

MDIA1002

A YX]U/ '7 ca a i b]WU]cb'7 cbHYI hg

HYfa 'C.bY' #'&\$&%

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



7 ci fgY'8YHJ`g

7 fYX]hDc]bHg '*`

Gi a a UfmicZ\hY'7 ci fgY

H\]g`Wci fgY`Wcj Yfg`U`fUb[Y`cZdfcZygg]cbU`Wca a i b]WUhc`b`dfUW]Wg`]b`>ci fbU`]ga žDi V`]WF Y`Uhc]cbg`UbX
5Xj Yfh]g]b[`hc`dfcj]XY`mci `k]h`U`gc`]X`Zci bXUhc]b`Zcf`Z fhYf`gh XmUbX`dfcZygg]cbU`Yb[U[Ya Ybh`Mci
k]`XYj Y`cd`U`W]h]W`UbX`hYcf]nYX`i bXYfg]UbX]b[`cZ\hY`g]h UH`X`bUhi fY`cZWca a i b]WUhc]b`ždUfh]W`Ufm
hY`ja dUWicZcb[c]b[`]bXi g]fm]W]Ub[Y`cb`a YX]U`Zcfa g`Mci `k]`VY`Yei]ddYX`hc`XYj Y`cd`dfc!UW]j Y`UbX
WYU]j Y`g]fU]Y[]Yg`]b`hYfa g`cZ\hI hdfcXi W]cb`UbX`UbU`mg]gž`ZcW`gg]b[`cb`dfcZygg]cbU`k f]hY`b[]YbfYg`UbX
\ck `hYmUfY`UXUdhYX`hc`gi]hX]ZYfYbhdi fdcgYg`UbX`d`UhZcfa g`"

7 ci fgY`@YUfb]b[`Ci hWca Yg

%`]XYbh]Zm]hY`ja dUWicZg]fi W]i fU`W]Ub[Yg`]b`Wca a i b]WUhc]b`]bXi g]f]Yg`cb`Wca a i b]WU]j Y`dfUW]Wg
UbX`Zcfa g
&` dfcXi W`žUXUdhUbX`di V`]g\`Wca a i b]WU]j Y`hYI hg`Uddfcdf]U]Y`hc`hUf[YH`X`Wcb]hYI hg`UbX`d`UhZcfa g
'` "]XYbh]Zm]UbX`Udd`mVUg]Wdf]bW]d`Yg`cZdfcZygg]cbU`Wca a i b]WU]j Y`g]fUbXUfXg

HYUW]b[`G]fU]Y[]Yg`

H\]g`Wci fgY`Wcj Yfg`U`fUb[Y`cZdfcZygg]cbU`Wca a i b]WUhc]b`dfUW]Wg`]b`>ci fbU`]ga žDi V`]WF Y`Uhc]cbg`UbX
5Xj Yfh]g]b[`hc`dfcj]XY`gh XYbh]k]h`U`gc`]X`Zci bXUhc]b`Zcf`Z fhYf`gh XmUbX`dfcZygg]cbU`Yb[U[Ya Ybh`
H\Y`Wci fgY`dfcj]XYg`U`hYcf]Y]W]`ZUa Yk cf`_`Zcf`i bXYfg]UbX]b[`W`ffYbhWcb]hYI hg`cZ\W]Ub[Y`]b`fY`U]cb`hc
bYk g`W]WYgž`U]hY]bh]cb`UbX`Vi`g]bYgg`a cXY`gž`UbX`hY`ja dUWicZU`hYgY`cb`hY`a YX]U`Zcfa g`hU]hUfY
dfcXi W`X`"G]h XYbh]k]`VY`Yei]ddYX`hc`VY`dfc!UW]j Y`UbX`WYU]j Y`]b`hYfa g`cZ\hI hdfcXi W]cb`UbX
UbU`mg]g`"

5ggYgga Ybh

5ggYgga YbhYI hYbg]cbg`UfY`C B @M[]j Yb`j]U`GdYW]U`7 cbg]XYfU]cb`hUh]g`gi Va]hYX`j]U`a mi bgk`hc`hY`
Wci fgY`Wcbj Ybcf`Mci f`h`hf`WUbbch[]j Y`YI hYbg]cbg"

Zmci`UfY`fY[]ghYfYX`k]h`I` B GK`X]gUV]`]mgYfj]WgZ`d`YUgY`Yhirci f`h`hf`UbX`hY`7 cbj Ybcf`f@ci]gY`
F Uj Y`j`"fUj Y`j]4 i bgk`"YXi`"Ui`E`_bck`"

5ggYgga YbhHUg_g

5ggYgga YbhHUg_	K Y][\ h	8i Y`8UH`	Gh XYbh@YUfb]b[Ci hWta Yg`5ggYggYX
DfcZYgg]cbU`K f]hb[`HUg_`%)	%(# \$ ` # & \$ & \$ ` \$) . \$ \$ ` DA	& Z `
DfcZYgg]cbU`K f]hb[`HUg_`&	')	\$ * # \$ (# & \$ & % \$) . \$ \$ ` DA	& Z `
DfcZYgg]cbU`K f]hb[`HUg_`" `	(\$	& - # \$ (# & \$ & % \$) . \$ \$ ` DA	% Z ` & Z `

5ggYgga Ybh8YHJ]`g

5ggYgga Ybh%`DfcZYgg]cbU`K f]hb[`HUg_`%

8YHJ]`g.

+) \$`k`cfXg"

: YYXVUW_`j]U`@A`G`

5XX]h]cbU`XYHJ]`g.

D`YUgY`gYY`hY`A`ccX`Y`Wci`fgY`g]h`Zcf`Z`"XYHJ]`g`cZ`h`]g`UggYgga`Ybh`

Hi`fb]h]b`gYH]b[.`h\]g`Ugg][`ba`Ybh]g`gi`Va`]hYX`h`fci`[\`Hi`fb]h]b`UbX`gh`XYb]g`Xc`bch]gY`Hi`fb]h]b`
g]a`]Uf]mifYdcf]g"

5ggYgga Ybh&`DfcZYgg]cbU`K f]hb[`HUg_`&

8YHJ]`g.

+) \$`k`cfXg"

: YYXVUW_`j]U`@A`G`"

5XX]h]cbU`XYHJ]`g.

D`YUgY`gYY`hY`A`ccX`Y`Wci`fgY`g]h`Zcf`Z`"XYHJ]`g`cZ`h`]g`UggYgga`Ybh`

Hi fb]hb'gYhb[. 'H\]g'Ugg][ba Ybh]g'gi Va]hX'h'fci [\ 'Hi fb]hb'UbX'gh XYbhg'Xc' bchgYY'Hi fb]hb
g]a]Uf]mfYdcftrg"

5ggYgga Ybh' . 'DfcZYgg]cbU'K f]hb['HUg_'"

8YhU]`g.

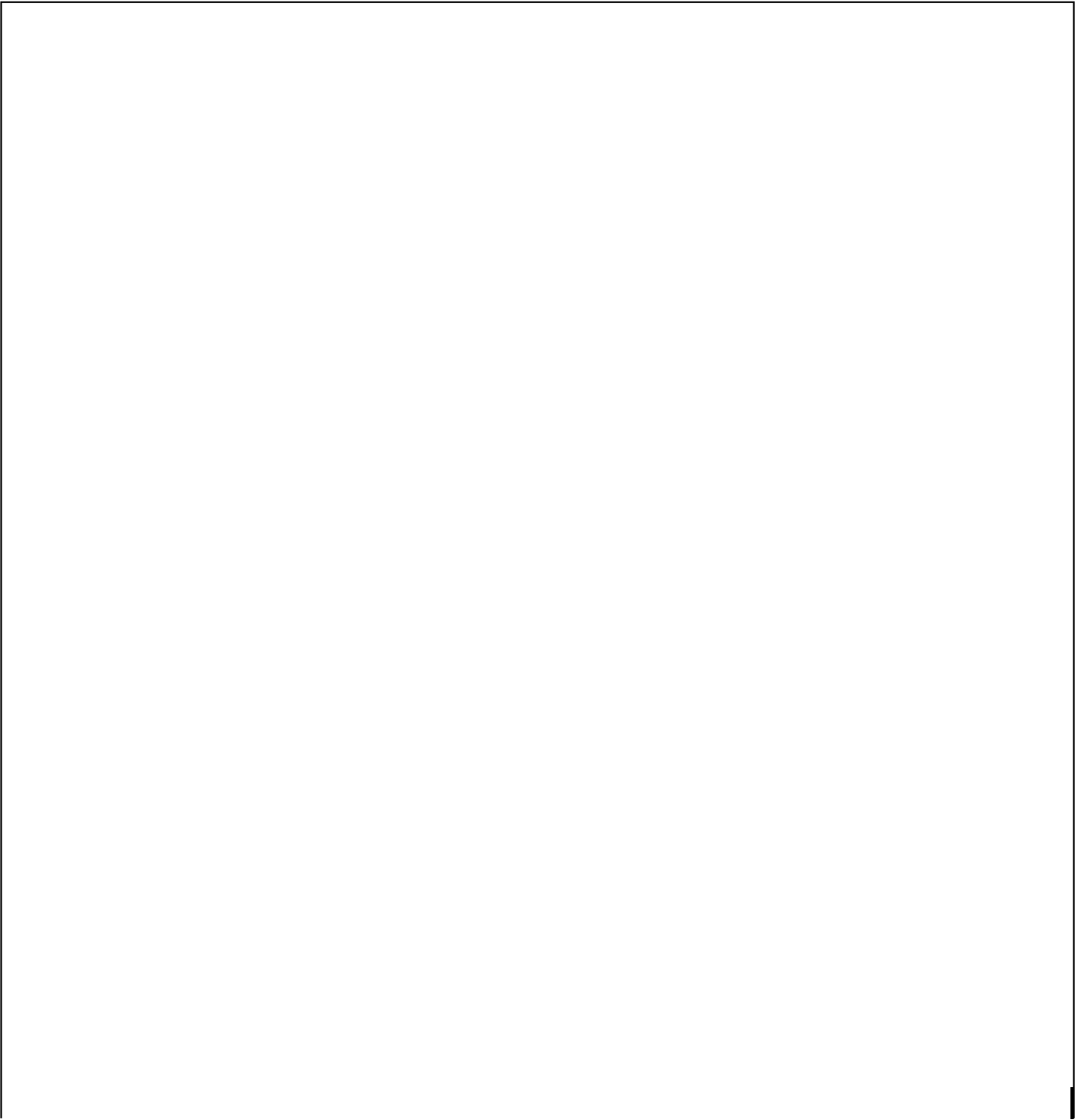
%) \$\$'k cfXg'cf'Yei]j U'Ybh'

Gh XYbhg'dfcXi W'U'byk g'cf'DF 'a YX]U'dUW_U[Y

: YYXVUW_`j]U'@A G

5XX]h]cbU'XYhU]`g.

D`YUgY'gYY'h\Y'A ccX'Y'Wti fgY'g]h'Zcf'Z ``XYhU]`g'cZ'h]g'UggYgga Ybh'



F Ygci fWg

DfYgWf]VYX`F Ygci fWg`

H\Y`hI hVcc_`Zcf`A 8-5%\$\$&]g`A W UbYz5" f&\$%(L"@W e l dff` Yf \$` V 7V[f]a` "@cbXcb.`GU[Y"

Mci`Wb`di fWUgY`h]g`Zca`hY`I BGK`Vcc_g\cd`]b`Y]hYf`df]bhcf`X][]hU`Zcfa`/hY`VXc]WY`]g`i d`hc`mci`"
A U_Y`gi fY`mci`Xc`di fWUgY`hY`&bX`YX]h]cbz`Ug`hYfY`UfY`g][b]Z]WbX]ZYfYbWg`k`]h`hY`ZfghYX]h]cb`"
GYWcbX`\UbX`Wcd]Yg`a UmVY`Uj`U]UV`Y`"H\Y`VfUfmk`]`\Uj`Y`U`X][]hU`WcdmUj`U]UV`Y`Vi`h`hYfY`]g`U`gh]W`
]a`]h]cb`\ck`a`i`VX`mci`Wb`Xck`b`c`UX`Zca`]h`

Gi Va]gg]cb 'cZ5ggYgga YbhiHUg_g

Hi fb]h]b 'Gi Va]gg]cb

≠mci 'YbWci bhYf'U'dfcV'Ya 'k \Yb'UffYa dh]b['hc'gi Va]hirci f'Ugg][ba Ybhih'fci [\ 'Hi fb]h]bž'd'YUgY

5 WUXYa]W< cbYgmiUbX`D`U[]Uf]ga

D`U[]Uf]ga `]g`i g]b[`hY`k cfXg`cf`]XYUg`cZc`hYfg`UbX`dfYgYbh]b[`hYa `Ug`mci f`ck b``#WUb`hU`Y`a Ubm
Zcfa gZ`Zca `XY`]VYfUHY`WXYUH]b[`hc`UWY]XYbhU`mWc`dm]b[`Zca `U`gci fW`k]h`ci hUW`bck `YX[Ya Ybh`

I BGK `[fci dg`d`U[]Uf]ga `]bhc`hY`Zc`ck]b[`WUH[cf]Yg.

7 cdm]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

- i bXYfgHUbX'mci f'f][\hg'UbX'fYgdcbg]V]]hYg'Ug'U'gh XYbhUhl BGK
- VY'Uk UfY'cZd'U[]Uf]ga ž'Wcdmf][\hž' BGK 'Gh XYbh7cXY'cZ7cbXi WñUbX'5WwdfUV'Y'I gY'cZ
I BGK '⇒H'F Ygci fW'g'Dc`]Wñ

5 WUXYa]W=Zcfa Uh]cb

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

- fYei Ygth]Zc`f`Yl H`bg]cb/
- `Uh`gi Va]gg]cbg`[i]XY`]bYg/
- fYj]Yk `cZa Uf_g/
-