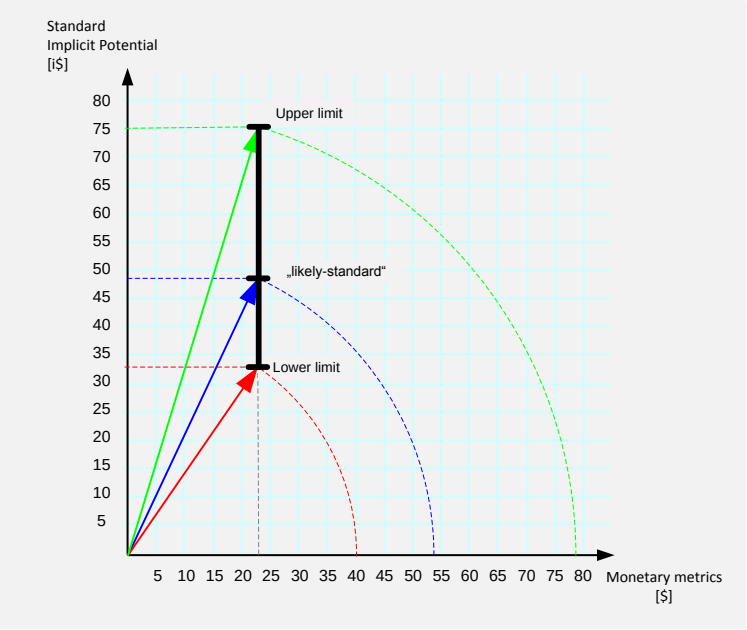
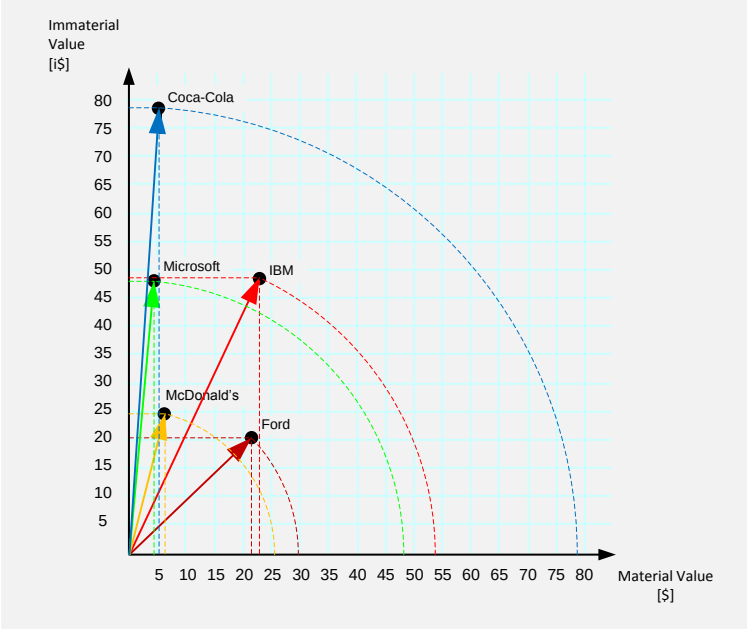

Standard
Implicit Potential
[i$]
80
75
70
65
60
55
50
45
40
35
30
25
20
15
10
5
Upper limit
„likely-standard“
Lower limit
5 10 15 20 25 30 35 40 45 50 55 60 65 70 75 80
Monetary metrics
[$]


Immaterial
Value
[i$]
80
75
70
65
60
55
50
45
40
35
30
25
20
15
10
5
Coca-Cola
Microsoft
IBM
McDonald's
Ford
5 10 15 20 25 30 35 40 45 50 55 60 65 70 75 80
Material Value
[$]