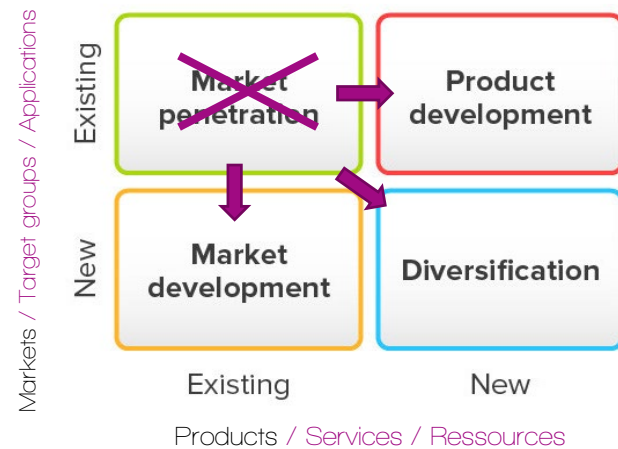


## During / after Corona: adaption of product portfolio / communication planning

1. Relevant trends / insights
2. Adaption of product portfolio ( during corona / after corona )

*base: adapted product/market matrix & new customer needs*



3. Communication planning ( during corona / after corona )
4. Discussion / Q&A