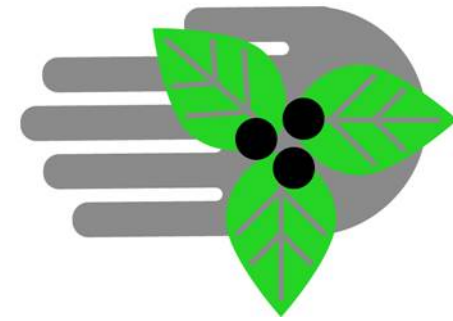
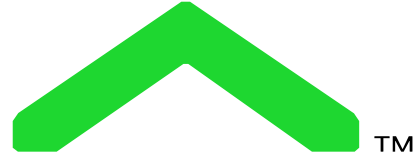


**KEURIG**  
GREEN MOUNTAIN



**1. Situation Analysis**

**2. Responsible Engagement**

**3. Buyer Buy-in**

**4. Building on Foundations**