



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

## **NEWS RELEASE:**

### **Retailers Preparing for DiSa Smart Solutions Testing**

**Singapore, 16 May 2018** – The Company refers to LPRC's (Loss Prevention Research Council) announcement posted on 8 May 2018 reproduced below.

On April 3, Loss Prevention Research Council (LPRC) hosted an educational Benefit Denial Summit at Target HQ, where top retailers including Walmart, Target, and Best Buy discussed key theft protective advantages of Benefit Denial and Point of Sale Activation AP/LP methods by using the Situational Crime Prevention model. While most AP/LP methods focus on increasing and offender's theft Effort or increasing their perceived risk of being caught (Risk), Benefit Denial and point of sale activation or PoSA (a subcategory of Benefit Denial) work by reducing or eliminating the Reward for would-be thieves.

This theft prevention method has key theoretical advantages, as it protects high-theft products throughout the supply chain, and extends protection to internal theft and package theft. Key LPRC research results and plans were discussed at the April summit, including two solutions in current LPRC testing engineered by Disa Digital Safety (USA) or DiSa: PoSA Smart Lock, and 3S Smart Barcode.

PoSA Smart Lock removes the benefit of stealing by making any smart device non-functional until purchased, allowing for Open Selling. PoSA creates 24/7 product availability without theft deterrents, lengthens the sales window, and gains impulse purchases, increasing consumer sales +20%.

3S Smart Barcode effectively stops invalid returns, offers product visibility with real-time analytics from Product ID Live, and provides more accurate inventory calculations by rejecting invalid returns and giving more precise store and item sales and returns data.

LPRC Director Dr. Read Hayes, and Research Scientist Mike Giblin, will continue to support the senior level AP staff of retailers such as Target, Kroger, Best Buy, etc. as they become ready for proof-of-concept testing, solution analysis, and critical consumer/associate/online reseller awareness messaging research. The upcoming Digital Safety (DiSA) Smart Solutions proof-of-concept phase will focus on three key points: sales lift data, cost savings, and payroll reduction. Retailers will begin the 4 to 6 week POC in the upcoming weeks, followed by single store testing, POS implementation, and complete on-boarding of the Smart Solutions.

### **About Disa Digital Safety (USA) (DBA "DiSa")**

Disa Digital Safety (USA), an ultimately wholly-owned subsidiary of DISA Limited, provides digital asset protection with the PoSA Solution. The DiSa PoSA Solution is the world's first fully digital asset protection technology for consumer electronic products allowing for open sell retail environments. Each device is assigned a unique activation code and is digitally locked preventing theft by rendering the devices inoperable from the point-of-production to the point-of-sale at retail stores. The device

remains locked until the buyer activates the device using a one-time activation code that is printed on the retail sales receipt. Once activated, the device remains permanently unlocked and fully functional. DiSa offers full support to manufacturers, retailers, and consumers.

### **About DISA Limited**

DISA Limited (SGX: 532), is a publicly-traded company on the Singapore Catalist Stock Exchange. With decades of experience as a multifaceted manufacturer and retailer, the company has grown to center its principle activity on the technology business for digital asset protection known as the PoSA Solution. More information is available at [www.digital-safety.com](http://www.digital-safety.com).

*This announcement has been prepared by the Company and its contents have been reviewed by the Company's Sponsor, SAC Capital Private Limited ("**Sponsor**"), for compliance with the relevant rules of the Singapore Exchange Securities Trading Limited ("**SGX-ST**"). The Sponsor has not independently verified the contents of this announcement.*

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