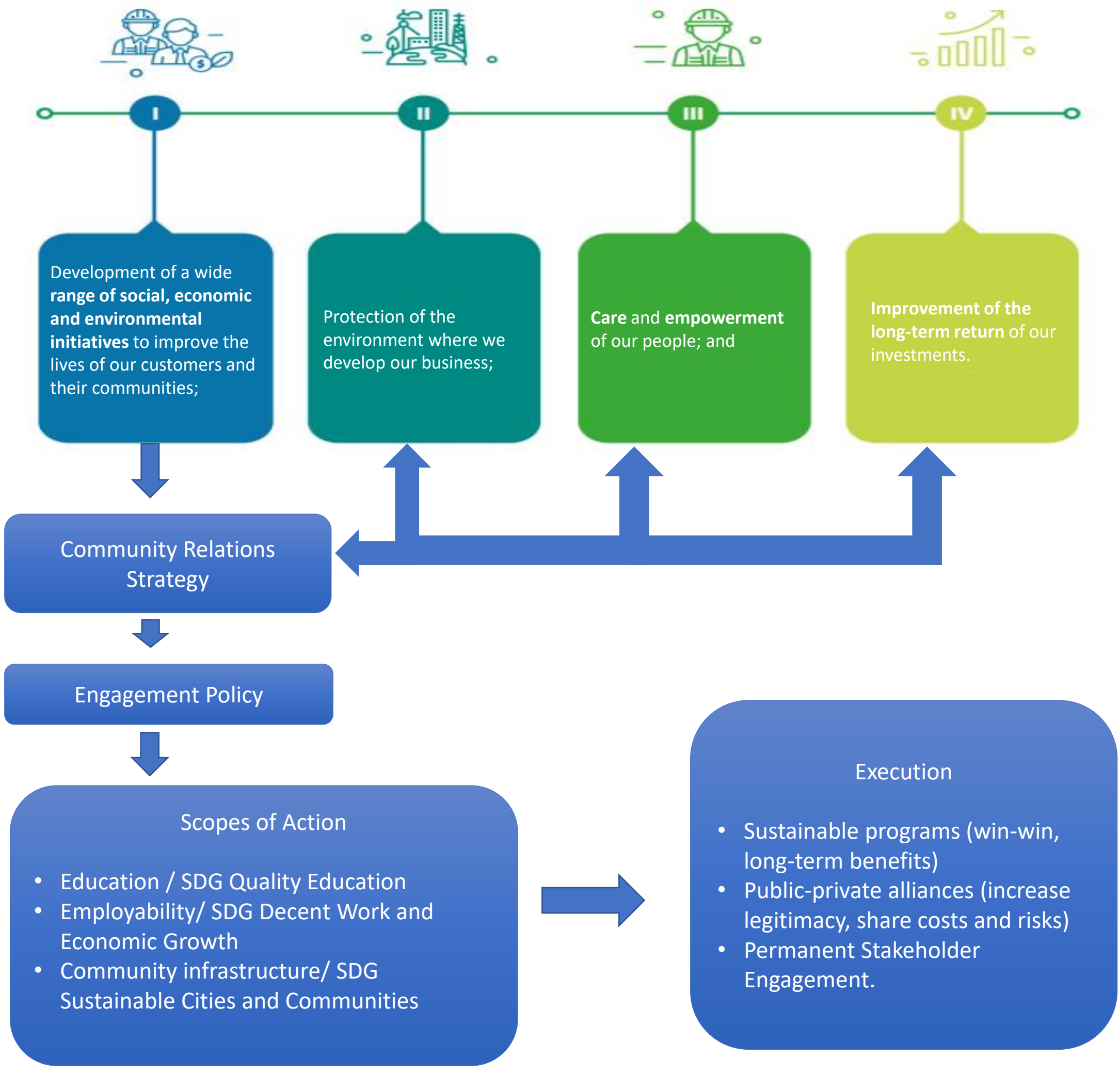Pillars of the Development of Our Businesses