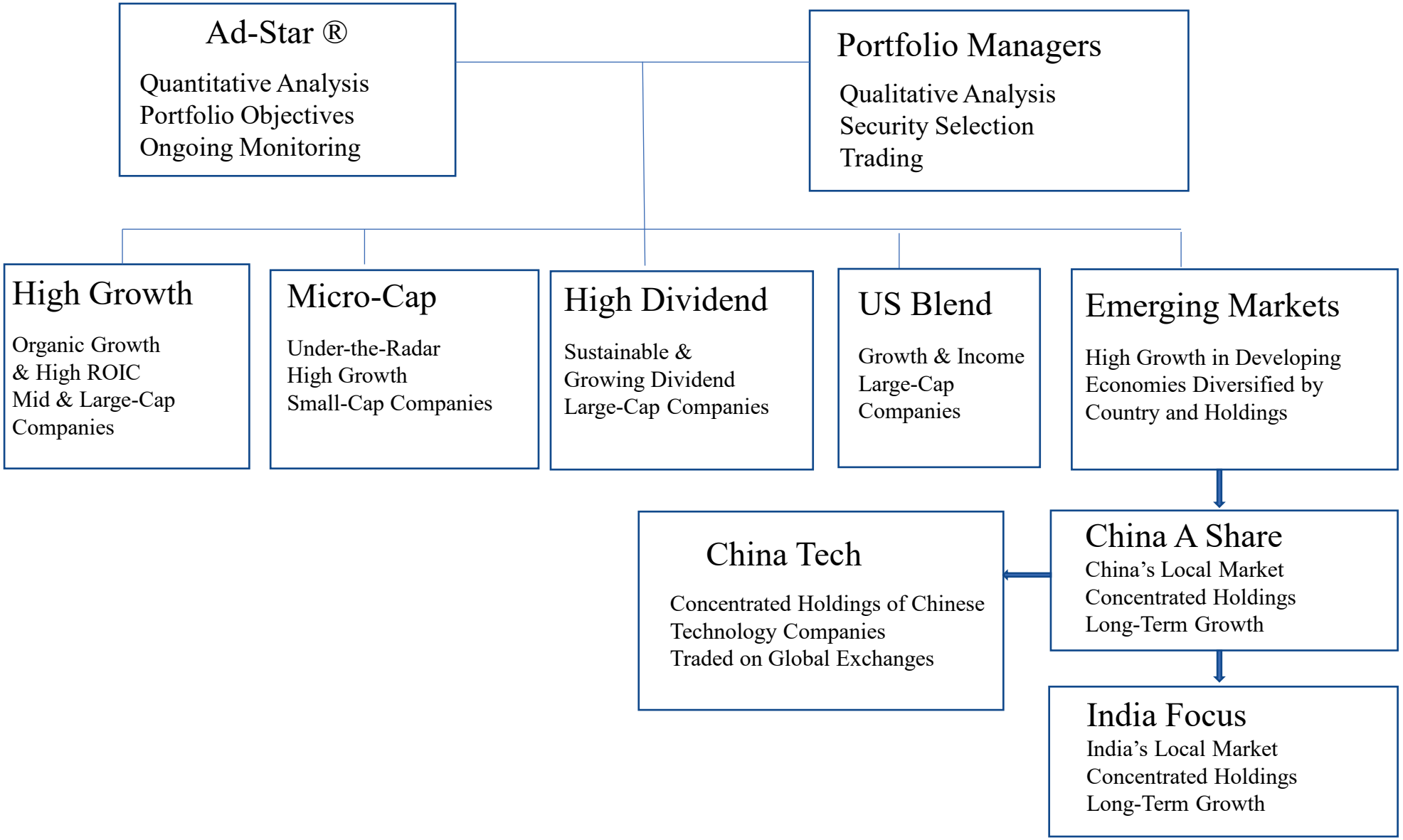INVESTMENT PROCESS - EQUITIES