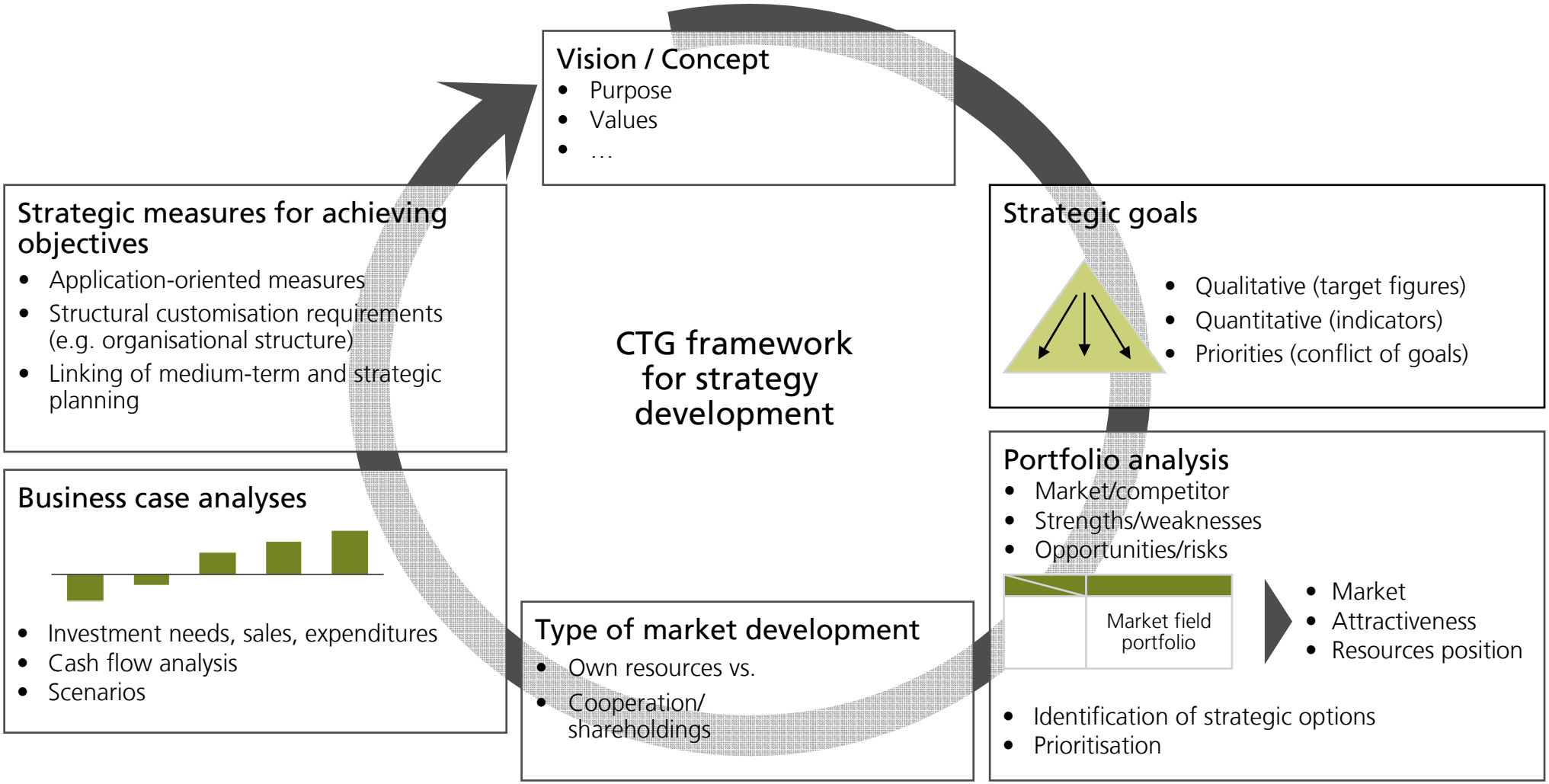Our strategy development follows a proven approach.