

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

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#### **NEWS RELEASE:**

# Disa Digital Safety Pte Ltd & Wal-Mart Stores Inc. completed Proof-of-Concept for DiSa's Point-of-Sale Activation Technology

Singapore, 7 November 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 DiSa and Wal-Mart Stores Inc., ("Wal-Mart") had concluded the initial stage of store deployment for the DiSa Asset Protection solution on 20 October 2016. This initial stage called the Proof-of-Concept ("POC") had shown strong results when the DiSa technology was deployed in a live retail ecosystem. The resulting 'open-sell' demonstrated that DiSa can be used to lift sales and provide a more efficient retail showroom environment.

Wal-Mart, the largest retailer in the world, with annual sales approaching US\$500 billion, has explored and vetted the DiSa solution with the opportunity to dramatically alter the manner in which merchandise is displayed for sale on the retail sales floor while reducing theft by the following sources:

- Internal or employee theft (according to industry sources, the largest source of theft or shrink)
- External theft (traditional shoplifting)
- Return fraud (the fastest source of retail shrink)

As DiSa and Wal-Mart completed this POC, several metrics were used to measure success and they were (1) sales lift; (2) functionality of the application solution; (3) associate engagement; and (4) consumer interaction. DiSa scored an overwhelming victory in adding a significant sales lift. Additionally, the consumers welcomed the shopping experience as marketing surveys completed by the LPRC and Wal-Mart were proof of such experience. The sales functionality was proven at both manned check-out lanes and SCO (self-checkout) counters. The technology was instinctive and no additional processes were added to the Wal-Mart transaction – meaning DiSa can be scaled to meet the needs of the world's largest retailer.

Eddie Chng, CEO of Equation Summit Limited states, "Our completed POC test with Wal-Mart has solidified DiSa as a game-changing solution for all retailers. Our strong partnership with Wal-Mart will allow DiSa to enter the next steps of the process to complete build-out. We are all excited by the sales lift resulting from the deployment and we look forward to more engagement with Wal-Mart.".

#### **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

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.