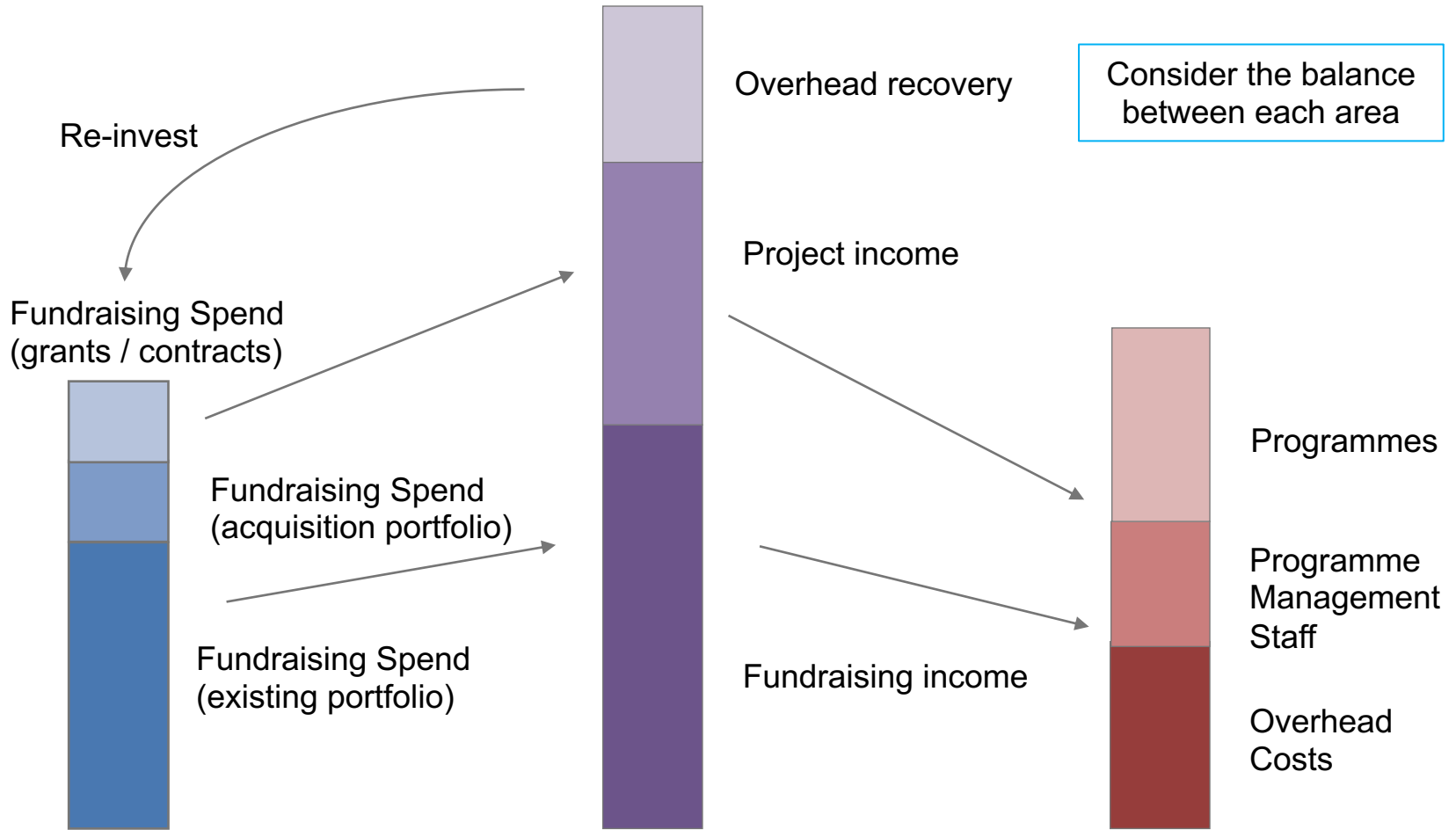


FINANCE STRATEGY

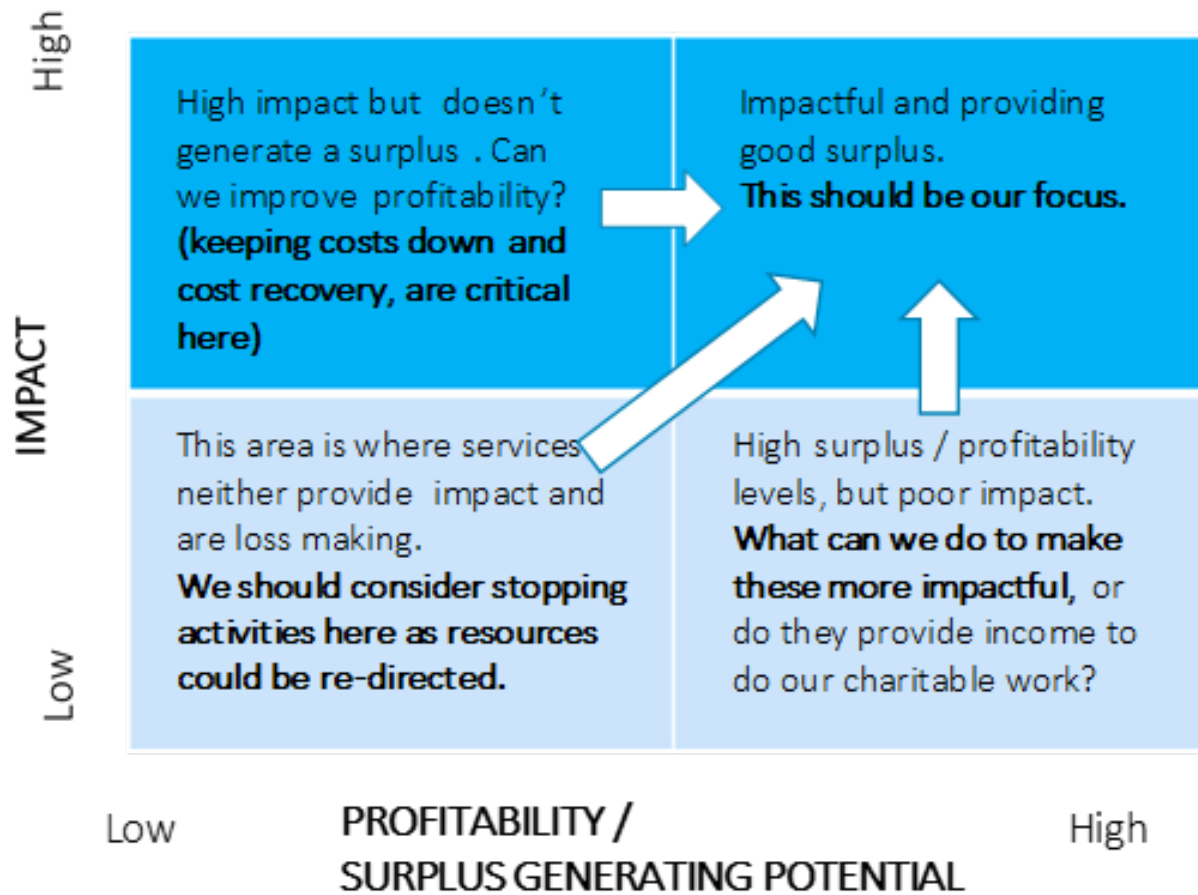


■ Spend to raise income

■ Income

■ Expenditure

MAPPING OUT IMPACT VS PROFITABILITY



© Mark Salvay

AN EXAMPLE

