

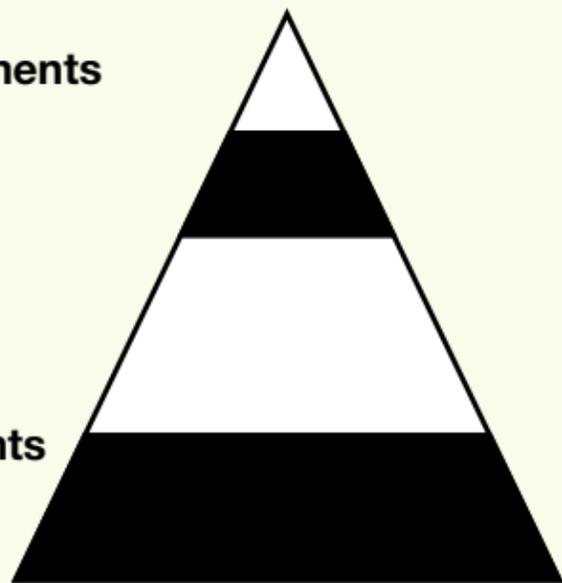
**Supplier**

### **Contractual customer requirements**

- market perception
- customer voice

### **Actual customer requirements**

- market reality
- customer behaviour



**Customer**

**EXHIBIT 2.13** Contractual versus actual customer requirements