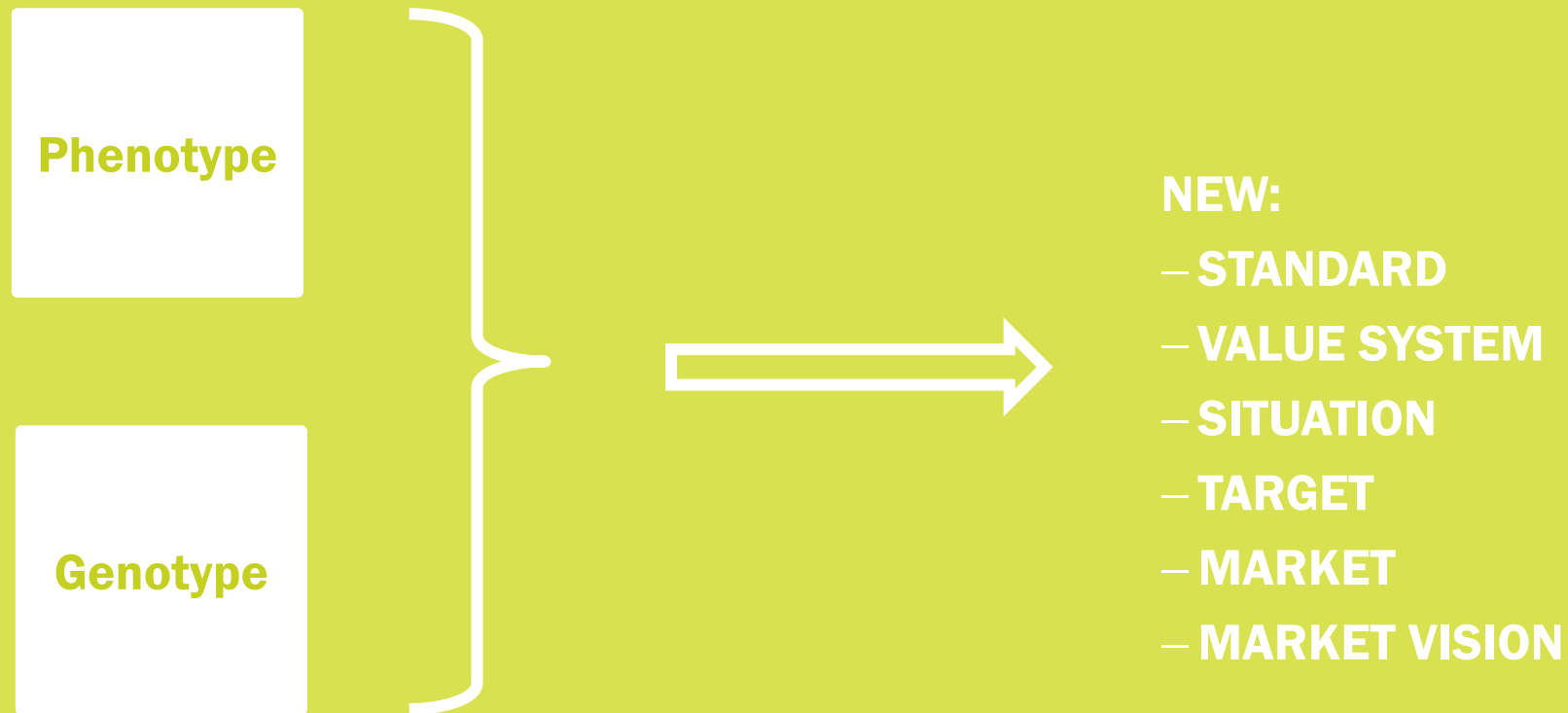


GROWTH: OPENING THE BRAND IDEA

Re-Definition of the Brand System

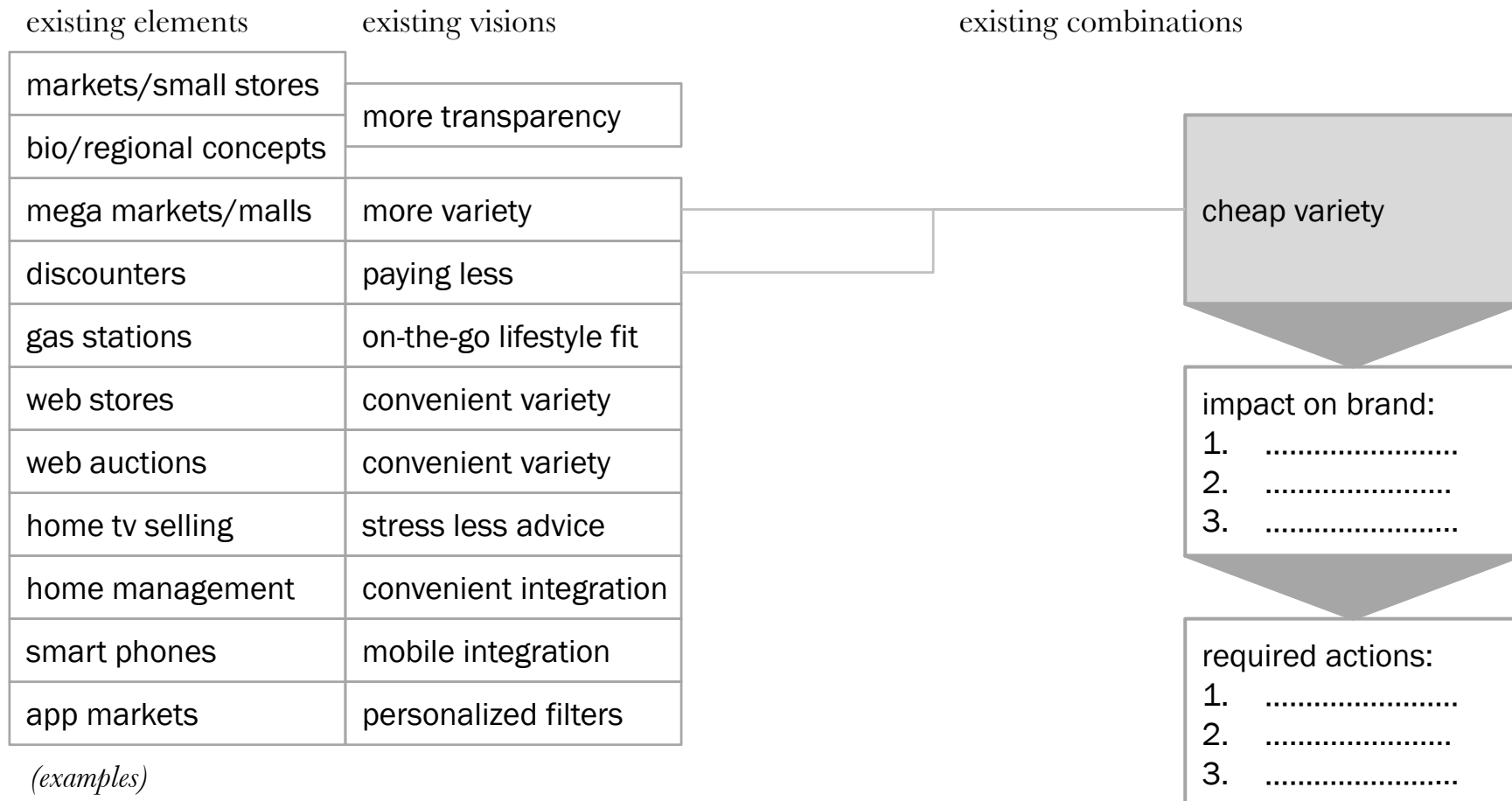
New combination of brand elements



BOX OPENING QUESTIONS

What if the discounter becomes the dominant brand?

Role of retail



BOX OPENING QUESTIONS

What if the app becomes the discounter?

Role of retail

