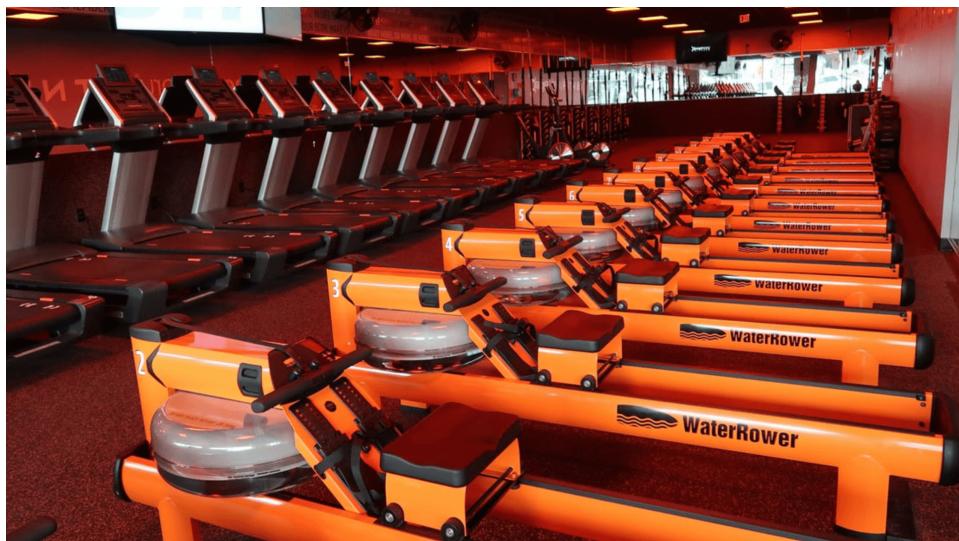


8]Y'K U\f\Y]hØVYf'CfUb[YH\Ycfm K cf_ci hg

K Ybb '@Yi hY 'YfZU\fYbž'XUgg']WX 'HfU]bYf'V]bž[]Vh'Yg'Y]bYb
A ca Ybhž]b 'XYa ']WX '[YhYghYh'k YfXY''9g'[YgWX U\ '_Øfn`]WX 'VY]
Y]bYa '5VYbXYggYb'a]h'XYf': Ua]]Y'a Y]bYf': fYi bX]b"
8Ug'; YgdfÀWX 'XfY\hY'g]WX 'i a 'CfUb[YH\Ycfmž'XYb'VY']YVhYb
6cchWXa d!K cf_ci h!Gh]ž'VY] 'XYa 'Y]bY'J]Y'nU\ ``j cb
; Yk]WX hYb'i bX'7UfX]c 'Xi fWX 'HYWX bc`c[]Y'i b hYfghØhnh'k]fX"
8]Y'GWk YghYf'a Y]bYf': fYi bX]bž? Uh]Yž[]b[']b 'XYb ''YhnhYb
A cbUhYb'ni 'Y]bYa 'c_U'Yb': fUbWX]gY'i bX'YXYf'k c``hY
k]ggYbž'k Ug']WX 'j cb 'XYa 'HfU]b]b[' \U'hY'"=WX '_cbbhY'gU[Ybž
XUgg'YXYf'XUWX hYž']WX 'k ØfXY'a]WX ']b hYbg]j Yf'a]h
CfUb[YH\Ycfm'Ui gY]bUbXYfgYhnYb'U'g'a]h'XYa '8YggYfhž'XUg
]WX '[YfUXY'XYa c`]Yfh'\UVY''5VYf'a Y]bY'5bhk cfh'\Uh'U``Y
ØVYffUgWX h/ Ua d^Y``]d/



K Ybb '@Yi hY 'YfZU\fYbž'XUgg']WX 'HfU]bYf'V]bž[]Vh'Yg'Y]bYb
A ca Ybhž]b 'XYa ']WX '[YhYghYh'k YfXY''9g'[YgWX U\ '_Øfn`]WX 'VY]
Y]bYa '5VYbXYggYb'a]h'XYf': Ua]]Y'a Y]bYf': fYi bX]b"
8Ug'; YgdfÀWX 'XfY\hY'g]WX 'i a 'CfUb[YH\Ycfmž'XYb'VY']YVhYb

6ccchWJa d!K cf_ci h!Gh`ž`VY]`XYa `Y]bY`J]Y`nU\`j cb`; Yk]W hYb
i bX`7UfX]c`Xi fW hYW bc`c[]Y`i bHfghØhnh`k]fX``

8]Y`GW k YghYf`a Y]bYf`fYi bX]bž?Uh]Yž[]b`XYb`YhnhYb
A cbUhYb`ni`Y]bYa ``c_U`Yb`fUbWgY`i bX`YXYf`k c``hY`k]ggYbž
k Ug`jW j cb`XYa `HfU]b]b[`U`hY``

=W`_cbbhY`gU[YbžXUgg`YXYf`XUW hYž]W k ØfXY`a]W`]bhYbg]j Yf
a]h`CfUb[YH\Ycfm`Ui gY]bUbXYfgYhnYb`U`g`a]h`XYa`8YggYfhžXUg
]W`[YfUXY`XYa c`]Yfh`UVY``

5VYf`a Y]bY`5bh`cfh`Uh`U`Y`ØVYffUgW h`i bX`Yg`]gh`Y]bY
k]W h][Y`9f]bbYfi b[ž`k Ybb`G]Y`j Yfgi WbžXUg`f]W h][Y`HfU]b]b[
Zøf`G]Y`ni`Z]bXYb``

≠\U`hj`YfnY]W b]g

- K`]Y`Z]bXY`]W`XUg`f]W h][Y`HfU]b]b[`Zøf`X]W 3
- =gh`CfUb[YH\Ycfm`Y]b`[i`hYg`HfU]b]b[3
- K`c`g]W`X]Y`CfUb[Ybh\Ycf]Y`j`YfVYggYfb`_Ubb
- H\Ya`Yb`XYf`bÀW ghYb`5fh]_Y`

K`]Y`Z]bXY`]W`XUg`f]W h][Y`HfU]b]b[`Zøf`X]W 3

=W`hfU]b]YfY`gY]h`a`Y\`f`U`g`%)`J\`fYb`A`YbgW`Ybž`XUfi`bhYf`Ui`W
Y]b][Y`[fc»`Y`B`Ua`Yb`5VYf`k`Ybb`a`]W`@Yi`hY`ZfU[Ybž`k`Ug`]W`j`cb
]nfYa`HfU]b]b[gd`Ub`\U`hYž`ØVYffUgW h`a`Y]bY`YfghY`FYU_h]cb`g]Y
bcfa`U`Yfk`Y]gY``

=W`VY[Ubb`XUa`]hž`YfUi`gni`Z]bXYbž`k`]Y`cZh`dfc`K`cW`Y`Ya`UbX
hFU]b]YfYb`a`ØW hY`i`bX`k`]Y`cZh`Yf`X]YgYg`N]Y`YffY]W h``

=W`bYbbY`XUg`X]Y`?cbg]ghYbnj`Yf\`A`hb`jž`i`bX`Yg`]gh`XYf`Ua
a`Y]ghYb`i`bHfghW`hnhY`5gdY`hž`XUg`f]W h][Y`HfU]b]b[`Zøf`A`fY

N]Y`Y`i bX`Δ fYb`? ØfdYf`ni`Z]bXYb`

CONSISTENCY RATIO

how many times per week someone wants to exercise

how often they are hitting that goal

8]Y`VYghYb`K cf_ci hg`g]bX`X]Y`Yb][Ybž`X]Y`ZØf`G]Y`Z b_h]cb]YfYb`
6Y`ZØf`X]W`UfVY]hYb`[Y\h`Yg`YXcW`k`Yb][Yf`i`a`
K`YXYf\c`i`b[Yb`i`bX`GÀhnY`U`g`i`a`?cbg]ghYbn`i`bX`
B`UW`U`h][_Y]h`

K`Ybb`G]Y`XUg`VYghY`Dfc[fUa`a`XYf`K`Y`h`Yf`U`hYbž`Yg`UVYf`Y]b`
dUUf`A`cbUhY`Ub[`bi`f`ni`\$`DfcnYbh`Xi`fW`ZØfYb`_ØbbYbž`
k`YfXYb`Δ`fY`9f[YVb]ggY`ØVYfk`h][YbX`gY]b`K`Ybb`G]Y`X]YgYb`
5bgUhn`a`jh`Y]bYa`a`]bXYfk`Yfh][Yb`Dfc[fUa`a`j`Yf[`Y]W`Ybž`XUg`
G]Y`Y]b`J`f`Ub[`ni`\$,`DfcnYbh`XYf`NY]h`UVgc`j`YfYbž`k`ØfXYb`G]Y`
VY]`XYa`\\mdch`Yh]gW`gW`YW`hYfYb`Dfc[fUa`a`j`Y`VYggYfY`
9f[YVb]ggY`Yfn]Y`Yb`

8Yf`fi`bX`Y[h`Ui`Z`XYf`<UbX`6Y`XYb`9f[YVb]ggYb`[Y\h`Yg`
XUfi`a`ž`G]Y`ni`a`ch]j`YfYb`i`bX`Ufh`ni`UfVY]hYb`G]Y`_ØbbYb`
gdÀhYf`ja`a`Yf`bcW`cdh]a`YfYb`ž`UVYf`?cbg]ghYbn`fb]W`h`
DYfZY`h]cbE`ghY`h]a`a`Yf`Ub`YfghYf`GhY`Y`8Uni`[Y\Øfh`gck`c`
Δ`fY`9fb`A`fi`b[`i`bX`hfU]b]YfYb`

5VYf`VY]`gc`j`Y`Yb`C`dh`cbYb`j`cb`C`b`]bY!`7c`UW`]b[ž`X][]h`U`Y`a`
Gh`f`Y`U`a`]b[ž`6cc`h`W`U`a`dgž`5ddg`i`bX`9]`b`n`Y`hfU]b]b[`]`gh`Yg`b]W`h`gc`
Y]b`ZUW`ž`XUg`ni`Z]b`XYbž`k`Ug`ZØf`G]Y`Z b_h]cb]Yf`h`

8U`Yf`gc`h`Yb`G]Y`ni`b`A`W`gh`J`Uf]U`Yb`VYfØW`g]W`h][Ybž`X]Y`Yg`
Δ`b`Yb`a`Ø[`]W`Yfk`Y]g`Y`Yfg`W`k`YfYbž`hfU]b]YfYb`ni`k`c`Yb`

8 Uni '[Y\ ØfYb'8]b[Y'k]Y.

K Ug']gh'X]Y'HfU]b]b[gi a [YVi b[3

- A UW_kgh'Xi ', Vi b[Ybž'VY]XYbYb'Xi 'X]W_kc\ ``i bX'g]W_kYf
ZØ\ `gh3
- K Ybb'b]W_khž\ UVYb'G]Y'X]Y' i b hYfghØhni b[ž'i a 'X]YgYg
J YfhfUi Yb'ni '[YK]bbYb3
- <UVYb'G]Y'GdU» 'Ub'Y]b][Yb'fb]W_kh'i bVYX]b[h'U``YbŁ'XYf
K cf_ci hg3
- <UVYb'G]Y'XUg'; YZØ\ `ž'XUgg'Yg'G]Y'VYggYf'a UW_kh3
- 9f[fY]ZYb'G]Y'A U» bU\ a Yb'i bX'gYhñYb'G]Y'g]Y'i a 'cXYf
ZjbXYb'G]Y'; fØbXYž'X]Yg'ni 'j Yfa Y]XYb3
- DUggh'Yg'ni 'ΔfYa '@VVYbggh]' 'cXYf'VYk]f_h'Yg'Y]bY'gc
XfUa Uh]gW_kY'J YfÀbXYfi b[ž'XUgg'G]Y'Yg'_Ui a 'Yfk UfhYb
_ØbbYbž'V]g'G]Y'a]h'XYa 'Dfc[fUa a 'ZYfh]['g]bX3

9g'[]Vhj]Y`Y'UbXYfY', VYf'Y[i b[Ybž'UVYf'U``Ygž'k Ug'Δf
?cbg]ghYbnj Yf\À`hb]g'Ui ZYhk U', \$'DfcnYbh'fbcXYf'a Y\ fŁ'Yf\Ø\hž]gh
XYf'Gk YYh'Gdch'ZØf'9f[YVb]ggY''

;]Vh'Yg'8]b[Yž'X]Y']W_k'Ub'CfUb[YH\ Ycfm'b]W_kh'a U[3'

8 UfUi Z_ØbbYb'G]Y'k YhhYbž'i bX'k]f'k YfXYb'X]YgY'k Y]hYf'i b hYb
[YbUi Yf'VY\ UbXY'b''

5VYf'X]YgY'8YhU]g'g]bX'b]W_kh'g'c'k]W_kh][ž'k]Y'g]Y'K cW_kY'ZØf
K cW_kY'Ui ZhUi W_kYb''

=gh'CfUb[YH\ Ycfm'Y]b'[i hYg'HfU]b]b[3

Ni fØW'_ni f'GW_kk YghYf'a Y]bYf': fYi bX]b''Ni a 'YfghYb'A U'']b'']fYa
@VVYb'hfU]b]YfhY'g]Y'_cbgYe i Ybh'5'g'c'Yfa i h][hY']W_k'g]Yž
k Y]hYfni a UW_kYbž'g'c'Ub[Y'_Y]bY'XYf'6Yk Y[i b[Yb'GW_ka YfnYb
j Yfi fgUW_khY''

K Ybb'G]Y'Yhk Ug'[Yž' bXYb'\UVYbž'XUg'ž' b_h]cb]Yfhž'a UW_kYb'G]Y
g]W_k'Yhñh'Y]bY'Gcf[Yb'i a 'X]Y'8YhU]g''9fgW_kY]bY'Y]bZUW_k'k Y]hYf''

C fUb[YH\Ycfm'gY`Vgh`Ybh\À`h`Y]b][Y`9`Ya YbhYZ`X]Y`XYb`A YbgWYb
gck c\`j ca `GhUbXdi b_h`XYf`?cbg]ghYbnž`XYf`I a [YVi b[`U`g`Ui W
XYb`HfU]b]b[g`gY`Vgh`Y`ZYb"

C fUb[YH\Ycfm`K cf_ci hg`g]bX`Y]b`Y]bghØbX][Yg
; Ubn_ØfdYfYf`YYb]gž`VY]`XYa`7UfX)c`i bX`; Yk]W hY`_ca V]b]Yfh
k YfXYbži a `5i gXUi Yfž?fUž`i bX`@Y]ghi b[`ni `j YfVYggYfb`I bX
U`Yg`k]fX`j cb`<YfnZfYe i Ybna YggYfb`i b hYfghØhnž`X]Y`Δ`fYb
: cfhgWf]hh`k À\`fYbX`XYg`HfU]b]b[g`a YggYb`i bX`Δ`fY`9f[YVb]ggY
Ui ZJ`JXYcVcUfXg`hY]Yb"



8]Y`K cf_ci hg`_ØbbYb`Ybhk YXYf`XYb`; YhhUVVUi`cXYf`XYb
A i g_Y`Ui ZVUi`i b hYfghØhnYb`fIY`bUWXYa žk]Y`G]Y`Δ`fY`9fbÀ\fi b[
UbdUggYbž`i bX`Yg`f]W hYh`g]W k`f_]W`Ub`X]Y`Yb][Ybž`X]Y`[YfbY
]b`; fi ddYbi b hYff]W h`UfVY]hYb"

=W`a U[`Yg`j`Y`Y]W hž`b`Xi b_`Yb`; UfU[Yb`ni`hFU]b]YfYbž`UVYf
j`Y`Y`@Yi hY`UVYb`GWk`Yf][_Y]hYbž`b`UV[Y`Y[Yb`Yb`F`Ai a`Yb`ni
hFU]b]YfYb"

8Ug`HfU]b]b[`]b`Y]bYf`fc`Yb`; fi ddYžk`Y`VY]`CfUb[YH\Ycfmž`gh
a`ch]j`YfYbX`i`bX`k`Y]h`k`Yb][Yf`Y]bgWØW hYfbX`U`g`Y]b
%`ni`!%`HfU]b]b[``

K]Y ? Uh]Y fX]Y GWX K YghYf a Y]bYf: fYi bX]bŁHY]`HYž

9g'k Uf]b XYf @U[Yž'a]f, Vi b[Yb VY]ni Vf]b[YbžX]Y]WX
Ui » Yf\U\Yf:]hbYggghi X]cg Ubk YbXYb _cbbhYžj cb XYbYb]WX
j cf\Yf'b]Y k i gghYžk]Y a Ub'g]Y a UW hžcXYf'X]Y]WX]b Y]bYa
Xi fWX gWX b]hh]WX Yb :]hbYggghi X]c'b]WX h'U''Y]bY 'Ui gdfcV]YfYb
k ØfXY"

I bX X]Y 6Yn]Y\i b[YbžX]Y G]Y Ybhk]W_Y'bž _ØbbYb XUni
VY]hfU[YbžXUgg'G]Y ni f'F YWX YbgWX Užn[Ync[Yb'k YfXYbžXU
UbXYfY k]ggYbžk Ybb'G]Y ØVYfgdf]b[Yb"

8]Y ? Ua YfUXgWX UžhXYg; fi ddYbhfU]b]b[g']gh'Y]b i bVYghfY]hVUfYf
JcfhY]'''C\ž'i bXžni a : i hYb'cXYf'GWX 'YWX hYbžk Ubb' YXYfa Ubb'
G]Y _ØbbYb 'A fY < YfnZfYe i Ybn'Ui ZXYb'J]XYcV]XgWX]fa Yb'gY\Yb
'k]Y]b'X]YgYa : U''']gh'Yg'k Yb][Yf'k U\fgWX Y]b']WX žXUgg'G]Y'g]Y
Ubfi ZYb"

5i » YfXYa '[Ua]Zn]Yfh'CfUb[Y'H\Ycfm'X]Y K cf_ci hgž'k Ug'Ui WX
VY]XYf'A ch]j Uh]cb '\Y'ZYb _Ubb"

K Á\ fYbX'Y]bYg'HfU]b]b[g'Yf\Á'gh'Xi ' Gd'Uh !Di b_hY" 8]YgY'Gd'Uh
Di b_hY'nY][Yb'X]Y A]bi hYb'UbžX]Y]b'XYb < YfnZfYe i YbnncbYb'a]h
\c\Yf'bhYbg]hAhj YfVfUWX h'k i fXYb"

8]Y K YVg]hY j cb'CfUb[Y'H\Ycfm'gWX 'Á[h'j cfžXUgg'G]Y'VY] 'YXYa
HfU]b]b['%&'Gd'Uh!Di b_hY'UbghfYYb'gc``hYbž'i a 'X]Y
?U'cf]Ybj YfVfYbbi b['ni 'a UI]a]YfYb'f'a Y\ f'XUni 'k Y]hYf'i b_hYbŁ"
CfUb[Ybh\Ycf]Y'VY_ca a h'Yh'k Ug' 8]b[Y'f]WX h][ž'k Ybb'Yg'i a 'XUg
HfU]b]b['[Y\hž'k Ybb 'A f'N]Y'XYf: YhhUVVUi ']gh"

CVk c\''X]Y < Á'ZhY'XYf'NY]h'Ui ZXYa '@Ui ZVUbX'fbXYf: U\ffUX'cXYf
Ghf]XYfŁ'j YfVfUWX h'k]fXž'VY]b\U'hYb'X]Y' HfU]b]b[gY]b\Y]hYb
?fUZh hfU]b]b[''8]Y' HfU]bYf'_ca V]b]YfYb'&!
?fUZh hfU]b]b[gVYk Y[i b[Yb'a]hY]bUbXYfž'UVk YWX gY'bX'nk]gWX Yb
CVYf_ØfdYf!ž'! b_hYf_ØfdYf! i bX'F i a dZVYk Y[i b[Yb"



; YbUbh` Hf]!GYhg `cXYf'A]b]!7]fW]hgž]gh`X]Yg`Y]b `gc`]XYg`GYh` d
ZØf`Y]b : YhhUVVUi !K cf_ci h`i bX`Y]bYgžXUg`k]f`VY]`Y]b][Yb`6cfb
:]hbYgg!?i bXYb `j Yfk YbXYb``

G]Y`_ca V]b]YfYb`X]YgY`N]f_Y`Ui W`a]h`7UfX]c!Gdf]bh
5bghfYb[i b[Ybž`bcfa U`Yfk Y]gY`Ui Z`XYa `F i XYfYfž`VYj cf`g]Y`ZØf
Y]bYb `k Y]hYfYb`GUhn`ni a `?fUZh_fY]g`Ui Z`ni fØW__Y\fYb``8]YgY
GhfUhY[]Y`k YbXYb `k]f`Ui W`VY]`6cfb :]hbYgg`Ubž`U`YfX]b[g`bi f
VY]`Zcfh[YgW`f]hhYbYfYb `?i bXYb`fl bX`ZØf`VY[fYbnhY`NY]hž`a Y\f
XUni `i bhYb`

K c`g]W`X]Y`CfUb[Ybh\Ycf]Y`j YfVYggYfb
_Ub b

5i g`HfU]b]b[gg]W`h[]Vh`Yg`Y]b][Y`6YfY]W`Yž`X]Y`G]Y
VYfØW_g]W`h][Yb`gc`hYbž`VYj cf`G]Y`a]h`Y]bYa `CfUb[YH\Ycfm
Dfc[fuA a `VY[]bbYb``5i W`X]Yg`g]bX`_Y]bY` fØbXYž`k Ufi a `XYf
5bgUhn`gW`YW`h]ghž`gcbXYfb`8]b[Yž`X]Y`a Ø[`]W`Yfk Y]gY`b]W`h[i h
ni `A`bYb`dUggYb``

: Y\`Yf.%.'?Y]bY: U\ffUX]b hYb g]hÀh

K Ybb'G]Y'&*&!, 'A]bi hYb'7UfX]c!HfU]b]b['Ui Z@Ui ZVUbXVUg]g'i bX
&*&!, 'A]bi hYb'\c\W]b hYbg]j Yg'?fUZhhfU]b]b['Ui Z'N]f_Y`VUg]g
_ca V]b]YfYbžVf]b[Yb'G]Y'&fYb'?ØfdYfØVYf'Y]bYb`'Ub[Yb
NY]hfu a 'Ui Z'Y]b'\c\Yg'B]j YUi "

8]Yg'ZØ\fh'i bg'ni 'a Y]bYa 'YfghYb'GhfY]hdi b_h'a]h'CfUb[YH\Ycfm
9g'j Yfk YbXYh'a UI]a U`Y'þhYbg]hÀh'U'g'9\fYbnY]\W Ybž'k Ug'b]\W h
]a a Yf'ni '[fc»Ufh][Yb'9f[YVb]ggYb'ZØ\fh"
9g']ghk]\W h][žg]\W 'VYk i gghni 'a UW\Ybž'k Ug'Y]b'[fc»Ufh][Yg
HfU]b]b['Ui ga UW\h'þUž'þhYbg]hÀh']gh'YfZcfXYf']W\ž'UVYf']b'XYb
f]\W h][Yb'A Yb[Yb"

9]b'HfU]b]b['bi f'XUbb'U'g'[i h'ni 'ei U']Zn]YfYbž'k Ybb'a Ub', \$\$
?U'cf]Yb'j YfVfYbbh'i bX'a]h'GW\k Y»Yb[Y`b'Ui Z'XYa '6cXYb
YbXYhž]gh'Y]bY'fi hg\W][Y'5VZU\fh'5i »YfXYa '_Ubb'X]Yg'VY]
a Ub\W Yb'A Ybg\W Yb'XUní 'ZØ\fYbž'XUgg'G]Y'g]\W'&f'9ggYb'a]h
]b hYbg]j Yb'HfU]b]b[gY]b\Y]hYb'j YfX]YbYb"

G]Y'a ØggYb'\Ufh'hfU]b]YfYb'i bX'CfUb[YH\Ycfm'k]fX'&bYb
VY]Vf]b[Ybž'k]Y'XUg'[Y\h'5VYf'\c\W]b hYbg]j Y'K cf_ci hg'c\bY
5bdUggi b[Yb'ZØ\fYb'b]\W h'bi f'ni '[Yf]b[YfYb'9f hfÀ[Ybž'gcbXYfb
_ØbbYb'Ui \W'ni '6i fbci h'ZØ\fYb'i bX'XUg'J Yf'Yhni b[gf]g]_c
Yf\Ø\Yb"'

9]b'A i ghYfž'XUg']W\c\h'a]h'i bXYb']b'i bgYfYa 'j Yfk YbXYb
k YfXY'7cUW]b[!Dfc[fUa a 'VYghY\h'Ui g'%&'?fUZh\UgYb'[YZc'[h
j cb'Y]bYf'(!) 'k ØW][Yb'\c\W]b hYbg]j Yb'N]f_Y'd\UgY'K]f'fUXY'b
þhYbg]hÀh'i bX'F i \Yž'i a 'g]\W Yfni ghY'Ybž'XUgg'G]Y': c fhg\W f]hhY
a UW\Yb'i bX'&fYb'?ØfdYf'Ui Zj Yfg\W]YXYbY'K Y]gY
\YfUi gZcfXYfb"

DfcV`Ya ' ' &.'9]b'Yb[Yf'5b gUhn'ZØf'7UfX]c'

K À\ fYbX'\c\W]b hYbg]j Yg'7UfX]c'Y]b'Ui g[YnY]\W bYhYg'K Yf_nYi [
]ghž'i a '=&fY'5YfcV]Wni 'j YfVYggYfb':]hbYggž'XUg']gh'Yg

b]WX h`bch` YbX][``=fYb ?ÓfdYf`XfUa Uh]gWX `ni `j YfÀbXYfb``

9]bY`bYi Y ``**YfbYb** ``gWX `À[h`j cfž`XUgg`\cWX]b hYbg]j Yg`HfU]b]b[`i bX
a `À»][`]b hYbg]j Yg`HfU]b]b[`Z b_h]cb]YfYb [`Y]WX Yfa U» Yb ``[i hž
k Ybb`Yg`i a `ZYhhUVVUi [Y\h``

=b`XYf`A YhUUbU`mgY`fGhi X]Ybghi X]YŁ`k i fXYb`)) `j YfgWX]YXYbY
Ghi X]Yb `i b hYfgi WX hž`i a `X]Y`i b hYfgWX]YXY`nk]gWX Yb <=7 9`fk][\!
=b hYbg]hm! =b hYfj U``!HfU]b]b[Ł`i bX`A =7 9`fA cXYfUhY! =b hYbg]hm!
7cbh]bi ci g!HfU]b]b[Ł`ni `i b hYfgi WX Yb"

8 Ug`<=7 9!HfU]b]b[` \ UhhY`a Y\ fYfY`J cfhY]Yž`k]Y`XYb`5i ZUi`XYf
UYfcVYb`? UdUn]hÀh`fbc[YbUb b hYf`J C &`a UI Ł`X]Y`J Yfgcf[i b[`XYf
A i g_Y`b`a]h`GUi YfghcZZ`i bX`X]Y`J YfVYggYfi b[`XYf`U``[Ya`Y]bYb
_UfX]cj Ug_i `ÀfYb`; Ygi bX\Y]h``

5 VYf`k Ybb`G]Y`g]WX`bi f`Ui Z`XYb`:_cbnYbhf]YfYbž
gWX Y]bYb`gck c\``<=7 9`U`g`Ui WX`A =7 9`[`Y]WX`[i h`ni `Z b_h]cb]YfYb``

DfcV`Ya `` .`GWX k]Yf][_Y]hYb`VY]`XYf
DYfgcbU`]g]Yfi b[`j cb`; fi ddYbhfU]b]b[g

8]Yg`gh`b]WX h`gdYn]Z]gWX`ZØf`CfUb[YH\Ycfmž`XU`X]Y`a`Y]ghYb
; fi ddYbhfU]b]b[gdfc[fUa a`Y`ZØf`X]Y`VfY]hY`A UggY`j`Y``; i hYg
VYk]f_Yb`_ÒbbYbž`UVYf`g]Y`UVYb`Y]bY`DchYbn]U``9]bgWX fÀb_i b[``

CfUb[YH\Ycfm`? fUZhhfU]b]b[g!K cf_ci hg`gWX Y]bYb`ni ZÀ``][`ni`gY]b``

Ni ZÀ``][Y`K cf_ci hg`_ÒbbYb`i b hYf\U`hgUa`gY]b`fl`bX`G]Y`]bg
GXW k]hnYb`Vf]b[Yb Ł`UVYf`k c\Yf`k]ggYb`G]Yž`cV`G]Y`]b`Y]bYf
VYgh]a a`hYb`6Yk`Y[i b[`ghÀf`Yf`k`YfXYb`3`

I`bX`k`Ybb`G]Y`=fY`? fUZhØVi b[Yb`a`]h`7UfX]c!5i`gVfØWX`Yb
_ca`V]b]YfYbž`gh`Yg`k`Yb][Yf`k`U\fgWX`Y]b`]WXž`XUgg`G]Y`g]WX
nk`]gWX`Yb`XYb`GÀhnYb`Yf\c`Yb``9]bY`_ØfnYfY`9f\c`i`b[gnY]h
VYXYi`hYhž`XUgg`G]Y`b]WX`h`]b`XYf`@U[Y`g]bXž`X]Y`6Yk`Y[i`b[Yb`GUhn
ZØf`GUhn`Ui`Zni`UXYbž`i`a`g]WX`gY`Vgh`[Ybi`[`YfUi`gni`ZcfXYfbž`i`a
ZYhhZfY]Y`A`i`g_Y`b`Ui`Zni`VUi`Yb`fb`XYf`ni`Yf\U`hYb`£``

8 Yb _Yb 'G]Y 'XUfUbž'k Ybb 'G]Y 'k À\ fYbX 'XYf': YhhUVVUi dYf]c XYb
? fUZh hfU]b]b['a UWX Ybž'a ØWX hYb 'G]Y 'gc j]Y`'A i g_Y`a UggY 'k]Y
a Ø[']WX 'Yf\ U'hYb 'i bX 'b]WX h'YbX 'cg ? U'cf]Yb 'j YfVfYbbYbž'X]Y
VYXYi hYb '_ØbbhYbž'XUgg 'G]Y 'A i g_Y`b 'j Yf]YfYb 'i bX ': Yhh''

I a 'X]Yg 'ni 'hi bž'a ØggYb 'G]Y 'a '@Ui ZY 'XYf 'NY]h'bUWX 'i bX 'bUWX
a Y\ f'5fVY]h'fGÀhnY 'I 'K]YXYf \c 'i b[YbÈUi gØ\ fYb " '8 Yf 'Y]b ZUWX ghY
K Y[ž'X]Yg 'ni 'hi bž'VYghY \ h'XUf]bž'À fY 'HfU]b]b[gY]b \ Y]hYb 'ni
j YfZc ' [Yb 'i bX 'X]YgY 'HfU]b]b[gY]b \ Y]hYb 'ØVYf 'Y]bYb 'NY]hfUi a 'j cb
' 'V]g ') 'K cWX Yb 'ni 'k]YXYf \ c 'Yb " '

5 ``Yg ']b 'U ``Ya ' '_ØbbYb 'k]f 'ZUgh 'YXYg 'HfU]b]b['_f]h]g]YfYb " 'K Ybb
C fUb[Y 'H\ Ycfm'À bYb '\]`Zhž'_cbgYe i Ybh 'VY] 'À fY 'HfU]b]b['ni
V 'Y]VYbž '_Y]bY 'J Yf 'Yhni b[Yb 'j Yfi fgUWX h'i bX 'Y]bY 'I a [YVi b[']ghž
X]Y 'G]Y ' [Yb]Y » Ybž'XUbb 'gc 'hYb 'G]Y 'g]WX Yf 'gY]bž'XUVY] 'ni 'V 'Y]VYb
i bX 'ni 'gY \ Ybž'k c \]b 'Yg 'G]Y 'ZØ\ fh"

H\ Ya 'Yb 'XYf 'bÀWX ghYb '5fh]_Y`

DYf]c X]g]Yfi b[. 'Gc 'Z]bXYgh 'Xi 'XUg 'f]WX h][Y 'HfU]b]b['ZØf 'X]WX
\YfUi g

8]Y ':]hbYgg! B ch! Hc !8 c !@]ghY

Jcfg]WX h'j cf 'XYa 'bÀWX ghYb 'HfYbX



6>K_Ufx

6>\UhY]bYb '6G ']b ' ; Ygi bX \ Y]h'i bX 'a YbgWX 'WX Y '@Y]ghi b['i bX

a Y\ fYfY NYfh]Zn]Yfi b[YbžXUfi b hYf DfYWg]cb Bi hf]h]cb @Yj Y ``%
i bX'6]c: cfWY'7Yfh]ZYX'7cbX]h]cb]b['7cUW "K À\ fYbX'gY]bYf
%(!À\ f][Yb 'HfU]bYf_Uff]YfY '\UhH Yf'XUg'; 'ØW_žY]bY'J]Y'nU\ ``j cb
?i bXYb ni 'WcUW Yb" Jcb 'C b`]bY! ?i bXYbžX]Y']b 'HcdZcfa 'gY]b
a ØW hYbžØVYf'79C 'B UhY'7\YW_Yhhg'fF \cbY! i bX'79C 'A UfWY'c
7`Ui fY'fGcZhVUb_L'V]g'\]b ni a 'dfcZYgg]cbY``Yb 'G_UhYVcUfXYf'GYUb
A U`hc" Jcf'6Y[]bb 'gY]bYf'5i gV]Xi b[g`Ui ZVU\b'k Uf'Yf
k]ggYbgWUZh]WYf'A]hUfVY]hYf']a 'gdcfhk]ggYbgWUZh]WYb '@Uvcf"

• 6:

8 YhU]g

6 Ygi WYb 'G]Y i bg'Ui Z 'a Y]b!Z]hbYgg"bYh