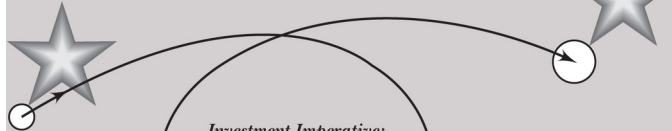


**Value from Supporting Manifestations of  
Creativity and Steadfast Growth**

*ROI:* Growth and income;  
returns for all stakeholders;  
improved value by others  
for the industry and  
workability of capitalism  
for benefit of all

*Investment:*  
Accrued equity



*Investment Imperative:*  
Durable returns consistent  
with articulated principles  
and paradigms