

1/15

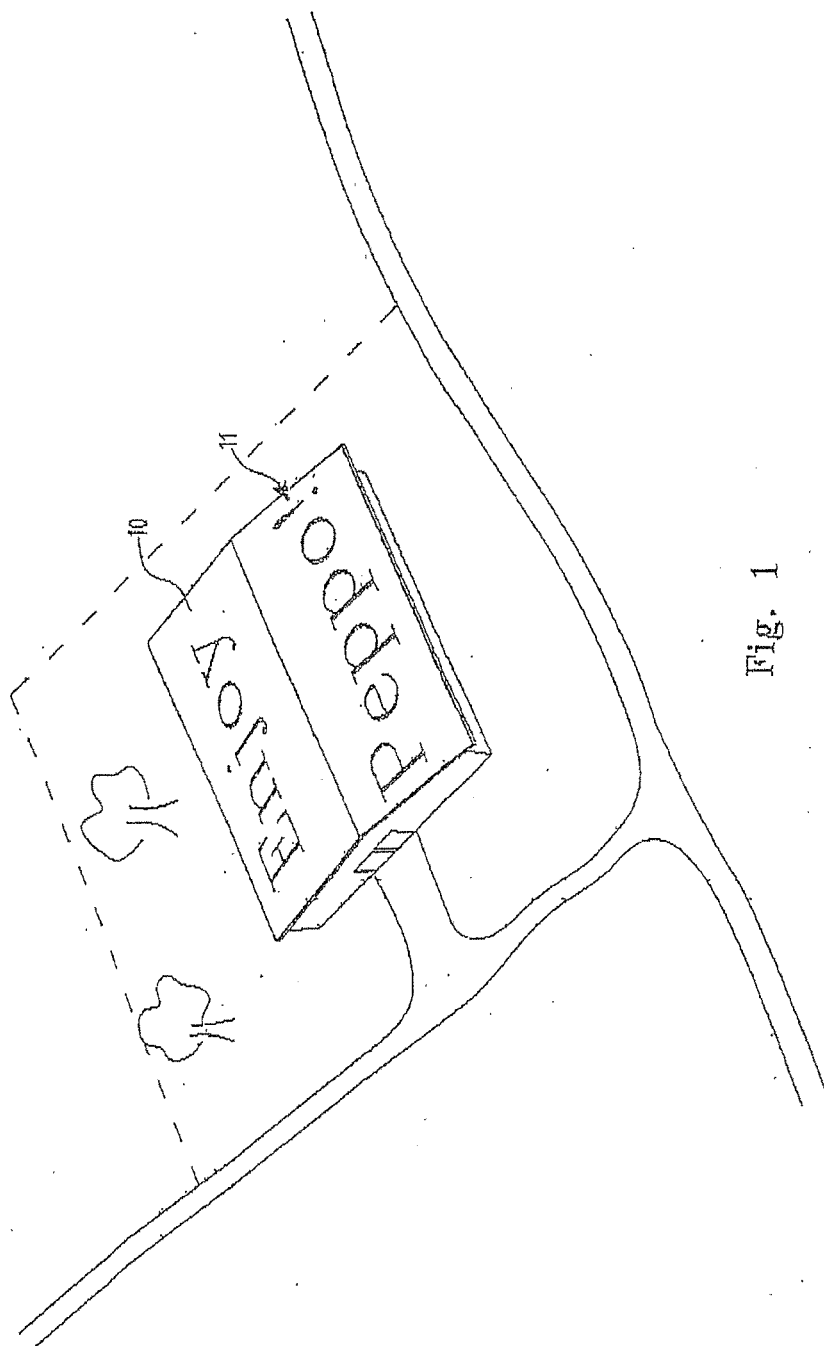


Fig. 1

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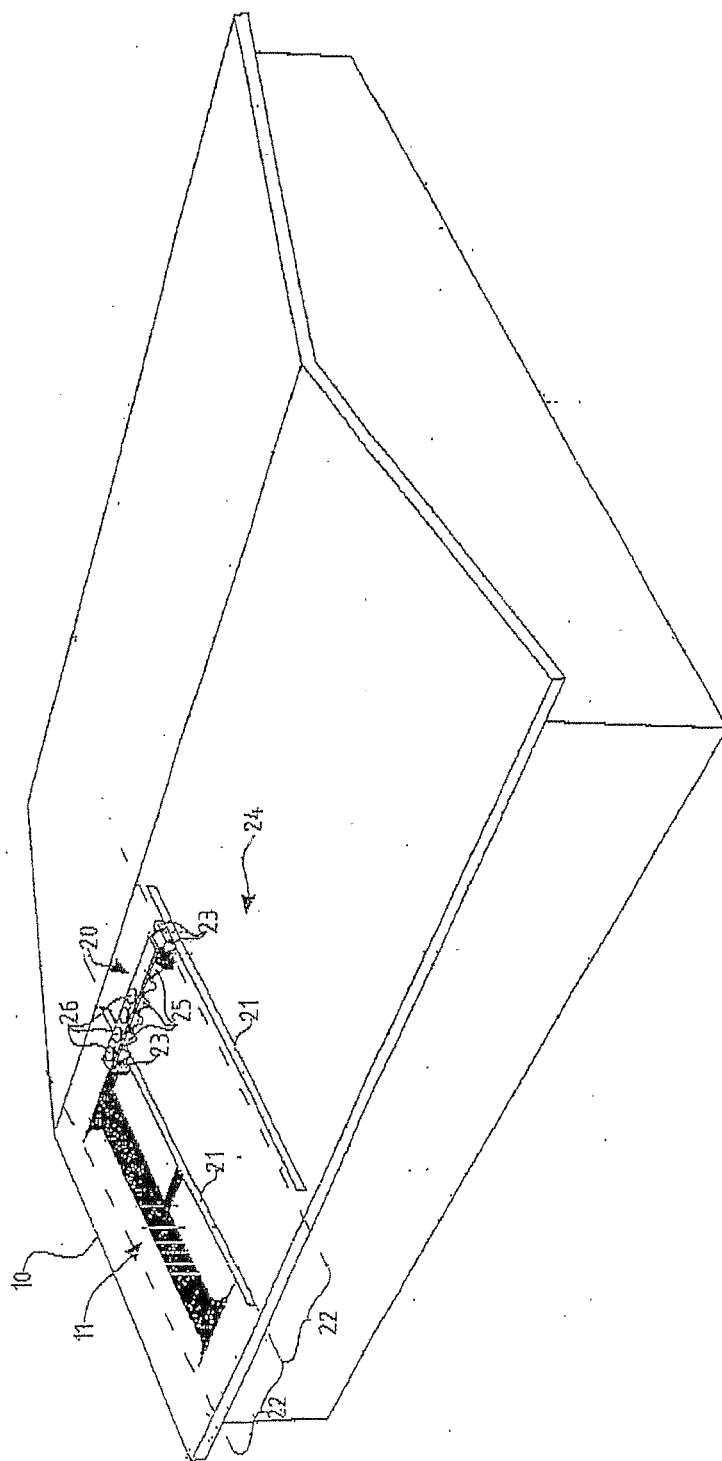


Fig. 3

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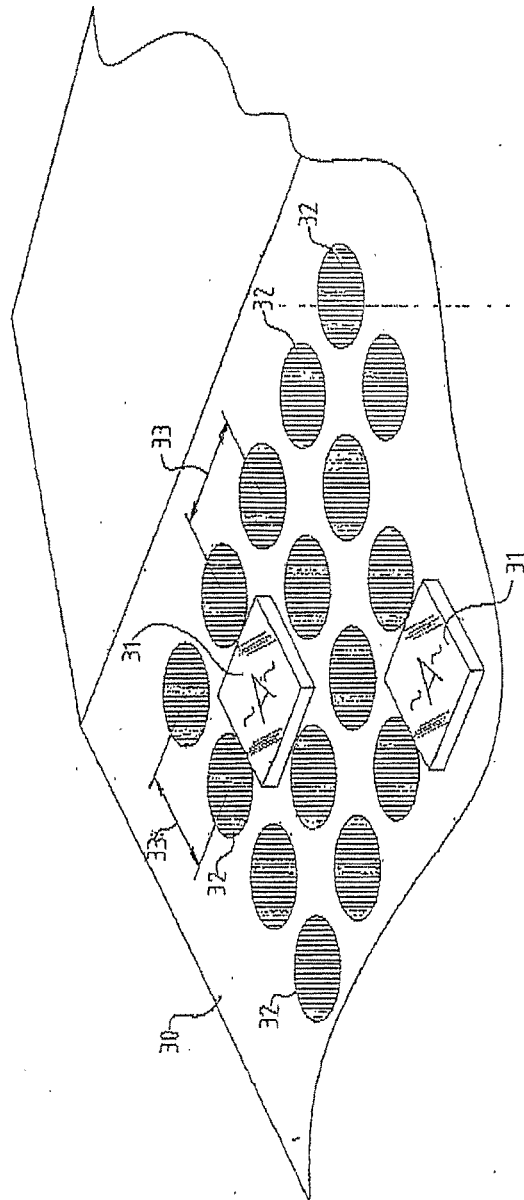


Fig. 4

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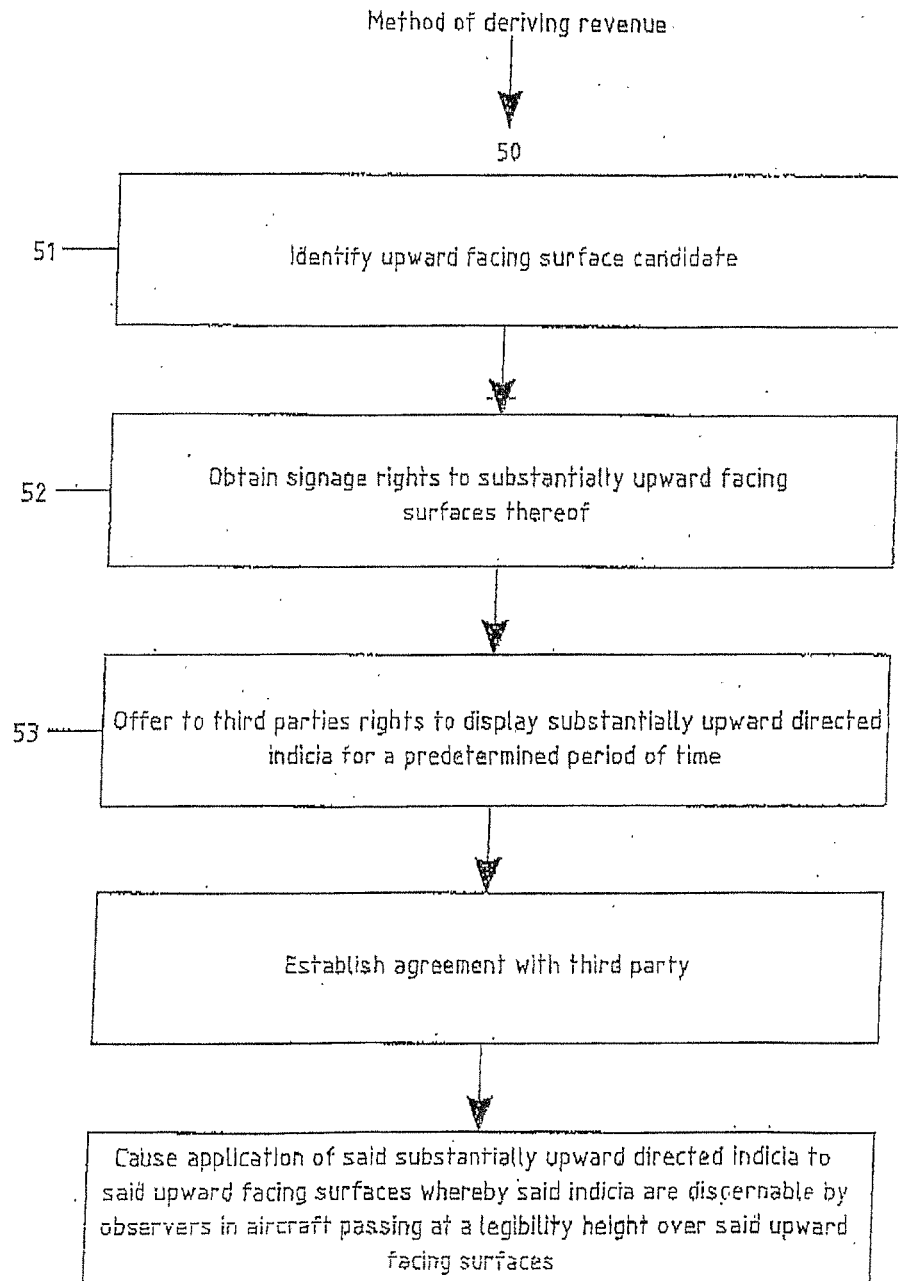


Fig. 5

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Base Valuation

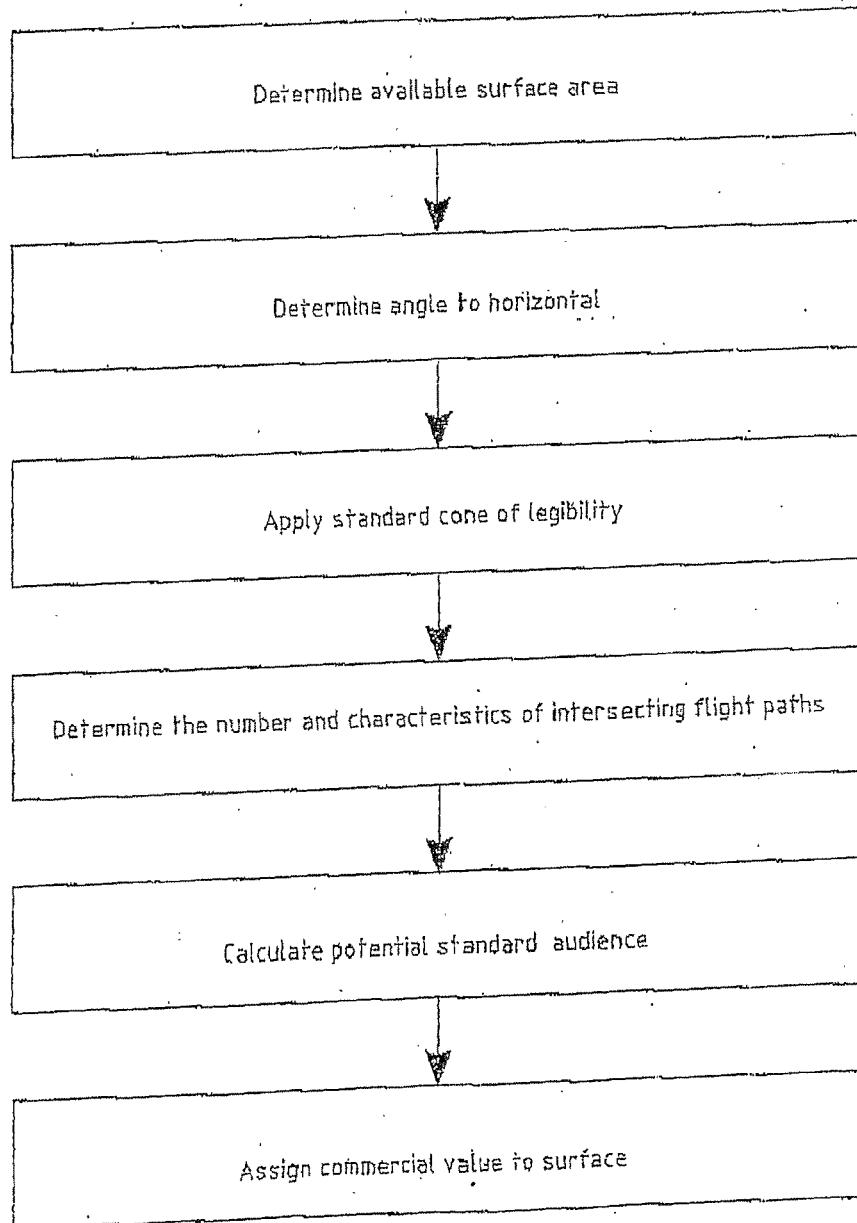


Fig. 6

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Advertiser Valuation

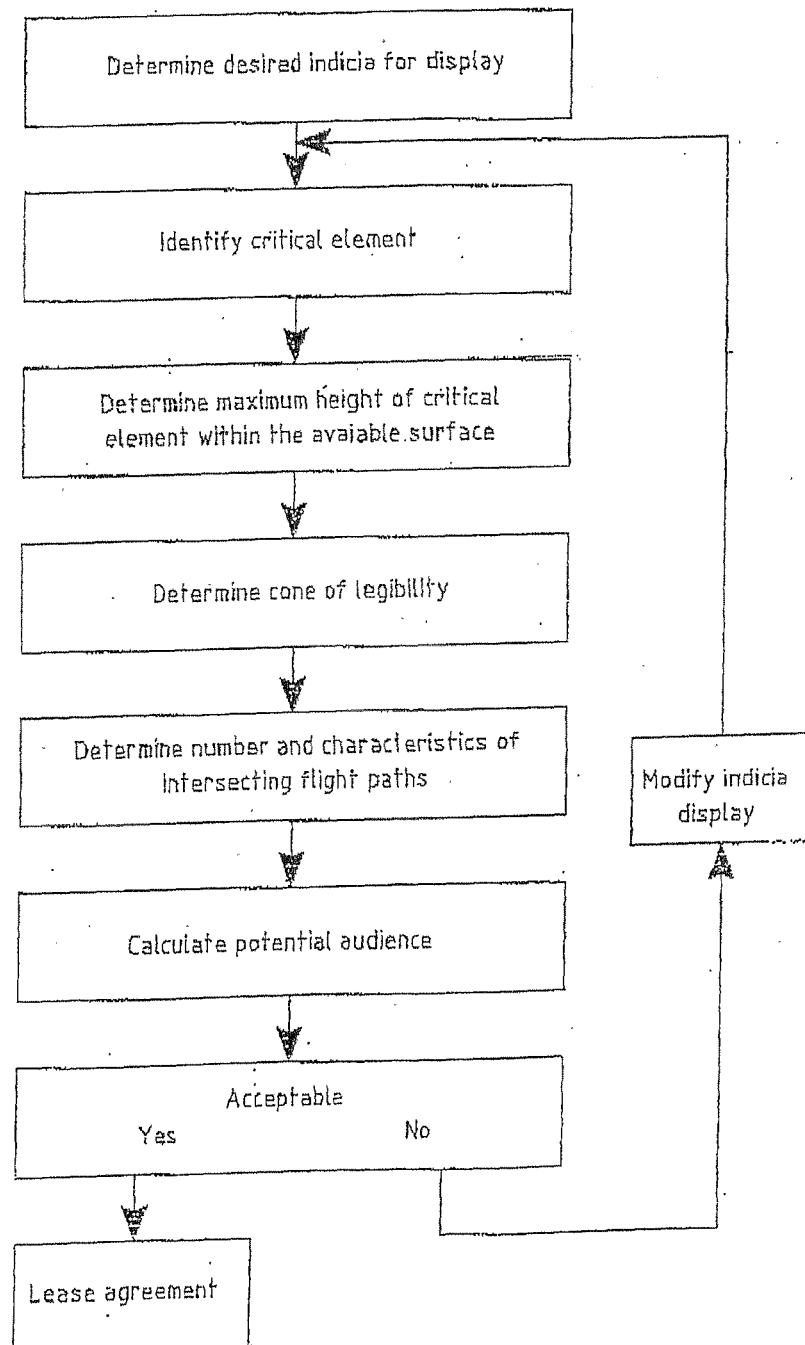


Fig. 7

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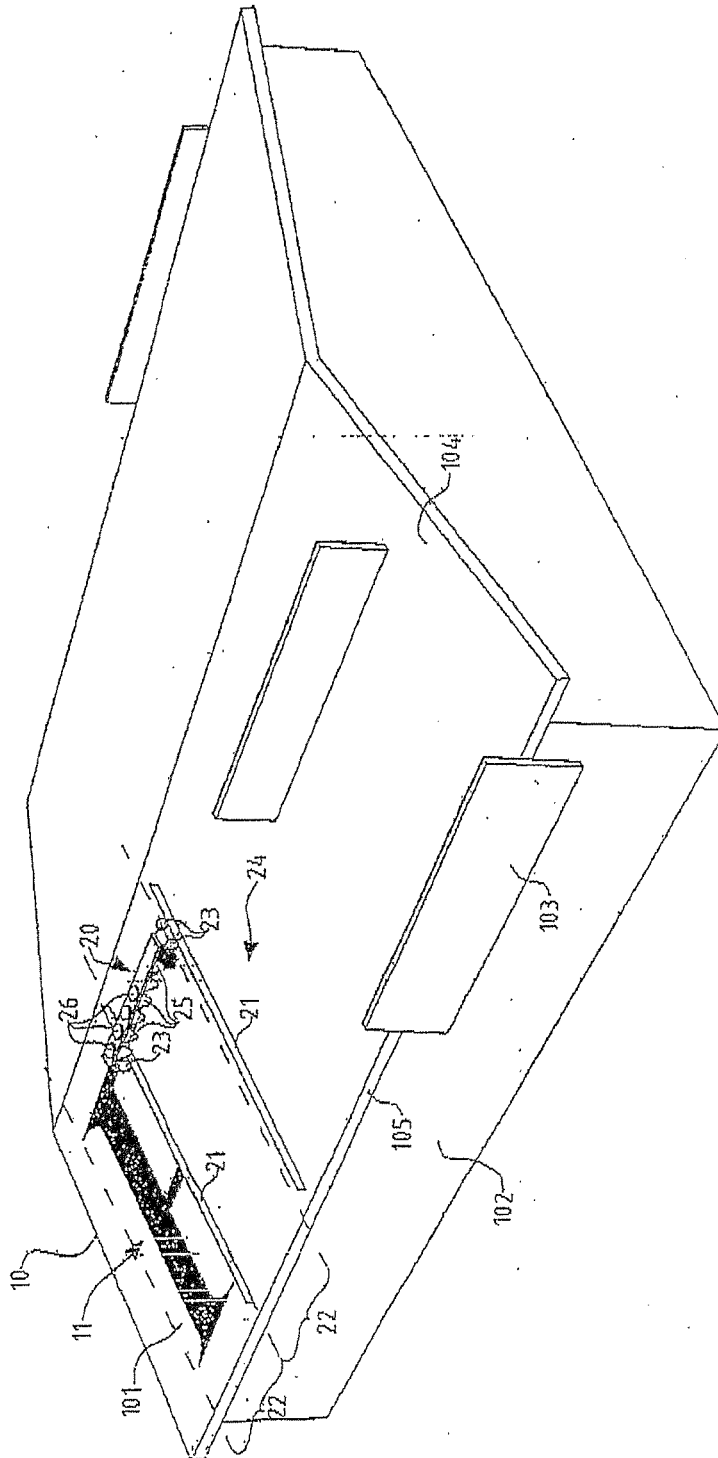


Fig. 10

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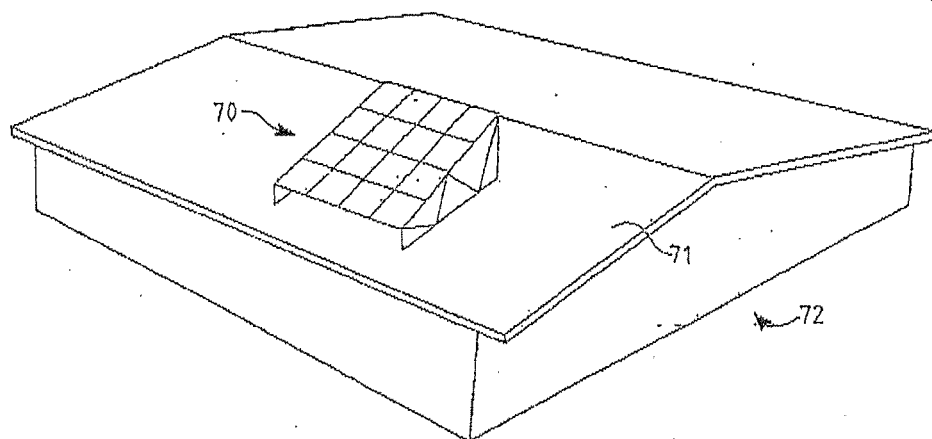


Fig. 11

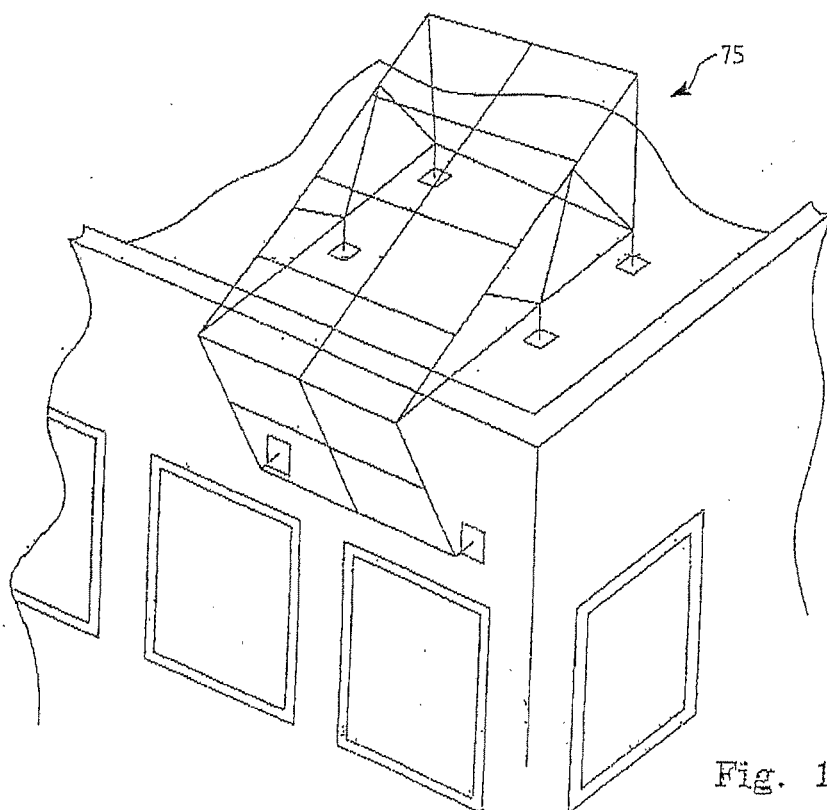


Fig. 11a

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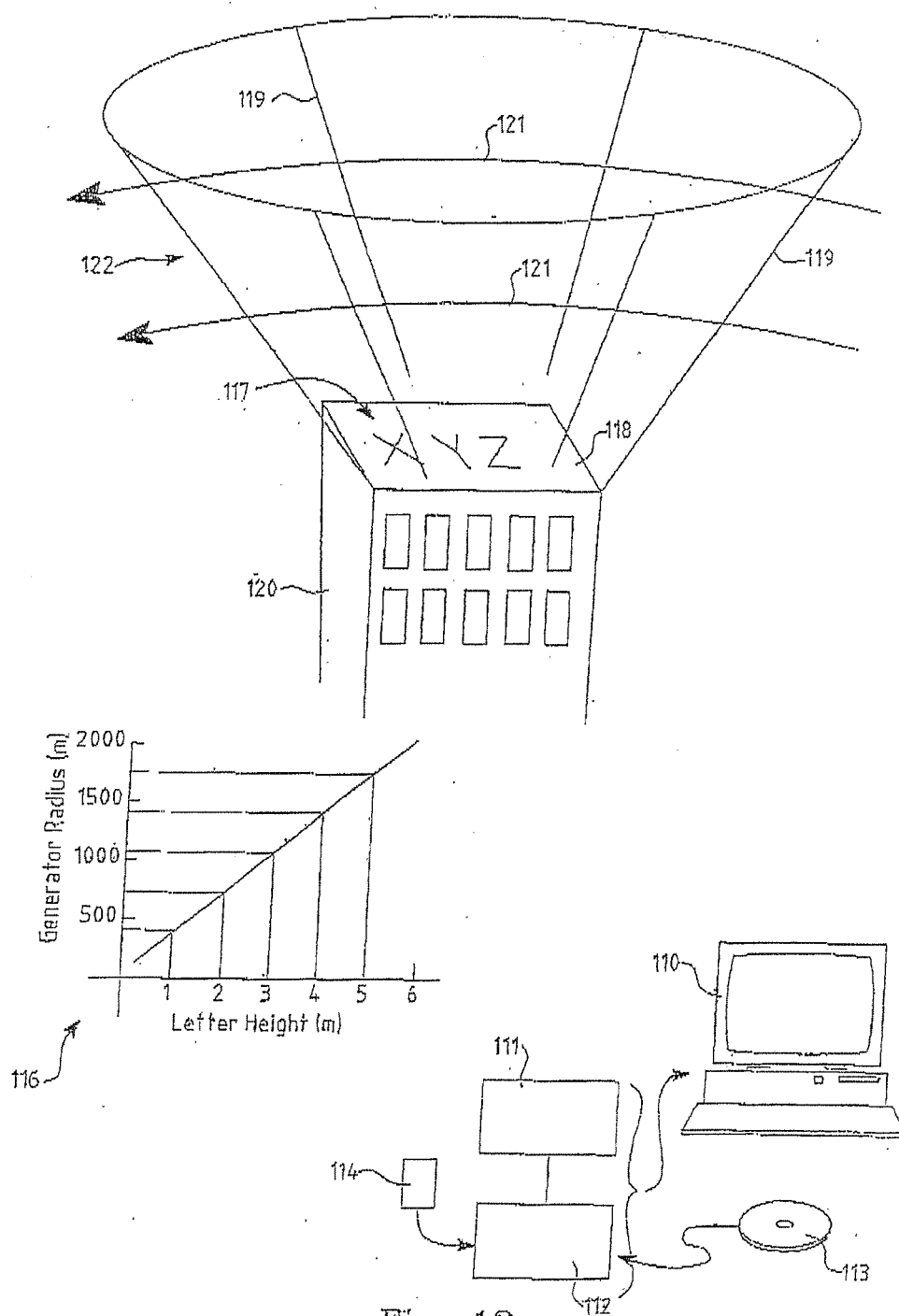


Fig. 12

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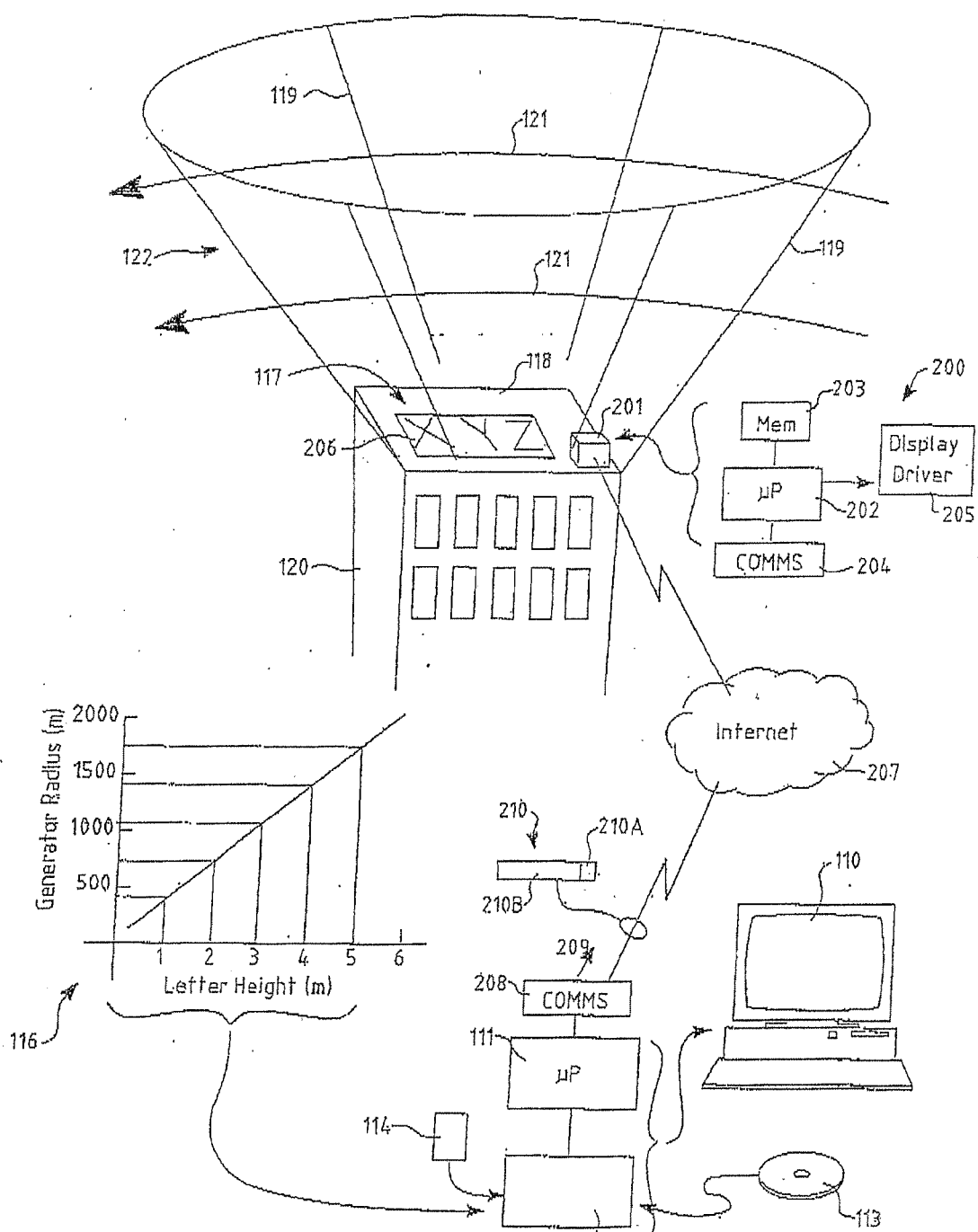


Fig. 13

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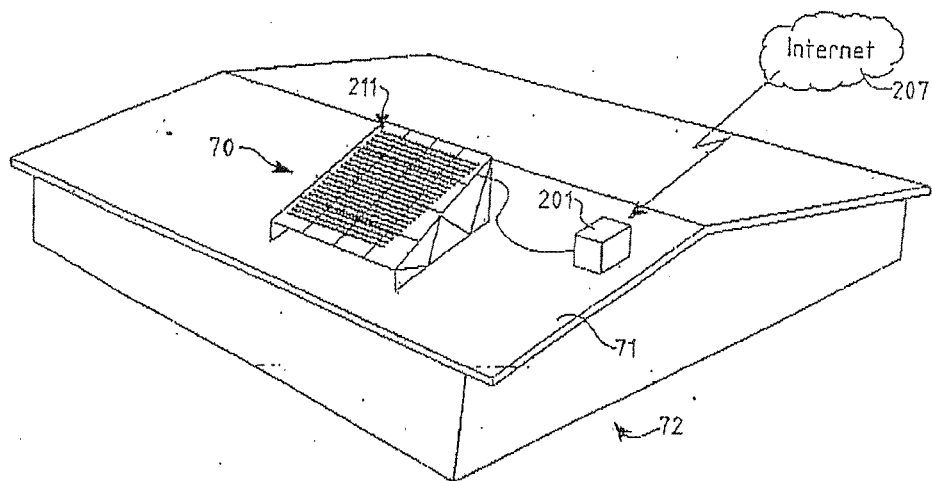


Fig. 14

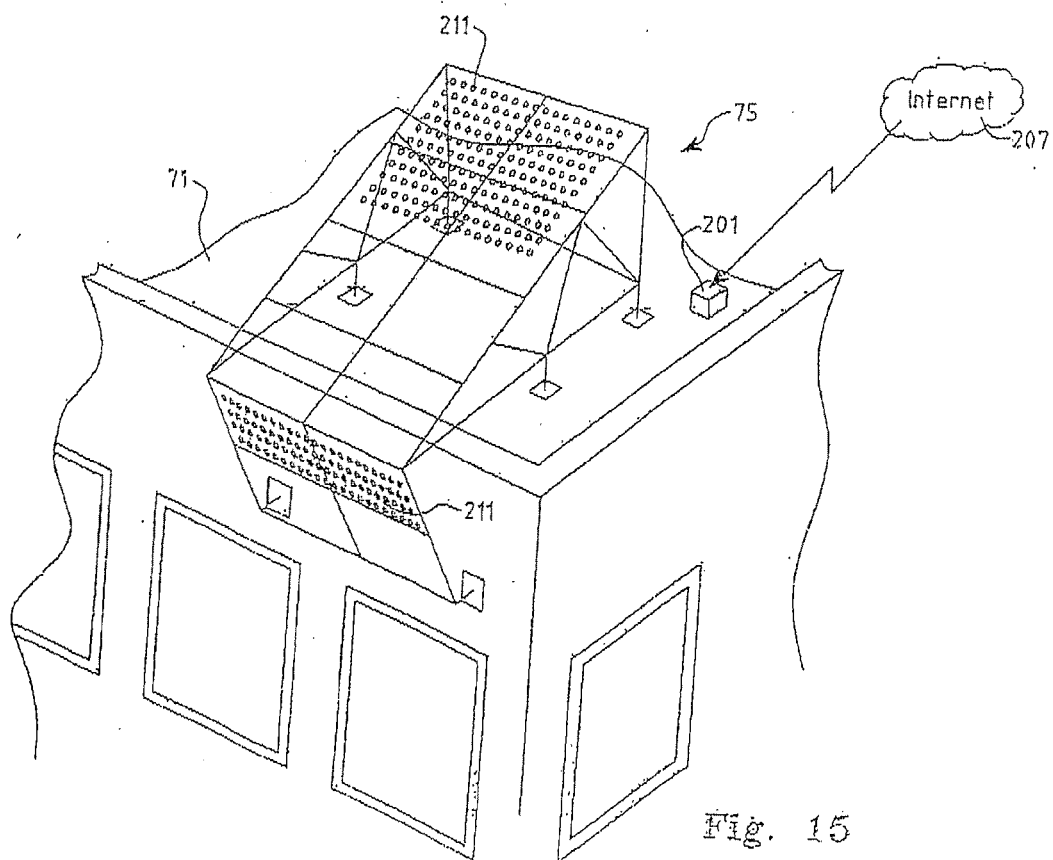


Fig. 15

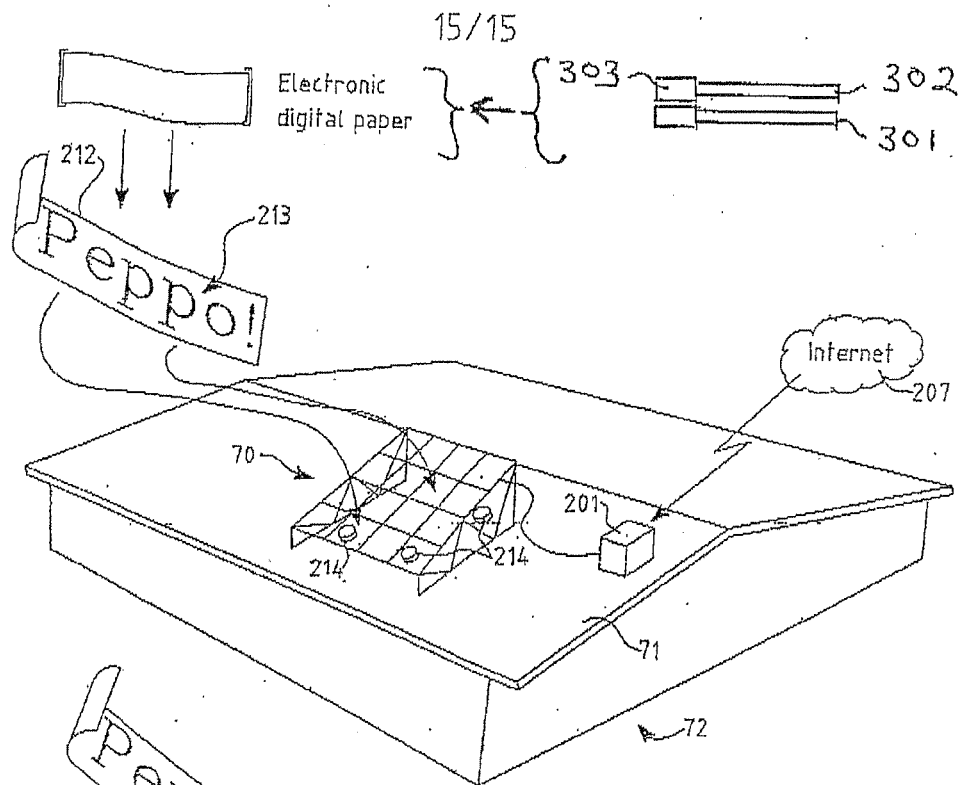


Fig. 16

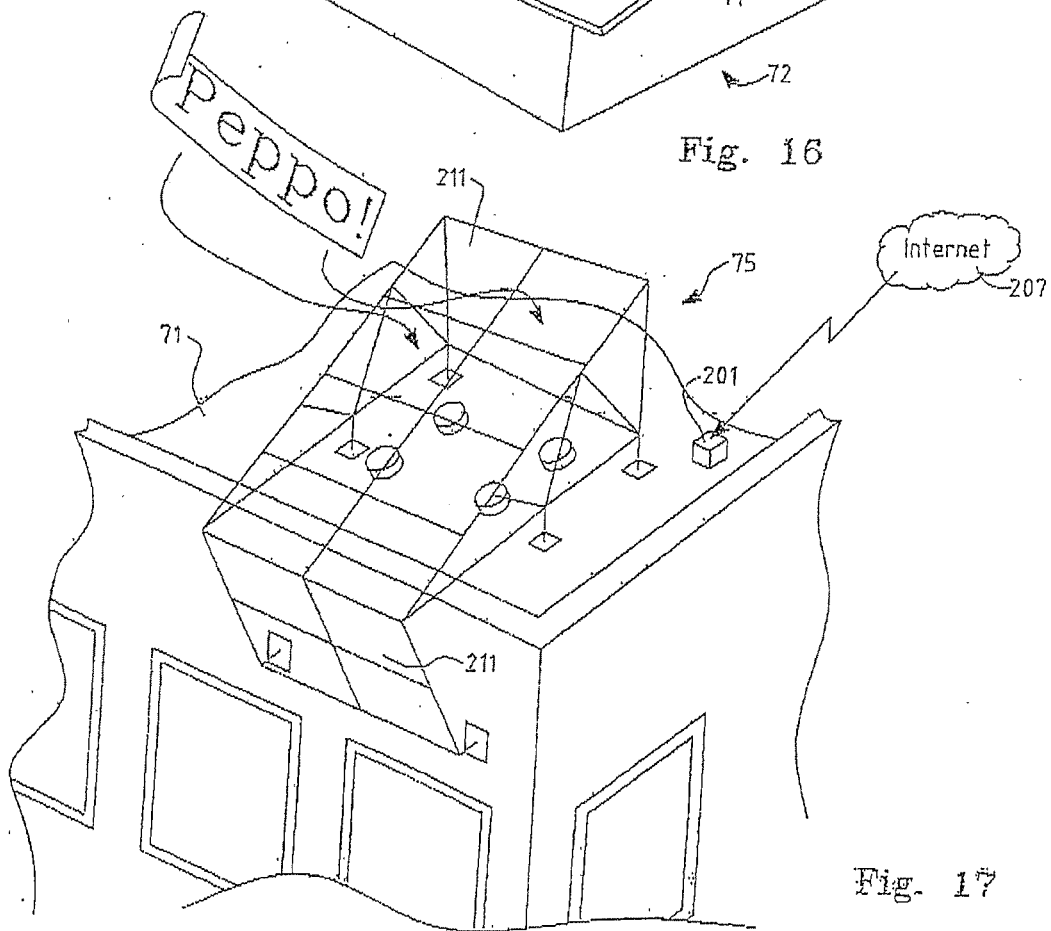


Fig. 17