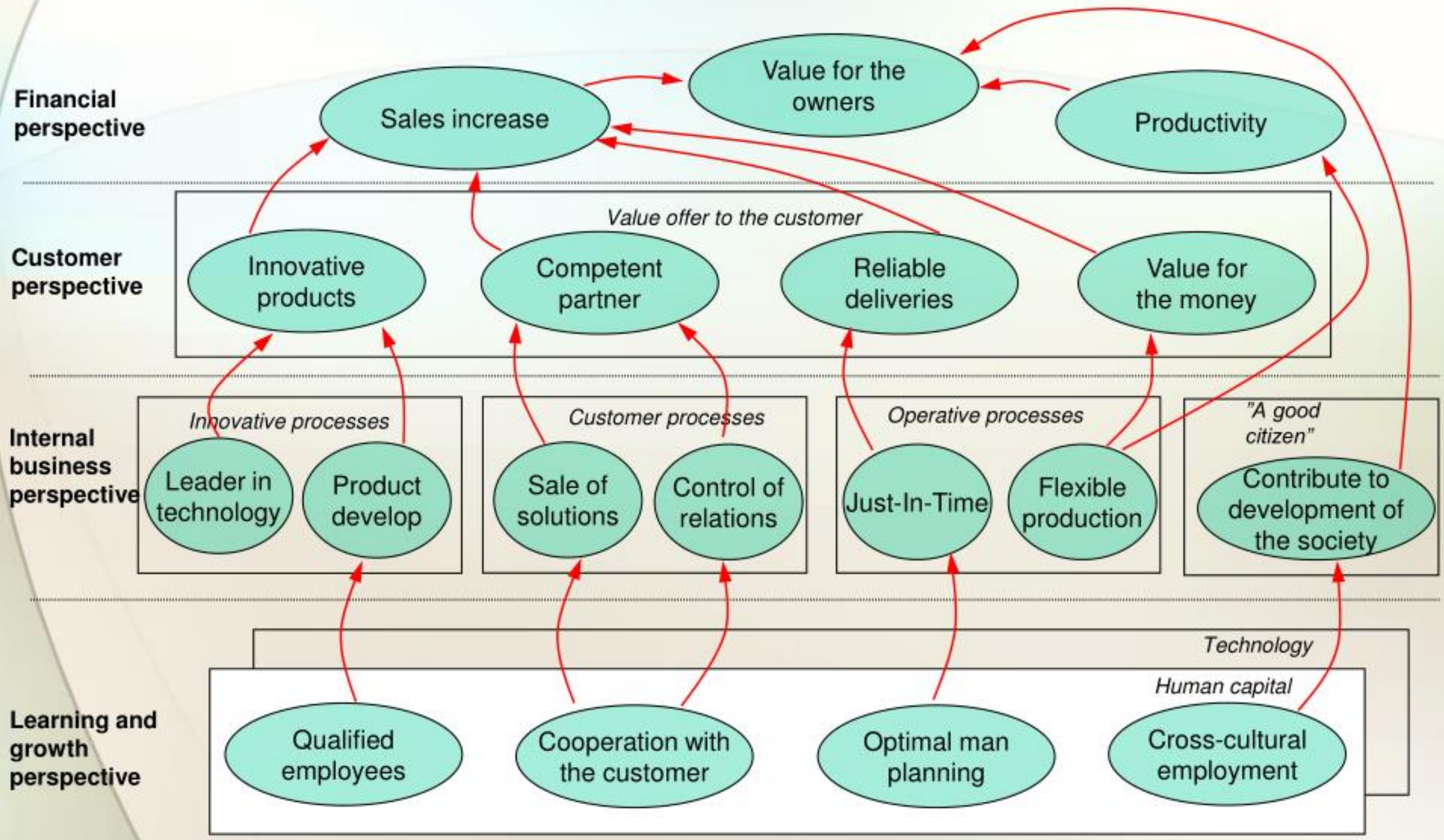Strategic themes