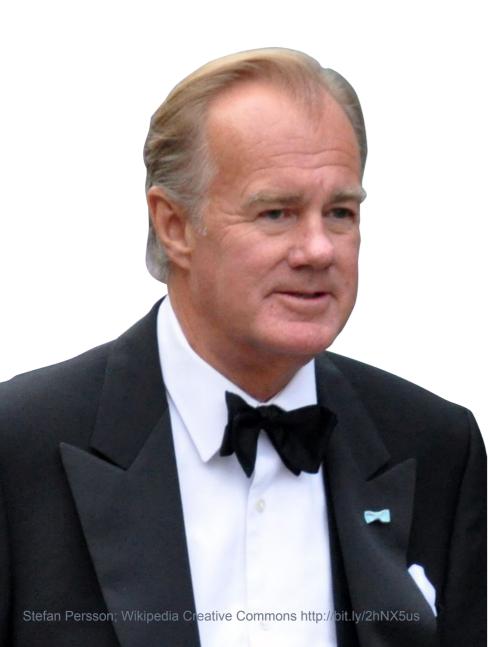
## " In our industry, being first in a market is not everything. Customer loyalty is. And loyalty is not won by being first. It is won by being best."





GCSE and GCE Business

Stefan Persson (H & M)