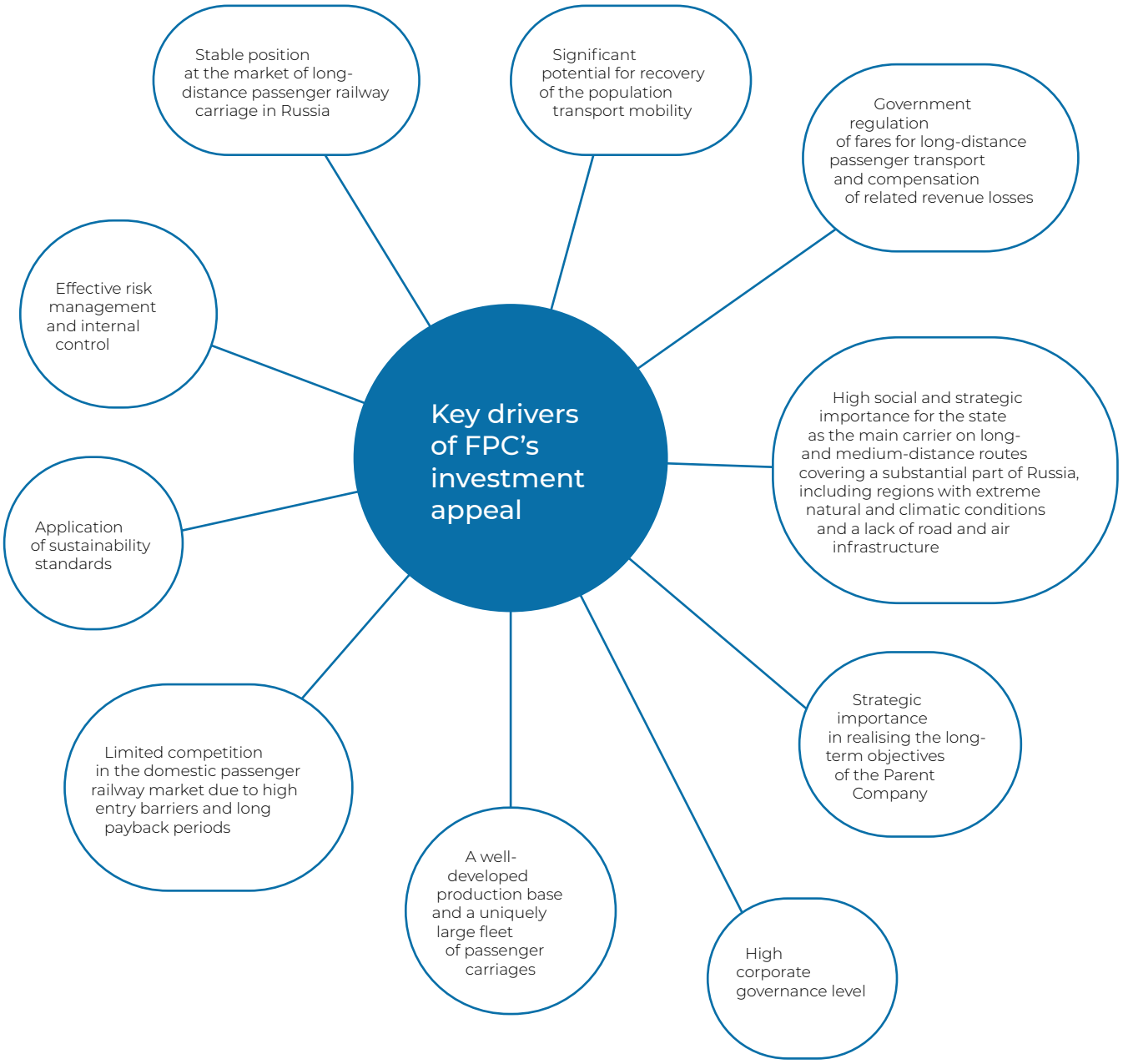INVESTMENT APPEAL