

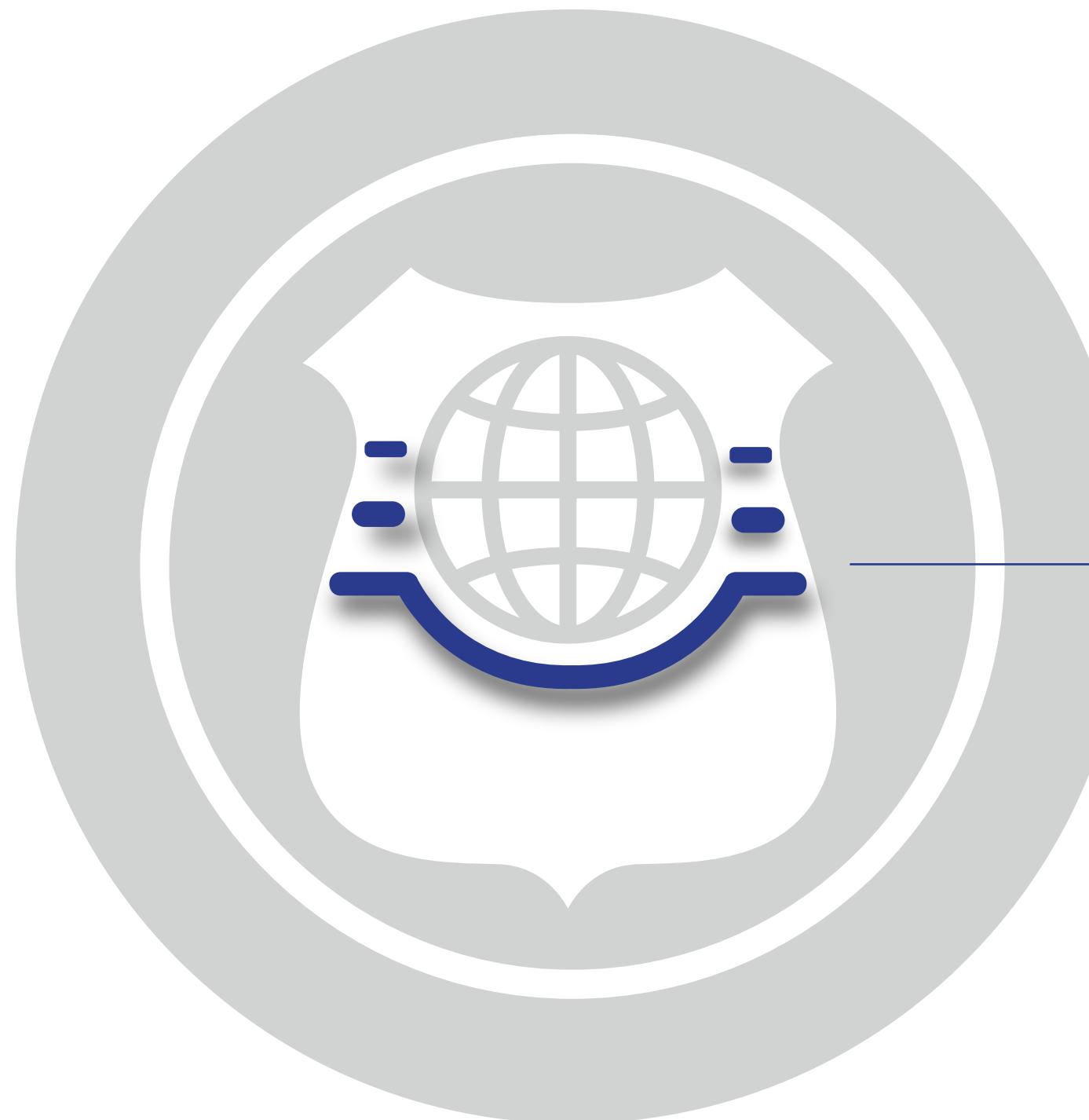
THE SELECTED LOGO

BRAND RATIONALE



**THE GLOBE
REPRESENTS
'INTERNATIONAL'.**

BRAND RATIONALE



**THE 5 LINES
REPRESENTS
'5 CONTINENTS'**

FINAL BRANDING

