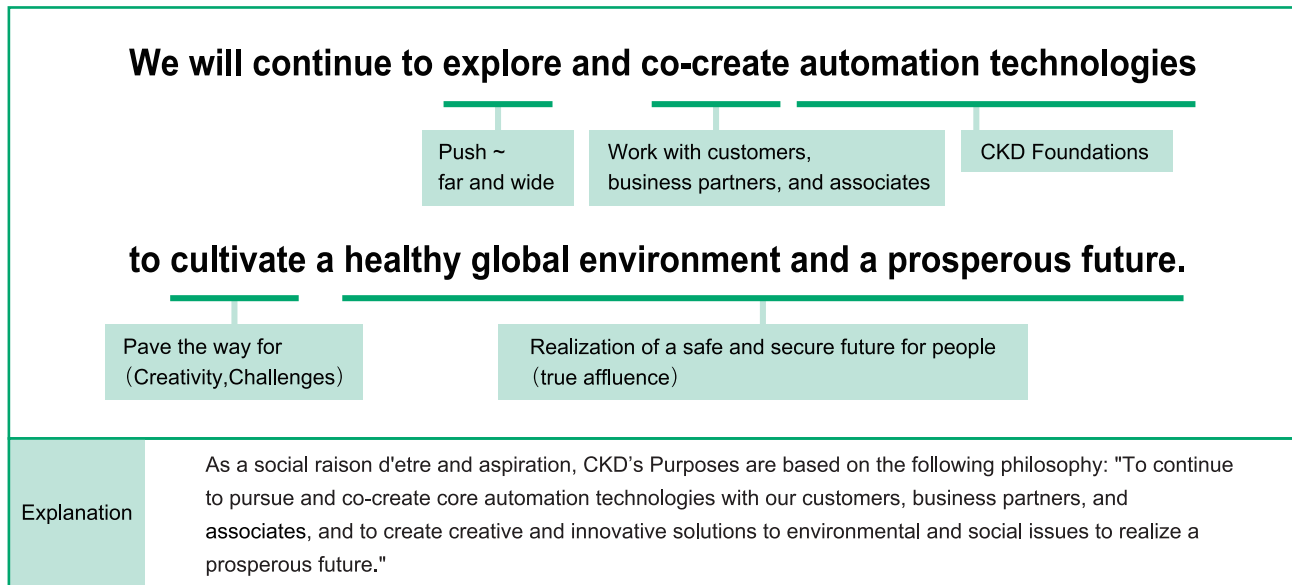
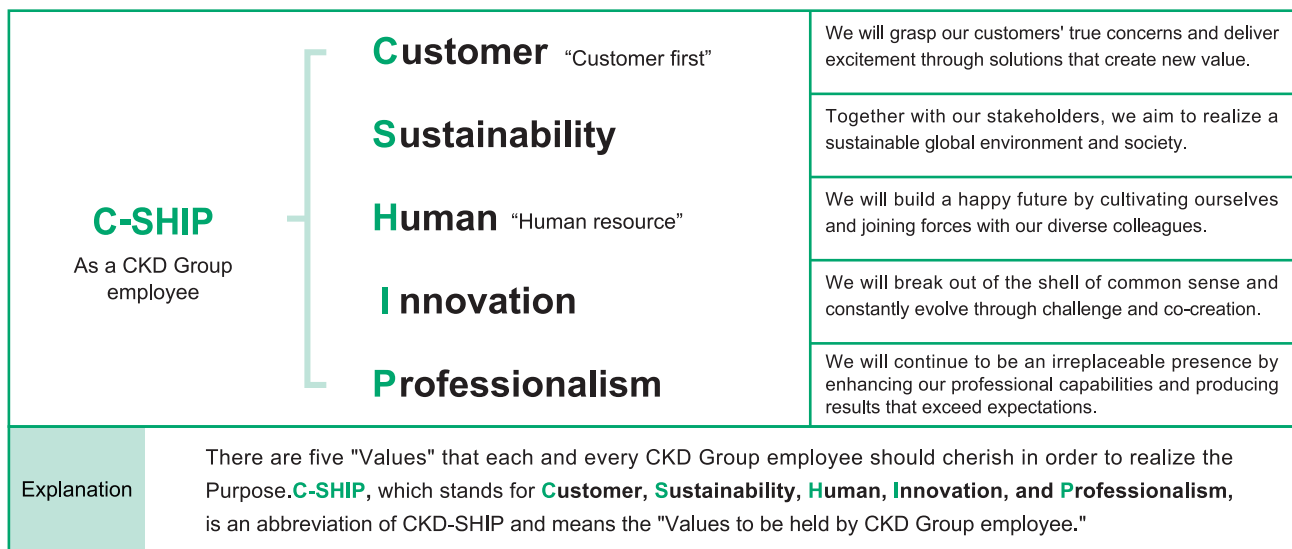


Explanation of Principles

1. Purpose



2. Values



3. Brand Slogan

