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Business Proposal and Operational Scope Note

Date / November 7 , 2026

Company/ Marie Stopes Bangladesh

Prepared specifically for authorised review by **Marie Stopes Bangladesh**

www.vynzo.ca

1281 Hornby St 636, Vancouver,
BC V6Z 0G8
Email: hello@vynzo.ca
Phone Number: +1 778 809 5074

BUSINESS PROPOSAL FOR INTEGRATED MARKETING OFFICE

To:
Management
Marie Stopes Bangladesh
Dhaka, Bangladesh

Date of Issue: November 7 , 2026
Reference: VM/MSB/IMO/110726

Dear **Marie Stopes Bangladesh Management,**

Following our detailed research, review of Marie Stopes Bangladesh's current marketing presence and the strategic audit prepared by Vynzo Media, we are pleased to submit this proposal for an Integrated Marketing, Brand and Growth Office partnership.

Our proposed model is designed to support Marie Stopes Bangladesh not as an isolated external agency, but as an extension of the network's existing management and marketing structure.

The objective is to bring brand strategy, social media, content, production, SEO, AEO, performance marketing, communications, PR, ATL and BTL coordination, ground marketing, vendor management and ongoing marketing operations under one coordinated system with a clear point of accountability.

Through this partnership, we aim to strengthen consistency across Marie Stopes Bangladesh's marketing activities, improve visibility across digital and search channels, and better connect the network's clinical capabilities with patient and public communication.

Marie Stopes Bangladesh will retain final authority over clinical information, sensitive communication, patient related matters, major brand decisions, priorities and public communication. Vynzo Media will manage the agreed day to day marketing planning, coordination and execution within an approved working framework.

Our role is not to remove Marie Stopes Bangladesh's control, but to reduce the operational burden required to turn strategy into consistent, professional execution.

Yours sincerely,
Business Development Department
Vynzo Media

VM/CONT/IMO/0902266

Corporate Notice

Vynzo Media operates in Canada under LEZNIT SOFTWARE CORP., a corporation incorporated under the Business Corporations Act of British Columbia, Canada, Corporation Number BC1550068. This proposal has been prepared and issued through the Vancouver office of Vynzo Media for an overseas cross border engagement with Marie Stopes Bangladesh. All services, working arrangements and related obligations remain subject to the final mutually executed agreement between the relevant parties.

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1. Executive Summary

Vynzo Media proposes an Integrated Marketing, Brand and Growth Office for Marie Stopes Bangladesh that brings strategy, content, production, social media, search visibility, performance marketing, communications, marketing operations, PR and ground execution into one coordinated working model. The purpose is not to replace Marie Stopes Bangladesh's existing management or marketing team. The purpose is to extend its capacity, reduce operational complexity and create one clear point of accountability for the agreed marketing operation. Marie Stopes Bangladesh will retain final authority over clinical information, sensitive communication, major brand decisions and approved priorities. Vynzo Media will manage day to day planning, coordination and execution within the agreed framework.

What this changes

- Marketing activity will be guided by business priorities and patient needs rather than a fixed content calendar alone.
- One Brand and Growth Strategist will act as the primary POC for Marie Stopes Bangladesh and coordinate the wider specialist team.
- Content, production, search, performance, communications, PR and ground activity will follow one connected monthly priority plan.
- Every month will include a review of what is working, what is not and where the next cycle should focus.
- Specialist resources may be added, removed or replaced by mutual agreement when Marie Stopes Bangladesh priorities change.
- External vendors and specialist suppliers may be sourced, coordinated and managed by Vynzo Media following Marie Stopes Bangladesh approval.

2. Our Understanding of the Requirement

Marie Stopes Bangladesh requires a marketing partner that can support both strategic direction and practical execution. The requirement extends beyond social media publishing into regular production, doctor communication, search visibility, paid growth, brand consistency, PR support, ATL and BTL coordination, printing, activations, clinic network visits, vendor coordination and ongoing performance review.

The current opportunity is particularly important because Marie Stopes Bangladesh has strong clinical capabilities and institutional depth, while parts of its digital and social communication require a more consistent and coordinated operating rhythm. For this reason, the proposed model is designed as a managed marketing operation rather than a fixed package of isolated services.

Operating principle

Vynzo Media brings the people, systems, production capability and execution management required to operate the agreed scope.

Primary objectives

- Build a consistent and current content system around Marie Stopes Bangladesh services, doctors and patient needs.
- Improve the connection between awareness, search, consideration, doctor discovery, booking intent and ongoing brand trust.
- Restore a stronger and more consistent communication rhythm across key digital and social channels.
- Improve service and doctor discoverability through SEO, AEO and structured search content.
- Use monthly evidence to increase attention on stronger opportunities and reduce low value activity.
- Provide regular production capacity so Marie Stopes Bangladesh does not depend on ad hoc content creation.
- Reduce the burden of coordinating multiple marketing suppliers, production teams and physical execution requirements.
- Give Marie Stopes Bangladesh access to additional specialists without permanently increasing the fixed team where the need is temporary.

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3. Fifteen Day Mobilisation and Readiness Period

Following formal approval, Vynzo Media will require approximately fifteen calendar days before full recurring operations begin. This is a structured preparation period, not an inactive waiting period.

The objective is to prepare the assigned team specifically for Marie Stopes Bangladesh so that recurring work begins with context, clear priorities and an agreed baseline rather than generic output.

Mobilisation Area	Planned Work
Team workshops	Internal workshops for the assigned Vynzo Media team covering Marie Stopes Bangladesh services, brand context, communication priorities, clinic network requirements and operating expectations.
Current state review	Review current social channels, content, available marketing data, search visibility, production assets and ongoing campaigns.
Patient journey review	Review visible touchpoints from discovery and consideration through doctor search, enquiry, booking, visit and follow up to identify communication gaps and opportunities.
Service and doctor mapping	Map priority services, doctors, departments, upcoming campaigns and time sensitive requirements.
Approval mapping	Confirm the relevant clinical, brand, plan and management approval structure.
Production planning	Prepare the first shoot schedule, content priorities and initial asset requirements.
Measurement baseline	Establish the first reporting baseline so future results can be compared against a clear starting point.

4. Baseline Audit and Launch Production

At the start of full operations, Vynzo Media will complete a baseline marketing review and an initial production capture. This establishes the starting position of the account and provides current visual material for the first recurring content cycle.

Baseline review

- Current social media presence and content performance
- Service and doctor visibility
- Search and AI search visibility where measurable
- Keyword opportunities
- Current content gaps and repeated content patterns
- Patient discovery, consideration and booking touchpoints visible through available data
- Brand consistency across active channels
- Immediate communication and campaign priorities
- Operational issues that may affect marketing performance, including approval speed, asset availability and production access

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Initial production capture

The launch period will include an initial coordinated production session to capture current doctor, service, facility, institutional and brand material. The exact production plan will be agreed during mobilisation and will be used to establish a stronger starting content library for Marie Stopes Bangladesh.

5. Monthly Marketing Audit and Priority Cycle

The monthly plan will not remain fixed simply because it was agreed at the beginning of the engagement. Vynzo Media will review what is performing, what is not, where patient attention appears to be changing and where Marie Stopes Bangladesh should increase or reduce marketing focus.

Monthly Step	Decision Question
Review	What worked well and should receive more attention?
Diagnose	What underperformed and needs to change?
Prioritise	Which services, doctors, campaigns or patient segments should receive greater focus next?
Identify friction	Where is the patient journey showing weak communication, missed opportunity or unnecessary complexity?
Reallocate	Which activity should be reduced, replaced or postponed so available capacity is used more effectively?
Approve	Which priorities require Marie Stopes Bangladesh management, clinical or plan approval before the next cycle begins?

Monthly operating cycle

Audit first. Prioritise second. Execute against the agreed priorities. Review again before the next cycle.

6. Operating Model and Recommended Team

The recommended starting configuration contains a specialist team designed specifically for an integrated healthcare marketing operation. The structure is intentionally configurable. Marie Stopes Bangladesh may request that a specialist be added, removed or replaced, or may rebalance recurring capacity between service areas. Material changes in recurring capacity will be confirmed operationally before implementation.

Recommended Role	Primary Responsibility
Brand and Growth Strategist (Primary POC)	Main contact, brand and growth planning, monthly priorities, management coordination, approval flow, onsite integration and overall account direction.
Creative Communications and Production Director	Campaign concepts, scripting, storyboards, shoot direction, communication quality, doctor talking points, creative supervision and PR communication support.
Social Media and Content Lead	Facebook, Instagram, LinkedIn, YouTube and X management, calendar planning, publishing, content coordination and channel review.

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Creative Designer	Social creative, campaign design, service communication, event design, advertising creative support and recurring marketing collateral.
Video and Motion Specialist	Reels, doctor videos, service videos, educational edits, campaign edits, motion graphics and content adaptations.
Photographer and Videographer	Doctor shoots, portraits, service photography, facility photography, video capture and visual library development.
SEO and AEO Specialist	Organic search, service discoverability, doctor discoverability, content SEO, technical coordination, AEO and AI search visibility.
Marketing Operations and Activation Manager	Ground marketing, printing, vendor sourcing, office visits, activations, event logistics, promoter coordination, material delivery and field execution management.

POC and onsite integration

The Brand and Growth Strategist will act as the primary POC. During mobilisation and the early integration period, onsite visits may be more frequent to understand Marie Stopes Bangladesh's management team, departments, doctors, approvals and current operating rhythm. Once the working model is established, the POC will normally coordinate clinic visits approximately at agreed intervals where required, with additional visits where operationally necessary.

Content mix

- Marie Stopes Bangladesh may add an ongoing specialist where the need is recurring and strategically important.
- Marie Stopes Bangladesh may remove or reduce a specialist role that is not required for the agreed scope.
- A role may be replaced with another specialist where the scope value and workload remain reasonable.
- Temporary specialists may be activated for a campaign, launch, event, crisis, technical requirement or specialist production need.
- Any material increase or reduction in recurring team capacity will be agreed before the change takes effect.

7. Monthly Deliverables and Production Capacity

Area	Included Monthly Capacity
Social content	Flexible social content shaped by the agreed priorities and editorial plan
Additional design	Design support shaped by the mutually agreed project and available team capacity
Video production	Video production based on approved needs
Photography	Photography based on current priorities

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Reactive production	Reactive creative production requirements subject to capacity and feasibility
Platforms	Facebook, Instagram, LinkedIn, YouTube and X
Search	Ongoing SEO and AEO support
Audit	Monthly marketing audit and priority review
Reporting	Monthly performance and activity review

Content mix
Monthly content may include doctor content, service communication, educational content, campaigns, health awareness, corporate communication, LinkedIn communication, event communication, trust building content and other approved marketing priorities. The exact mix will follow the monthly priority plan. A single core creative adapted for different platforms will not be counted as several completely new core assets.

Additional design requests
Additional design requests may include flyers, posters, invitations, certificates, standee artwork, event creative, doctor announcements, recruitment creative, simple brochure requirements and presentation visuals. These requests use the same available creative capacity.

Production capacity
The agreed video production activities may cover doctor led content, educational content, service videos, interviews, facility content, campaign content, brand communication and PR related production. A production session may generate several edited assets where appropriate. Photography work may cover doctor portraits, facilities, services, teams, corporate imagery, campaigns and visual library development.

Photography work may cover doctor portraits, facility photography, service photography, team photography, corporate imagery, campaign imagery and visual library development.
Reactive shoot requirements may be accommodated where team availability and operational feasibility allow. If reactive work materially affects the agreed monthly plan, equivalent work may be reprioritised or additional capacity may be proposed.

8. Search, Communications and Marketing Operations

SEO and AEO

- Organic search monitoring
- Keyword and content opportunities
- Service discoverability
- Doctor discoverability
- On page recommendations
- Content SEO
- Technical issue identification and coordination
- AEO content direction
- AI search visibility review
- Search performance review

SEO is a progressive activity and sustainable ranking improvement may require time depending on competition, website condition, search authority and content availability. No fixed ranking position will be guaranteed.

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PR and communications support

- Press release drafting
- Corporate announcement support
- Doctor communication angles
- Expert commentary concepts
- Thought leadership planning
- Campaign communication
- PR campaign concepts
- Media communication materials
- Reputation communication support
- PR event communication

Dedicated media relations, senior PR consultancy, crisis communication or specialist press engagement may be added when required.

ATL, BTL and ground execution

- Printing coordination and production support
- Flyers, brochures, standees, banners and signage
- Outdoor campaign coordination
- Vendor sourcing and coordination
- Clinic Network visits and material movement
- Campus, corporate and community activation coordination
- Event and booth logistics
- Promoter and temporary manpower coordination
- Shoot logistics
- Field visits and reporting
- External scope note collection and approved supplier coordination

Where an activity requires an external resource, Vynzo Media will communicate the estimated requirement for Marie Stopes Bangladesh approval before material expenditure is committed. Following approval, Vynzo Media may manage the supplier and execution on behalf of Marie Stopes Bangladesh.

9. Production Equipment and Vendor Management

For regular agreed production, Vynzo Media will arrange the standard camera, lens, lighting, audio, stabilisation and routine production equipment reasonably required for planned work. Marie Stopes Bangladesh will normally provide reasonable access to the relevant facility, doctor, staff member or location under its control.
Specialist equipment, studio rental, professional talent, large production crews, advanced sets, special permits and other exceptional production requirements may require a separate approved plan.

Vendor management process

Stage	Approach
Requirement	The required resource, supplier or specialist is identified.
Sourcing	Vynzo Media identifies a suitable supplier, specialist or authorised vendor.
Operational review	Relevant scope note or work requirements is obtained.
Approval	Marie Stopes Bangladesh approves the external plan where required.
Execution	Vynzo Media coordinates the approved supplier or specialist.

Quality review	Vynzo Media reviews delivery within the agreed marketing scope.
Reporting	Relevant execution information is communicated to Marie Stopes Bangladesh.

10. Flexible Capacity and Add On Menu

The partnership is designed to be adjustable. Marie Stopes Bangladesh may rebalance available monthly capacity or activate additional specialist support without rebuilding the entire engagement.

How customisation works

Option	How It Works
Reallocate	Use available monthly capacity differently. Example: fewer static assets and greater video or campaign focus.
Add specialist	Add a recurring or temporary specialist without changing unrelated service areas.
Remove specialist	Reduce a recurring specialist role where it is no longer required and agree the revised operational structure.
Add capacity	Preserve the existing monthly plan while adding extra design, production, onsite or specialist capacity.
Separate project	Commission a large campaign, launch, activation, film or technical project through a separate scope note.

Main Add On categories

Add On Category	Examples
Content and Production	Additional video shoot, additional photography, extra edited video capacity, doctor production pack, premium campaign film, brand film, studio production, event coverage, advanced motion graphics, specialist crew or equipment.
People and Specialist Capacity	Additional designer, editor, content resource, onsite resource, senior strategist, senior PR specialist, technical specialist, activation coordinator or temporary campaign team.
PR and Communications	Dedicated media relations campaign, press launch, press conference, executive positioning, doctor media positioning, reputation response support or crisis communication specialist.
Ground Marketing and Activation	Campus activation, corporate activation, community activation, event management, promoter team, booth production, roadshow, health awareness activation or large campaign logistics.

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Digital and Technology	Paid media campaign support, advanced tracking, landing page, campaign microsite, technical SEO project, advanced analytics, CRM support or marketing automation.
Special Projects	New service launch, new facility launch, large awareness campaign, employer branding, research project, corporate campaign or major brand initiative.

Additional work may be coordinated through an agreed specialist scope, project need or authorised external support, depending on the current organisational requirements.

11. Performance Marketing and Paid Media

A Performance Marketing and Paid Media Specialist is included in the recommended team configuration for planning, readiness, tracking review and performance oversight. Because active campaign workload can vary materially between campaigns, active delivery follows the relevant objectives and approved working arrangements.

Media planning area	Governance and approvals
Content and creative planning	Clinical review and approval
Campaign readiness	Policy aligned channel preparation
Measurement architecture	Privacy respectful reporting
Optimisation and learning	Joint priorities and governance
Further approved activations	Defined through mutual planning and approved operational requirements

Any media activation will follow the agreed clinical governance, consent and campaign policy requirements, with implementation confirmed before any activity begins.

Paid media principle

Media activity starts only after objectives, medical messages and safe contact pathways are agreed. Final publishing authority and sensitive approvals remain with Marie Stopes Bangladesh.

12. Governance, Approval and Performance Principles

Marie Stopes Bangladesh approval retained

- Clinical information
- Sensitive medical communication
- Major campaigns
- Major brand decisions
- Sensitive public statements
- Patient related sensitive content
- Additional external priorities
- Significant public communication

Once an approved strategy, campaign direction and working framework are established, Vynzo Media should

have reasonable operational freedom to execute routine work efficiently, including publishing, routine adaptations, routine production planning, routine SEO activity and approved vendor coordination.

Marie Stopes Bangladesh responsibilities

- Timely approvals
- Accurate service information
- Clinical validation
- Relevant doctor and team availability
- Facility access
- Required platform access
- Internal coordination
- Patient permission where applicable
- Approved external priorities

Where a required Marie Stopes Bangladesh dependency is delayed, affected timelines may reasonably move accordingly.

Performance principle

Vynzo Media will seek to achieve the strongest reasonable outcome within the approved plan, available resources and agreed scope. Marketing results are affected by factors outside the direct control of any marketing partner, including market demand, competition, advertising requirements, platform changes, service availability, service information, website experience, response time and approval timing.

For this reason, Vynzo Media does not guarantee a predetermined number of bookings, patients, leads, rankings, impressions, revenue or other operational outcomes. Vynzo Media is responsible for disciplined execution, active optimisation, transparent communication and clear reporting.

13. Privacy, Confidentiality and Client Privilege

Vynzo Media will treat non public Marie Stopes Bangladesh information received through the engagement as confidential client information and will apply reasonable access controls appropriate to the work being performed.

Protected information may include

- Business information
- Internal strategy
- Campaign information
- Performance information
- Service information
- Internal research
- Patient journey insights
- Operational information
- Internal documents
- Custom audience information
- Marketing data
- Non public operational information

Client privilege principles

- Marie Stopes Bangladesh specific strategic work developed from confidential information will not be deliberately transferred or reproduced for another Vynzo Media client in a manner that exposes Marie Stopes Bangladesh confidential competitive strategy.
- Marie Stopes Bangladesh data and custom audiences will not be reused for another client.
- Marie Stopes Bangladesh confidential campaign information or non public results will not be published as a case study without appropriate approval.
- Authorised vendors and specialists will receive only the information reasonably required for their assigned work and should remain subject to appropriate confidentiality obligations.

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Where required, Vynzo Media is prepared to enter into appropriate Non Disclosure Agreements (NDA) and Data Processing Agreements (DPA) relating to the agreed scope.

Healthcare communication discipline

Marie Stopes Bangladesh retains clinical authority over medical information. Vynzo Media may prepare scripts, communication, campaigns and content using information provided or approved by Marie Stopes Bangladesh. Medical claims and sensitive clinical communication should be reviewed by the appropriate Marie Stopes Bangladesh representative before publication where required.

Patient related content should only be used where appropriate permission and approval are available. Vynzo Media will seek to minimise unnecessary access to patient information where that information is not required for marketing execution.

Confidentiality principle

Marie Stopes Bangladesh specific intelligence stays Marie Stopes Bangladesh specific.

14. Separate Technology Support

Where Marie Stopes Bangladesh requires technology, software, application, web platform or digital infrastructure support, these services will not be delivered as part of Vynzo Media's marketing scope. They may instead be delivered through LEZNIT SOFTWARE CORP., Vancouver, British Columbia, Canada, under a separate technical scope and scope note.

Potential areas of support

Capability	Healthcare Relevant Application
Website & Web Applications	Website development, web applications, performance improvements, content management and digital experience enhancement.
Mobile Applications	Patient facing, partner facing or internal mobile application development where required.
UI/UX & Product Design	User research, journey mapping, interface systems, prototyping and usability improvement.
Custom Platforms & Portals	Patient portals, internal tools, operational dashboards and workflow driven systems.
Integrations & Automation	API development, system integrations, workflow automation and data syncing.
AI & Machine Learning	Practical AI use cases, intelligent automation, recommendations and analytics where appropriate.
Managed Ops & Support	Ongoing maintenance, monitoring, incident response, security best practices and operational continuity.

The benefit to Marie Stopes Bangladesh is coordinated communication between marketing and technology while maintaining clear operational, clinical and approval separation.

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15. Service Scope and Key Terms

Integrated Marketing, Brand and Growth Office
Scope subject to mutual agreement

Vynzo Media proposes a coordinated model shaped by MSB service priorities, clinical review and public communication needs. Specialist involvement, service mix and production planning remain configurable through joint review. Each activity and responsibility will be confirmed through an approved working scope.

Proposed areas of collaboration

- Configurable specialist team for healthcare
- Brand strategy and an accountable primary point of contact
- Facebook, Instagram, LinkedIn, YouTube and other approved channels
- Planned social education and campaign content
- Design and campaign materials within the mutually approved project scope
- Video production for genuine clinician and service communication
- Photography for approved people, facilities and community narratives
- Reactive creative and production when practical and mutually agreed
- Creative direction, video, motion and standard production equipment
- Technical search visibility and answer engine optimisation
- Appropriate media planning and measurement governance
- Public relations and institutional communications support
- Field coordination, stakeholder communication and vendor management
- Transparent performance review and continuous account planning

Specialist support by agreement

- Contextual campaign planning and approved media coordination
- Additional campaign operations where organisationally appropriate
- Out of home and public awareness activation coordination
- Printed educational material and approved outreach assets
- Creator collaboration with suitable clinical review
- External production collaborators where appropriate
- Community venue and stakeholder coordination
- Ground representation and local activation support
- Larger institutional events and community awareness activity
- Outdoor communication and local visibility support
- Specialist public relations and press relationship coordination
- Crisis communication support under approved governance
- Studio production and specialised creative resources
- Extended crews and larger production environments
- Additional location and field visit coordination
- Specialist outreach and activation production
- Separate technology collaboration through Leznit where agreed
- Other relevant support by mutual written approval

Final service agreement

The final engagement documentation should define governance, confidentiality, privacy, data access, intellectual property, clinical approvals, communication authority, specialist access, client dependencies, responsible use of information, project changes, platform dependencies, operational accountability, termination procedures, transition planning and handover.

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16. Commencement

Formal recurring operations are expected to begin following completion of the fifteen day mobilisation and readiness period, subject to the required platform access, availability of relevant Marie Stopes Bangladesh representatives, confirmation of priority services and completion of the initial approval structure.

During this mobilisation period, Vynzo Media will prepare the assigned team, review the current marketing environment, align on communication priorities, establish the working approval flow and prepare the initial content, production and reporting framework.

The first recurring month will begin with the agreed priority plan, launch production schedule and baseline reporting structure. From that point onward, the monthly audit and performance review will guide the next cycle of priorities, resource allocation and areas requiring increased or reduced attention.

The working model is intended to remain flexible. If Marie Stopes Bangladesh's priorities, campaigns, service focus or operational requirements change, the agreed monthly plan may be adjusted through mutual discussion while maintaining continuity across the wider marketing operation.

17. Acknowledgement

This proposal records Vynzo Media's recommended operational, creative and service structure for Marie Stopes Bangladesh based on the scope currently researched and reviewed.
Any refinements relating to team structure, service mix, production capacity, additional requirements, reporting, working terms or implementation responsibilities may be incorporated into the final mutually agreed service agreement.

For and on behalf of Vynzo Media
Business Development Department
Issued through the Vancouver Office

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United Kingdom
Vynzo Media Ltd
Company No. 16889451
71 to 75 Shelton Street, Covent Garden, London, WC2H 9JQ
Telephone: +44 7397 085272

Canada
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