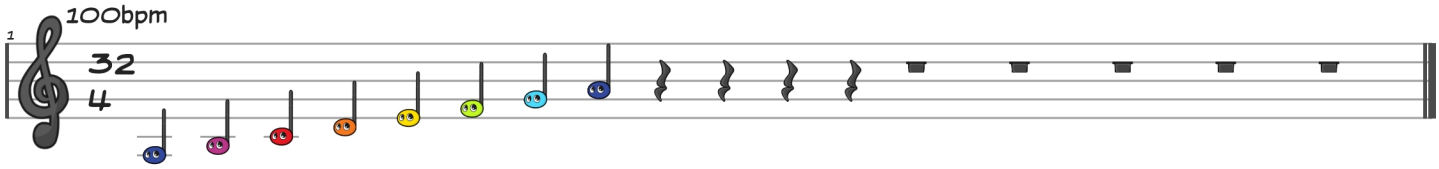B to B