



DISA Limited  
(Company Registration No. 197501110N)  
(Incorporated in the Republic of Singapore)

## **NEWS RELEASE:**

### **APPRISS RETAIL AND DISA DIGITAL SAFETY PTE. LTD. PARTNER ON PRODUCT SERIALIZATION TO ASSIST RETAILERS IN FIGHTING FRAUD AND ABUSE**

*Integration protects brands and margins*

**IRVINE, CALIFORNIA and SINGAPORE – January 5, 2021** — Appriss Retail, an industry leader in retail performance improvement solutions, and DiSa Digital Safety Pte. Ltd. (“**DiSa**”), an industry leader for digital security and authentication solutions, today announced a strategic partnership to help retailers combat fraud and abuse in high-value merchandise. Through this partnership, the DiSa Single Scan Serialization (3S) Smart Barcode that uniquely identifies each item will be incorporated into Appriss Retail’s analytics engine for return authorization, Verify.

Managing in-store and online returns is a major challenge, especially while retailers are also looking to improve the consumer experience through a smooth return process. Verify from Appriss Retail is designed to analyze a retailer’s data and enable a great shopping experience, while simultaneously helping to distinguish and deter the small percentage of consumers whose returns are potentially fraudulent or abusive. DiSa’s 3S Smart Barcode enables the retailer’s point-of-sale (POS) to examine each individual item’s purchase and return history with one single scan, helping to remove disruption and confusion for the consumer and associate. Incorporating fraud mitigation analytics from Verify with DiSa’s knowledge of that unique item provides a level of return detail previously unattainable and allows retailers and brands to materially reduce return fraud or abuse more than either solution individually.

“Verify always helps retailers identify and mitigate fraud and abuse in returns while enhancing the returns experience,” said Steve Prebble, president of Appriss Retail. “Our partnership with DiSa can produce better outcomes by accounting for serialized products.”

“With our complementary solutions it was a natural partnership,” said Eddie Chng, the Managing Director and Chief Executive Officer of DISA Limited. “Combining Appriss Retail’s industry leading capabilities with DiSa’s revolutionary single scan serialization technology gives retailers the most comprehensive tools in the industry to protect themselves against fraudulent or abusive returns.”

#### **About Appriss Retail**

Appriss Retail, a division of Appriss Inc., provides artificial intelligence-based solutions to help retailers protect margin, unlock sales, and cut shrink. With more than 20 years of retail data science expertise, the company’s Software-as-a-Service (SaaS) platform generates advanced analytical insights and real-time decisions that drive action throughout the organization, including operations, finance, marketing, and loss prevention. Its performance-improvement solutions yield measurable results with significant return on investment among retail store, ecommerce, and inventory functions. Appriss Retail serves a global base of leading specialty, apparel, department store, hard goods, big box, grocery, pharmacy, and hospitality businesses in more than 150,000 locations (brick and mortar and online) in 45 countries across six continents. For more information about Appriss Retail, visit <https://apprissretail.com>.

### **About DiSa Digital Safety Pte. Ltd.**

DiSa, a wholly-owned subsidiary of DISA Limited, is a Singapore-based technology solution provider that specializes in research and development of cutting-edge digital security solution (“**DiSa Asset Protection System**”). With its single scan technology and seamless integration, DiSa has been able to provide item level tracking and data with no disruption to the sales process. This technology is now protecting products and categories previously unachievable with traditional serialization methods, saving millions of dollars in prevented returns.

DiSa entered the US market in 2014 launching its Smart Solutions within the largest retailer in the world with a limited store test. After rigorous testing by the Loss Prevention Research Council, USA, DiSa rolled out its Smart Solutions nationwide in 2017.

### **About DISA Limited**

DISA Limited (SGX: 532), is a publicly-traded company on the Singapore Catalist Stock Exchange. More information is available at <http://www.digital-safety.com>.

*This announcement has been reviewed by the Company’s sponsor, SAC Capital Private Limited (“**Sponsor**”). This announcement has not been examined or approved by the Singapore Exchange Securities Trading Limited (“**SGX-ST**”) and the SGX-ST assumes no responsibility for the contents of this announcement including the correctness of any of the statements or opinions made or reports contained in this announcement.*

*The contact person for the Sponsor is Mr. Ong Hwee Li (Registered Professional, SAC Capital Private Limited)  
Address: 1 Robinson Road, #21-00 AIA Tower, Singapore 048542.  
Telephone number: +65 6232 3210*