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(TXDOLW\ DQG 'LYHU  
IRU 6HUYLFH 8VHUV  
6FKRRO RI +HDOWKFDUH



\$ L P R I W K H 3 U H V H Q W

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2 E M H F W L Y H V

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'HILQLWLF

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(TXDOLW\ ± LV WKH FRQGLW  
VLPLODU YDOXH RU TXDOLW  
'LYHUVLW\ ± GLIIHUHQFH YD  
QRW MXVW SK\VLFDG GLIIHU  
WHPSHUDPHQW DQG DELOLW



'HILQLWLRQV

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5 H F R J Q L V L Q J ' L Y H U V

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1 R W D O O G L I I H U H Q F H V D U H  
H [ D P S O H G \ V O H [ L D F R O R X U  
G H D I Q H V V R U G L D E H W H V  
% H O L H I V O L I H H [ S H U L H Q F H V  
U R O H I R U H [ D P S O H U H O L J L  
H G X F D W L R Q F R O O H D J X H V



' H W H U P L Q L Q J , Q G L Y L G X

---

+ R Z F D Q Z H G R W K L V "

\$ V N S H R S O H D E R X W W K H P V H

/ L V W H Q

2 E V H U Y H

5 H V S R Q G W R U H T X H V W V R U

S R V V L E O H



( P E U D F L Q J ' L Y H U V L W

---

: K \ L V W K L V L P S R U W D Q W "  
, Q G L Y L G X D O V Z D Q W W R E H D  
7 R H P E U D F H L Q G L Y L G X D O V M  
& U H D W L Q J D K D S S L H U Z R U N  
& U H D W L Q J E H W W H U W H D P V





3 H U F H S W L R Q V D Q G 6 V

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, V E D V H G R Q J H Q H U D O L V D W  
\$ O O R O G S H R S O H D U H G H D I  
\$ O O G L V D E O H G S H R S O H F D Q J H  
D Q \ S U R E O H P V  
\$ O O G L D E H W L F S H R S O H H D W W  
6 W H U H R W \ S H V F R P H I U R P I D  
P H G L D V R F L D O P H G L D



+ D U D V V P H Q W % X O O \

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+ D U D V V P H Q W ± X Q Z D Q W H G E H K D  
G L V F R P I R U W X S V H W R U G L V W U H  
% X O O \ L Q J ± R I I H Q V L Y H L Q W L P L G  
L Q V X O W L Q J E H K D Y L R X U D E X V H  
X Q G H U P L Q L Q J K X P L O L D W L R Q G  
3 U H M X G L F H ± E L D V K R O G L Q J D Q  
N Q R Z L Q J W K H I D F W V S U H M X G J L  
F R Q F H L Y H G L G H D V



5 H V S R Q G L Q J W R ' L V F

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% H K D Y L R X U V L Q F O X G H

5 H V L V W L Q J

\$ F T X L H V F L Q J

: L W K G U D Z D O





3URPRWLQJ (TXDOLWV

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:LGHO\ DGYHUWLVLQJ FRXUV  
8VHU IULHQGO\ DSSOLFDFWLR  
1RQ GLVFULPLQDWRU\ DSSO  
0DQDJH RZQ SHUFHSWLRQV  
9DOXHVEDVHG UHFUXLWPHQ  
/LVWHQ WR DSSOLFDFWV DQ



/HJDO \$VSHFWV

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7KH +XPDQ 5LJKWV \$FW

KWWSV ZZZ OHJLVODWLRQ J

FRQWHQWV

7KH (TXDOLW\ \$FW

KWWSV ZZZ OHJLVODWLRQ J

FRQWHQWV

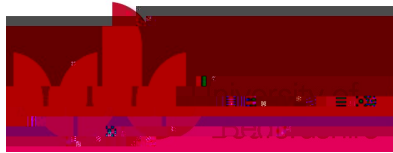


7KH +XP DQ 5LJKWV \$P

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7KH ULJKW WR

\*<sup>7</sup>•P



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 \$ G G L W L R Q D O 6 R X U F H  
, Q I R U P D W L R Q

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(TXDOLW\ DQG +XPDQ 5 LJKZWT&RDLWVLRQ QULJKWV  
\*RYHUQPHQW (TX ZQZWLTXDQLWEHV JRY XN  
(TXDOLW\ Z%ZJLWDXDOLW\EULWDLQ FR XN