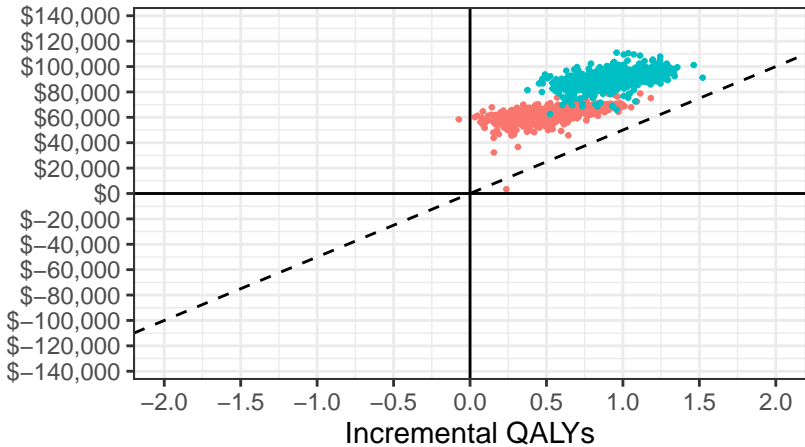


Incremental costs



Strategy    •    New 1    •    New 2