



Summit Limited

(formerly known as Equation Corp Limited)

(Company Registration No. 197501110N)

(Incorporated in the Republic of Singapore)

(“**Company**” and together with its subsidiaries, the “**Group**”)

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The contact person for the Sponsor is Mr. Ong Hwee Li (Registered Professional, SAC Capital Private Limited).

Address: 1 Robinson Road, #21-02 AIA Tower, Singapore 048542. Telephone number: +65 6532 3829

NEWS RELEASE

Revolutionary Audio Technology, ListenIN, to Debut In Gardens By The Bay

- Instantaneous synchronised narration for exhibits

SINGAPORE, 10 February 2015 – Citrine Wireless Pte Ltd (“Citrine”), a Singapore-based technology solutions provider for mobile devices and a joint venture partner of SGX Catalyst Company, Equation Summit Limited, today announced that its revolutionary audio technology, ListenIN, will be deployed in the iconic Gardens by the Bay, one of Singapore’s foremost tourist attractions. The game-changing audio technology, the first of its kind in the world, will enhance the visitor experience of the Garden’s Tram Cruiser. Visitors will be able to hear perfectly synchronised narration of all the exhibits along the tram’s 25 minute ride along the Bay South Garden on their personal smartphones including engaging and informative commentary on the Cooled Conservatories, Themed Gardens, the Meadow and the Supertree Grove .

ListenIN is a globally patent pending audio solution that delivers real-time, multi-language audio content directly to visitors’ smartphone. Leveraging on the high penetration rate of smartphones in Singapore and in its major tourist markets, the solution hinges on the growing popularity of the

concept of “Bring your Own Device or “BYOD.” Offering a paradigm shift in the way information is delivered to audiences, ListenIN provides an effective means of audio narration for exhibits while respecting the idea of personal space.

Passengers on Gardens by the Bay’s Tram Cruiser will be able to download the ListenIN application conveniently and instantly onto their smartphones. Once the application has been installed, their smartphones will be automatically and precisely synced with the exhibits along the route, enabling them to hear perfectly-timed narrations the minute the tram comes within proximity of the exhibits. With a personalised delivery of content in the language of choice, all the visitor has to do is to enjoy the tram ride and let his smartphone and the ListenIN application do the rest.

Mr Eddie Chng, Chief Executive Officer, Equation Summit Ltd said, “We are proud to collaborate with Gardens by the Bay in this project to implement this technology on their popular Tram Cruiser, after months of rigorous testing. It is a validation of the superiority and uniqueness of our technology that such a world famous attraction has chosen ListenIN to be deployed on one of its most engaging tours. As a Singapore company, we are excited that our technology is first showcased on home soil, although the potential of this technology goes far beyond the local market. Gardens by the Bay is the world premier of our technology which we believe will find a ready audience in the world’s tourism market.”

With ListenIN, visitors to Gardens by the Bay will have a greater appreciation of the amazing and diverse plants within the grounds in a customised manner. With more than 8.8 million visitors since inception and with visitors coming from all over the world, especially China, there is a need to address their specific needs such as providing multi-language commentary. While the initial audio commentary will be in English and Mandarin to serve the linguistic needs of the major sectors of visitors, the official implementation of the ListenIN audio solution will see the addition of Japanese and Korean narratives, with the potential for more languages to be added to the menu as demand requires.

This disruptive technology, with its easy and seamless implementation and cost-effective maintenance has the potential to obsolete all other existing audio technologies currently in use in museums, parks, aquariums and other kinds of tourist attractions. With BOYD concept a key component of the technology, there is no longer any need for the upkeep of expensive and often unreliable audio devices. With multi-language capabilities, the technology acts as a personal translator for visitors, providing an enhanced experience and opening exciting ways to entertain, educate and engage.

Added Mr Chng, “Our work with Gardens by the Bay will be a calling card for Citrine’s bid to penetrate the overseas tourism market. According to the World Tourism Organisation, there were 1,087 million visitor arrivals in 2013 with the statistics for 2014 expected to be 4% to 4.5% higher. In Singapore alone, tourism arrivals reached 13.72 million as at November 2014.¹ The market potential for Citrine is thus immense, given the number of attractions, exhibits and museums there are in the

¹ Todayonline, “Singapore Tourist Arrivals Fall 3.6%”. Available: <http://www.todayonline.com/singapore/singapore-international-tourist-arrivals-fall-36>

world and the scalability and adaptability of our technology. There is potential for ListenIN even beyond the tourism market per se. Highly scalable and completely transplantable across geographic boundaries, we intend to bring ListenIN to wherever there is a need for audio solutions for visitors or audiences on-the-move, non-static video displays. With a bit of imagination and customisation, the technology can even be implemented for other marketing or advertising initiatives such as billboard advertising and other types of displays, providing us with a highly sustainable and lucrative growth model.”

The ListenIN audio solution for Gardens by the Bay will be rolled out as a Live trial run commencing the Chinese New Year Period. There are works in progress to bring Citrine’s audio solutions to other attractions within Gardens by the Bay.

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About Citrine Wireless Pte Ltd

Citrine Wireless Pte Ltd is a Singapore-based technology solutions provider for mobile devices and other electronic products, specialising in the research and development of game-changing mobile application technology that transforms the way organisations communicate with and reach their markets.

With two patented technologies, iNarrator, an audio commentary solution and ListenIN, the world’s first multiple language audio solution, which have been painstakingly developed and rigorously tested, Citrine offers solutions that are efficient, cost-effective and targeted in their reach and which enable information to be delivered in a personalised, interactive and experiential way.

About Equation Summit Limited

Equation Summit Limited (formerly known as Equation Corp 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 Citrine Wireless Pte Ltd can be found online at www.eqsummit.sg.

CONTACTS:

Low Chuan Jee

Chief Financial Officer

Equation Summit Limited

Tel: (65) 62707080

Email: chuanjee@eqsummit.sg