



## 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:**

#### **LPRC releases Point-of-Sale Activation Proof-of-Concept Results**

**Singapore, 18 October 2016** – Equation Summit Limited's wholly-owned subsidiary, Disa Digital Safety Pte Ltd ("**DiSa**"), a Singapore-based Asset Protection solution provider is pleased to announce that the Loss Prevention Research Council ("**LPRC**") has published a white paper for the just-completed Wal-Mart Stores Inc.'s ("**Wal-Mart**") proof-of-concept with DiSa's Point-of-Sale Activation ("**PoSA**") asset protection solution (the "**White Paper**").

The LPRC research publication is the result of a project that has encompassed nearly 2 years of work with Wal-Mart, the largest retailer in the world. The White Paper was announced at the recent LPRC Annual IMPACT conference and it was an exclusive content for LPRC membership. This ground-breaking test and scientific study proves that the DiSa Asset Protection solution is a scalable solution that will help retailers to drive sales while enhancing the in-store consumer's experience by allowing highly desirable products to be sold in a truly open format.

The research study has targeted the consumers, retail sales associates, store management and Asset Protection team members. The results included a Q&A (question & answer) survey with each stakeholder and it was done independent of both Wal-Mart stores and DiSa. The research scientist team was given unfettered access to all needed stakeholder group. Key take-a-ways include the consumer engagement with 'open-sell' product labelled with the PoSA logo, the consumer's experience at the check-out counter; including self-check-out ("**SCO**") and the sales growth resulting from proof-of-

concept test. The exclusive content was distributed to LPRC membership at the LPRC IMPACT conference and presented to the conference during the general session. The favourable report shows PoSA can drive sales, enhance the consumer's experience and is scalable for future expansion.

Eddie Chng, CEO of Equation Summit Limited states, "The result of the PoSA open-sell has now been proven to drive sales, resulting in a dramatic uplift for the brand and the retailer partner. This type of 'win-win' partnership results when digital technology is implemented at scale by the largest retailers as well as by one of the largest retail groups in the world. DiSa is proud of the LPRC research results and we will work hard to continue to prove our performance!"

A copy of the LPRC results may be obtained from Adam Hartway via email ([adam@digital-safety.us](mailto:adam@digital-safety.us)). In your email request, please include:

- 1) Name
- 2) Company or Organization name
- 3) Title
- 4) Phone
- 5) Country

Your request will be processed ASAP (as soon as possible), however due to the large number of requests, please anticipate a 3-5 working days delay.

### **About The LPRC (Loss Prevention Research Council)**

The LPRC is an industry group comprises leading retailers, solution providers and scientists centred at the University of Florida in Gainesville. The LPRC conducts research to develop crime and loss prevention/control solutions that improve the performance of its members and the retail industry. Currently, the LPRC has over 90 members and is chaired by Dr. Read Hayes. The group conducts academic studies based in classroom as well as in retail stores. The LPRC was founded in 2001 and is currently in its 15th year of operation. With key retail members from Sterling Jewelers, Rite Aid to Home Depot, Walmart and Best Buy. The LPRC is home to 13 industry Working Groups with focus on various issues facing omni-channel retailers. LPRC belongs to various industry affiliations including but not limited to: LP Magazine, National Retail Federation, Retail Industry Leaders Association, LP Foundation and FMI (Food Marketing Institute).

### **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).