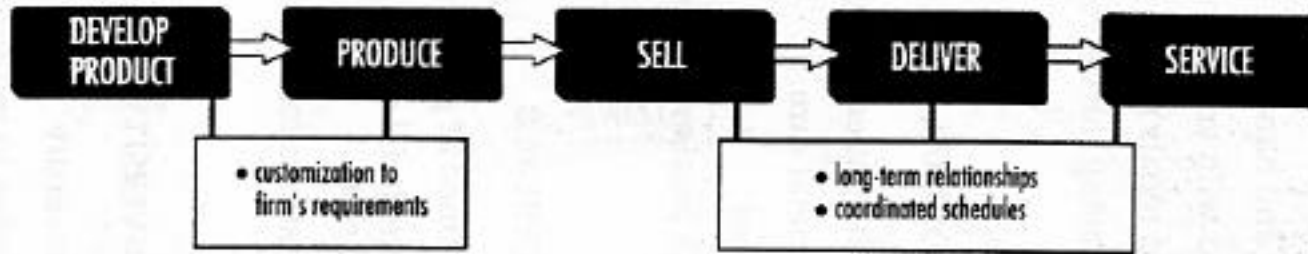
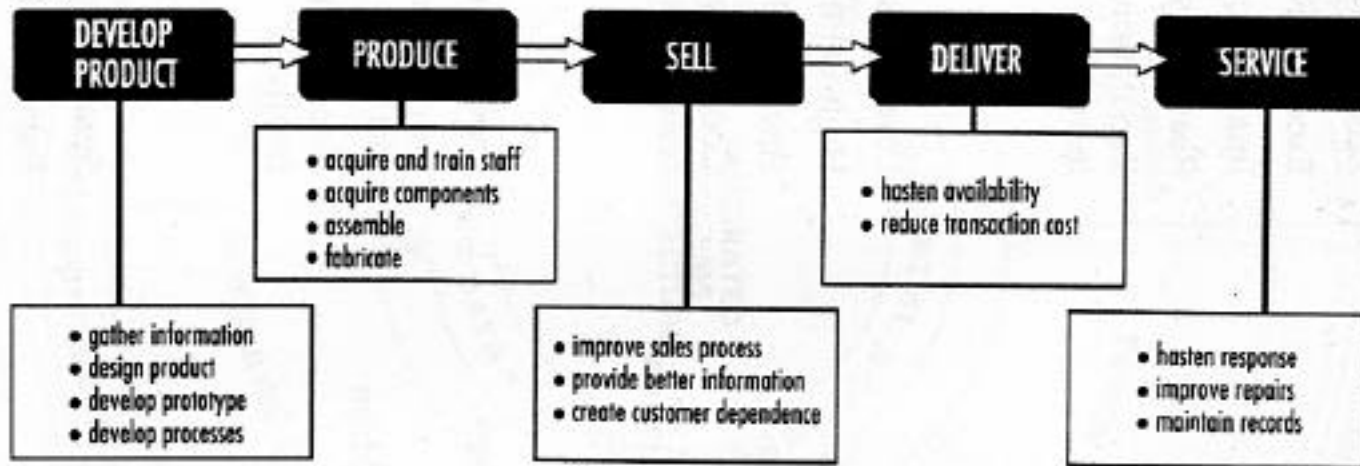


OPPORTUNITY TO INCREASE VALUE TO THE CUSTOMER

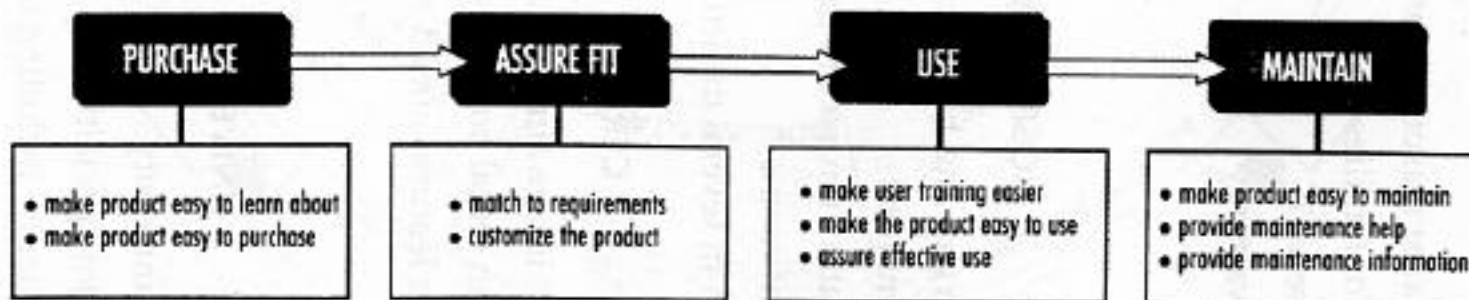
Supplier



Firm



Customer



OPPORTUNITY TO DECREASE COST TO THE CUSTOMER