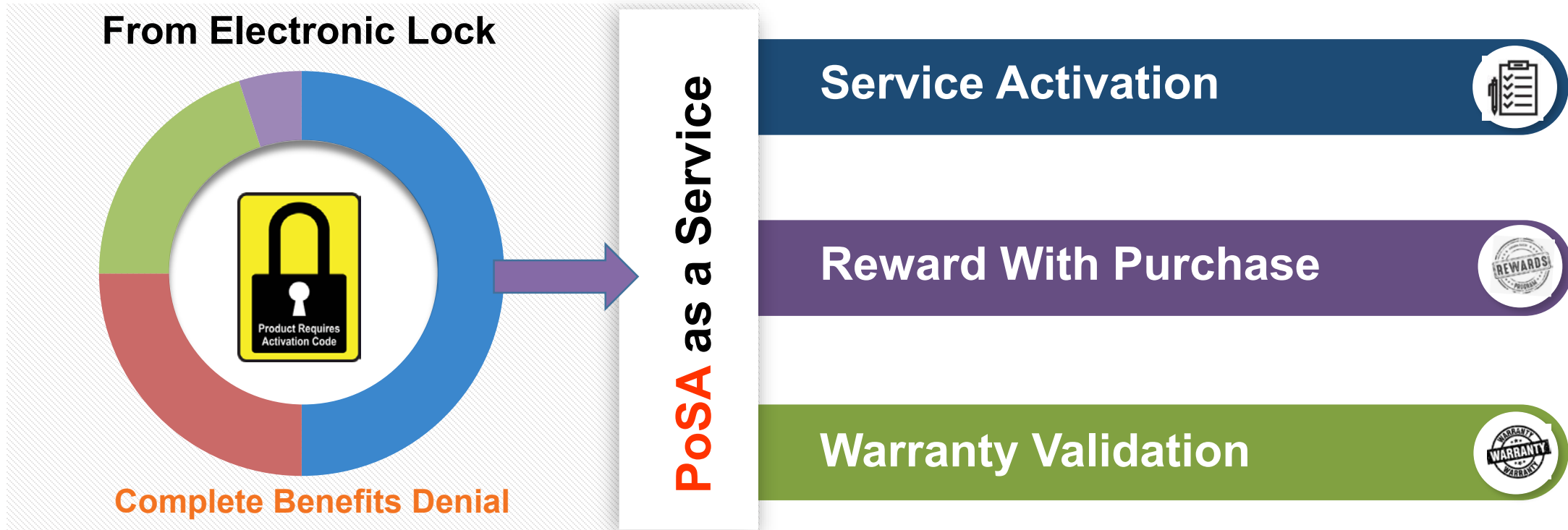
- 2/3 from shoplifting/organized retail crime and employee theft.
- Remainder from vendor and paper work errors.

Source: National Retail Security Survey 2015~2019

# EVOLUTION OF POSA SOLUTION

# Evolution of PoSA Solution

DiSa is partnering with US largest retailer's POS system to provide PoSA Solution to prevent theft and return fraud upon completion of the sale.



# PoSA as a Service (PaaS)

## Service Activation



- The activation code is used to validate a purchase.
- Validate a legitimate purchase before any service is performed.

Customers:



Provides medical health testing services, serves patients in Ireland, Canada, and USA.



Provides medical health and ancestry personal genetic services around the world.

# PoSA as a Service (PaaS)

## Reward With Purchase



- The video game companies often provide rewards when you purchase the video game from a retailer.
- The activation code is used to validate a legitimate sales before providing a reward with purchase.

Potential customer:

**Video game and software companies.**



# PoSA as a Service (PaaS)

## Warranty Validation



- Validate a legitimate sale and provides necessary sales details to ease warranty process.
- More secured as the manufacturer can ensure that it was a legitimate sale and that the item was not returned.



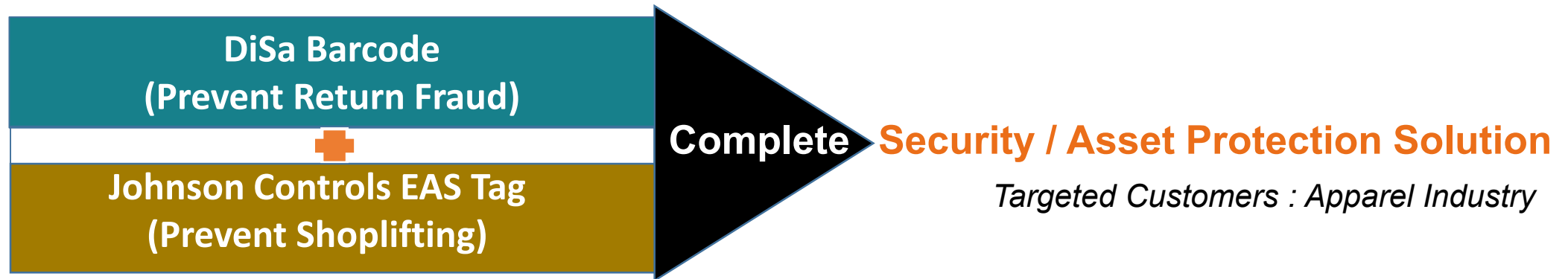


# MAJOR INITIATIVES

# DiSa Barcode + Electronic Article Surveillance (“EAS”) Tag

Johnson Controls is partnering with DiSa to provide a more complete security solution to their customers.

Johnson Controls International plc., is an Irish multinational conglomerate with a market cap of approximately US\$33.3 billion.



# FreshCounts PTI Label Linking

(Produce Traceability Initiative)

**FreshCounts** empowers both retailers and consumers to track food items from source to consumer.

DiSa Barcode



PTI Label



## Enable the retailer to:

- Digitally track fresh items **individually** down to the POS level.
- Manage and control expired and soon-to-expire products.
- Manage product recalls and tackle return frauds with forensic.



All other solutions can only track to **case-level** limiting their effectiveness once the product is on shelf.

# **CUSTOMER TESTIMONIALS**

# Partner and Customer Quotes



DGL GROUP

“DiSa has not only reduced our returns, but has enabled our warranty department to verify purchases and assist customers who have lost a receipt but made a valid purchase. Additionally, we can track lots by DISA code and look for patterns in returns to investigate potential quality opportunities. The domestic and overseas teams have been a delight to work with and are always accessible and responsive.” – ***Jen Paldino, VP Logistics DGL Group LLC***



“We have been working with DiSa since launch in US largest retailer and have had a great experience. They have helped us reduce returns by millions of dollars.” – ***Del Iliria, Director of Sales Alco Electronics***

# Partner and Customer Quotes

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“Looking forward to partnering on this new pilot as well as future opportunities. There are a great deal of products out there where our two solutions complement one another!” – ***J.W. Smith, National Accounts Manager Johnson Controls***



“Over the past 3 years of partnership with the LPRC, together we have completed 2 research projects, and have one in progress. First, the LPRC and DiSa worked together to develop signage for packaging that would serve as a deterrent for potential thieves. After deciding on a final benefit denial box mark, DiSa, LPRC, and the US largest retailer partnered together to test the DiSA PoSA system in a store lab. The PoSA system was deployed in US largest retailer stores and tested for effectiveness by the LPRC. The LPRC recruited offenders, customers, and employees to test the overall impression of the process and signage. Currently, the LPRC is in contact with product protection decision maker in Company T . The negotiations are looking promising to test the PoSA system at a Company T store lab.” – ***Jenn Jarrett, Research Scientist LPRC***

# Partner and Customer Quotes



“I have found that DISA is a great solution for suppliers selling into retailers as it minimizes returns and allows more detailed view into the sale and return of products than any other offering in the marketplace. DISA offers easily understood reporting tools along with a willingness to modify to meet customer’s needs. Lastly, the DISA team offers a window directly into the inner workings of the retailer’s team that allows suppliers access that they would not otherwise have. This is due to the local team and their relationships which seem to exceed any others in this space. Overall, I look forward to working with DISA as they continue to innovate and find solutions for the ongoing challenges that face supplies when doing business with the retailers and at retail in general.” – **Ben Cowell, Team Direct Management**

**EXISTING SUPPLIERS  
USING DISA SMART SOLUTIONS**



# DiSa Smart Solutions

..... extending from electronic to non-electronic goods

## Point-of-Sale Activation (PoSA)

### Retail Theft & Return Fraud



## Single-Scan-Serialization (3S)

### Return Fraud

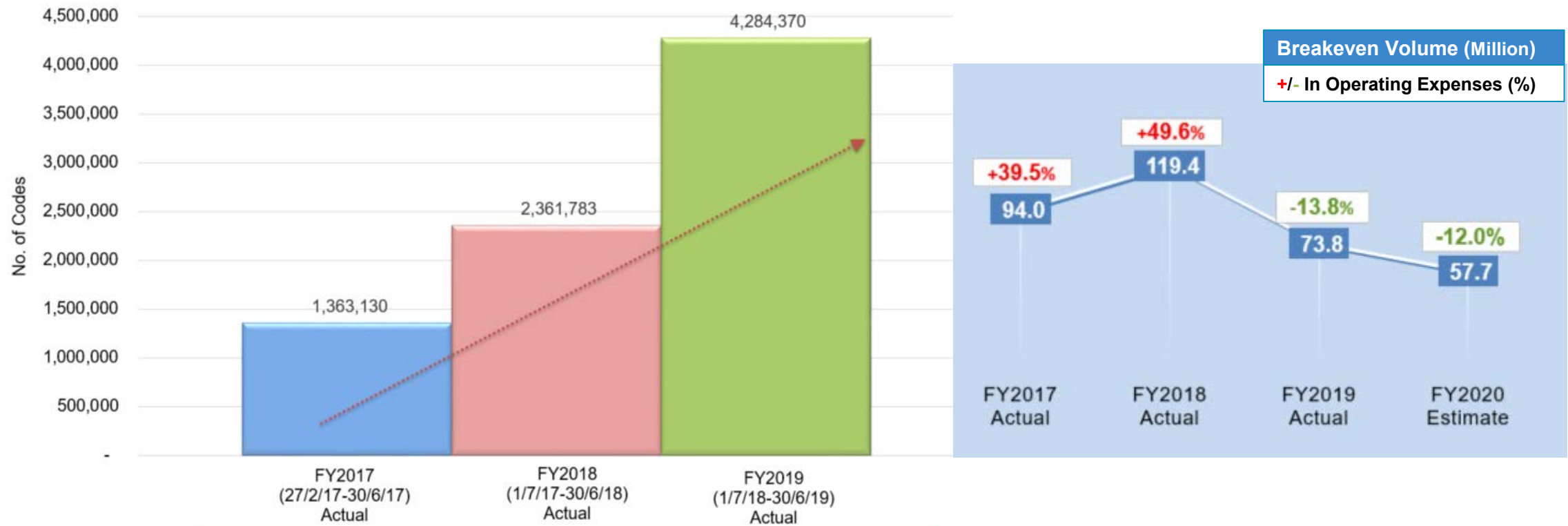


**SALES GROWTH**

# Sales of Codes

## Estimate sales of 10 million codes in FY2020

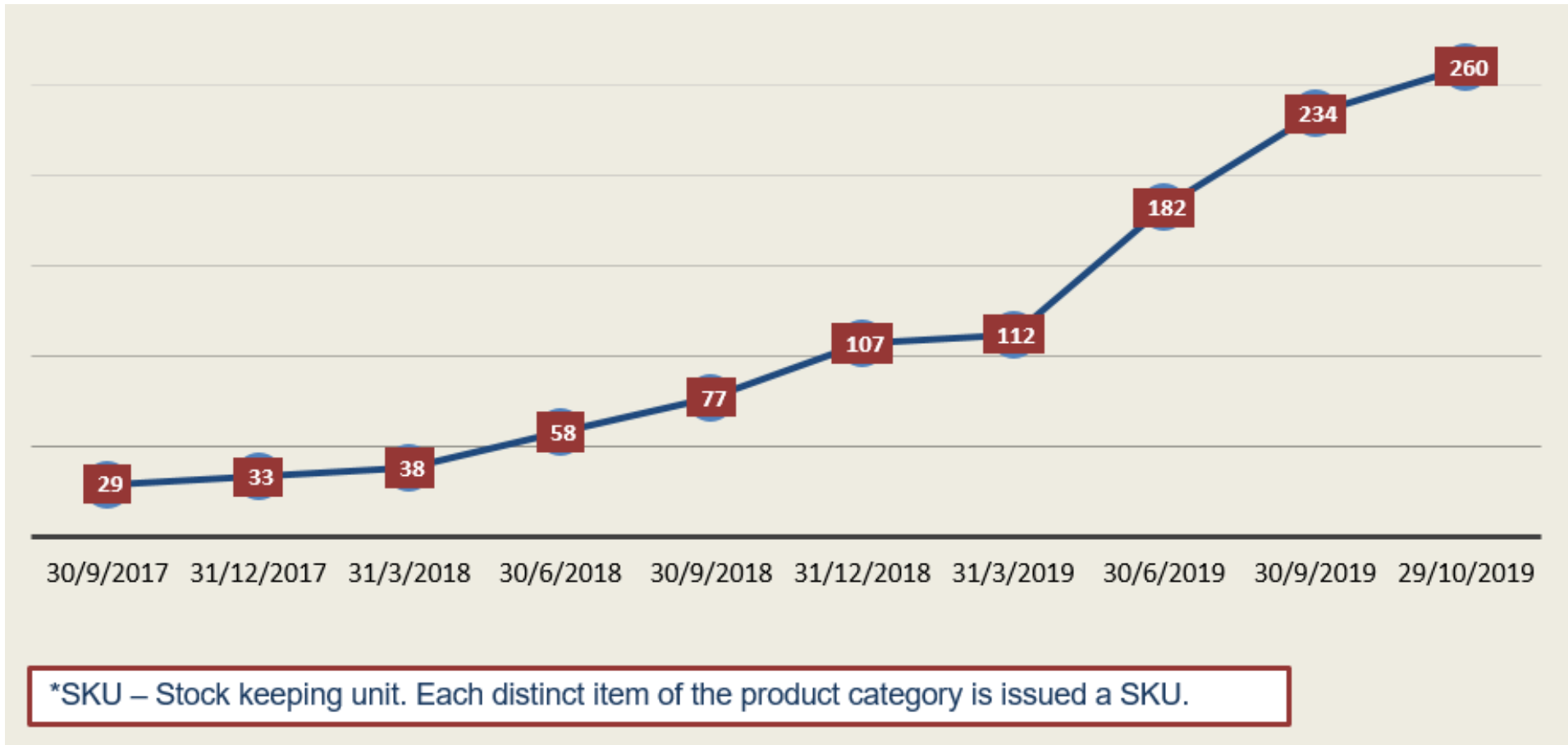
➤ 1.6 million codes sold during 1<sup>st</sup> quarter of FY2020



**18 million codes from FY2017 to FY2020 (Estimate)**

# Increasing Number of SKUs

Product categories has been extended from baby products to many other products such as medical diagnostic kits and personal mobility devices.



**WHY DISA?**

# Retail Theft in USA

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According to 2019 National Retail Security Survey:



Nearly 45% of survey respondents indicated their budgets for loss prevention efforts will be up.



68 percent say they'll allocate additional resources, most of that in technology.



37% looking to increase their loss prevention teams with member specializing in analytical, cybersecurity and investigative skills.

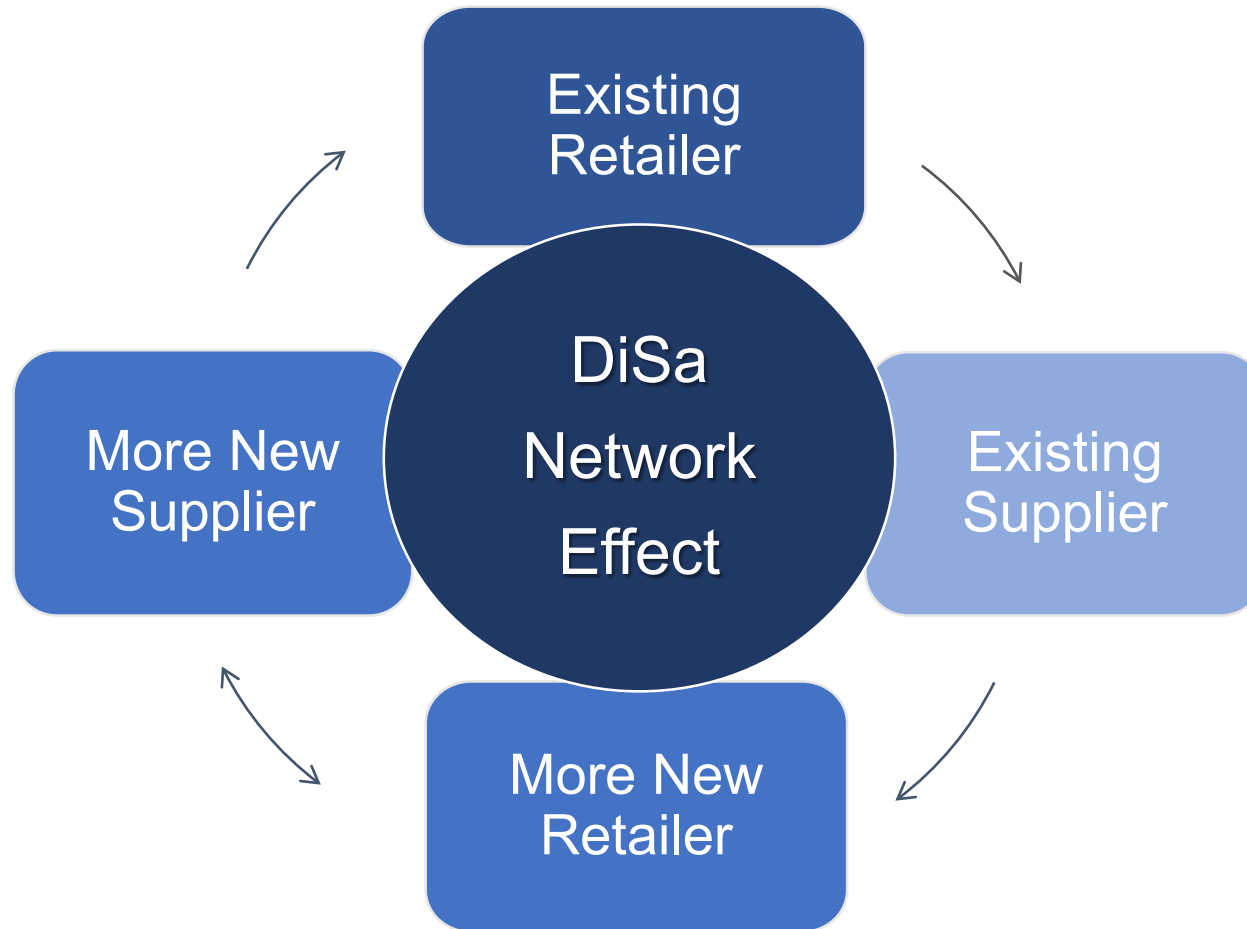
# Why DiSa?

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1. Scalable online platform:  
Minimal incremental cost to scale up.
2. Sustainable growth:  
We are in the business of fighting retail crimes.  
It never ends.
3. High Barriers to Entry:  
Building a tripartite security ecosystem for suppliers,  
retailers and consumers.

# DiSa Network Effect

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Essentially, everybody is using DiSa solutions to fight retail crime.



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