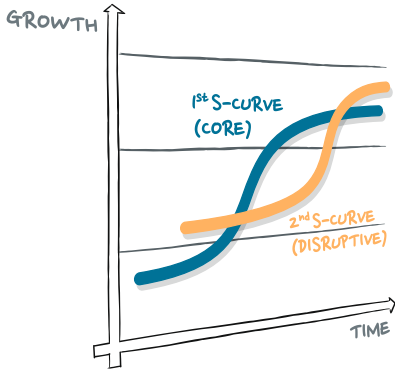


WHY TO ACT

Explore the need
for a DUAL BUSINESS



Reasons to
ENERGIZE THE CORE,
leveraging digital in
the traditional business

Reasons to
ESTABLISH A DISRUPTIVE
(DIGITAL) BUSINESS