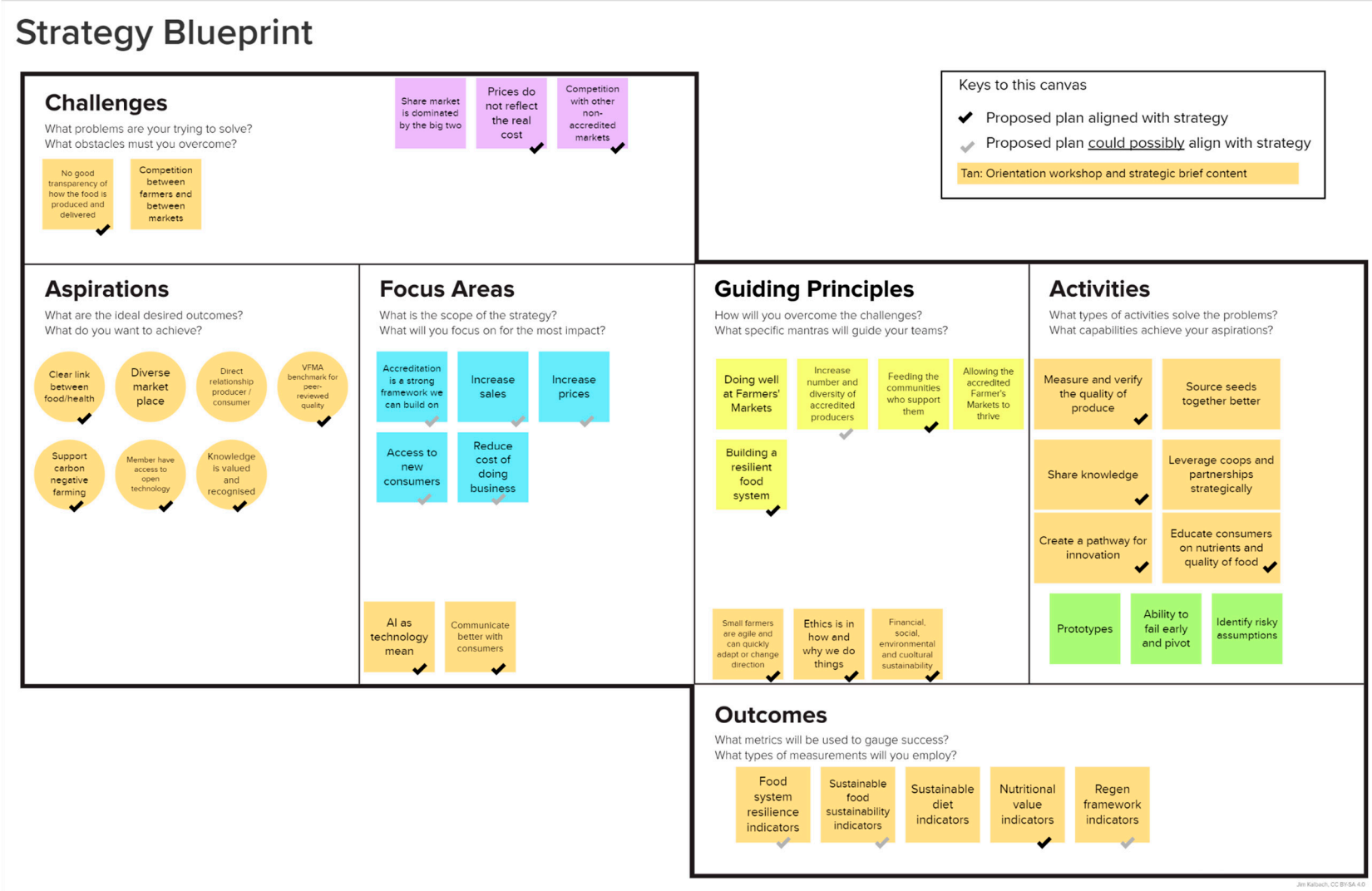Supplementary Material SM1 – Strategy Blueprint – Stage B