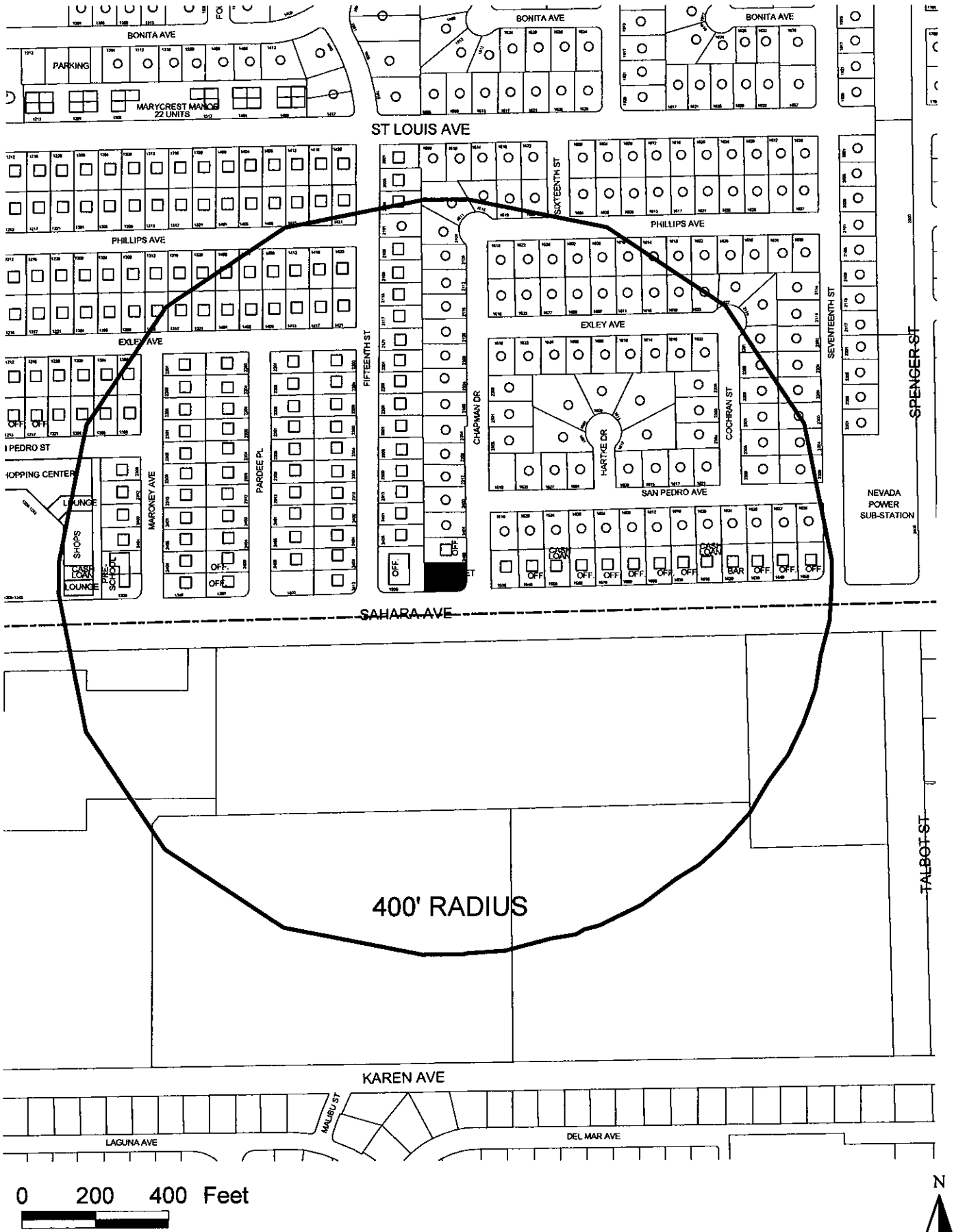VALUE MARKET