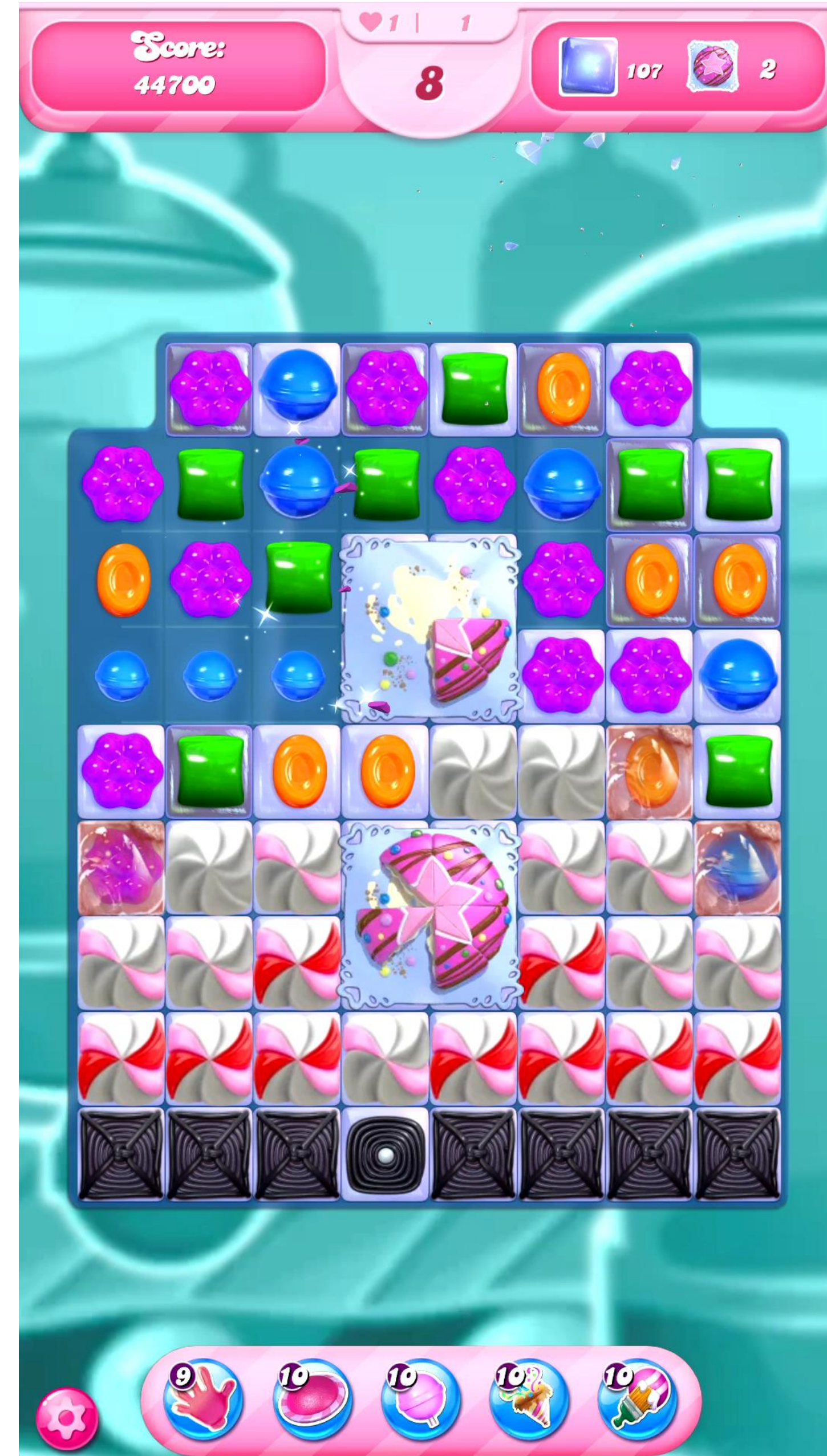


NEW BEHAVIOUR FOR A NEW REALITY

Tjodolf Sommestad - President, King

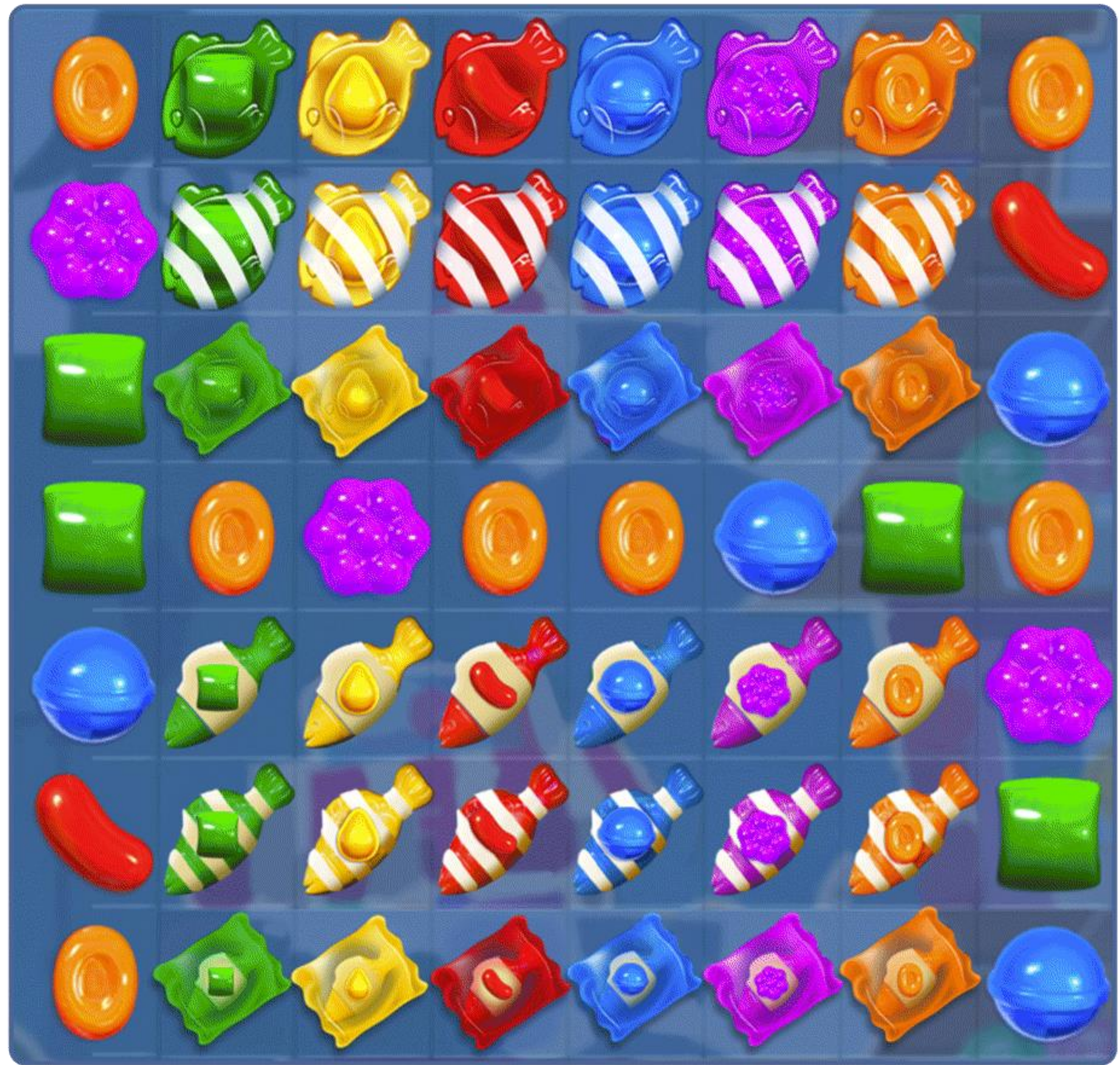


Success. The next big thing?
Or the next small thing?

The power of detail



Making the World *Playful*





The power of purpose

To conclude