



MDIA1007

A YX]U'9bhFYdfYbYi fg\[d

HYfa `H\fYY`##`&\$%-



GWXcc``cZHAY'5ftg'UbX'A YX]U'`#`I BGK ``5ftg'UbX'GcWJU``GWYbWg

7ci fgY`Cj Yfj]Yk

`GHZZ7cbhJW`i8YhJ]`g`

`7cbj Ybcfg`

7ci fgY'8YHJ`g

7fYX]hDc]bqg`*`

Gi a a UfmcZ`h`Y'7ci fgY

h`h`jg`UbXg!cb`Wci fgY`mci`k`j`YUfb`k`m`YbhfYdfYbYi fg\]d`Ug`VYWca`Y`YggYbh]U`Zcf`Zcf`]b[`U`
WcbhYa`dcfUfmWfYf]b`h`Y`a`YX]U`UbX`Wca`a`i`b]W]h]cbg`gYWcf`fY[`UfX`Ygg`cZk`Y`h`Y`f`mci`k`Ubh`k`cf`
k`]h`]b`Ub`Yi`]g]b[`a`YX]U`Wca`dUbmc`f`Vi`]X`mci`f`ck`b`Ya`d]fY`Zca`h`Y`[`fci`bX`i`d`"l`g]b[`Uddfc`UW`Yg`Zca`
XYg][`b`h`]b_]b[`UbX`h`Y`Y`Ub`g]f]h`i`d`a`Y`h`c`X`Z`mci`k`j`YUfb`k`h`i`fb`X][`]h`U`X]gfi`dh]cb`h`mci`f`
UXj`Ubh]U`Y`Vm`Yb[`U[`]b[`]b`VfU]bg]h`fa`]b[`g`Ygg]cbg`h`c`XYj`]gY`mci`f`ck`b`a`YX]U`YbhfYdfYbYi fg\]d`g]f]h`Y[`m`
UbX`h`c`Ya`Vuf`cb`U`gYf]Yg`cZYI`dYf]a`Yb]h`h`h`gh`mci`f`]XYU`g`j`]UV`]h`m`5`cb[`h`Y`k`Unz`mci`k`j`YUfb`UbX`
cbY`_Ymg_]`g`gi`W`Ug`ck`h`c`Wca`V]bY`Vi`g]bYgg`VUg]Wg`k`]h`X][`]h`U`gUj`j`m`Zcf`Y`g]f]h`Y[`]W`U`UVcf]h]cbg`
]b`cfXYf`h`gk`]h`m`fYU`]gY`mci`f`dfc`Y`W`h`UbX`[`Y`h`h]b]h`h`Y`a`Uf`Y`h`U`W`/i`bXYfgh]UbX`UbX`UfbYgg`h`Y`dck`Yf`
cZYUf`m`UXcd]h`f]g/Yb[`U[`Y`]b`Wcb]h]Ubh]f]UW_]b[`c`Zi`gYf`Yi`dYf]YbW`UbX`ZYXVUW_/UbX`Vci`bW`VUW`k`]h`
a`i`h]d`Y`D`Ub`og`]Z#`Y`b`h`]b[`g`Xc`bch[`c`ei`]h`Ug`mci`Yi`dYW`

7ci fgY`@YUfb]b[`Ci`h`Wca`Yg

%`]XYbh]Zm]h`Y`f]g_g`z`cddcfh`b]h]Yg`z`UbX`W`bhfU`fc`Y`c`Za`YX]U`YbhfYdfYbYi fg\]d`Uh`Vch`h`Y`]bX]j`]Xi`U`
dfUW]h]cbYf`UbX`W`f`dcfU`h`Y`Y`]b`Ub`Y`f`U`c`Z`f`Ud]X`UbX`cb[`c]b[`]bXi`gfm`W`Ub[`Y`UbX`X][`]h`
X]gfi`dh]cb`
&`Yi`Ua`]bY`U`f`Ub[`Y`c`Z`f`Y`U`!`k`cf`X`]bX]j`]Xi`U`dfUW]h]cbYf`UbX`Vi`g]bYgg`fYgdc]bgYg`h`c`X][`]h`U`X]gfi`dh]cb`z`
UbX`XYj`Y`cd`Ub`Udd`fY`W]U]h]cb`UVci`hk`m`h`Y`gY`fYgdc]bgYg`Uj`Y`Y`]h`Y`f`gi`W`W`Y`X`Y`X`cf`Z]`Y`X`
'`"Vi`]X`h`Y`Zci`bXU]h]cbg`cZVi`g]bYgg`g_]`g`z`h`W`bc`c[`]W`]`_bck`!`ck`z`UbX`a`YX]U`gUj`j`m`f`Yei`]fYX`Zcf`
WcbhYa`dcfUfma`YX]U`YbhfYdfYbYi fg\]d`

5ggYgga Ybh

5ggYgga YbhHUg_g`

5ggYgga YbhHUg_	K Y][\h	8i Y'8UHŸ	Gh XYbh@YUfb]b[Ci hWta Yg'5ggYggYX
7 UgY`Gh Xmı	(\$ı	%g#%\$#&\$%- '\$) . \$\$`DA	%ž&
C f][]bU`A YX]U 9bfYdfYbYi fg\]d`DfcdcgU`	* \$ı	&#/#/#&\$%- '\$) . \$\$`DA	' ž(

5ggYgga Ybh8YHJ]`g

5ggYgga Ybh%`7 UgY`Gh Xm

GHUfhXUHŸ.`

8YHJ]`g. `#Xj]]Xi U`HUg_`cZ%ž\$!%ž&\$ \$k cfXg" Gh XYbhg`k]`gi Va]hU`WUgY`gh XmcZUb`Yi]gh]b[`a YX]U
YbfYdfYbYi fg\]d`YbfYdf]gY`]b`k \]W`h`Ym]W]h]WU`mUbU`mgY`h`Y`bUhi fY`cZUbX`fYUgcbg`Zcf`h`]g`Vi g]bYgg
a cXY`g`gi WYggYg`UbX`Z]i fYgžUbX`dfcdcgY`dchYbh]U`U`hYfbU]j Y`UddfcUWXYg": YYXVUW`k]`VY`j]U`h`Y
Wci fgY`@A G"

Hi fb]h]b`gYH]b[. `H\]g`]g`bchU`Hi fb]h]b`Ugg][ba Ybh

5ggYgga Ybh&.`Cf][]bU`A YX]U`9bfYdfYbYi fg\]d`DfcdcgU`

GHUfhXUHŸ.`

8YHJ]`g. `#Xj]]Xi U`HUg_`cZ&ž) \$\$`h`c`&ž` \$\$`k cfXg" Gh XYbhg`k]`Udd`mVi g]bYgg`ž`bXUa YbfU`g`fji W`Ug
j U`i Y`dfcdcg]h]cbgž`ghUHŸ[]WV`UVcfU]h]cbž`fYj Ybi Y`ghfYUa gž`dfca`ch]cb`UbX`a Uf`Y]h]b[ž`UbX`W`ghca Yf
fYhYbh]cb`ghUHŸ[]YgŁ`h`X][]U`a YX]U`Xca U]bg`]b`cfXYf`h`c`dfcdcgY`Ub`cf][]bU`a YX]U`YbfYdfYbYi fg\]d`

F Ygci fWg

DfYgW]VYX`F Ygci fWg`

D`YUgY`gYY`Wci fgY`A ccX`Y`g]hY

F YWca a YbXYX`F Ygci fWg

D`YUgY`gYY`Wci fgY`A ccX`Y`g]hY

7ci fgY`9j U`i Uh]cb`UbX`8Yj Y`cda Ybh

H\]g`]g`hY`ZfghmYUf`A 8-5%\$\$+`k`]]`fi b`gc`k YffY`j Yfm`_YYb`hc`\YUf`mci f`ZYXVUW`_h]fci [\ci h]hY`hYfa`Ug
k Y`Ug`Uh]hY`YbX`cZ]hY`Wci fgY`

Gi Va]gg]cb`cZ5ggYgga YbhHUg_g

Gi Va]gg]cb`cZ5ggYgga YbhHUg_g

Hi fb]hb`Gi Va]gg]cb

≠mci`YbWci`bhYf`U`dfcV`Ya`k`Yb`U`H`Ya`dh]b[`hc`gi`Va`]hmc`i`f`Ugg][`ba`Ybh`h`fci`[`\`Hi`fb]hb`z`d`YUgY`
H`Y`d`l`cb`Y`9I`H`f`b`U`G`i`d`d`c`f`h`c`b`-`,`),`"`,`"`,`"`,`%`c`f`Y`a`U`]`h`Y`a`i`c`b`Y`I`H`f`b`U`H`Y`h`gi`d`d`c`f`h`4`i`b`g`k`"Y`X`i`"U`i`"Gi`d`d`c`f`h`
`l`c`i`f`g`U`f`Y`,`.\$`\$`U`a`-`-%`\$`.\$`\$`d`a`i`c`b`k`Y`Y`_`X`U`m`g`U`b`X`-`.\$`\$`U`a`-`i`).`\$`\$`d`a`i`c`b`k`Y`Y`_`Y`b`X`g`f`l`*)`X`U`m`g`U`m`Y`U`f`l`"≠mci`
U`f`Y`i`b`U`V`Y`h`c`gi`Va`]hmc`i`f`Ugg][`ba`Ybh`X`i`Y`h`c`U`Z`U`i`h`k`]h`Hi`fb]hb`mci`i`a`U`m`i`U`d`d`m`i`Z`c`f`U`b`Y`I`H`f`b`g]cb`z`Vi`hmc`i`
a`i`g`h`f`Y`h`U]b`mci`f`h`W`Y`h`b`i`a`V`Y`f`Z`c`a`i`9I`H`f`b`U`G`i`d`d`c`f`h`f`U`c`b[`k`]h`U`b`m`c`h`Y`f`f`Y`Y`j`U`b`h`X`c`W`a`Y`b`h`g`t`h`c`
]b`W`i`X`Y`U`g`Y`j`]X`Y`b`W`h`c`gi`d`d`c`f`h`mci`f`Y`I`H`f`b`g]cb`U`d`d`]W`h`c`b"≠mci`Y`a`U`]`9I`H`f`b`U`G`i`d`d`c`f`h`mci`k`]`
U`i`h`c`a`U`h`W`U`m`i`f`Y`W`]j`Y`U`h`W`Y`h`b`i`a`V`Y`f`z`Vi`h`]Z`mci`H`Y`d`l`cb`Y`mci`k`]`b`Y`Y`X`h`c`g`d`Y`W`Z`W`U`m`i`U`g`_`Z`c`f`c`b`Y`"
Hi`fb]hb`U`g`c`d`f`c`j`]X`Y`g`i`d`X`U`H`Y`g`i`c`b`h`Y`]f`g`m`g`h`Y`a`i`g`h`U`h`g`c`b`H`k`]h`Y`f`"

;`Y`b`Y`f`U`m`z`U`g`g`Y`g`g`a`Y`b`h`U`g`_`g`a`i`g`h`V`Y`g`i`Va`]h`Y`X`Y`Y`W`f`c`b]W`U`m`j`]U`Y`]h`Y`f`Hi`fb]hb`c`f`U`A`c`c`X`Y`
U`g`g][`ba`Y`b`h`i`b`]b`g`h`U`b`W`g`k`Y`f`Y`h`l`g`]g`b`c`h`i`d`c`g`g]V`Y`z`]h`k`]`V`Y`g`h`U`H`Y`X`i`c`b`mci`f`W`c`i`f`g`Y`g`A`c`c`X`Y`g`]h`Y`k`]h`
U`h`f`b`U`h`j`Y`g`i`Va`]gg]cb`X`Y`h`j`g"

:`c`f`]b`Z`c`f`a`U`h`c`b`c`b`l`c`k`h`c`gi`Va`]h`U`g`g][`ba`Y`b`h`g`c`b`]b`Y`j`]U`A`c`c`X`Y`.\`h`h`d`g`#`g`h`X`Y`b`h`i`b`g`k`"Y`X`i`"U`i`#`a`c`k`!
gi`Va`]h`U`g`g][`ba`Y`b`h`a`c`c`X`Y`

5 WUXYa]W<c bYghmUbX 'D`U[]Uf]ga

D`U[]Uf]ga]g'i g]b['hY`k cfXg'cf]XYUg'cZchYfg'UbX'dfYgYbh]b['hYa`Ug'mci f'ck b" #WUb`hU`Y'a Ubm Zcfa gZ`Zca`XY]VYfUHY`WXYU]b['hc`UW]XYbhU`mW`dm]b[`Zca`U`gci fW`k]h'ci hUW_bck`YX[Ya`Ybh'

I BGK`[fci dg'd`U[]Uf]ga`]bhc`hY`Z`ck]b[`WUHY`[cf]Yg.

7cdm]b[.`i g]b['hY`gUa`Y`cf`j`Yfmg]a`]Uf`k`cfXg`hc`hY`cf][]bU`hY`hcf]XYU`k`]h'ci hUW_bck`YX[]b['hY`gci fW`cf`i`g]b[`ei`chU]cb`a`Uf`g`"H\]g`U`gc`Udd`Yg`hc`]a`U[YgZ`Ufh`UbX`XYg][`b`dfc`YWgZ`Ug`k`Y`Ug`dfYgYbhU]cbg`k`YfY`gca`YcbY`dfYgYbhg`UbchYf`g`]XYUg`cf`k`cfXg`k`]h'ci hWYX]h'

#Uddfcdf]UHY`dUfUd`fUg]b[.`7`U`b[]b[`U`Z`k`k`cfXg`UbX`d`fUgYg`k`Y`a`cghm`fYU]b]b['hY`cf][]bU`ghf`i`W`fY`UbX`#`f`dfc`[fYgg]cb`cZ]XYUg`cZ`hY`cf][]bU`Z`UbX`]bZcfa`U]cb`k`]h'ci hUW_bck`YX[Ya`Ybh`H\]g`U`gc`Udd`Yg`]b`dfYgYbhU]cbg`k`YfY`gca`YcbY`dUfUd`fUgYg`UbchYf`g`]XYUg`cf`k`cfXg`k`]h'ci hWYX]h`UbX`hc`d]YW]b[`hc[Y`hY`f`ei`chYg`UbX`dUfUd`fUgYg`]bhc`U`bYk`k`Y`c`Z`k`]h'ci hUddfcdf]UHY`fYZYfYbW]b["

7c`i`g]cb.`k`cf_]b[`k`]h`chYfg`Vi`hdUgg]b[`cZ`hY`k`cf_]Ug`U`dYfgcb`g`]bX]j`]Xi`U`k`cf_]`7c`i`g]cb`U`gc`]bWi`XYg`dfcj`X]b[`mci`f`k`cf_]hc`UbchYf`gh`XYbhVY`Zc`fY`hY`Xi`Y`XUHY`Zc`f`Zc`f`hY`di`fdcgY`cZ`hY`a`d`U[]Uf]g]b[`Uh`Ubm]h`a`Y`Z`dUm]b[`UbchYf`dYfgcb`hc`dYfZcfa`Ub`UWUXYa`]W]Ug`Z`gh`U`]b[`cf`UW`ei`]f]b[`UbchYf`dYfgcb`g`UWUXYa`]Wk`cf_]UbX`W`dm]b[`]Z`cZ]f]b[`hc`W`a`d`Y`h`UbchYf`dYfgcb`g`k`cf_]cf`gYY_]b[`dUma`YbhZc`f`W`a`d`Y`h]b[`UWUXYa`]Wk`cf_]`

#Uddfcdf]UHY`W]hU]cb.`7`h]b[`gci`fW`g`k`]Wk`Uj`Y`bchVYYb`fYUXZ`k`]h'ci hUW_bck`YX[]b[`hY`"gYW`bXUfm`gci`fW`Zc`a`k`]Wk`_bck`YX[Y`cZ`hY`a`U`g`VYYb`cV]U]bYX"

8i`d`]WU]cb`f`fY`Z`d`U[]Uf]ga`"L`gi`Va`]h]b[`mci`f`ck`b`k`cf_]Z`]b`k`Y`cf`]b`dUf`Z`k`YfY`]h`Ug`dYf]`ci`g`m`VYYb`dfYdUfYX`cf`gi`Va`]hYX`Zc`f`UbchYf`UggYgga`Ybhcf`W`ci`fgY`U`hI`BGK`cf`UbchYf`i`b]j`Yfg]m'

7c`fY`W`fYZYfYbW]b[`dfUW]W]g.

- DUfUd`fUg]b[`Zgi`a`a`Uf]g]b[`Z`YggUm`k`f]h]b[`UbX`h`a`Y`a`UbU[Ya`Ybh
- 5ddfcdf]UHY`i`gY`cZ`UbX`U`h]f]Vi`h]cb`Zc`f`U`fU]b[Y`cZ`a`U`hYf]U`g`]bWi`X]b[`hY`i`h`]a`U[YgZ`Zc`fa`i`UY`UbX`W`b`W`drg"

#X]j`]Xi`U`Ugg]gh`UbW`]g`Uj`U]UV`Y`cb`fYei`Ygh`Zc`a`H\Y`@YUf]b[`7`YbhY`f`h`hd`##`k`k`"Wi`bgk`"YXi`"Ui`#`G`h`XYbhg`UfY`U`gc`fYa`]bXYX`h`Uh`W`fY`Z`h`a`Y`a`UbU[Ya`Ybh]g`Ub`]a`dcfU]bh`dUf`h`cZ`gh`Xm`UbX`cbY`cZ`hY`]X`Ybh]Z`YX`W`li`gYg`cZ`d`U[]Uf]ga`]g`d`cc`f`h`a`Y`a`UbU[Ya`Ybh`G`h`XYbhg`g`l`ci`X`U`ck`i`gi`Z]W]Ybh]h`a`Y`Zc`fYgYUfW`Z`X`fU]h]b[`UbX`dfcdYf`fYZYfYbW]b[`cZ`gci`fW`g`]b`dfYdUf]b[`U`UggYgga`Ybh]h`a`g"

I BGK`@]VfUfm`U`gc`U`g`hY`9`@G9`hc`Uj`U]UV`Y`hc`Ugg]gh`mci`k`]h`mci`f`gh`Xm`U`hI`BGK`"9`@G9`]g`XYg][`bYX`hc`]b`f`c`Xi`W`bYk`g`h`XYbhg`hc`g`h`Xn]b[`U`hI`BGK`Vi`h]h`W`b`U`gc`VY`U`[fYU`h`fY`Z`Yg`Y`f`Xi`f]b[`mci`f`gh`X`m'

7ca`d`Y`h]b[`P`r`9`@G9`h`i`h`ju`]bX`ei`]`k`j`YbUVY`mci`hc.

- UbU`h`g`Y`h`c`]MgZ`d`b`fY`d`cbgYg`"h`k`cf[Ub]`Y`fYgYU`i`k`Zc`f`UW`b`"h`]Wk`f]h]b[`h`k`chYf`UggYgga`Ybh]Ug_g

- i bXYfgHUbX'mci f'f][\hg'UbX'fYgdcbg]V]]hYg'Ug'U'gh XYbhUhl BGK
-

5 WUXYa]WbZcfa Uh]cb`

: cf`YggYbh]U`ghi XYbh]bZcfa Uh]cb`fY`Uh]b[`rc.

- fYei Ygh]Zcf`YI h`bg]cb/
fY`Y`ni Va]gg]cbg`[i]XY`]bYg/
fY`j]k`GZa`G`g`
- I BGK`<YU`h`UbX`GUZY`mdc`j`
- YU`Ua`]b]U`b`h`d`f`W`Yi`f`Y`g`/