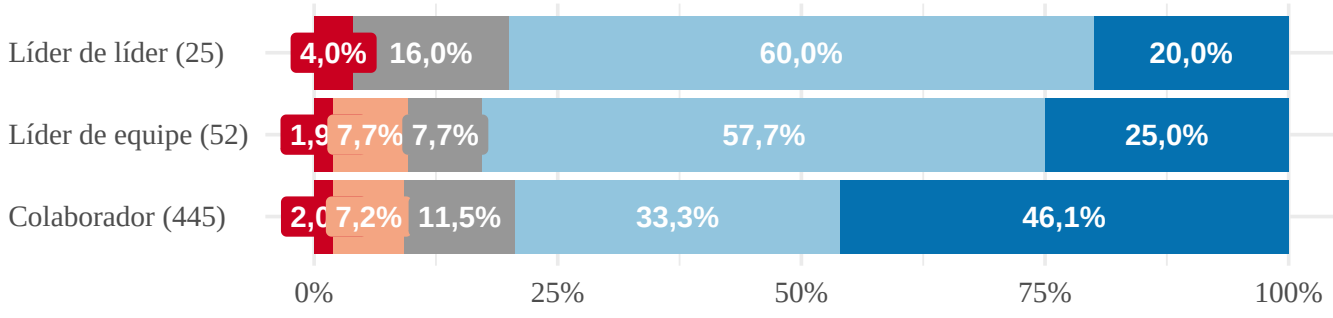15. A Inmetrics valoriza: [Desempenho]