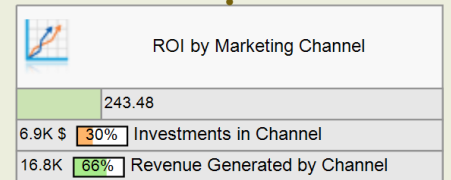
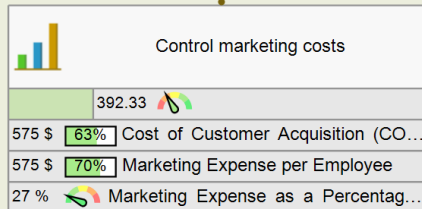
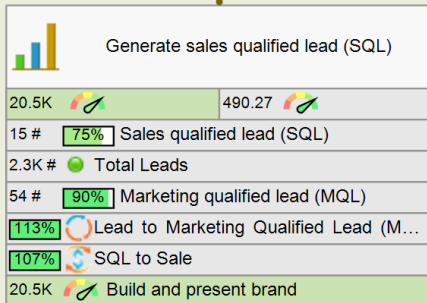
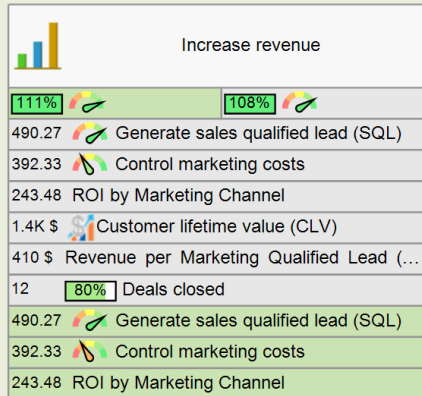
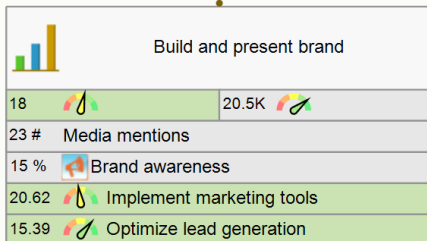


## Build brand and increase customer loyalty

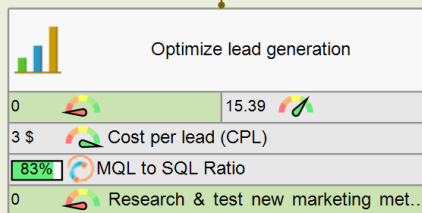
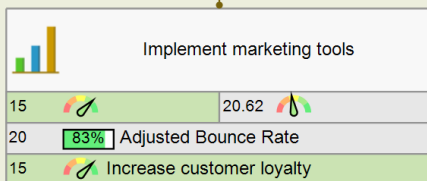
Finance



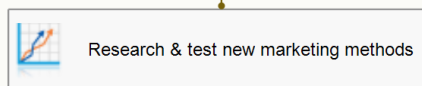
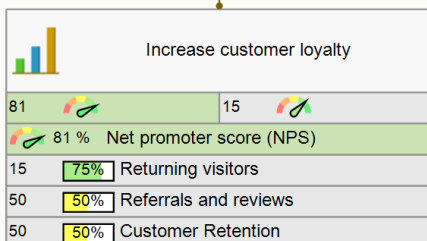
Customer



Internal business processes



Education & growth



Strategy map legend

Strategic theme: Default

Leading indicator

Lagging indicator

POWERED BY BSC DESIGNER