

MDIA1004

BYkg: i bXUa YbHJ`g

HYfa "Hk c" ## "&\$%

7ci fgY 8YHJ] g

7 fYX]hDc]bhg**

Gi a a UfmcZh\Y 7ci fgY

Gi VYWh5fYU. ? WW[S

7KLV FRXUVH GHYHORSV VNLOOV LQ WKH SUDFWLFH RI QHZV UHSR

5ggYgga Ybh

Hi hcf]U`g`UfY`Wca di `gcfm''Cb`m'k c`WUb`VY`a]ggYX"'D`YUgY`gYY`h\Y`Wcbj Ybcf`cf`mci f`h hcf`]Zmci `UfY i bgi fY"`GdYWJU``Wcbg]XYfUh]cb`fYei]fYX`]b`WUgYg`cZa cfY`h\Ub`tk c`UVgYbWYg"

5ggYgga Ybh'HUg_g'

5ggYgga Ybh'tUg_	K Y][\h	8iY'8UHY	Gh XYbh@YUfb]b[Ci hWca Ygʻ5ggYggYX
BYkg'dfcXiW¶cb'dUW_U[Y'	&) ı	#\$+#&\$% `%%) - `DA	%ž&Ž Ž(
Hi hcf]U``HUg_g`	&) ı	GYY A ccX Y	%ž&ž ž(
:]bU``YI Ua ') \$1	H65 VmYl Uaʻhja YhUV`]b[%ž&ž ž(

5ggYgga Ybh'8YhJ]`g

5ggYgga Ybh% BYk g dfcXi Whjcb dUW_U[Y

GhUfhXUhY. Bch5dd`]WUV`Y

@Yb[h\.**\$\$!'+\$\$*k cfXg

8 YHJ]`g. `*\$\$`—`+\$\$`k cfXg`gi Va]hhYX`j]U`A ccX`Y"`; fUXYX`j]U`UggYgga YbhWf]hYf]Už`k f]hhYb`ZYYXVUW<u>'</u>j]U` @A G"

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

*\$\$`hc`+\$\$`k cfXg"`Hcd]WUgg][bYX`]b`WUgg"`C f][]bU``d\chc"`A]b]a i a `hk c`]bhYfj]Yk gž'd`i g`Yj]XYbWY`cZ gi dd`Ya YbhUfmfYgYUfW\" B UffUh]j Y`cf` **U**fUX]h]cbU``bYk g`ghmY`^ci fbU`]ga "

Gi Va]gg]cb bchYg.Gi Va]gg]cb j]U A ccXY

Hi fb]hjb'gYhjb[.'H\]g'Ugg][ba Ybh']g'gi Va]hh/X'h\fci [\'Hi fb]hjb'UbX'gh XYbhg'Xc'bch'gYY'Hi fb]hjb'g]a]`Uf]hmfYdcfhg"

5ggYgga Ybh& Hi hcf]U`HUg_g

GHUfhXUhY. K YY `m

8YhJ]`g. "K YY_`mhi hcf]U``hJg_g`Yei]j U`Ybhhc`' \$\$\$`k cfXg"

Hkc'cZh\Y'hihcf]U`'hUg_g'UfY'gi Va]hhYX'hc'AccX`Y'UggYgga Ybhg'fl\&") i 'YUW\Ł BOE TVCNJUUFE JO [hihcf]U`'hUg_g'UfY'[fUXYX'U[U]bghU'gYhcZ\f"]hYf]Užkf]hYb'\Waa a YbhUfmcb'kcf_'dfcj]XYX''

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

6,; SRVWV SURGXFHG DQG VXEPLWWHG LQ FODVV XQOHVV RWKHUZ
PDUNLQJ VHH ORRGOH /HVV WKDQ VL[GHWUDFWV ILYH PDUNV SI
PDUN

6 X E P L V V L R Q6 19 IR W IR IR G O H

\$VVHVVPHQW)LQDO H[DP

6WDUW GDWH 7%\$ YLD FHQWUDO H[DP WLPHWDEOLQJ

'HWDLOV KRXU H[DP 7KLV LV WKH ILQDO DVVHVVPHQW WDVN (D VHW RI FULWHULD

\$GGLWLRQDO GHWDLOV

([DP GDWH 7R %H \$GYLVHG

7XUQLWLQ7KHLWWLMQQRW D 7XUQLWLQ DVVLJQPHQW

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F		
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		FYUX]b[g	
		Hi kcf]U`. 3BEJP 8SJUJOH QSBDUJI	DF BO
		+PVSOBMJTN LJUT	
			-
K YY_'%%''%&'5i [i gh!'%*	@YWi fY	@YWn fY 91 Ua F Yj]g]cb	1
5i [i gh		Bc'hi hcf]U'g"	

F Ygci fWyg

DfYgWf]VYX F Ygci fWYg

Bc'HYI N/cc_ FYUX]b[g'UfY'Uj U]`UV`Y'Zfca 'h\Y``]VfUfm'Wti fgY'fYUX]b[g']Wtb'j]U'A ccX`Y'''

3 & \$ 0 . . & / % & % 5 & 9 5 # 0 0 ,

G ZPV IBWF OPU DPNQMFUFE .%" .FEJB *OEVTUSZ \$POUFYUT XSJUJOH JOWFSUFE QZSBNJE XF IJHIMZ SFDPNFNXFTO'ET U'UF)UBFQYQUFCOPTF .FMCPVSOF 0YGPSE 6OJWFSTJUZ 1VCMJTIJOH BWBJMBCMF GSPN

5i X]c 'ncca 'fYWcfXYfg'UbX'a cV]'Y 'ci fbU']ga '_]hg'WUb'VY'Vcffck YX'Zfca 'h\Y'HYW\b]WU''F Ygci fWY'7 YbhfYž' F cVYfhK YVghYf'6i]'X]b["'Mci 'Xc 'bch'bYYX'hc'Vi mUbmh\]b['Zcf'h\]g'WUgg"'

Mci 'U`gc'k]``VY`]blfcXi WYX'hc'VUg]WYX]h]b['gcZhk UfY'Uj U]`UV`Y'j]U'h\Y``UVg"

FYWca a YbXYX FYgci fWYg

3FGFS UP .PPEMF GPS OFXT XSJUJOH FYFSDJTFT BOE PU

 $H\Y' \Wci fgY' fYei]fYg' \Vch` bUh]cbU'' \UbX']bhYfbUh]cbU'' \W ffYbh \UZZU]fg' _bck `YX[Y' h\Uh k]''' Zcfa ' dUfh cZ h\Y'YI Ua "'' <math>\pm$ i']g' fYWca a YbXYX' ghi XYbhg' fYUX' k]XY`m' UWfcgg' 5 i ghfU']Ub' UbX']bhYfbUh]cbU'' bYk g' UbX' \W ffYbh'UZZU]fg'd`UhZcfa g"

Gi [[YghYX ZfYY bYk g g]hYg.

567]j Yk 'bYk g'W\UbbY`.'+"' \\$'fYdcffiUbX'Yj Yb]b['bYk g\UV\WbYh'Ui .'cb`]bY'bYk g'
567 'fUX]c 'bUhjcbU''#hf]d'Y'>'#567 'GmXbYmF UX]c
H\Y'Dfc'Y\M'BYhk cf_'\%\$'
g\g'\Wca "Ui '#bYk g
6i nnZYYX'\Wca '#bYk g'f5i ghfU`]Ub'g]hYL
h\Y[i UfX]Ub'\Wca #Ui
I G'Dc`]h]\Wg'H\Y'@UhY'G\ck 'k]h\'GhYd\Yb'7c`\Y\ffif]]U'\Mci Hi \Y\Y\Z\\Wbb'\Wca \@UhY'B][\hk]h\'GYh\'A \Ym\fg'
f]]U'\Mci Hi \Y\Y\Z\\c\c\c\c\c'] \Yf'

@Ja]hYX ZfYY j]Yk]b[. ga \"Wta "Ui bmf]a Yg"Wta gWa Ud"Wta

7 ci fgY '9j U'i Uh]cb 'UbX '8 Yj Y'cda Ybh

: YYXVUW_'h\fci [\ci hh\Y'Wci fgY']g'k Y`Wca Y'Ug'k Y``'Ug']b'fa mYl dYf]YbWYfigi fj Ymg"

Gi Va]gg]cb cZ5ggYgga YbhHUg_g

Gi Va]gg]cb cZ5ggYgga YbhHUg_g

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

⊋mci 'YbWci bhYf'U'dfcV'Ya 'k \Yb'UthYa dh]b['hc'gi Va]hmci f'Ugg][ba Ybhth\fci [\'Hi fb]h]bž'd`YUgY hY`Yd\cbY'9| hYfbU`'Gi ddcfhcb'-',)'''' %cf'Ya U]`th\Ya 'cb'Yl hYfbU`hY`hgi ddcfh4 i bgk "YXi "Ui '''Gi ddcfh \ci fg'UfY', .\$\$Ua '-'%\$.\$\$da 'cb'k YY_XUmg'UbX'-.\$\$Ua '-').\$\$da 'cb'k YY_YbXg'fl *) 'XUmg'U'mYUfŁ'''⊋mci

5 WUXYa]W = b Zcfa Uh cb ·

: cf`YggYbhJU``gh XYbh`]bZcfa UhJcb`fY`UhJb['hc.

- fYei Yghg Zcf Yl hYbg]cb/
- `UhY`gi Va]gg]cbg`[i]XY`]bYg/
- fYj]Yk 'cZa Uf_g/
- I BGK '< YU`h\ 'UbX'GUZYhmdc`]\\\Yg/
- YI Ua]bUhcb dfcWXi fYg/
- gdYWJU``Wcbg]XYfUhJcb`]b`h\Y`Yj YbhcZ]``bYgg`cf`a]gUXj Ybhi fY/
- gh XYbhYei]lmUbX X]gUV]`]lm/
- UbX'ch\Yf'YggYbhJU`'UWUXYa [W]bZcfa UhJcbž'gYY

\hdg.#k k k "Ufhg"i bgk "YXi "Ui #W ffYbhghi XYbhg#UWUXYa]W]bZcfa Uhchb#dfchcWc`g![i]XY`]bYg#

⇒a U[Y'7fYX]h

BY[Uh]jY'GdUW'j]U'DYIY`g"Wta

7F = 7CG

7F = 7CG Dfcj]XYf 7cXY. \$\$\$-,;