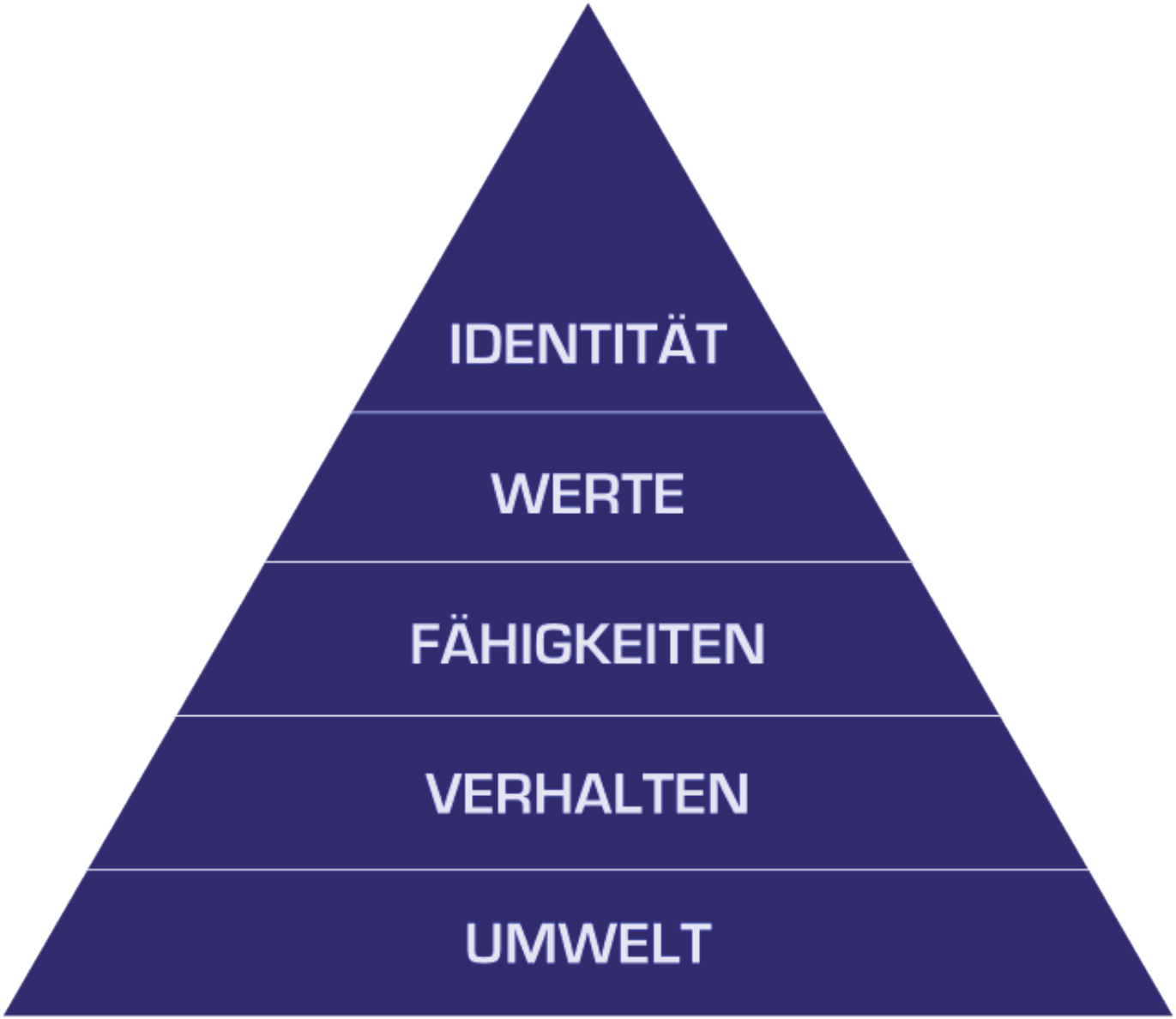Unternehmenspersönlichkeit _____