



## 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:**

#### **Digital Safety sets US & Global retail standard for Point-of-Sale Activation (PoSA) logo**

**Singapore, 3 June 2016** – Digital Safety PTE LTD ("DiSa"), a Singapore-based Anti-theft solution provider and wholly-owned subsidiary of Equation Summit Limited, is pleased to announce that that DiSa, the Loss Prevention Research Council and major US retailers have worked together to establish a global standard for the creation and identification of DiSa PoSA enabled retail products.

The LPRC Product Protection Work Group ('PPWG'), which is chaired by Adam Hartway @ DiSa USA, has led the entire US retail community, to identify, create, brand and trademark an official PoSA logo or box mark that will help retailers easily identify products that are enabled with the DiSa Asset Protection solution. Additionally, the new PoSA logo on product packaging will alert consumers that future product activation will be required, and alert potential in-store shoplifters, retail employees and organized crime that the product or device is now protected with digital anti-theft protection from DiSa. The logo will be put into use in the summer of 2016 and will be used to educate the market on the benefits of PoSA - similar to how the Energy Star mark on packaging communicates the benefits of saving energy.

Within the PPWG @ LPRC, the logo was developed by retail members that included: Walmart, Sam's Club, T-Mobile, Verizon, Home Depot, Lowe's, Sears, Best Buy, Target, Meijer's, Dick Sporting Goods, Walgreens, CVS and many other retail members/partners. LPRC currently has over 50 retail partners from every channel within the US retail community. The member retailers selected draft designs, held conference calls, utilized survey tools and showed drafts of the logo to shoplifters to measure

effectiveness. The final design was the result of extensive hours of work by the committee chair, co-leaders and retail members.

LPRC is proud to award Digital Safety USA with the annual Leadership Award for the work done in leading this PPWG and LPRC recognizes DiSa USA as an industry leader for the future of Retail Asset Protection. This is the second LPRC Leadership award for DiSa and DiSa becomes the only two-time winner of the award. At present, the LPRC has 13 functional Work Groups; the Product Protection Work Group (PPWG) is constantly used a role model for building cross-functional teams of industry leaders, solution providers and retailers.

The DiSa solution is the world's first digital Point-of-Sale Activation ("PoSA") solution. The DiSa solution offers end-to-end protection against theft and protects the retail asset from the point-of-production to the point-of-sale. 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 stock 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 AP (asset protection) standards such as 'keeper boxes', 'spider wraps' or other inefficient standards. These current standards cost the retailers both: 1) employee productivity and 2) heavy internal cost as these standards must be purchased, and repurchased. DiSa is designed to simplify the omni-channel retailer while "selling more and losing less."

DiSa is designed for omni-channel retailing managing a wide-variety of transaction types including: 1) traditional brick transactions, 2) E-commerce transactions where DiSa will protect the purchase to the customers door (no more mail theft or theft from a delivery vehicle) 3) BOPIS (buy on-line pick-up in-store) and same day pick-up in-store and more.

Eddie Chng, CEO of Equation Summit LTD states, "DiSa has cultivated a strong partnership with the LPRC that allows DiSa to be in a leadership position within the US retail community. We are proud of the relationship we have been able to build with the US retailers, the insight we have gained to their business models; this type of activity will pay large dividends as we enter final stages of our game changing Asset Protection solution – Digital Safety is well positioned to be a leader in digital asset protection for the next generation."



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

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. 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 Digital Safety Pte Ltd**

Digital Safety Pte Ltd is a Singapore-based technology solutions provider that specializes in research and development of cutting-edge security (“DiSa Anti-Theft System”) and digital authentication (“QuickCheck”) solutions.

DiSa Anti-Theft System, the world’s first anti-theft protection technology a digital lock on consumer electronic products. DiSa Anti-Theft System allows the manufacturers and retailers of consumer electronic products to prevent theft by integrating DiSa Anti-Theft 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 Anti-Theft 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 that is required 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 Digital Safety Pte Ltd can be found online at [www.eqsummit.sg](http://www.eqsummit.sg).