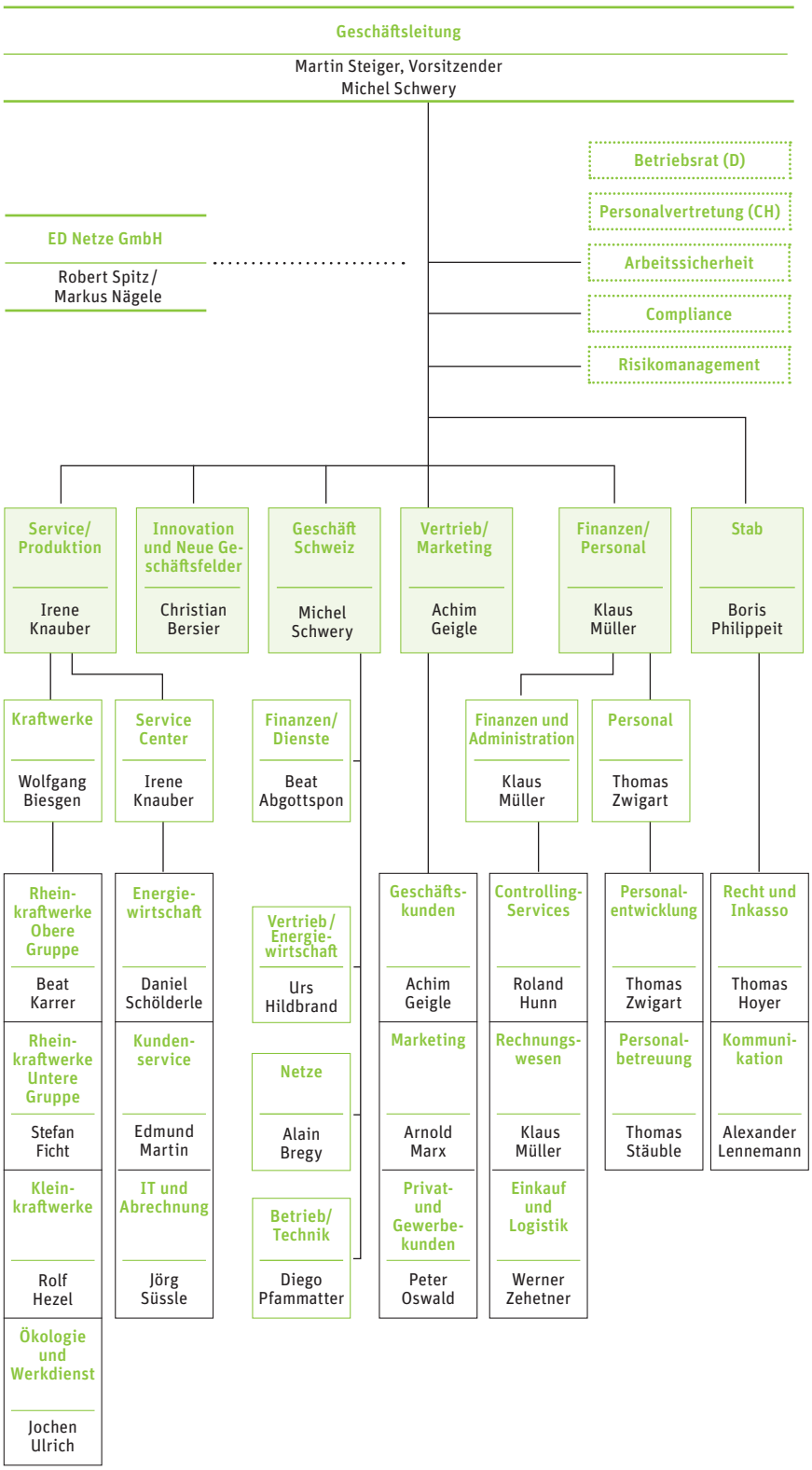OPERATIVE KONZERNSTRUKTUR