

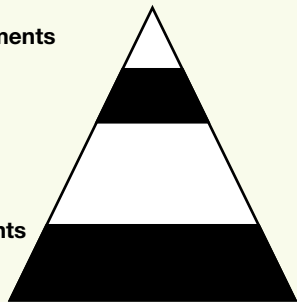
Supplier

Contractual customer requirements

- market perception
- customer voice

Actual customer requirements

- market reality
- customer behaviour



Customer

EXHIBIT 2.13 Contractual versus actual customer requirements