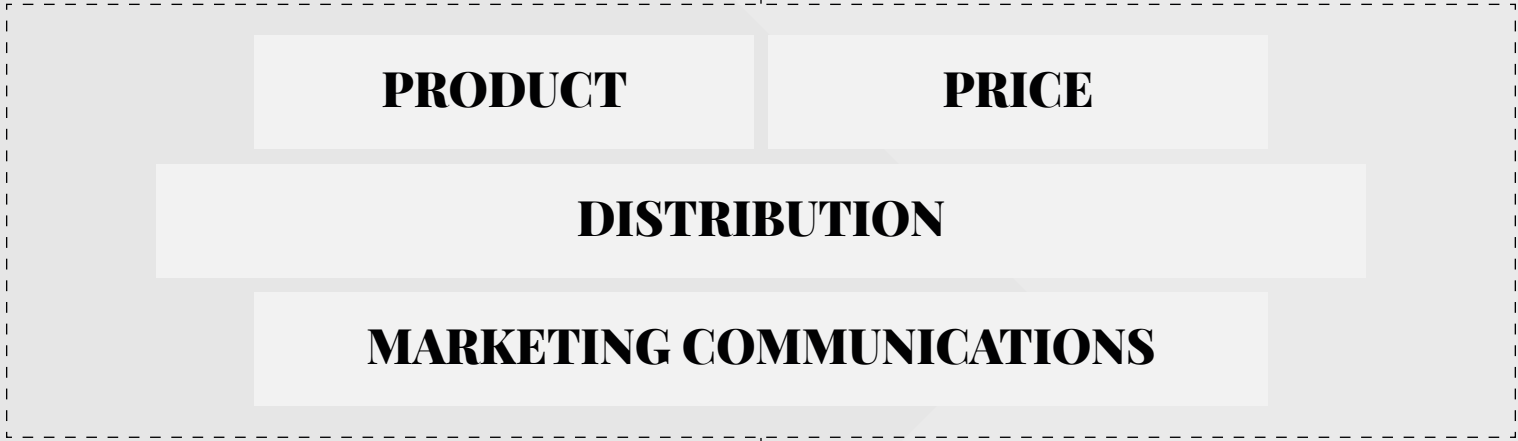




BUSINESS OBJECTIVE

COMMERCIAL STRATEGY (MARKETING & SALES)



CUSTOMER EXPERIENCE

BUSINESS PERFORMANCE (P&L)



COMMERCIAL
STRATEGY