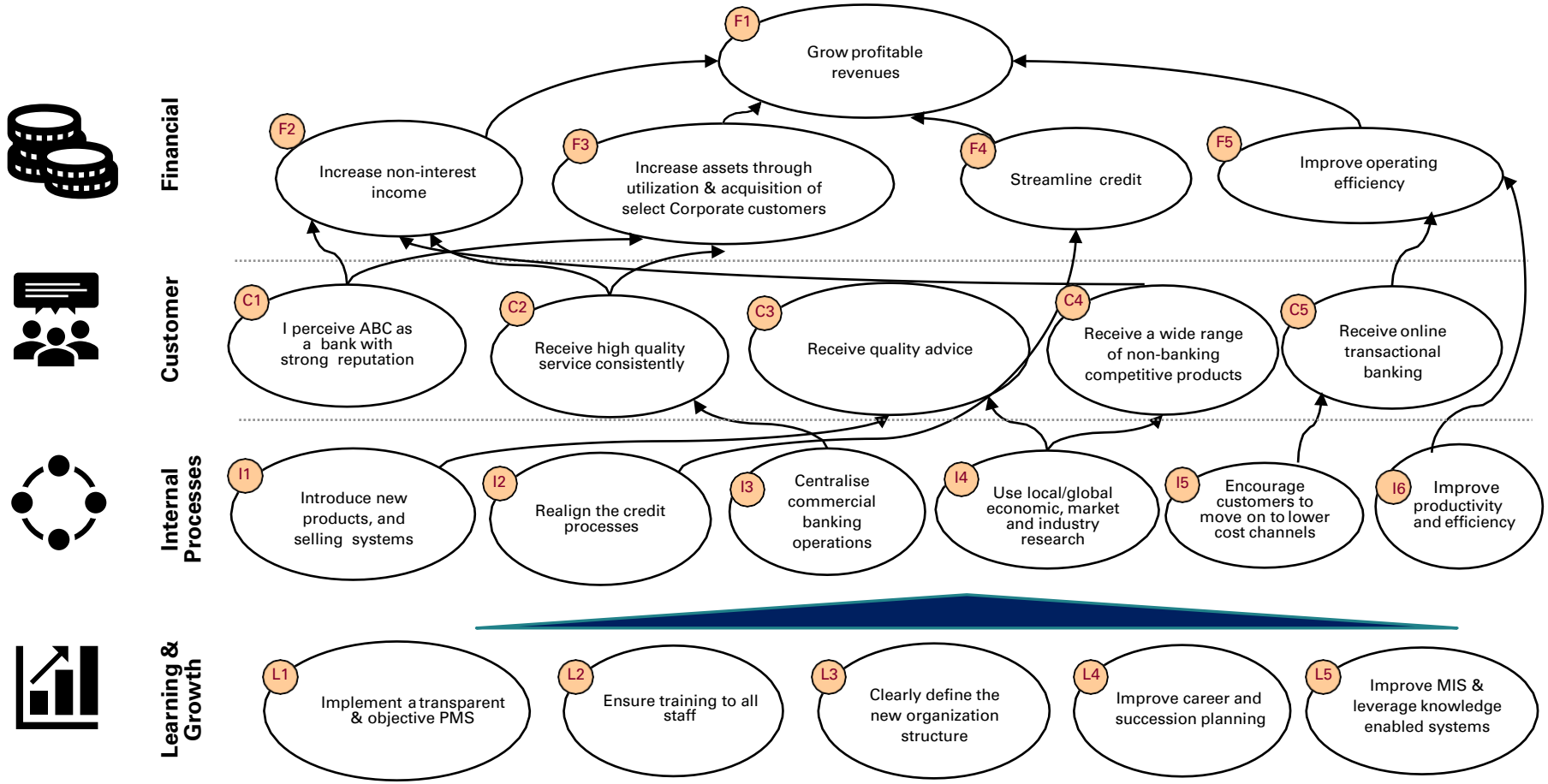BANK | STRATEGY MAP