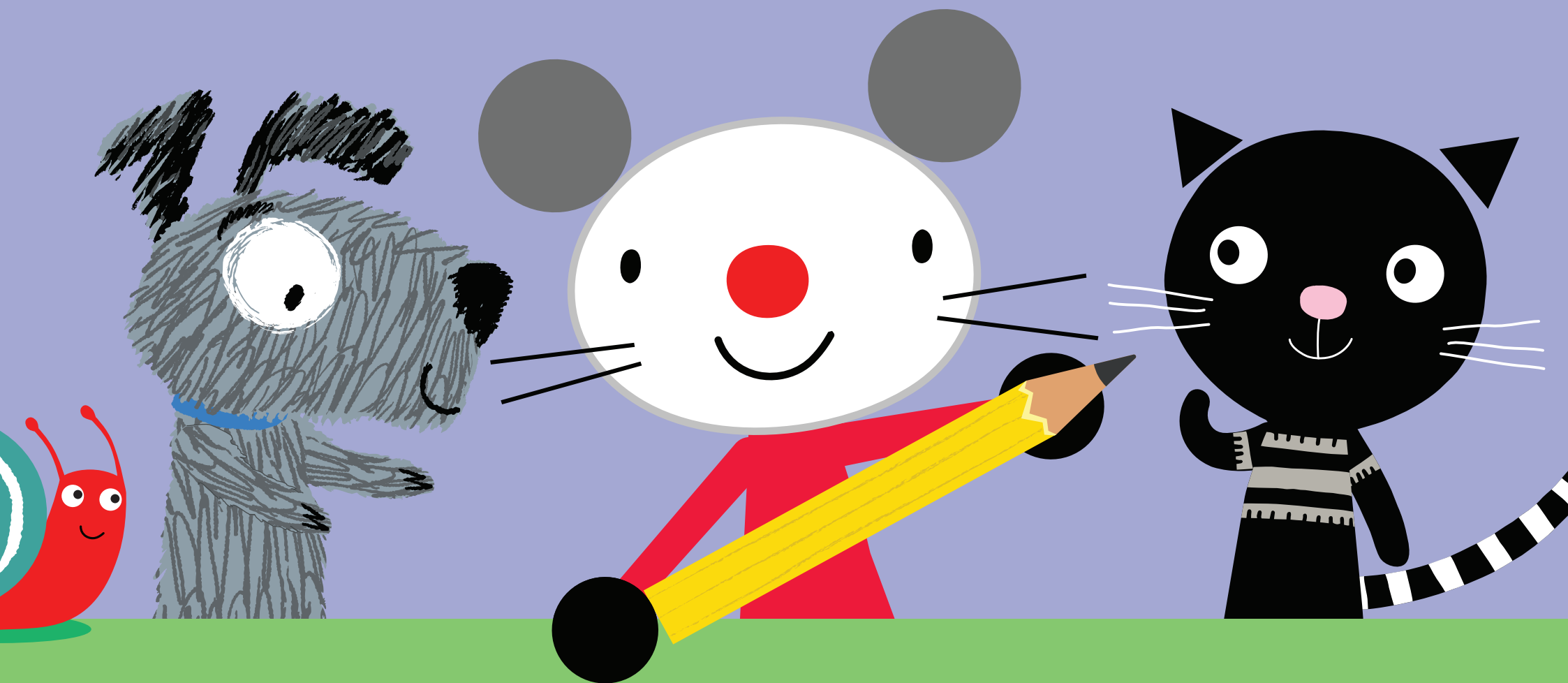


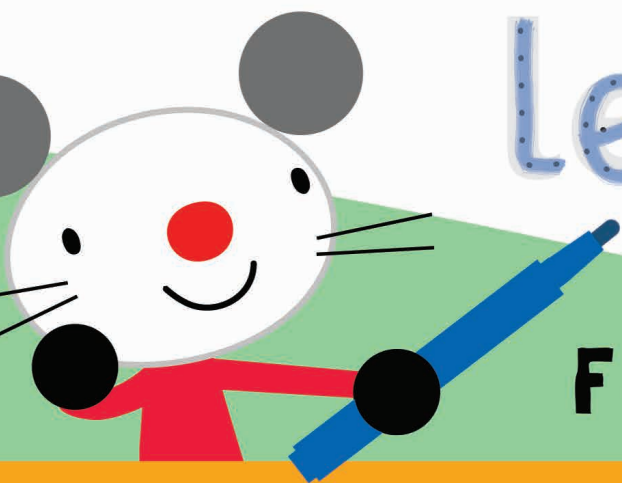
# ArtyMouse



# Creativity

and

# visual learning



## For boys and girls aged 3-6

# A unique preschool brand



Arty Mouse is the only brand to teach early learning concepts through the medium of art.



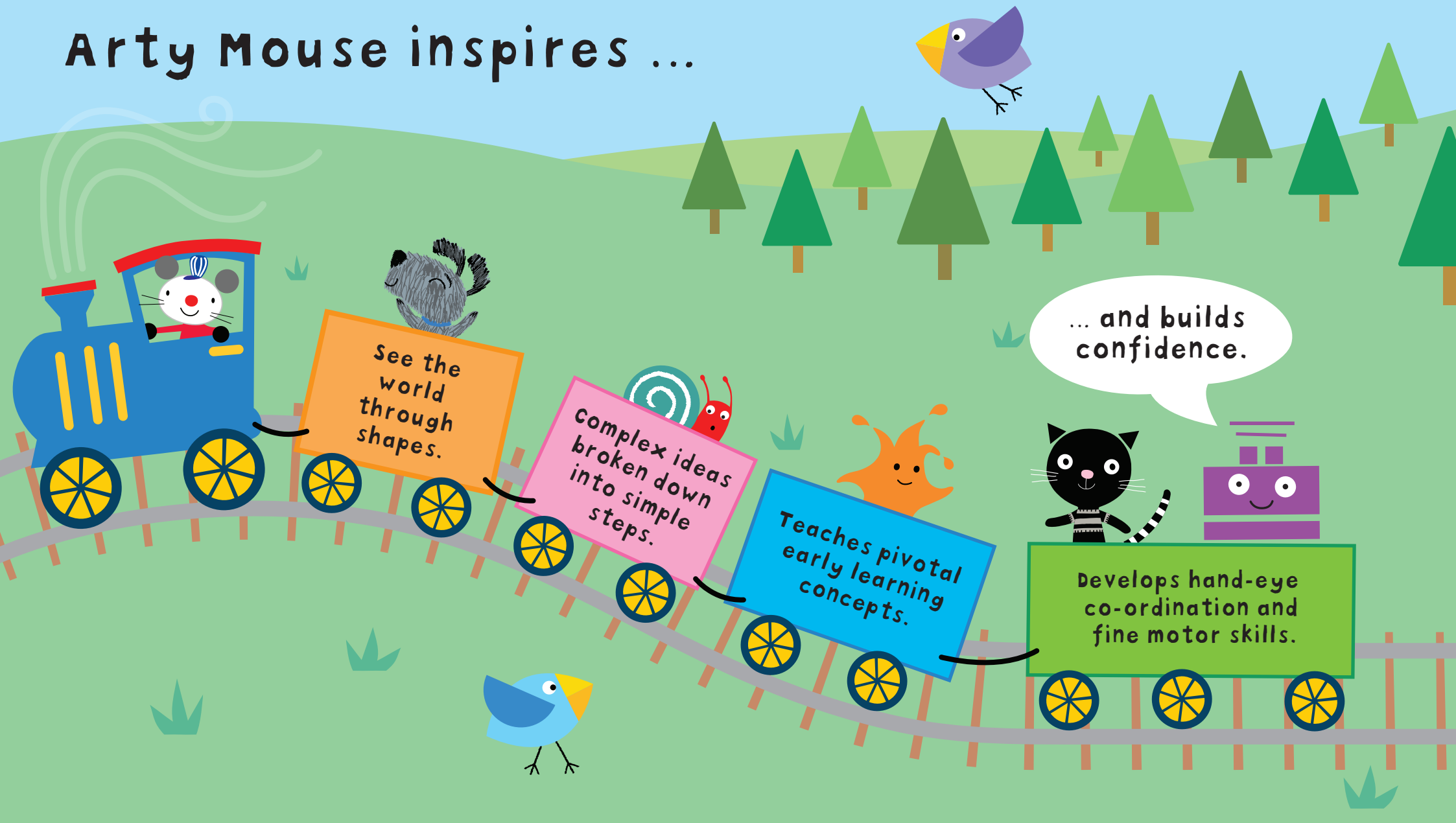
Through visual learning, Arty Mouse teaches children to express themselves and what they see in the world around them before they can read or write.



All Arty Mouse products include notes for parents and different learning outcomes for different ages.



# Arty Mouse inspires ...





# Target audience



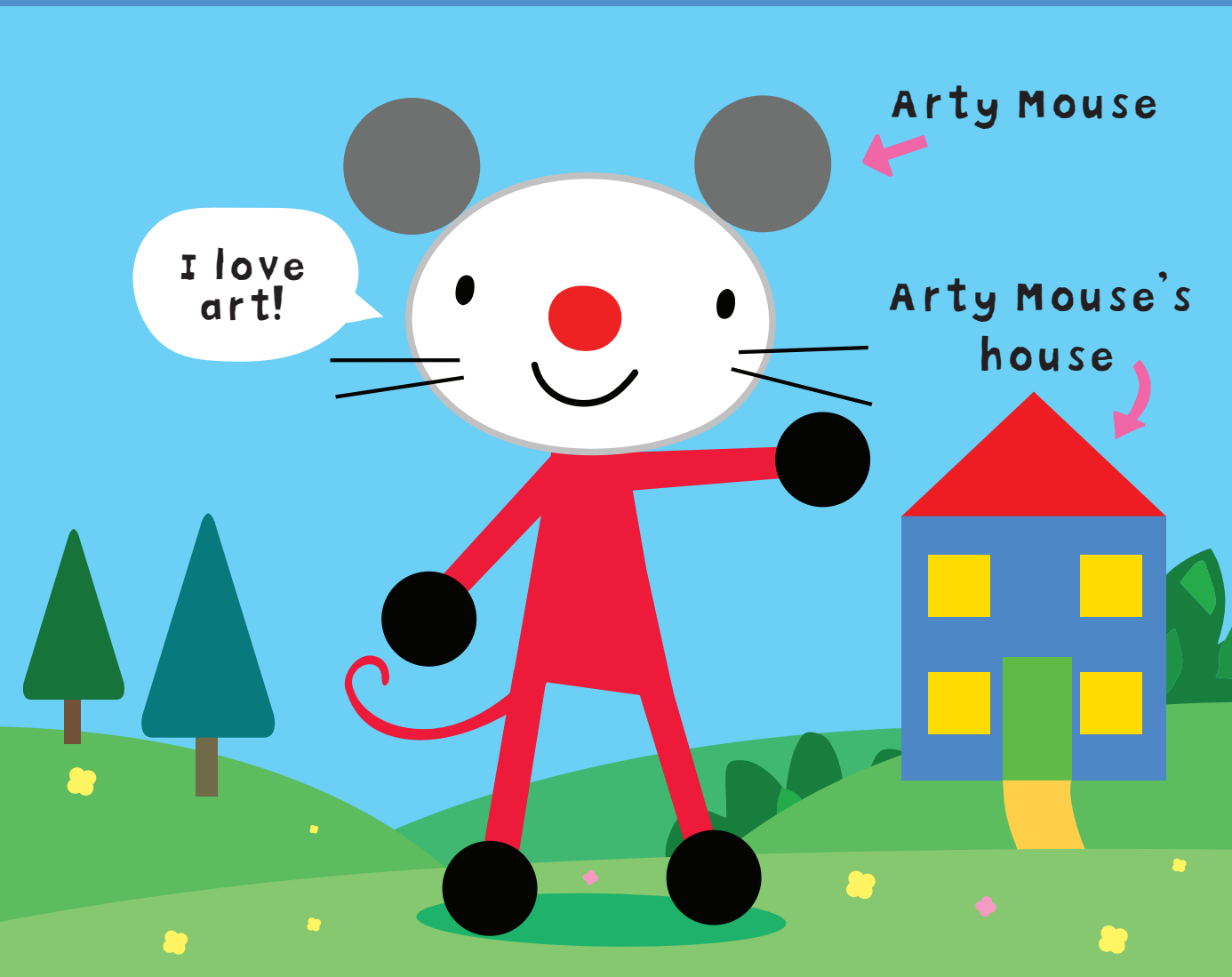
For  
girls  
and  
boys  
aged  
3-6



# Award-winning brand



# Meet the characters ...



## Arty Mouse

Arty Mouse is the lead brand character and magically comes to life when a child draws or makes him. Although Arty Mouse may be small, he's big on creativity, and is a master at all forms of art and craft.

Arty Mouse teaches early learning through art with help from his friends. Each friend has a special characteristic, which reflects the way they look, and how they approach creative play and art.

# Meet the characters ...



## Scribble

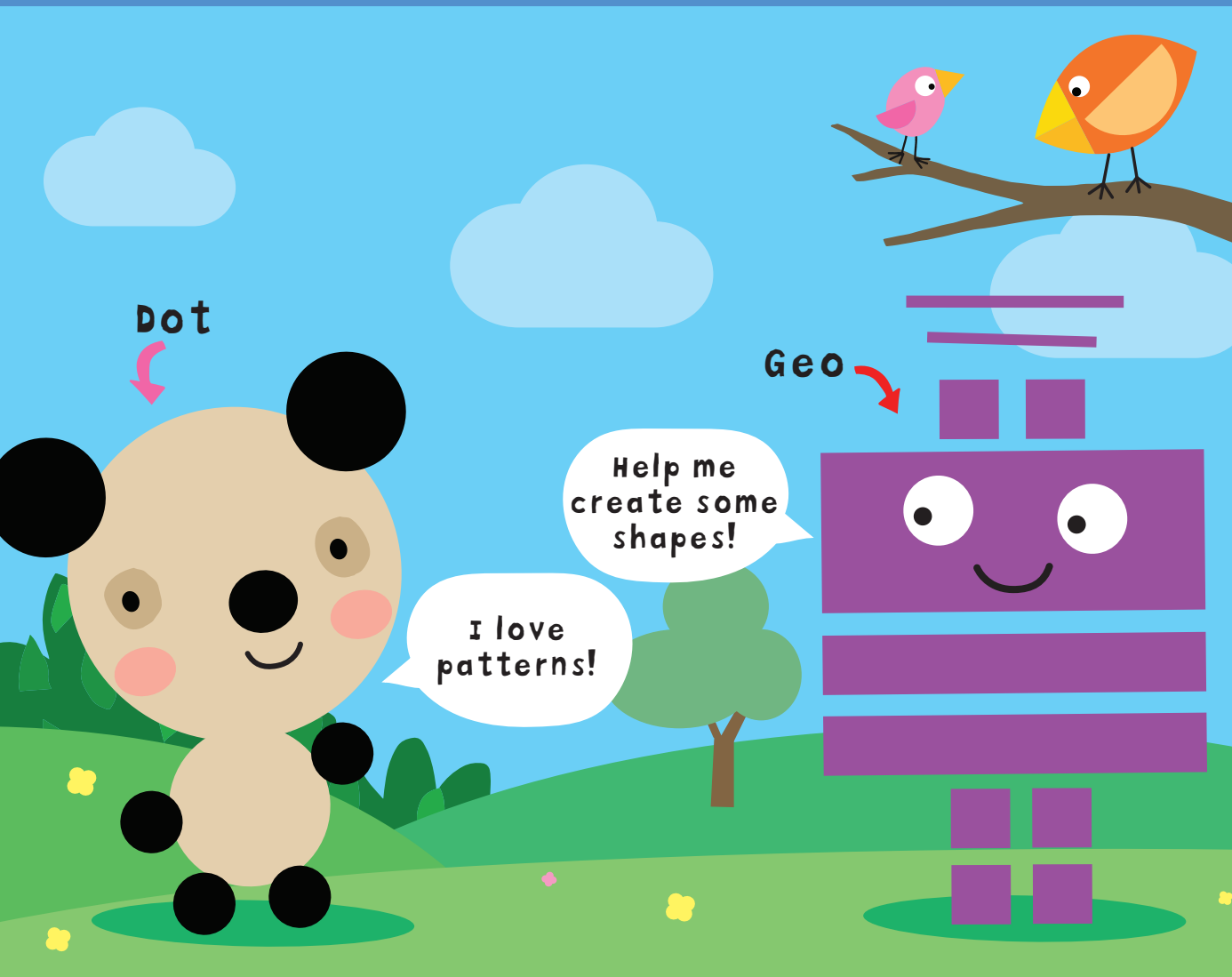
A loveable but unkempt dog who just loves to scribble. Scribble is energetic, excitable and is always dashing around – traits that are reflected in the character's art.

## Stripy

Stripy by name and stripy by nature, especially when drawing! As well as stripes, this cool cat loves textures and shading.



# Meet the characters ...



## Dot

A super-cute bear who joins the dots, and prints and creates patterns to make pictures.

## Geo

Bold geometric shapes are what Geo likes the best. Geo sees the world through shapes and makes all of his pictures by combining basic shapes.

# Meet the characters ...



## Rainbow birds

These friendly birds add the colours of the rainbow to everything they touch. Colouring or mixing colours can always be seen in their artwork tweet-ments!

## Splat

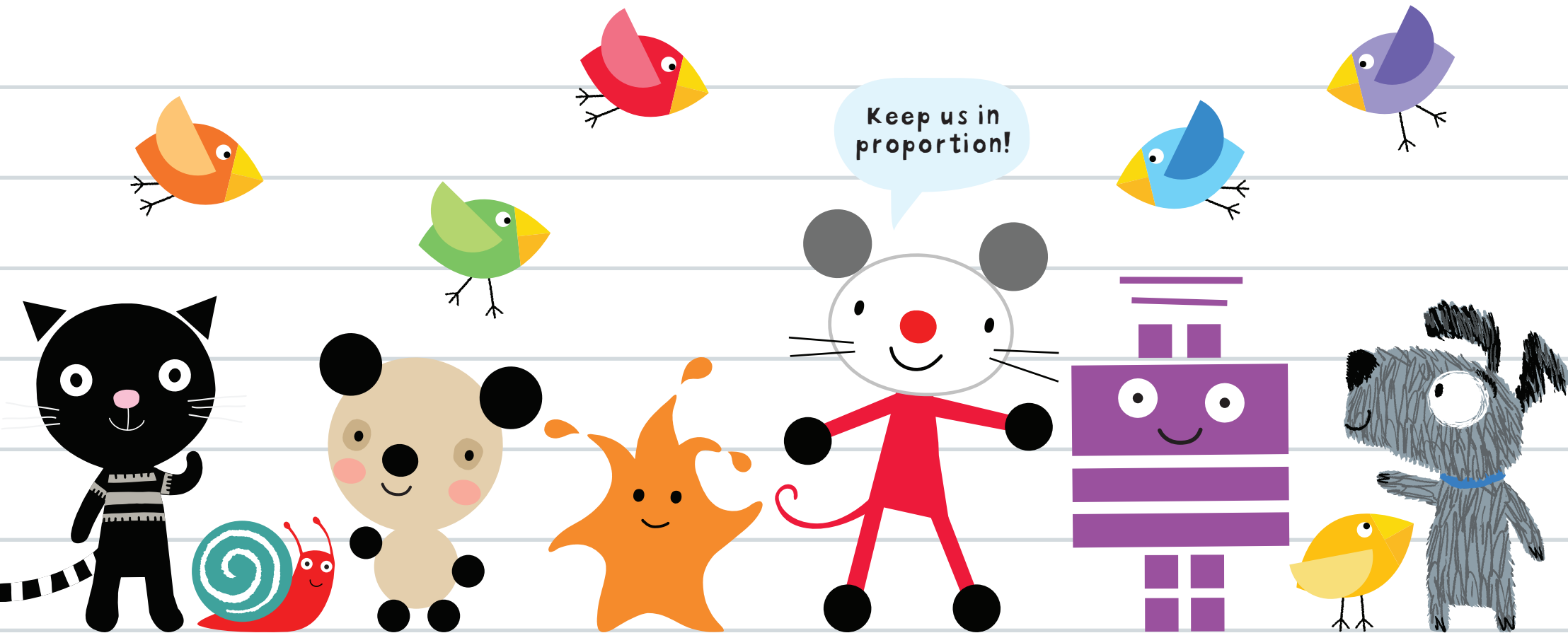
Messy art and craft fun is Splat's speciality! Splat loves spattering and adores printing, but most of all, Splat likes splashing paint about!

## Spiro

Spirals are in nature everywhere! Slow down and spot them with Spiro. Don't forget squiggles, curls, whirls and wiggles – Spiro likes them too!



# Meet the characters ...



# Product expansion



Uniquely targeted to teach children key early learning concepts through art and craft activities and road-tested in nurseries and Reception classes at every stage, the colourful Arty Mouse illustration style and brand values are ideally suited for distinctive product expansion in many different categories.

# Apparel

T-shirts



Tabards



Aprons



# Arts and craft

## Paints



## Brushes

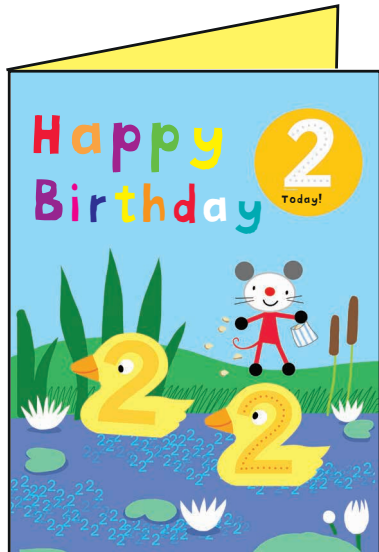


## chunky markers

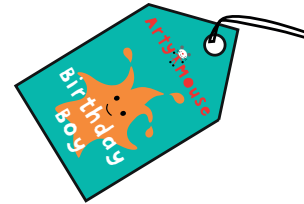


# Greetings

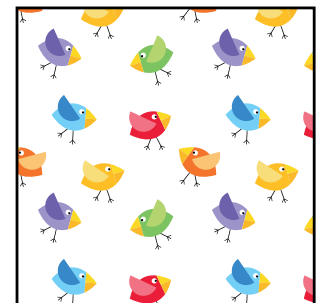
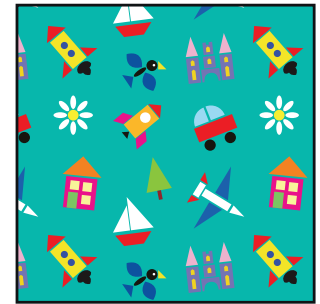
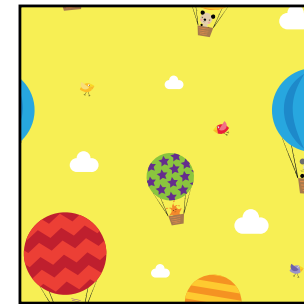
## Cards



## Labels



## Wrapping Paper



# Partyware



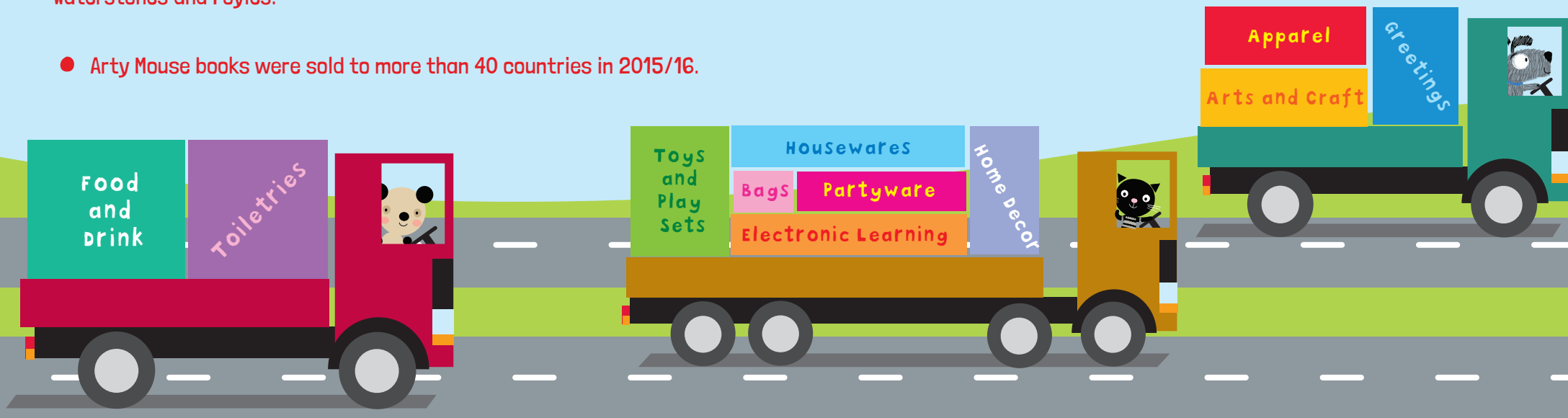


# Arty Mouse licensing strategy

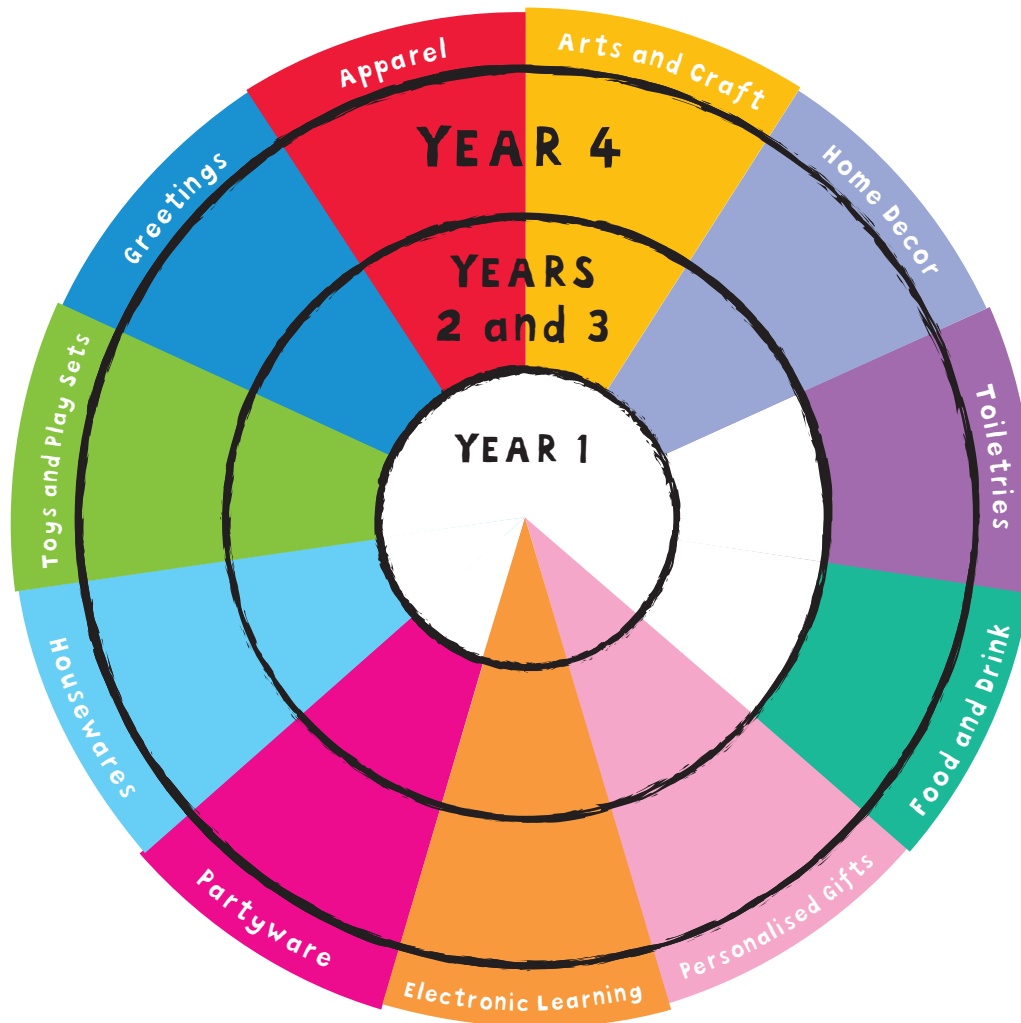
The licensing strategy for Arty Mouse is underpinned by the successful international book publishing programme, identifying licensees which share the Arty Mouse brand values. Licensing activity will expand across overseas territories where co-edition book publishing is established.

- There are currently 65 leading UK retail partners for Arty Mouse, including M&S, John Lewis, WHSmith, Tate Britain, Sainsbury's, Waterstones and Foyles.
- Arty Mouse books were sold to more than 40 countries in 2015/16.

Starting with Electronic Learning and Personalised Gifts in Year 1, the licensing programme will then be rolled out via secondary categories such as Apparel, Arts and Craft, Housewares, Home Decor, Toys and Play Sets, Partyware, Bags and FMCG market penetration. International licensing will be preceded by finding the best book publishing partners in each territory.



# Arty Mouse brand extension plan



## Year 1

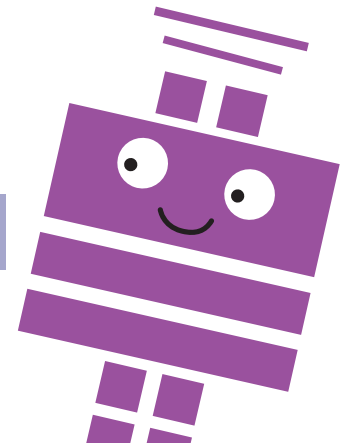
Electronic Learning  
Personalised Gifts

## Years 2 and 3

Apparel  
Arts and Craft  
Greetings  
Toys and Play Sets  
Housewares  
Home Decor  
Partyware

## Year 4

Food and Drink  
Toiletries



# Arty Mouse licensees

## Electronic learning – iOS and android apps

Available worldwide, Tap Tap Tales will launch seven Arty Mouse apps on iOS and android platforms in 2017:

- Silhouettes & Puzzles
- Colouring
- Tracing
- Shapes
- Words
- Numbers
- Positioning

Each app will contain 25 exercises and will be available in eight different languages to include: English, French, Spanish, German, Portuguese, Russian, Turkish and Italian.

Tap Tap Tales develop and publish awesome interactive apps filled with fun educational activities. Their apps are underpinned by sound educational research based on cognitive psychology principles.



# Arty Mouse licensees

## Electronic learning – iOS and android apps

Arty Mouse will join the innovative *Do You Promise* good behaviour app in 2017! *Do You Promise* encourages children to commit to chores such as tidying their toys away, or brushing their teeth. They start by setting a date and a reward for keeping their promise. Then an animated character gives your child a video call to get them to make their promise. Using a fake fingerprint scanner, they make a digital 'pinky promise' to do the chore.

- Create, track and reward child's promise
- Get a notification when child's reward is due
- Child can check their progress



# Arty Mouse licensees

## Electronic learning – play beyond the screen software

Contents & Co. will launch their Arty Mouse licensing programme with innovative 'play beyond the screen' software for android users in 2017.

The software enables children to work on tables or floors while manipulating tangible game pieces that interact with tablets and PCs.

Contents & Co. will also develop a range of workbooks, stationery, bags and play sets to accompany the software which will be sold direct into schools, online and also at retail.

- Visual learning and art curriculum book sets
- Digital learning software
- Play sets and stationery
- Children's bags
- Workbooks and worksheets





# Arty Mouse licensees

## Electronic learning – digital magazines

KidsCast is a brand new app for children that is ad-free and completely secure. Arty Mouse is one of a growing number of contributors to the Imagine magazine that is featured on the entertainment platform and includes classic brands like Sooty, Rainbow and Wind in the Willows, alongside contemporary brands like Shopkins, Super Geek Heroes and Arty Mouse.

KidsCast will also sell mobile phone and tablet covers, mugs and T-shirts via their eCommerce site.

Visit <http://kidscast.tv> to find out more about this brilliant new app for children.





# Arty Mouse licensees

## Electronic learning – HTML5 games

Available worldwide, leading HTML5 games developer, MarketJS, will launch three educational games based on early learning through art in 2017.

Launch electronic learning products will include creative colouring, face matching, and an alphabet adventure featuring Arty Mouse and friends. More titles are in the pipeline.

HTML5-based games work 100% on smartphones, tablets and desktops. MarketJS titles are compatible with iPhone, iPads, iPods, Android devices, Windows Phones, Blackberry, Firefox OS, Mac, PC, Windows and more.



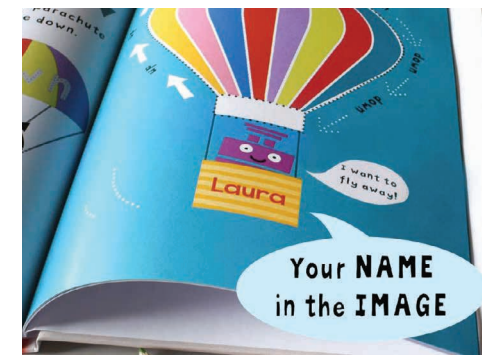
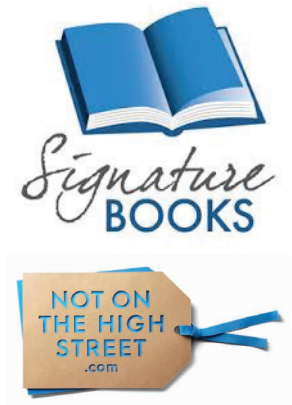
# Arty Mouse licensees

## Personalised gift books

Available in the U.K and U.S, Signature Books launched three personalised Arty Mouse books at the Spring Fair at the NEC Birmingham in 2017. The gift books were showcased alongside other licensed properties including: Beatrix Potter, The Hungry Caterpillar, The Beano, and Ladybird, and are currently available via Not On The High Street and other leading e-tailers.

Signature Books first introduced their LIFE book range, standing for Learning Is Fun & Educational in 2014.

The books within this ever-growing range are especially written and designed to have an educational element and also include the child's name throughout the illustrations, and on the cover.



# Arty Mouse licensees

## Personalised gifts

Signature Gifts is a leading personalised gift supplier both in the UK and US. They will launch a broad range of unique personalised products bearing Arty Mouse graphic devices and which support the core 'early learning through art' message of the brand.

- Home wares – ceramics and plastics
- Aprons, cushions and swim bags
- Pencil cases and tins
- Clocks
- Photo frames
- Wooden craft and pencil boxes





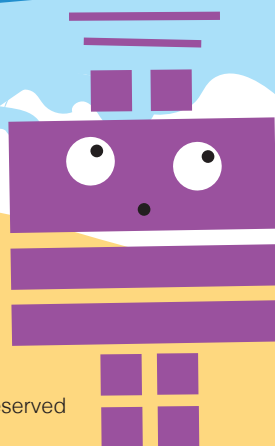
# Award-winning book publishing programme launched in 2015



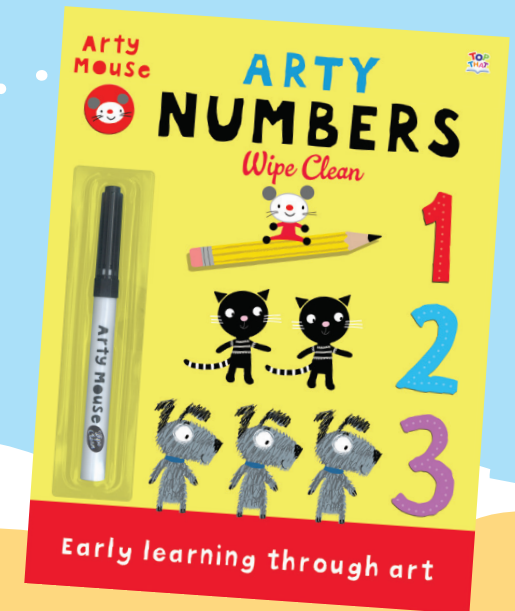
**Progressive**  
**Preschool**  
**Awards 2015 WINNER**

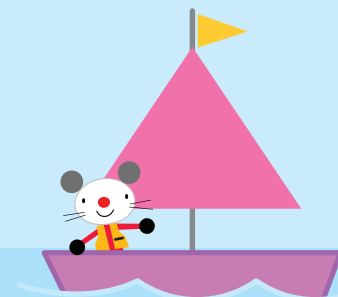
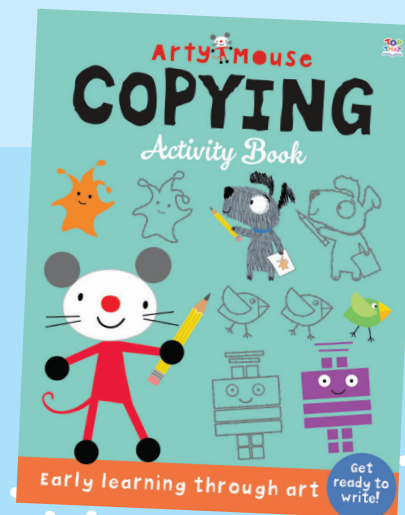
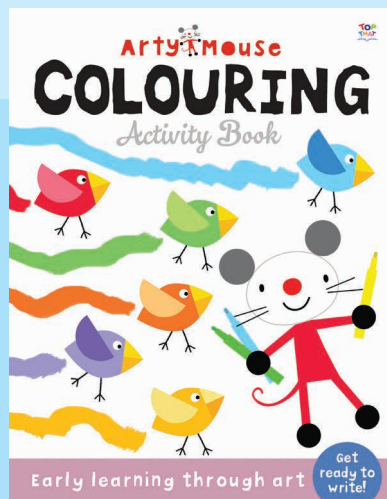
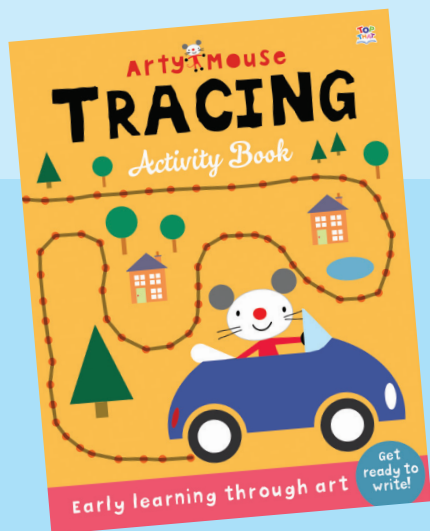
25

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**ArtyMouse**



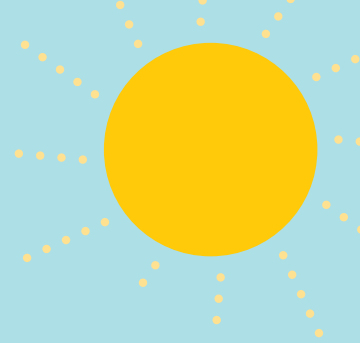




# Born and bought in the UK



MARKS &  
SPENCER



BRITISH  
LIBRARY

FOYLES

HOUSE OF  
MARBLES

BRITAIN  
TATE

TROTTERS  
CHILDRENSWEAR & ACCESSORIES

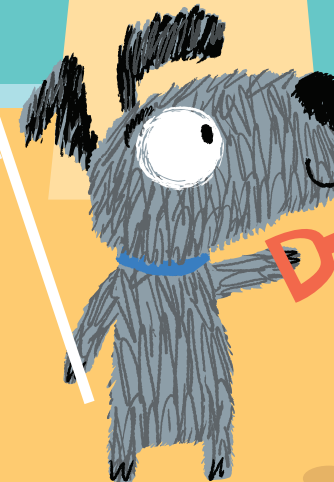
W  
Waterstones



Sainsbury's

John Lewis

WHSmith



# Going global

Arty Mouse books sold in 40 territories so far!

- UK
- USA
- Singapore
- China
- Canada
- Malaysia
- Bosnia
- Portugal
- Sweden
- Spain
- Estonia
- France
- Italy
- Czech Republic
- Slovakia
- Argentina
- Brazil
- Mexico

*and many more!*



# Early learning through art books

## UK National Curriculum - EYFS

EYFS EARLY YEARS FOUNDATION STAGE												
	Prime areas of curriculum					Specific areas of learning						
	Communication and language development			Physical development	Personal, social & emotional development	Literacy development		Mathematics development		Understanding the world	Expressive arts and design	
	ELG 01 Listening & attention	ELG 02 Understanding	ELG 03 Speaking	ELG 04 Moving & handling	ELG 06 Self-confidence & self-awareness	ELG 09 Reading	ELG 10 Writing	ELG 11 Numbers	ELG 12 Shape, space & measures	ELG 14 The world	ELG 16 Exploring & using media & materials	ELG 17 Being imaginative
Titles*												
<b>Activity Books</b>												
Colouring	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓
Copying	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓
Cutting	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓
Painting	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓
Sticking	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓
Tracing	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓
Creative Playtime	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Trace, Copy, Colour and Cut	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓
<b>Travel Size Activity Books</b>												
Numbers (Wipe Clean)	✓	✓	✓	✓	✓	✓		✓	✓		✓	✓
Words (Wipe Clean)	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓
Stick & Draw	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓
Colouring	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓
Copying	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓
Cutting	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓
<b>Wipe Clean Books</b>												
Numbers (Board Book)	✓	✓	✓	✓	✓	✓		✓	✓		✓	✓
Words (Board Book)	✓	✓	✓	✓	✓	✓	✓			✓	✓	✓
Arty Numbers	✓	✓	✓	✓	✓	✓		✓	✓		✓	✓
Arty Words	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓
<b>Sticker Doodles Books</b>												
Arty Friends	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓
Arty World	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓
<b>Book Kits</b>												
Play Clay	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓
Printing	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓
Shapes	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓
Stencils	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓
<b>Write On Wipe Off Flash Cards</b>												
Arty Numbers	✓	✓	✓	✓	✓	✓	✓	✓				
Arty Words	✓	✓	✓	✓	✓	✓	✓	✓				

\* All Arty Mouse titles encourage the characteristics of effective learning: playing and exploring; active learning; creating and thinking critically.

# Early learning through art books

## UK National Curriculum - Key Stage 1

KEY STAGE 1													
	Core subjects										Foundation subjects		
	English				Mathematics				Science		Art and design		
	Spoken language	Reading: word reading	Reading: comprehension	Writing: transcription	Number: number & place value	Number: addition & subtraction	Geometry: properties of shape	Geometry: position & direction	Animals	Uses of everyday materials	Use a range of materials	Use drawing, painting & sculpture	Techniques using: colour, pattern, texture, line, shape, form & space
Titles*													
<b>Activity Books</b>													
Colouring	✓	✓	✓				✓		✓		✓	✓	✓
Copying	✓	✓	✓		✓		✓		✓		✓	✓	✓
Cutting	✓	✓	✓				✓	✓	✓				
Painting	✓	✓	✓				✓	✓		✓		✓	✓
Sticking	✓	✓	✓				✓			✓		✓	✓
Tracing	✓	✓	✓				✓	✓	✓		✓	✓	✓
Creative Playtime	✓	✓	✓	✓	✓		✓		✓		✓	✓	✓
Trace, Copy, Colour and Cut	✓	✓	✓		✓		✓	✓	✓		✓	✓	✓
<b>Travel Size Activity Books</b>													
Numbers (Wipe Clean)	✓	✓	✓		✓		✓		✓			✓	✓
Words (Wipe Clean)	✓	✓	✓	✓					✓			✓	✓
Stick & Draw	✓	✓	✓				✓		✓		✓	✓	✓
Colouring	✓	✓	✓				✓		✓			✓	✓
Copying	✓	✓	✓		✓		✓		✓			✓	✓
Cutting	✓	✓	✓				✓	✓	✓				
<b>Wipe Clean Books</b>													
Numbers (Board Book)	✓	✓	✓		✓		✓		✓			✓	✓
Words (Board Book)	✓	✓	✓	✓			✓		✓			✓	✓
Arty Numbers	✓	✓	✓		✓		✓		✓			✓	✓
Arty Words	✓	✓	✓	✓					✓			✓	✓
<b>Sticker Doodles Books</b>													
Arty Friends	✓	✓	✓				✓		✓		✓	✓	✓
Arty World	✓	✓	✓				✓				✓	✓	✓
<b>Book Kits</b>													
Play Clay	✓	✓	✓		✓	✓	✓		✓		✓	✓	✓
Printing	✓	✓	✓				✓				✓		✓
Shapes	✓	✓	✓				✓				✓	✓	✓
Stencils	✓	✓	✓				✓		✓		✓	✓	✓
<b>Write On Wipe Off Flash Cards</b>													
Arty Numbers	✓	✓	✓	✓	✓	✓			✓			✓	
Arty Words	✓	✓	✓	✓	✓				✓			✓	

\* All Arty Mouse titles encourage the characteristics of effective learning: playing and exploring; active learning; creating and thinking critically.

## US Common Core State Standards - English Language - Kindergarten

\* All Arty Mouse titles encourage the characteristics of effective learning: playing and exploring; active learning; creating and thinking critically.



# Early learning through art books

## US Common Core State Standards - Mathematics - Kindergarten

	Counting and Cardinality									Operations and Algebraic Thinking			Measurement and Data	Geometry			
	Know number names & the count sequence		Count to tell the number of objects					Compare numbers		Understand addition & subtraction			Classify objects & count objects in category	Identify & describe shapes		Analyze, compare, create & compose shapes	
	K.CC.A.2	K.CC.A.3	K.CC.B.4	K.CC.B.4.A	K.CC.B.4.B	K.CC.B.4.C	K.CC.B.5	K.CC.C.6	K.CC.C.7	K.OA.A.1	K.OA.A.2	K.OA.A.5	K.MD.B.3	K.G.A.1	K.G.A.2	K.G.B.5	K.G.B.6
Titles*																	
<b>Activity Books</b>																	
Coloring														✓	✓	✓	
Copying			✓	✓	✓	✓			✓	✓				✓	✓	✓	
Cutting														✓	✓	✓	
Painting														✓	✓	✓	
Sticking														✓	✓	✓	
Tracing														✓	✓	✓	✓
Creative Playtime	✓		✓	✓	✓	✓	✓		✓					✓	✓	✓	
Trace, Copy, Color and Cut			✓	✓	✓	✓			✓	✓				✓	✓	✓	
<b>Travel Size Activity Books</b>																	
Numbers (Wipe Clean)	✓		✓	✓	✓	✓	✓		✓					✓	✓	✓	
Words (Wipe Clean)														✓	✓	✓	
Stick & Draw														✓	✓	✓	
Coloring														✓	✓	✓	
Copying			✓	✓	✓	✓			✓					✓	✓	✓	
Cutting														✓	✓	✓	
<b>Wipe Clean Books</b>																	
Numbers (Board Book)	✓		✓	✓	✓	✓	✓		✓					✓	✓	✓	
Words (Board Book)														✓	✓	✓	
Arty Numbers	✓		✓	✓	✓	✓	✓		✓					✓	✓	✓	
Arty Words														✓	✓	✓	
<b>Sticker Doodles Books</b>																	
Arty Friends														✓	✓	✓	
Arty World														✓	✓	✓	
<b>Book Kits</b>																	
Play Clay			✓	✓	✓	✓					✓			✓	✓	✓	
Stamping														✓	✓	✓	
Shapes														✓	✓	✓	
Stencils														✓	✓	✓	✓
<b>Write On Wipe Off Flash Cards</b>																	
Arty Numbers	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	
Arty Words	✓		✓	✓	✓	✓	✓		✓					✓			

\* All Arty Mouse titles encourage the characteristics of effective learning: playing and exploring; active learning; creating and thinking critically.

This style guide has been created to inspire designers, licensees and retailers to develop a focused range of merchandise that is in keeping with the unique Arty Mouse brand values and design aesthetic.\*

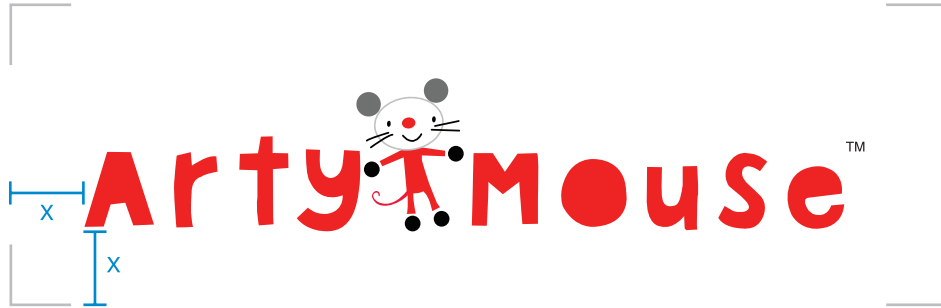
\* Additional Arty Mouse imagery is available for new product creation. Included samples are not exhaustive and are shown for representational purposes.



# Logos

X = the height of 'A'. X is the minimum requirement for clear space around the logo.

## Full colour logo



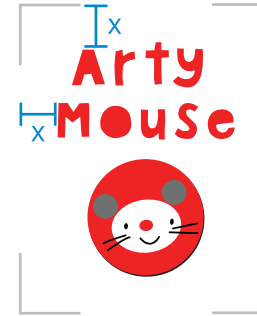
The Arty Mouse logo should appear in a prominent position on all packaging exteriors.

## Single colour logo



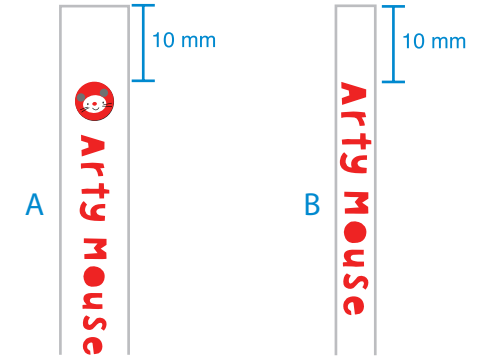
This logo is to be used when products are not printed in full colour i.e. hard plastics.

## Stacked logo



This logo can be used on book spines and packaging with a width of 12 mm upwards.

## Book spine logos



Spine logos should be set 10 mm from the trim edge. Use spine logo 'A' on spine widths of 12 mm to 7 mm, and use spine logo 'B' for spine widths below 6 mm.

## Slogans

Arty Mouse slogans can be used on product packaging at any size, in the fonts specified.

*See the World through Shapes*

(Ollie)

**Early learning through art**

(ARTY FONT)

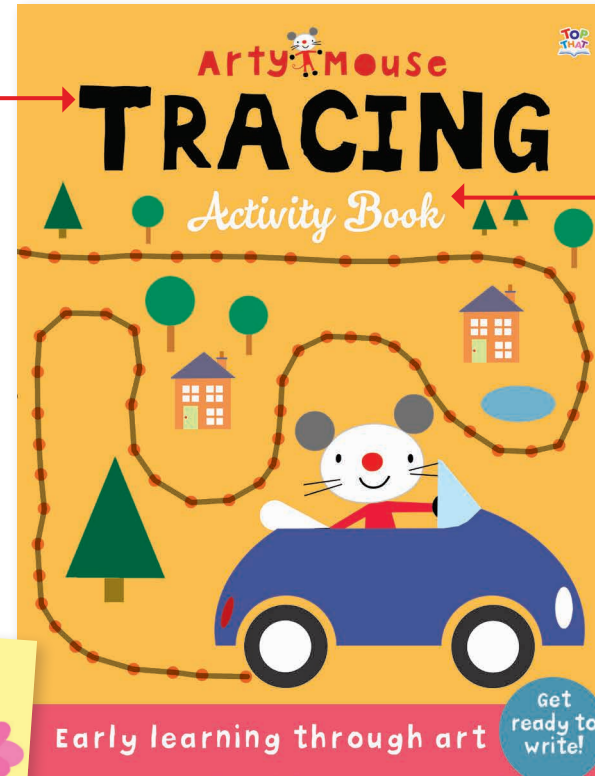
# Fonts

## ARTY FONT

Use uppercase lettering for all main product titles on exterior packaging.

Use upper and lowercase for all copy this is intended to be read by children.

A B C D E F G  
H I J K L M N  
O P Q R S T U  
V W X Y Z  
a b c d e f g  
h i j k l m n  
o p q r s t u  
v w x y z



## Ollie

Use this font for secondary product classification information on exterior packaging.

A B C D E F  
G H I J K L M  
N O P Q R S T  
U V W X Y Z  
a b c d e f g h i j k  
l m n o p q r s t u  
v w x y z

# Fonts

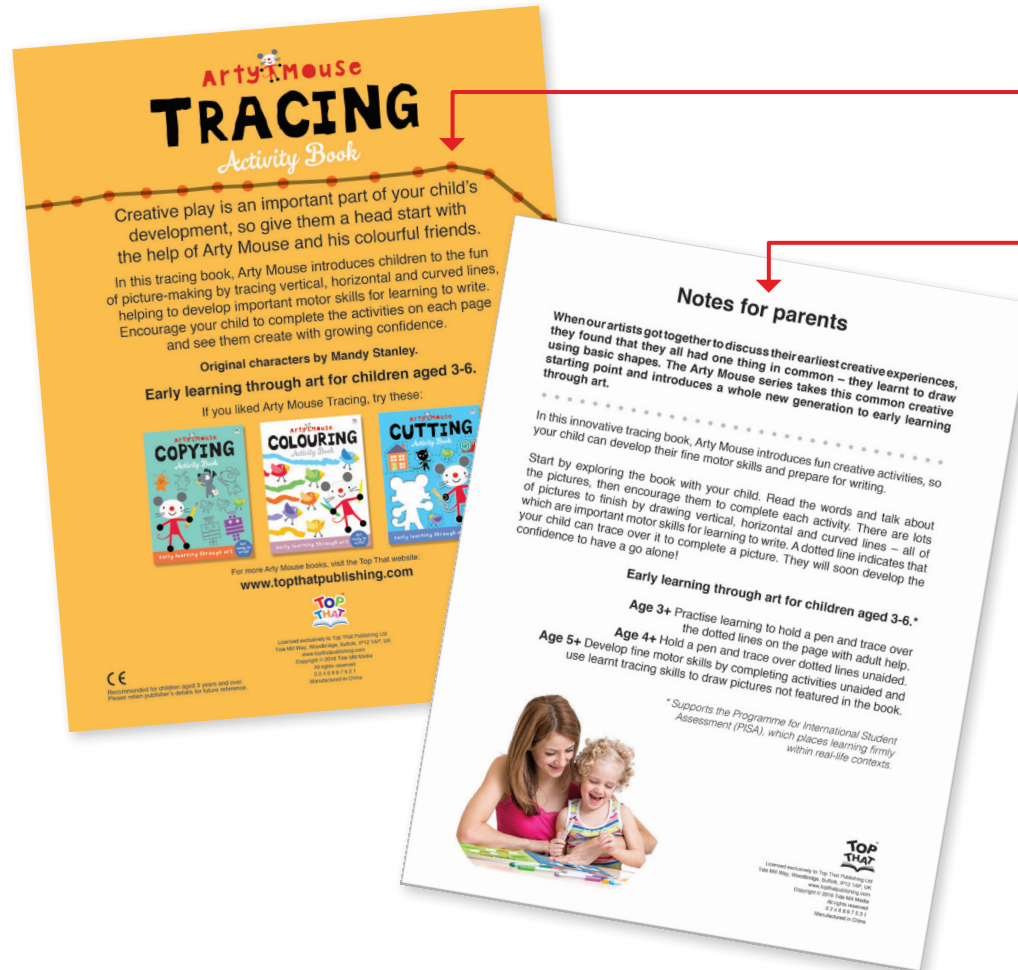
## Londrina Book

Use this font for Arty Mouse marketing, advertising and promotion communications.

A B C D E F G H I  
J K L M N O P Q R  
S T U V W X Y Z  
a b c d e f g h i j  
k l m n o p q r s  
t u v w x y z

## Helvetica

Use this font for product descriptions on exterior packaging and for 'Parent Notes'.



A B C D E F G  
H I J K L M N O  
P Q R S T U V  
W X Y Z  
a b c d e f g h i  
j k l m n o p q r  
s t u v w x y z



# colour palette

												
Pantone 485c C5 M100 Y100 K0	Pantone 185c C0 M65 Y100 K0	Pantone 7625c C0 M80 Y75 K0	Pantone 150c C0 M40 Y80 K0	Pantone 7409c C0 M30 Y90 K0	Pantone 101c C0 M0 Y80 K0	Pantone 0131c C0 M0 Y40 K0	Pantone 7527c C5 M10 Y20 K0	Pantone 7503c C20 M30 Y50 K20	Pantone 7615c C40 M55 Y60 K20	Pantone 360c C60 M0 Y100 K0	Pantone 380c C30 M0 Y95 K0	Pantone 7465c C75 M0 Y40 K0
												
Pantone 564c C50 M0 Y30 K0	Pantone 345c C45 M0 Y45 K0	Pantone 7693c C100 M70 Y30 K10	Pantone 7703c C75 M0 Y0 K30	Pantone 311c C70 M0 Y15 K0	Pantone 7687c C100 M80 Y0 K0	Pantone 660c C90 M60 Y0 K0	Pantone 7682c C60 M40 Y0 K0	Pantone 2925c C80 M30 Y0 K0	Pantone 7670c C80 M80 Y0 K0	Pantone 278c C45 M20 Y0 K0	Pantone 298c C65 M10 Y0 K0	Pantone 297c C45 M0 Y0 K0
												
Pantone 7678c C60 M80 Y0 K0	Pantone 2583c C45 M75 Y0 K0	Pantone 7446c C55 M55 Y0 K0	Pantone 521c C40 M50 Y0 K0	Pantone 7444c C20 M20 Y0 K0	Pantone 257c C20 M40 Y0 K0	Pantone 686c C20 M40 Y15 K0	Pantone 1767c C0 M40 Y5 K0	Pantone 203c C0 M30 Y0 K0	Pantone 218c C0 M75 Y0 K0	Pantone 709c C0 M80 Y40 K0		

The world of Arty Mouse is full of colour! The extensive Arty Mouse colour palette can be used to create backgrounds for exterior packaging and for general use in product development.

# Graphic devices

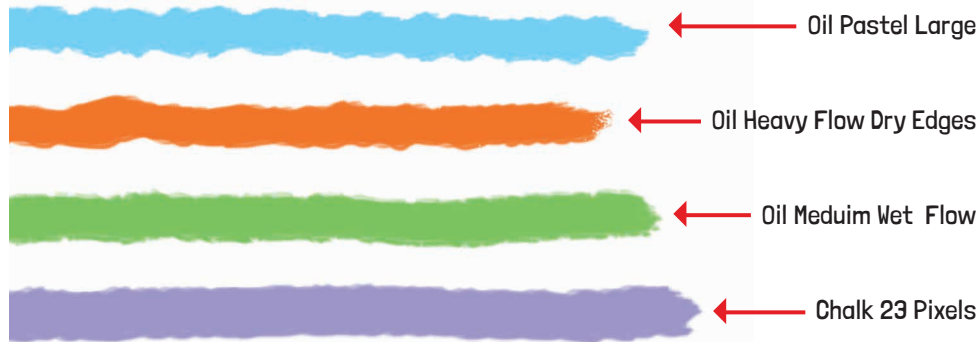
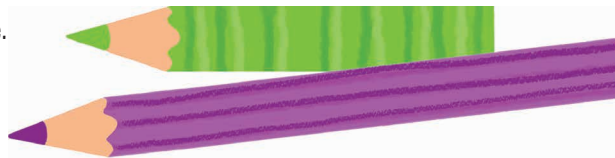
## Borders

Use borders in specified Arty Mouse colours as a background for main product title and 'Early learning through art' slogan.



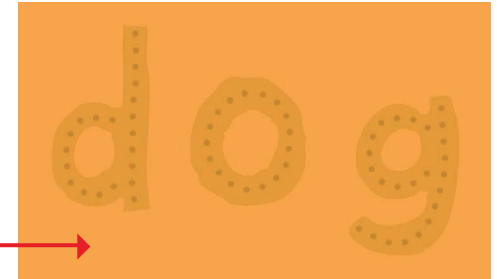
## Brushes

Use Photoshop brushes to create graphics of completed art and craft activities in the freehand Arty Mouse style.



## Traced lettering

Titles featuring traced writing activities must use ARTY FONT at 10% black tint for the lettering outline. Dotted guides should be set up as a 30% black tint.



## Speech bubbles

Use speech bubbles to bring characters to life and set creative tasks.

## Flashes

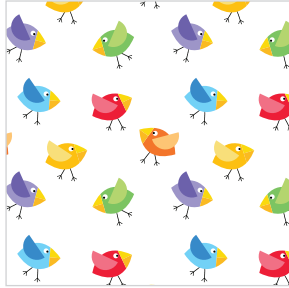
Every Arty Mouse product teaches children a pivotal early learning concept. Use roundels in specified Arty Mouse colours to convey this information on exterior packaging.

Get ready to write!

# Pattern swatches



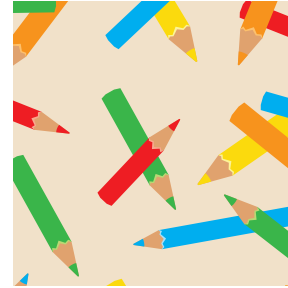
Pattern 1



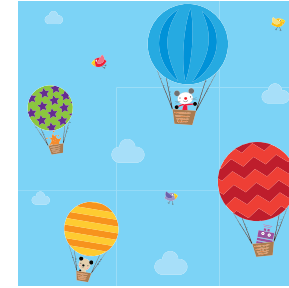
Pattern 2



Pattern 3



Pattern 4



Pattern 5



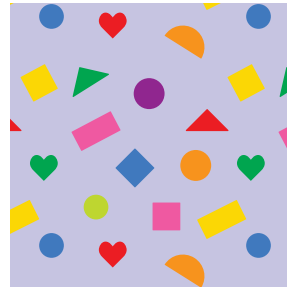
Pattern 6



Pattern 7



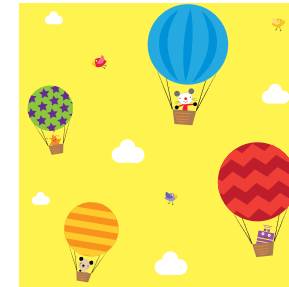
Pattern 8



Pattern 9



Pattern 10



Pattern 11



Pattern 12

Arty Mouse pattern swatches can be used for exterior packaging designs and for general use in product development.

Pattern switch background colours can be substituted with other colours from the Arty Mouse colour palette.

# Swing tags



Colour 1



Colour 2



Colour 3



Colour 4



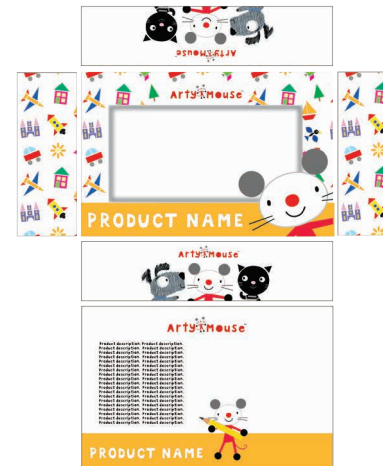
# Window box



Colour 1



Colour 2



Colour 3



Colour 4

Window box designs made with Arty Style 'Pattern swatches'.

# Header cards



Colour 1

Header card designs made with Arty Style 'Pattern swatches'.



Colour 2



Colour 3



Colour 4

# Garment badge and trims

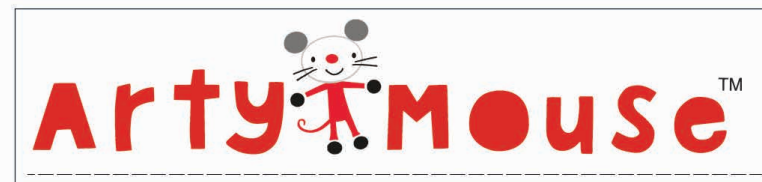
Garment badge



25 mm maximum size

Note: Garment trim must also be used when Garment badge featured.

Garment trims



Colour 1



Colour 2



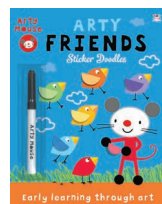
Colour 3



Colour 4

# Image resource

All Arty Mouse licensees will receive layered files of printed books for image resource selection purposes. All images that appear in the books are supplied as part of the Arty Mouse Asset to licensees.



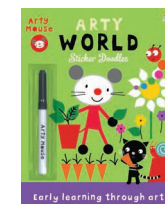
ISBN 978-1-78445-334-3



ISBN 978-1-78445-307-7



ISBN 978-1-78445-306-0



ISBN 978-1-78445-333-6



ISBN 978-1-78445-336-7



ISBN 978-1-78445-337-4



ISBN 978-1-78445-335-0



ISBN 978-1-78445-338-1



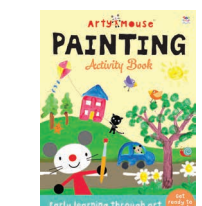
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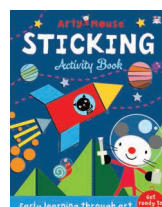
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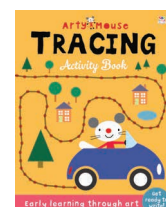
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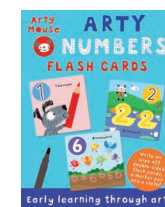
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ISBN 978-1-78445-542-2



ISBN 978-1-78445-670-2



ISBN 978-1-78445-669-6

New titles and additional image resource in development for 2017 and 2018!



# Image resource

There are hundreds of Arty Mouse character art images that can be used to develop colourful, inspirational early learning through art products.



AM\_0001



AM\_0002



AM\_0003



AM\_0004



AM\_0005



AM\_0006



AM\_0007



AM\_0008



AM\_0009



AM\_0010



AM\_0011



AM\_0012



AM\_0013



AM\_0014



AM\_0015



AM\_0016



AM\_0017



AM\_0018



AM\_0019



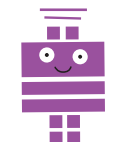
AM\_0020



AM\_0021



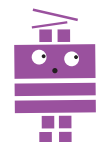
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AM\_0023



AM\_0024



AM\_0025



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AM\_0027



AM\_0028



AM\_0029



AM\_0030



AM\_0031



AM\_0032



AM\_0033



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AM\_0035



AM\_0036



AM\_0037



AM\_0038



AM\_0039



AM\_0040



AM\_0041



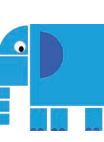
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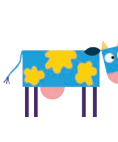
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AM\_0051



AM\_0052



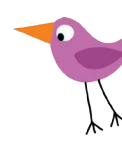
AM\_0053



AM\_0054



AM\_0055



AM\_0056



AM\_0057



AM\_0058



AM\_0059



AM\_0060

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