



MDIA5001

K f]hjb['Zcf'A YX]U

HYfa 'Cby''##'&\$&\$



7ci fgY`Cj Yfj JYk

7ci fgY'8YHJ]`g

7fYX]h'Dc]bhg`*`

Gi a a UfmcZ'h\Y'7ci fgY

h'h]g'Wci fgY'mci`k`j`VY`]b'fcXi WX'hc`_Ymia YX]U'k`f]h]b[`g_]`g" H\Y'Wci fgY'k`j`Wcj Yf'U'fUb[Y'cZ[YbfYg

5ggYgga Ybh

5ggYgga YbhHUg_g`

5ggYgga YbhHUg_	K Y][\h	8i Y'8UHŸ	Ghi XYbh@YUfb]b[Ci hWta Yg'5ggYggYX
A i`hja YX]U`BYk g`Ghcfmi	(\$i	\$(%) #&\$&\$' \$) . \$\$' DA	%z&ž(
BYk g`F YgYUfW / `bhYfj]Yk dcfhZc`]c`	' \$i	%+ #\$(#&\$&\$' \$) . \$\$' DA	%z&
BYk g`GhcfmiZcf'df]bh#c'b`]bY`	' \$i	&\$#\$(#&\$&\$' \$) . \$\$' DA	'

5ggYgga Ybh8YHJ]`g

5ggYgga Ybh% `A i`hja YX]U`BYk g`Ghcfmi

GhUfhXUHŸ. `

@Yb[h. `+) \$`k cfXg

8YHJ]`g. `+) \$`k cfXgz`ei U`]Hh]j Y`ZYXVUW_`dfcj]YX'j]U`Hi fb]hb"

Gi Va]gg]cb`bchYg.< UfX`bYk g`ghcfmfYei]fYX"

Hi fb]hb`gYHh]b[. H\]g`Ugg][ba Ybh]g`gi Va]HŸX`hfc[[\`Hi fb]hb`UbX`ghi XYbhg`Xc`bchgYY`Hi fb]hb`g]a]Uf]mfYdcfng"

5ggYgga Ybh&. `BYk g`F YgYUfW / `bhYfj]Yk `dcfhZc`]c`

GhUfhXUHŸ. `Bch5dd`]WV`Y

@Yb[h. `+) \$`k cfXg

8YHJ]`g. `+) \$`k cfXgz`ei U`]Hh]j Y`ZYXVUW_`dfcj]YX'j]U`Hi fb]hb"

Gi Va]gg]cb`bchYg.H\]g`Ugg][ba YbhXfUk`g`i dcb`fYgYUfW`UbX`]bhYfj]Yk]b[`g_]`g`YUfbYX`]b`hY`Wci fgY`UbX`Vf]b[g`hYa`fc[YhYf`]b`U`UfX`bYk g`ghcfmi]bWcfdcfUhb[`hYgY`Y`Ya Ybhg"

Hi fb]hb`gYHh]b[. H\]g`Ugg][ba Ybh]g`gi Va]HŸX`hfc[[\`Hi fb]hb`UbX`ghi XYbhg`Xc`bchgYY`Hi fb]hb`g]a]Uf]mfYdcfng"

5ggYgga Ybh' . `BYk g`GhcfmiZcf'df]bh#c'b`]bY`

GhUfhXUHŸ. `

@Yb[h. `) \$\$`k cfXg

8YHJ]`g. `) \$\$`k cfXgz`ei U`]Hh]j Y`ZYXVUW_`dfcj]YX'j]U`Hi fb]hb"

Gi Va]gg]cb`bchYg.H\]g`]g`U`UfX`bYk g`ghcfmiZcf'df]bhUbX`cb`]bY`ci hYfg`i`g]b[`U`h`Ufh]`VYYb`YUfbYX

Xi fb['h\Y'f]a Yghf'UVci hX]ZZfYbha YX]U'Zcfa g'UbX'Udd'jWUV'Y'k cf_g"

Hi fb]h]b'gYh]b[. 'H\]g'Ugg][ba Ybh]g'gi Va]mYX'h\fc [\ 'Hi fb]h]b'UbX'gh XYbhg'Xc'bcgYY'Hi fb]h]b
g]a]'Uf]mfYdcfhg"

;) fdaVgUf[a` fa <agd Sfe_

F Ygci fWg

DfYgWf]VYX`F Ygci fWg`

- BYk g`Ug`h<UddYbg. `Ub` ðhfcXi W]cb`hc`>ci fbU`]ga

F YWca a YbXYX`F Ygci fWg

- ðhYfj]Yk]b[. `5` ; i]XY` : cf`>ci fbU`]g]g`UbX`K` f]hYfg
- I` bXYfghUbX]b[`>ci fbU`]ga
- 5` <]ghc`fmcZBYk`g
- 5i` ghfU`]Ub`6fcUXW]gh>ci fbU`]ga
- A`YX]U`UbX`>ci fbU`]ga . `BYk` `5ddfcUW]Yg`hc`H\Yc`fmUbX`DfUW]VW
- H\Y`9`YW]fcb]WF`Ydcf]Yf

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

Gi Va]gg]cb`cZ5ggYgga YbhHUg_g

Gi Va]gg]cb`cZ5ggYgga YbhHUg_g

Hi fb]hb`Gi Va]gg]cb

Ʒmci`YbWci`bhYf`U`dfcV`Ya`k`Yb`U`H`Ya`dh]b[`hc`gi`Va`]hmc`i`f`Ugg][`ba`Ybh`h`fci`[`\`Hi`fb]hb`z`d`YUgY`
H`Y`d`l`cb`Y`9I`H`f`b`U`G`i`d`d`c`f`h`c`b`-`,`),`"`,`'`,`%`c`f`Y`a`U`]`h`Y`a`i`c`b`Y`I`H`f`b`U`H`Y`h`gi`d`d`c`f`h`4`i`b`g`k`"Y`X`i`"U`i`"Gi`d`d`c`f`h`
`l`c`i`f`g`U`f`Y`,`.\$`\$`U`a`-`-%`\$`.\$`\$`d`a`i`c`b`k`Y`Y`_`X`U`m`g`U`b`X`-`.\$`\$`U`a`-`i`).`\$`\$`d`a`i`c`b`k`Y`Y`_`Y`b`X`g`f`l`*)`X`U`m`g`U`m`Y`U`f`l`"Ʒmci`
U`f`Y`i`b`U`V`Y`h`c`gi`Va`]hmc`i`f`Ugg][`ba`Ybh`X`i`Y`h`c`U`Z`U`i`h`k`]h`Hi`fb]hb`mci`a`U`m`i`U`d`d`m`i`Z`c`f`U`b`Y`I`H`f`b`g]cb`z`Vi`hmc`i`
a`i`g`h`f`Y`h`U]b`mci`f`h`W`Y`h`b`i`a`V`Y`f`Z`c`a`9I`H`f`b`U`G`i`d`d`c`f`h`f`U`c`b[`k`]h`U`b`m`c`h`Y`f`f`Y`Y`j`U`b`h`X`c`W`a`Y`b`h`g`t`h`c`
]b`W`i`X`Y`U`g`Y`j`]X`Y`b`W`h`c`gi`d`d`c`f`h`mci`f`Y`I`H`f`b`g]cb`U`d`d`]W`h`c`b"Ʒmci`Y`a`U`]`9I`H`f`b`U`G`i`d`d`c`f`h`mci`k`]`
U`i`h`c`a`U`h`W`U`m`i`f`Y`W`]j`Y`U`h`W`Y`h`b`i`a`V`Y`f`z`Vi`h`]Z`mci`H`Y`d`l`cb`Y`mci`k`]`b`Y`Y`X`h`c`g`d`Y`W`Z`W`U`m`i`U`g`_`Z`c`f`c`b`Y`"
Hi`fb]hb`U`g`c`d`f`c`j`]X`Y`g`i`d`X`U`H`Y`g`i`c`b`h`Y`]f`g`m`g`h`Y`a`i`g`h`U`h`g`i`c`b`H`k`]h`Y`f`"

;`Y`b`Y`f`U`m`z`U`g`g`Y`g`g`a`Y`b`h`U`g`_`g`a`i`g`h`V`Y`g`i`Va`]h`Y`X`Y`Y`W`f`c`b]W`U`m`j`]U`Y`]h`Y`f`Hi`fb]hb`c`f`U`A`c`c`X`Y`
U`g`g][`ba`Y`b`h`i`b`]b`g`h`U`b`W`g`k`Y`f`Y`h`l`g`]g`b`c`h`i`d`c`g`g]V`Y`z`]h`k`]`V`Y`g`h`U`H`X`i`c`b`mci`f`W`c`i`f`g`Y`g`A`c`c`X`Y`g`]h`k`]h`
U`h`f`b`U`h`j`Y`g`i`Va`]gg]cb`X`Y`h`j`g"

:`c`f`]b`Z`c`f`a`U`h`c`b`c`b`l`c`k`h`c`gi`Va`]h`U`g`g][`ba`Y`b`h`g`i`c`b`]b`Y`j`]U`A`c`c`X`Y`.\`h`h`d`g`#`g`h`X`Y`b`h`i`b`g`k`"Y`X`i`"U`i`#`a`c`k`!
gi`Va`]h`U`g`g][`ba`Y`b`h`a`c`c`X`Y`"

5 WUXYa]W<c bYghmUbX 'D`U[]Uf]ga

D`U[]Uf]ga]g'i g]b['hY'k cfXg'cf]XYUg'cZchYfg'UbX'dfYgYbh]b['hYa 'Ug'mci f'ck b" #WU b'U_Y'a Ubm Z'fa gž Z'ca 'XY]VYfUHY'WXU]b['hc'UW]XYbU`mW'dm]b['Z'ca 'U'gci fW'k]h'ci hUW_bck 'YX[Ya Ybh'

I BGK '[fci dg'd`U[]Uf]ga]bhc'hY'Z`ck]b['WU]Y[cf]Yg.

7cdm]b[.i g]b['hY'gUa Y'cf'j Yfmg]a]Uf'k cfXg'hc'hY'cf][]bU`hYI hcf]XYU'k]h'ci hUW_bck 'YX[]b['hY'gci fW'cf'i g]b['ei chU]cb'a Uf_g" 'H\]g'U'gc'Udd'Yg'hc']a U[Ygž UfhUbX'XYg][b'dfc'YWgž Ug'k Y`Ug dfYgYbU]cbg'k \YfY'gca YcbY'dfYgYbhg'UbchYf'g']XYUg'cf'k cfXg'k]h'ci hWYX]h'

#Uddfcdf]UHY'dUfUd\fUg]b[.7 \Ub[]b['U'Z'k 'k cfXg'UbX'd\UgYg'k \]Y'a cghm'fYU]b]b['hY'cf][]bU'gfi W'fY'UbX'#f'dfc[fYgg]cb'cZ]XYUg'cZ'hY'cf][]bU'Z'UbX']bZ'fa U]cb'k]h'ci hUW_bck 'YX[Ya Ybh' 'H\]g'U'gc'Udd'Yg']b'dfYgYbU]cbg'k \YfY'gca YcbY'dUfUd\fUgYg'UbchYf'g']XYUg'cf'k cfXg'k]h'ci hWYX]h'UbX'hc d]Y]W]b['hc[Y'hYf'ei chYg'UbX'dUfUd\fUgYg']bhc'U'bYk 'k \c'Yž'k]h'ci hUddfcdf]UHY'fYZYfYbW]b["

7c`i g]cb.'k cf_]b['k]h'chYfg'Vi hdUgg]b['cZ'hY'k cf_'Ug'U'dYfgcb'g']bX]j]Xi U'k cf_"7c`i g]cb'U'gc]bWi XYg'dfcj]X]b['mci f'k cf_'hc'UbchYf'gh' XYbhVYZ'fY'hY'Xi Y'XU]Yž'cf'Z'f'hY'di fdcgY'cZ'hYa d'U[]Uf]g]b['UhUbmi]a Yž'dUm]b['UbchYf'dYfgcb'hc'dYfZ'fa 'Ub'UWUXYa]W]Ug_ž'ghU']b['cf'UW'ei]f]b[UbchYf'dYfgcb'g'UWUXYa]Wk cf_'UbX'W'dm]b[]ž'cZ]f]b['hc'W'ca d'Yh'UbchYf'dYfgcb'g'k cf_'cf'gYY_]b[dUma YbhZ'f'W'ca d'Y]b['UWUXYa]Wk cf_"

#Uddfcdf]UHY'W]U]cb.'7]b['gci fW'g'k \]W\Uj Y'bchVYYb'fYUXž'k]h'ci hUW_bck 'YX[]b['hY'"gYW'cbXUfm' gci fW'Z'ca 'k \]W'_bck 'YX[Y'cZ'hYa '\Ug'VYYb'cV]b]bYX"

8i d']WU]cb'f'gY'Z'd`U[]Uf]ga "L'gi Va]h]b['mci f'ck b'k cf_ž]b'k \c'Y'cf']b'dUfž'k \YfY']h\Ug'dfYj]ci g'm VYYb'dfYdUfYX'cf'gi Va]h]YX'Z'f'UbchYf'UggYgga Ybhcf'W'ci fgY'Uhl BGK 'cf'UbchYf'i b]j Yfg]m'

7c'fYW'fYZYfYbW]b['dfUW]W]g.

- DUfUd\fUg]b[ž'gi a a Uf]g]b[ž'YggUm'k f]h]b['UbX'h]a Y'a UbU[Ya Ybh
- 5ddfcdf]UHY'i gY'cZ'UbX'U]f]Vi h]cb'Z'f'U'fU]b[Y'cZ'a U]f]U'g']bWi X]b['hYI hž]a U[Ygž'Z'fa i 'UY'UbX W'cbW'drg"

#X]j]Xi U'Ugg]ghU]bW']g'Uj U]UV'Y'cb'fYei YghZ'ca 'H\Y'@YUf]b['7YbhfY'f\h'd.## k k "Wi bgk "YXi "Ui #"
Gh XYbhg'UfY'U'gc'fYa]bXYX'h.UhWfYZ'`h]a Y'a UbU[Ya Ybh]g'Ub]a dcfU]bhdUfhicZ'gh' XmiUbX'cbY'cZ'hY]XYbh]Z]YX'W]i gY'g'cZ'd`U[]Uf]ga]g'dccf'h]a Y'a UbU[Ya Ybh'Gh'XYbhg'g'lc'i 'X'U'ck'gi Z]W]Ybh]h]a Y'Z'f'fYgYUfW'ž'XfU]h]b['UbX'dfcdYf'fYZYfYbW]b['cZ'gci fW'g']b'dfYdUf]b['U'UggYgga Ybh]h]a g"

I BGK '@]VfUfm'U'gc'\Ug'hY'9@G9'hc'`Uj U]UV'Y'hc'Ugg]ghmci 'k]h'mci f'gh' XmiUhl BGK "'9@G9']g XYg][bYX'hc']b]f'cXi W'`bYk'gh'XYbhg'hc'gh'Xn]b['Uhl BGK 'Vi h]h]WU]b'U'gc'VY'U']fYUhfY'Z]Yg\Yf'Xi f]b['mci f'gh'Xm'

7ca d'Y]b['hY'9@G9'h'hc'f]U'UbX'ei]n'k]`YbUVY'mci 'hc.

- UbU'mgY'hc'd]Wgž'd`Ub'fYgdcbgYg'UbX'cf[Ub]gY'fYgYUfW'Z'f'UWUXYa]Wk f]h]b['UbX'chYf'UggYgga Ybh]Ug_g

- i bXYfgHUbX'mci f'f][\hg'UbX'fYgdcbg]V']hYg'Ug'U'gh XYbhUhl BGK
-

5 WUXYa]WbZcfa Uhcb`

: cfYggYbh]U`ghi XYbh]bZcfa Uhcb`fY`Uh]b[`hc.

- fYei Yghg`ZcfYI hYbg]cb/
- `UhY`gi Va]gg]cbg`[i]XY`]bYg/
- fYj]Yk `cZa Uf_g/
- I BGK `<YU`h`UbX`GUZY`midc`]WYg/
- YI Ua]bUh]cb`dfcVWXi fYg/
- gdYW]U`Vc]bg]XYfUh]cb`]b`hY`Yj Ybhcz]`bYgg`cf`a]gUXj Ybh fY/
- ghi XYbhYei]hmUbX`X]gUV`]`hm/
- UbX`chYf`YggYbh]U`UWUXYa]W]bZcfa Uh]cbz`gYY

[\hfdg.#k k k "Ufmg"i bgk "YXi "Ui #W ffYbh\]ghi XYbh\]bZcfa Uh\]cb`dfc\]Vc`g!\[i \]XY`\]bYg#](#)