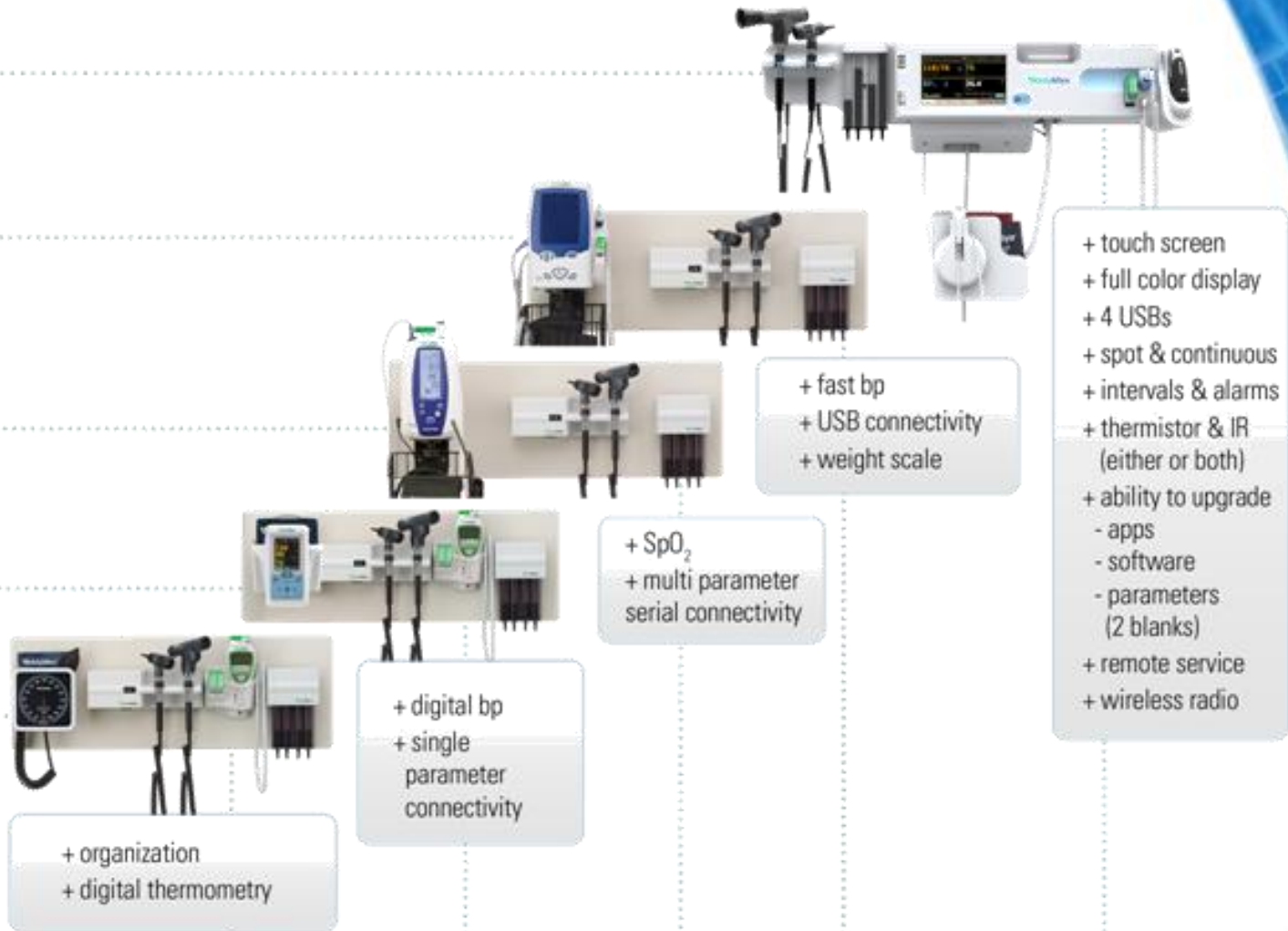


Value Positioning

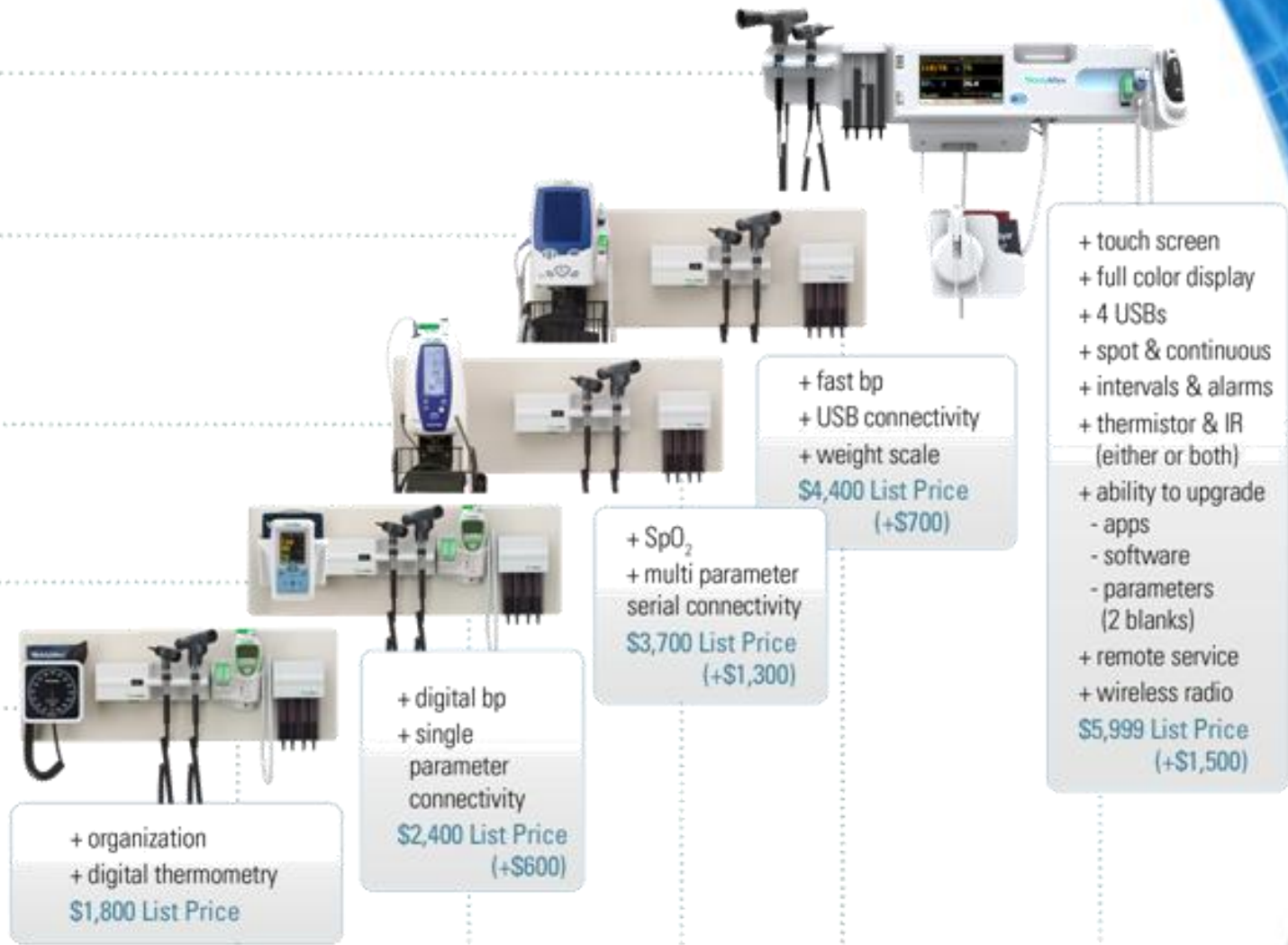
Price



Performance

Value Positioning *with pricing*

Price



Performance