

**DiSa Digital Safety Loss Prevention System allows  
substantial cost savings and more flexibility for the Consumer Electronics industry  
driving the entire supply chain from factory to retail cash register**

**Singapore / Osnabrueck, June 14 2011** – DiSa Digital Safety Pte Ltd (“DiSa Digital”) and Hellmann Worldwide Logistics GmbH & Co. KG (“Hellmann”), a global logistic provider based in Osnabrueck, Germany, have set a new benchmark of security for consumer electronics products throughout the entire supply chain with the use of DiSa Anti-Theft Locking Software.

With the signing of a global cooperation agreement between DiSa Digital and Hellmann, both partners have begun to optimize the supply chain “from factory to retail cash register” through the use of a new and innovative loss prevention system, developed and tested by DiSa in close cooperation with vendors and retailers.

The innovation of DiSa Loss Prevention System is its standardized protection against any type of theft as it can be quickly activated during production for nearly all consumer electronic products. Throughout the entire supply chain, all general functions of the protected articles are virtually blocked; any attempted usage of the merchandise is futile. The merchandise can only be unlocked upon payment at the cashiers. The TUV-certified DiSa Loss Prevention System operates with high reliability and does not require a connection to the retailer centralized ERP system.

With the application of the new DiSa system and the resulting protection, various established processes in the supply chain and retail can be omitted, reduced, or modified. The handling of products is easier, faster and more efficient in comparison to today’s analog security measures. The numerous verifications during logistic procedures and the anti-theft protection in stores will no longer be necessary. DiSa-protected Consumer Electronics can be offered as self-selling merchandise.

For Hellmann, one of the world’s largest private owned logistic providers, innovation and entrepreneurship is part of their corporate strategy. Hellmann constantly challenges the established processes and strives for improvement as well as for optimization in the field of logistics. Consumer Electronics is one of the key industries for Hellmann. Due to the short live cycle and high values of the consumer electronics products, the industry requires special and customized treatment along the entire supply chain.

With the cooperation between Hellmann and DiSa Digital, the German logistics service provider expects significant cost savings for their Consumer Electronics customers. Mr. Felix Scherberich, Member of the European Board of Hellmann said “This small application empowers both producers and retailers to improve their supply chain and to reduce the

total costs of ownership. The concept behind will impact the world of Consumer Electronics in a sustainable way.”

“DiSa Digital is making inroad, gaining momentum to building an ecosystem to forestall pilferage. With our continued strong advocacy and coordination with retailers, suppliers and logistics companies, we believe our strategic partners will embrace DiSa technology with confidence. Protecting the entire supply chain in the consumer electronics market has always been our business, thus going forward, we will actively engage contacts with insurance companies to recognize the significance of DiSa. Once this is done, DiSa ecosystem will be operationally complete. The rest is about execution and I am confident we are able to achieve our goal.” said Eddie Chng, CEO of the Equation Group.

Mr Chng added that A-Brand suppliers and major retailers are already considering the implementation of DiSa Loss Prevention System, with some of them confirming the use of the system. Initial roll-outs on an international level will be forthcoming soon.

#### **Equation Corp Limited and DiSa Digital Safety Pte Ltd (“DiSa Digital”)**

DiSa Digital is a wholly-owned subsidiary of Equation Corp Limited. Equation Corp Limited is a diversified investment holding company listed on the SGX-ST Catalist.

DiSa Digital Safety GmbH (“DiSa GmbH”) is a 44.3% owned subsidiary of Equation in Germany. It currently acts as the technology, service and marketing centre for the Group in Europe catering for DiSa business. After 15 months of research testing in 18 outlets, DiSa GmbH was awarded by the certification body of TUV Rheinland Secure iT GmbH for its IT infrastructure on secure transmission and processing of the application data for the “Anti-Theft System for Digital Devices”. DiSa Digital officially launched the Loss Prevention System in 2010 after developing the technology over a 5-year period. DiSa Loss Prevention System was conceptualized based on the requirements of the suppliers and major retailers in Germany and US.

DiSa combines the principle of conditional access and rights management to create an electronic element (“DiSa Codes”) within an electronic product that affects its functionality. DiSa generally relates to mechanism and methods for minimizing or eliminating the loss of electronic products due to theft and pilferage. It is a cradle-to-grave solution which allows small electronic devices to be encrypted with a security code. DiSa is capable of protecting a wide-array of electronic products ranging from digital cameras, Portable and HDD storage (flash drives, HDD, SSD), Notebook, portable audio, MP3, most video & audio products, mobile phones and other high shrink consumer electronic product categories. DiSa was awarded two certificates for its innovative features at the 2009 Plus X Award Technology in Cologne, Germany.

DiSa Digital operates offices in Singapore, China, Germany and the United States.

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### **Hellmann Worldwide Logistics GmbH & Co. KG (“Hellmann”)**

Founded in 1871, Hellmann today is one of the worldwide leading logistics service providers. The family-owned company is part of a global partner network that consists of 16,500 people in 443 offices located in 157 countries. In 2009, 8,652 employees at Hellmann achieved a turnover of 2.47 billion Euro. Hellmann offers all the traditional forwarding services by road, rail, air- & sea freight and an extensive range of CEP services, supply chain management, and specific solutions for industry branches and IT, as well as recycling solutions, training, and insurance services.

A branch solution in the Consumer Electronics sector offers the customers a variety of services at all levels of the supply chain. This includes different types of value-added services, such as repair services or Reverse Logistics, which can be used to create individual solutions according to the customers' needs.

For further information, please visit

[www.hellmann.net](http://www.hellmann.net)

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