



## Summit Limited

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

### **NEWS RELEASE:**

#### **Disa Digital Safety (USA) ("DiSa") successfully completes Phase II Proof-of-Concept testing at Walmart stores**

- **New Asset Protection solution helps stop shoplifting and theft in the supply chain**
- **The second major test of this innovative solution completed by DiSa and Walmart**
- **Sales of merchandise protected by the DiSa PoSA solution increased due to open sell**

**Singapore, 9 February 2017** – Equation Summit Limited's wholly-owned subsidiary, Disa Digital Safety Pte Ltd, a Singapore-based Asset Protection solution provider is pleased to announce that its wholly-owned subsidiary, Disa Digital Safety (USA) (Doing Business As ("DBA"): "DiSa"), a US-based Asset Protection solution provider has successfully completed the second proof-of-concept test with Walmart stores.

Walmart expanded the initial PoSA test from the original single-store test to a wider footprint of stores dispersed throughout the USA retail market. Walmart selected stores likely to benefit from use of the solution to test the consumer adaptation, messaging and interaction levels with the new DiSa PoSA solution. The stores were selected by the senior leadership of the Asset Protection team within Walmart. The expansion was launched on 28 November and successfully concluded on 24 December 2016.

The successful test was conducted at 20 stores with over 1,400 units of RCA Voyager II tablets available to consumers on a true, open-sell format. Sales improved in test stores while shrink stayed within acceptable levels. RCA noted the sales lift at the test stores and the fact that sales jumped beyond single-digit expectations in the key US holiday selling season. Due to the DiSa PoSA solution, US consumers had the ability to directly interact with the product in a true, open sell environment rather than dealing with locked cases and other antiquated protection devices. The sales lift, the ability to activate, and the DiSa 24/7 customer support were all key measures in making the test a complete success.

The independent group, Loss Prevention Research Council (LPRC), was selected to monitor the test and will release test results at the second Retailer PoSA Summit on February 9<sup>th</sup>, 2017 in Minneapolis, MN. The LPRC is an independent retail research group that is based at the University of Florida. LPRC results

will be available initially to LPRC members at the Summit and then to all retail channel stakeholders. DiSa will release additional information by mid-February.

DiSa's next steps include expansion of the DiSa technology solution to full-scale in the following categories:

- Television
- Bluetooth
- Computing
- Connected Home
- Mobile technology

Eddie Chng, Chairman and executive director of DiSa Digital Safety Pte Ltd states, "The DiSa solution has proven itself to be a dynamic innovation in the retail channel with successful test after successful test with Walmart, the largest retailer in the world. DiSa is proud to be an expanding technology solution partner of Walmart. DiSa looks forward to improving the guest experience and increasing customer satisfaction at Walmart."

#### **About The LPRC**

The LPRC is an industry group comprised of leading retailers, solution providers and scientists centered 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 and in live retail stores. The LPRC was founded in 2001 and is currently in its 15<sup>th</sup> year of operation. Key retail members range 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 the DiSa PoSA Solution**

The DiSa PoSA solution, the world's first digital asset protection solution, is a software-based, digital lock applied to consumer electronic products during manufacturing. Each device is assigned a unique activation code. The digital lock prevents 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 legitimate 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 through 24/7 phone support, Web support and future App support.

The DiSa solution is a low-cost solution that increases efficiencies both in the supply chain and in the retail store. With DiSa, retailers will be able to increase sales by merchandising product on the sales

floor without fear of theft (no more product hiding in the backroom where it cannot be sold). Retailers will be able to merchandise more quickly as they will not have to apply current asset protection (AP) standards such as “keeper boxes,” “spider wraps,” or other questionably inefficient standards. These current standards cost the retailers both: 1) employee productivity and 2) heavy internal costs from purchasing and repurchasing standards. DiSa is designed to simplify the omni-channel retailer. DiSa stands behind its motto: “Sell More, Lose Less!”

DiSa is designed for managing a wide variety of transaction types in omni-channel retailing including 1) traditional brick transactions with a full gift box experience, 2) E-commerce transactions where DiSa will protect the purchase to the customer’s door (no more mail theft or theft from a delivery vehicle), 3) Buy Online, Pickup in Store (BOPIS) and same day pickup in store.

#### **About DiSa Digital Safety USA (DBA: DiSa)**

Digital Safety USA (DBA: DiSa), is a US-based asset protection solution provider and wholly-owned subsidiary of Equation Summit Limited that specializes in research and development of cutting-edge Retail security solutions. DiSa Digital Safety PTE LTD is a Singapore-based PoSA solution provider and wholly-owned subsidiary of Equation Summit Limited that specializes in research and development of cutting-edge Retail security solutions. More information is available at [www.digital-safety.us](http://www.digital-safety.us) and [www.digital-safety.sg](http://www.digital-safety.sg).

[www.digital-safety.us](http://www.digital-safety.us)

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#### **About Equation Summit Limited**

Equation Summit Limited and Disa Digital Safety Pte Ltd can be found online at [www.eqsummit.sg](http://www.eqsummit.sg).

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