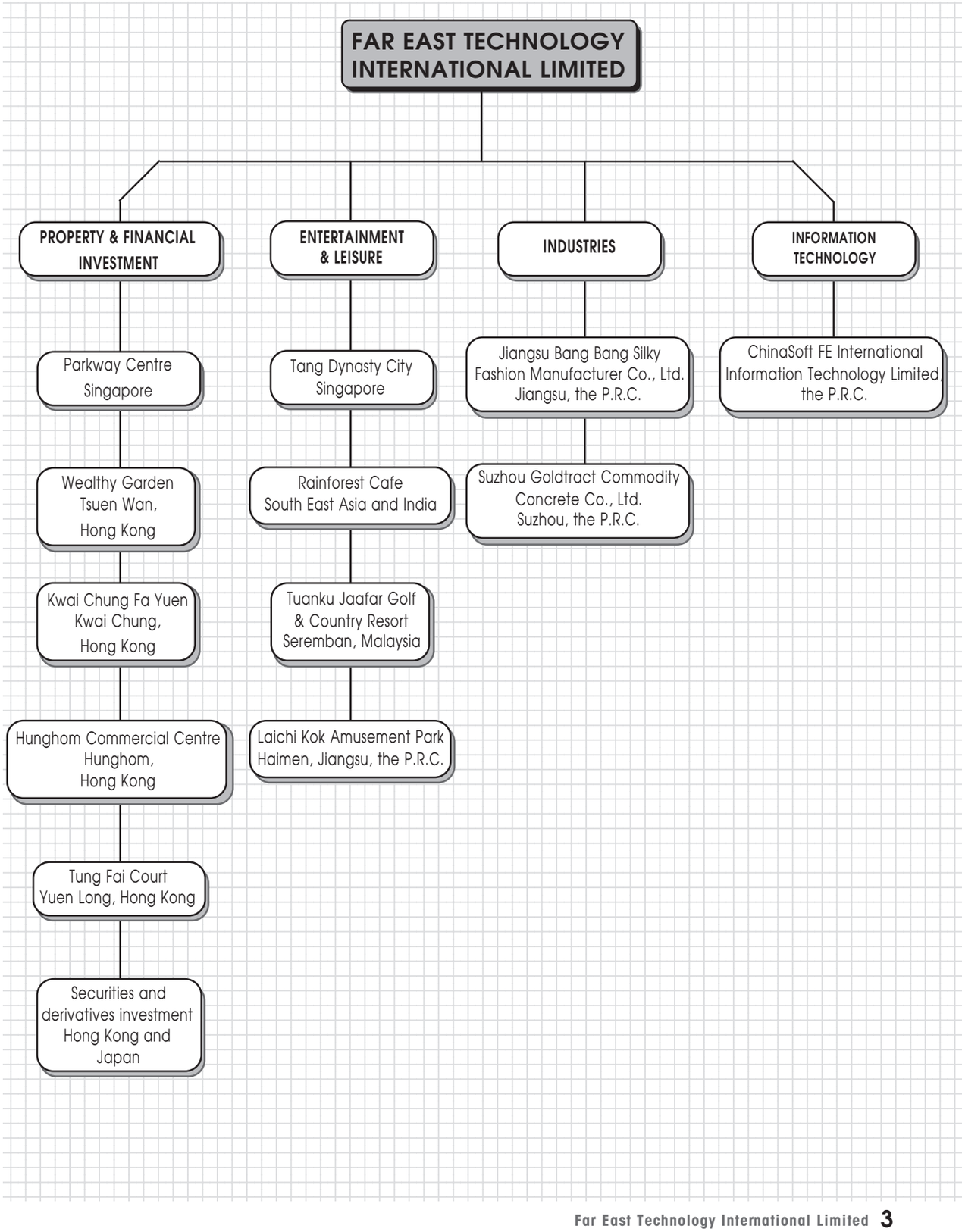BUSINESS PROFILE