

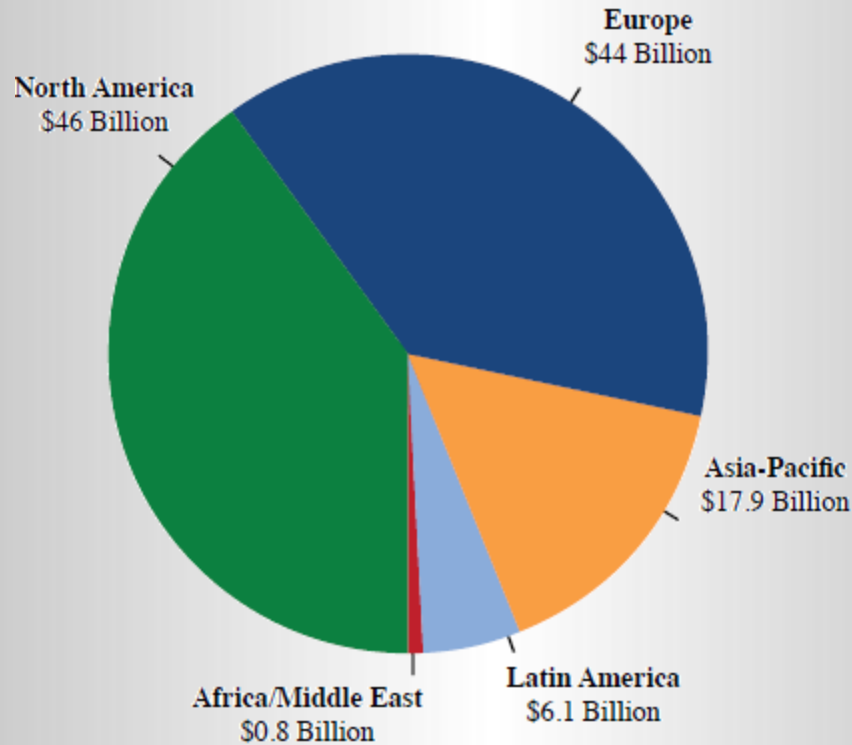


**( ) DiSa**  
*... simply safe!*

# THE GLOBAL RETAIL THEFT BAROMETER

(Represent 1.43% of global retail sales, highest % in 3 years)

2009 Global Shrink by Region: \$114.8 Billion



Source: 2009 Global Retail Theft Barometer

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# COSTS OF CRIME 2009



## Costs of crime 2009

	MILLIONS				Total
	Shoppers	Employees	Suppliers	Loss Prevention	
<b>North America</b>	\$16,472	\$20,317	\$1,774	\$11,569	\$50,132
Latin America	\$1,996	\$2,600	\$513	\$644	\$5,723
<b>Africa/Middle East</b>	\$309	\$293	\$71	\$95	\$768
Asia-Pacific	\$9,915	\$4,050	\$1,361	\$2,517	\$17,123
<b>Europe</b>	\$20,920	\$13,453	\$2,704	\$9,723	\$46,800
<b>Total</b>	\$48,862	\$40,713	\$6,423	\$24,548	\$120,546

## THE WORLDWIDE SHRINKAGE SURVEY

Source: Centre for Retail Research

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## What is DiSa ?

**It is a patented end to end security system that help retailers cut their losses ( in CE ) due to pilferage**



## Current Situation

Currently, electronic consumer products are kept under glass panel in locks and keys, behind counters, displayed in empty boxes or simply encased in a big box with electronic tacking to prevent theft at the retail stores.

These theft prevention methods are not efficient in precious retail space allocations and manpower resources. Extra manpower is needed to open the encased boxes, open the locks and go the warehouse or mend the counter.

Extra manpower is needed to tag these electronic devices. This is a problematic issue for developed countries like US and Europe where manpower are so expensive and scare.

Recognizing this problem, we have devised an anti theft system known as DiSa (Digital Safety) for electronic devices..

## Products that can be protected by DISA Technology

Notebook



Cell phones



LED TV



Digital Camera



SD Cards & External hard-disks



Global Positioning System



Camcorder



## How DiSa Works

Disa combines the principles of conditional access and rights management to create a electronic elements within a product that affect its functionality, and thereby affect its value.

Our innovative digital anti-shoplifting protection system [ **DiSa** ] can be compared to a car's immobilizer system. „Consumer Electronics“ products are stripped of their complete functionality until the time of payment by the consumer using a patented process – meaning that the merchandise is temporarily disabled and as such, unusable.

DiSa invention generally relates to mechanism and methods for minimizing or eliminating the loss of electronic devices due to theft incurring in transportation and sales.



## Locking starts in the factory

- \* **All products are to be locked in the factory before they get shipped to retailers stores.**
  
- \* **Therefore products can be placed on shelf and not behind locked cabinet, increase customers buying visibility & reduce retail space.**

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## Stolen Products Cannot Work

**DiSa deter pilferage because stolen products cannot work,  
hence no resale value**

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**Pay and Products will be unlocked**

**All DiSa protected products can be unlocked at the Cashier**

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## Value of DiSa

- \* **DiSa reduce retailers' losses**
- \* **DiSa also reduce suppliers' specialized shipment cost (4% of COGS)**
- \* **This is so because high value CE products are not insured during shipment from factories in Asia to Europe/US destination**

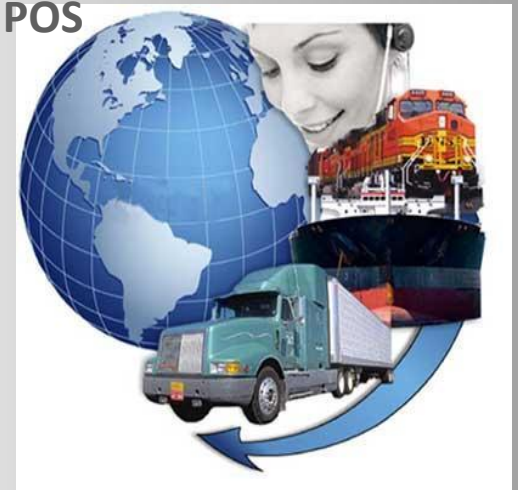
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## Good Business reasons

### 6 good business reasons that speak in favour of DiSa

... from point of view of retailers and suppliers

- ➔ minimizing the theft rate along the entire supply chain
- ➔ digital trend products are now **suited for self-service!**
- ➔ reduction of internal security measures around or on the actual product itself
- ➔ simple and fast merchandise handling, especially at POS
- ➔ significant savings along the entire process chain
- ➔ re-activate lost sales channels and customers



... last but not least: **Environmental Benefits**



**elimination or reduction of blister packing**



**no more EAS labels for products secured using DiSa system**



**reduce use of plastic boxes**



**minimization of PP stripes and spider wraps**



... also for sake of environmental !

# DiSa Certificates & Achievements



## Organisational Membership

Disa Digital Safety Pte Ltd is a member of:





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*Vice president*



DiSa – the true „at source“ security system

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