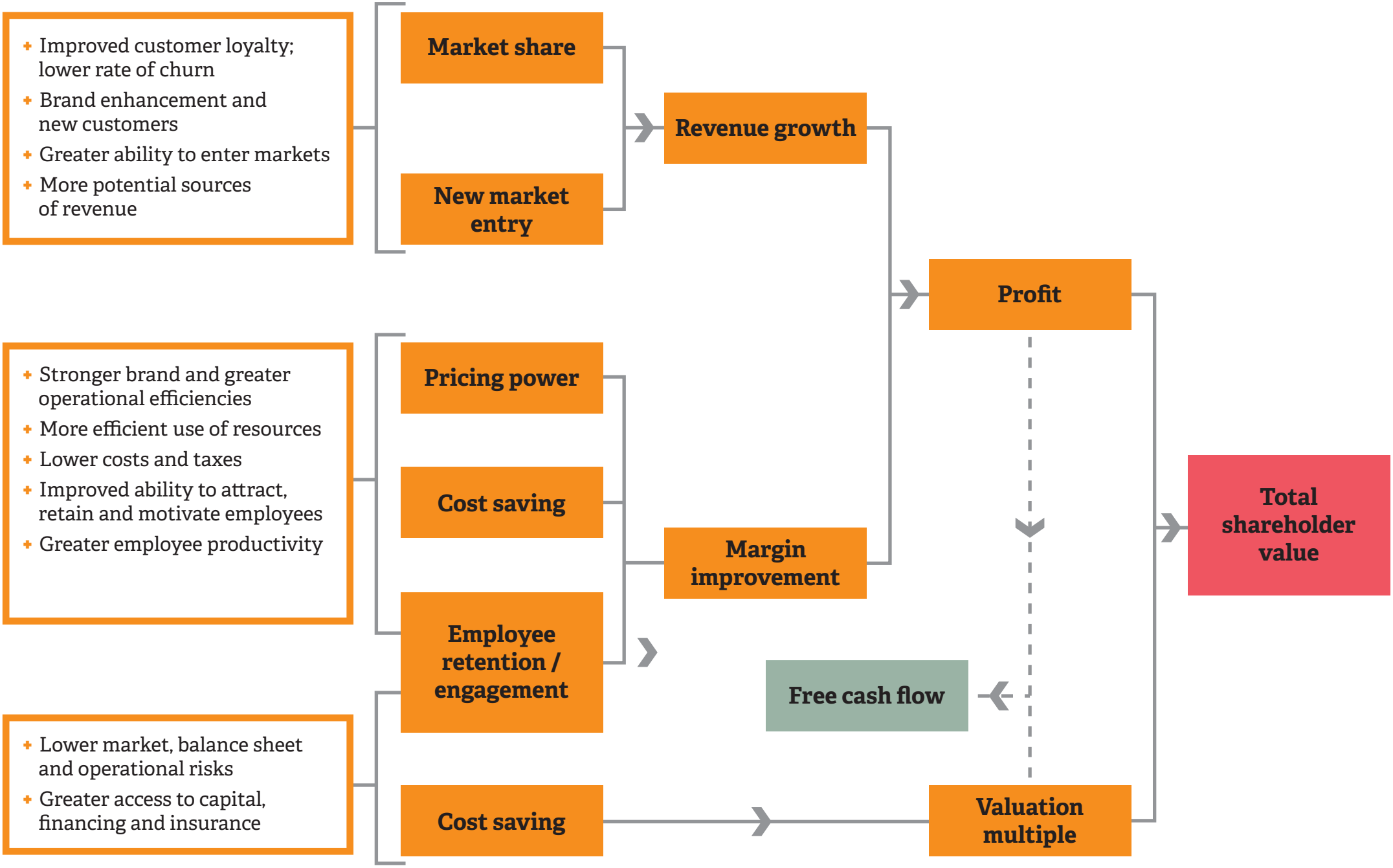
Improved customer loyalty; lower rate of churn
Brand enhancement and new customers
Greater ability to enter markets
More potential sources of revenue
Market share
New market entry
Revenue growth
Profit
Stronger brand and greater operational efficiencies
More efficient use of resources
Lower costs and taxes
Improved ability to attract, retain and motivate employees
Greater employee productivity
Pricing power
Cost saving
Employee retention / engagement
Margin improvement
Free cash flow
Total shareholder value
Lower market, balance sheet and operational risks
Greater access to capital, financing and insurance
Cost saving
Valuation multiple