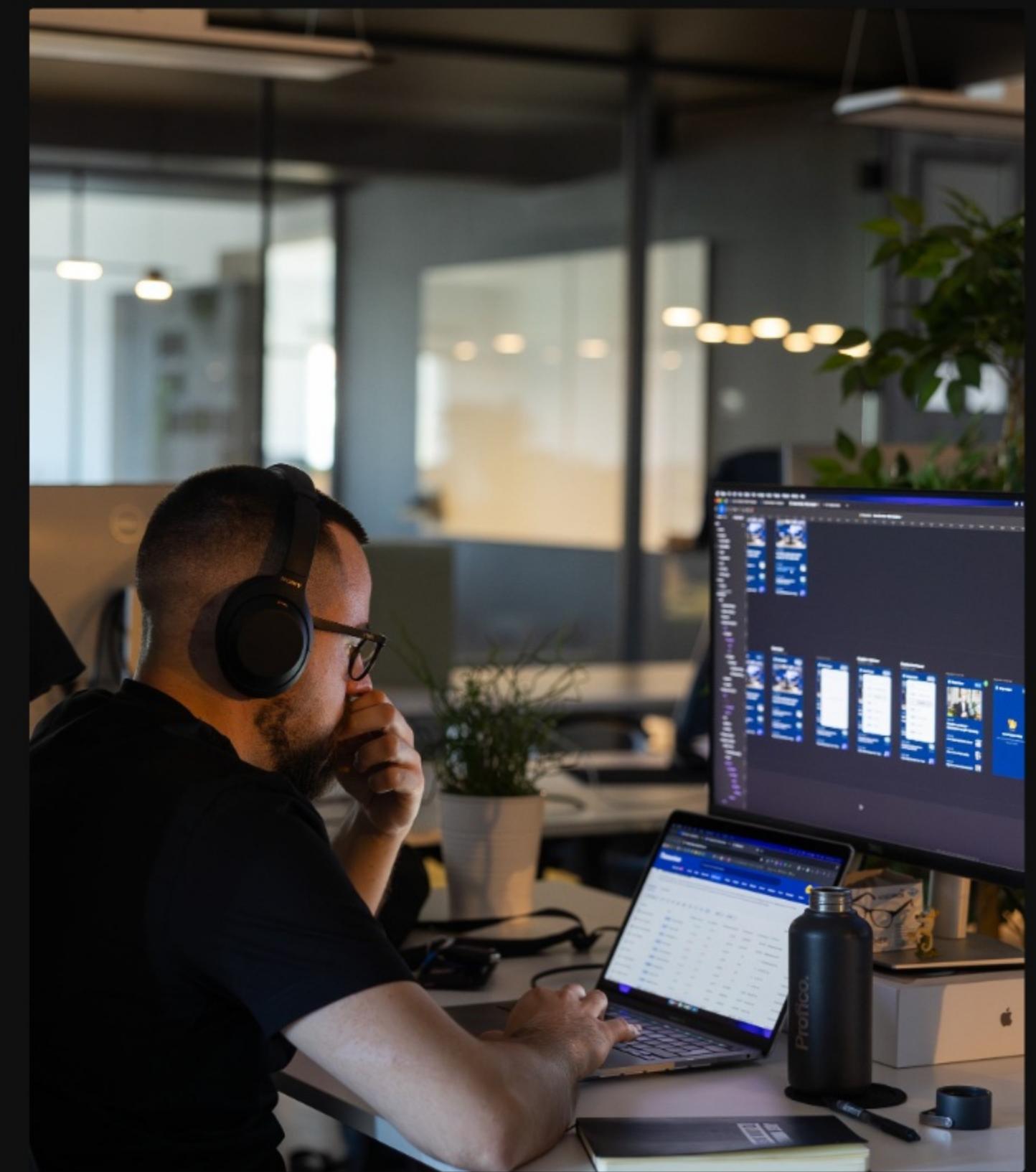


# Profico Company deck

We design  
develop and scale  
AI-powered digital  
products.



Drawing on 20 years of experience and average partnerships lasting over 7 years, we build more than digital products. We build relationships that last.

**Deloitte.**

Allianz 

abc/startsiden



ERICSSON 

Finansavisen

*Radisson* BLU

FORTAN

 Litewallet

HYRE



Kapital

*Le* MERIDIEN

 PARTSLIFE

 Promise Robotics

Sotheby's

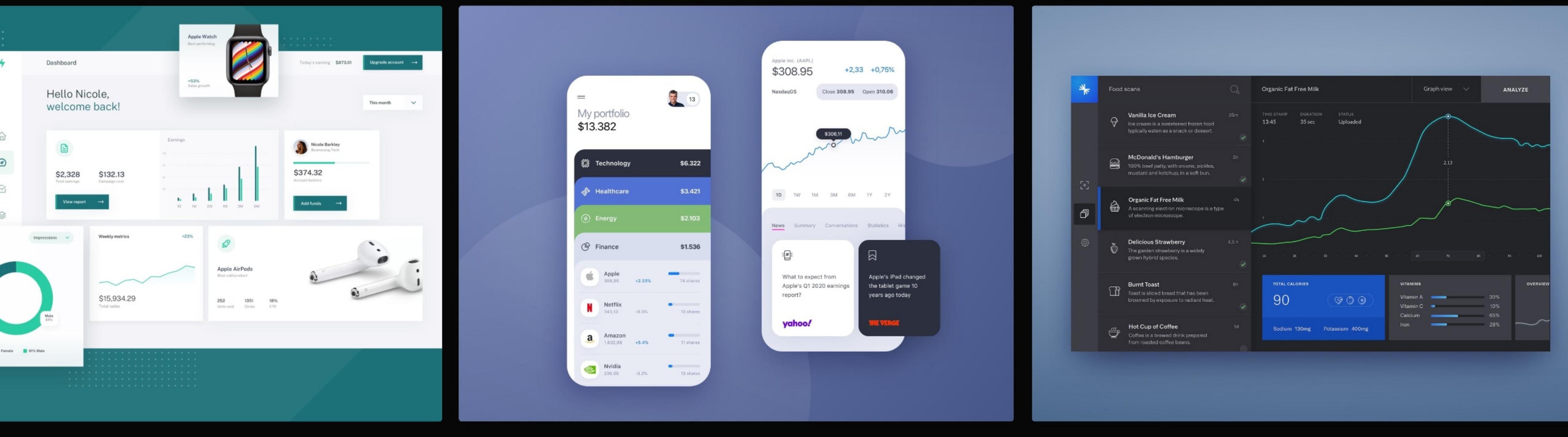
 nedap

T ..

 telenor  
group

 UHY

 vinify





## Driven by a vision to offer our clients a premium experience in designing and developing digital products.

Dear friends and partners, at Profico, we are driven by a vision to offer our clients a premium experience in designing and developing digital products. We aspire to be a trusted partner, guiding you through every step of your journey.

This commitment extends not only to our clients but also to our team members, who trust us to nurture their creativity and professional growth. The trust we receive from the community holds us to a high standard, compelling us to adhere to our core values embedded in our company culture.

At Profico, we value teamwork, ambition, and leadership, while taking full ownership of our commitments and consistently striving to exceed expectations.

Technological excellence, social responsibility, sustainability, and community contribution are built into our core. We firmly believe technology can significantly contribute to a better world by incorporating sustainable solutions into everything we do, continually fostering positive societal and environmental impact.

**Mateo Perak**  
CEO & co-founder

**Ante Matijaca**  
Creative Director & co-founder

Trustworthiness backed  
by numbers, like everything  
else we do.

100+

EXPERTS  
70+ IN-HOUSE  
30+ VETTED  
CONTRACTORS

14

YEARS IN  
BUSINESS

7+

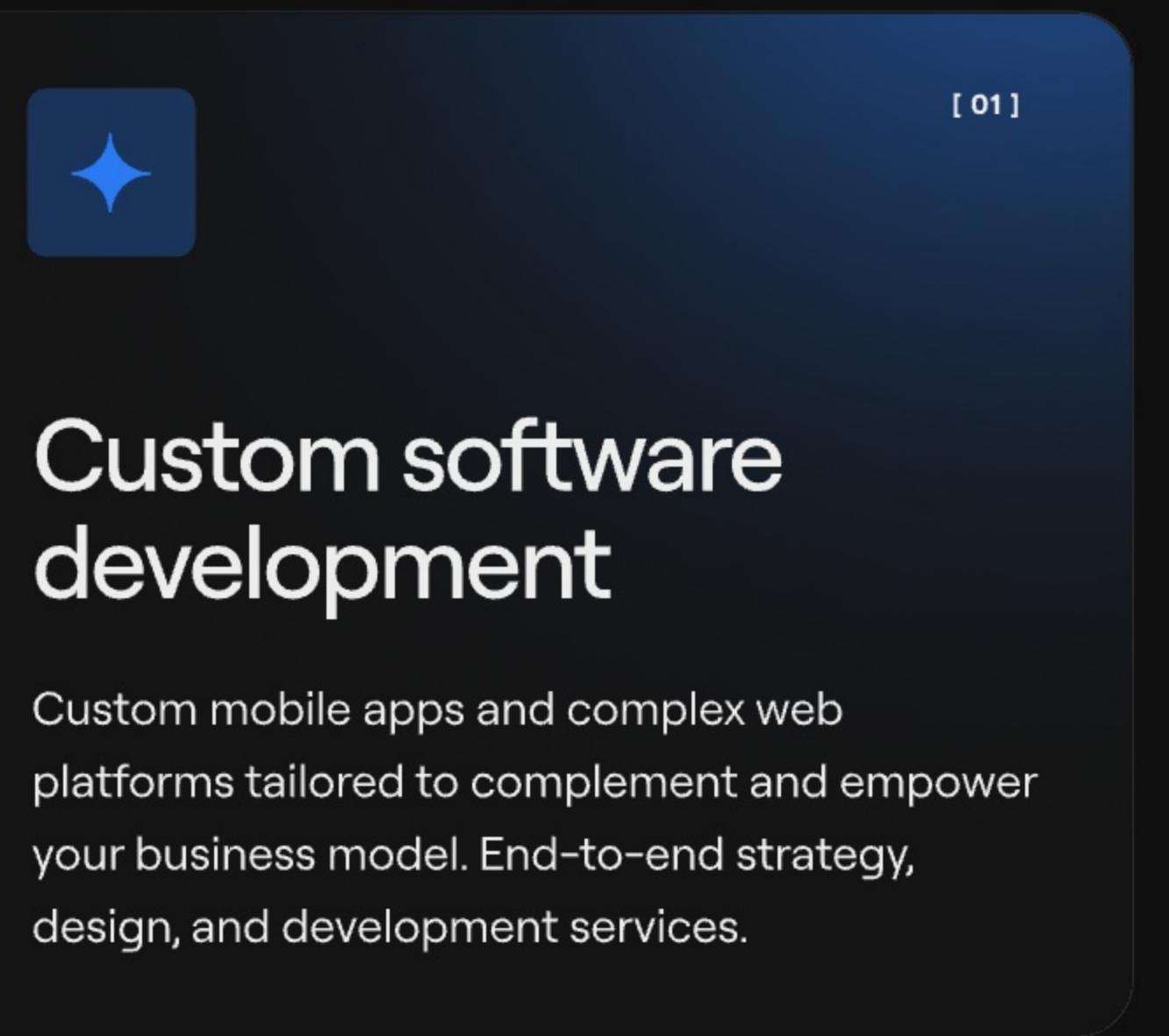
YEARS, AVERAGE  
CLIENT  
PARTNERSHIP  
LENGTH

50M+

USERS  
REACHED  
GLOBALLY

# Bespoke digital solutions regardless of the industry

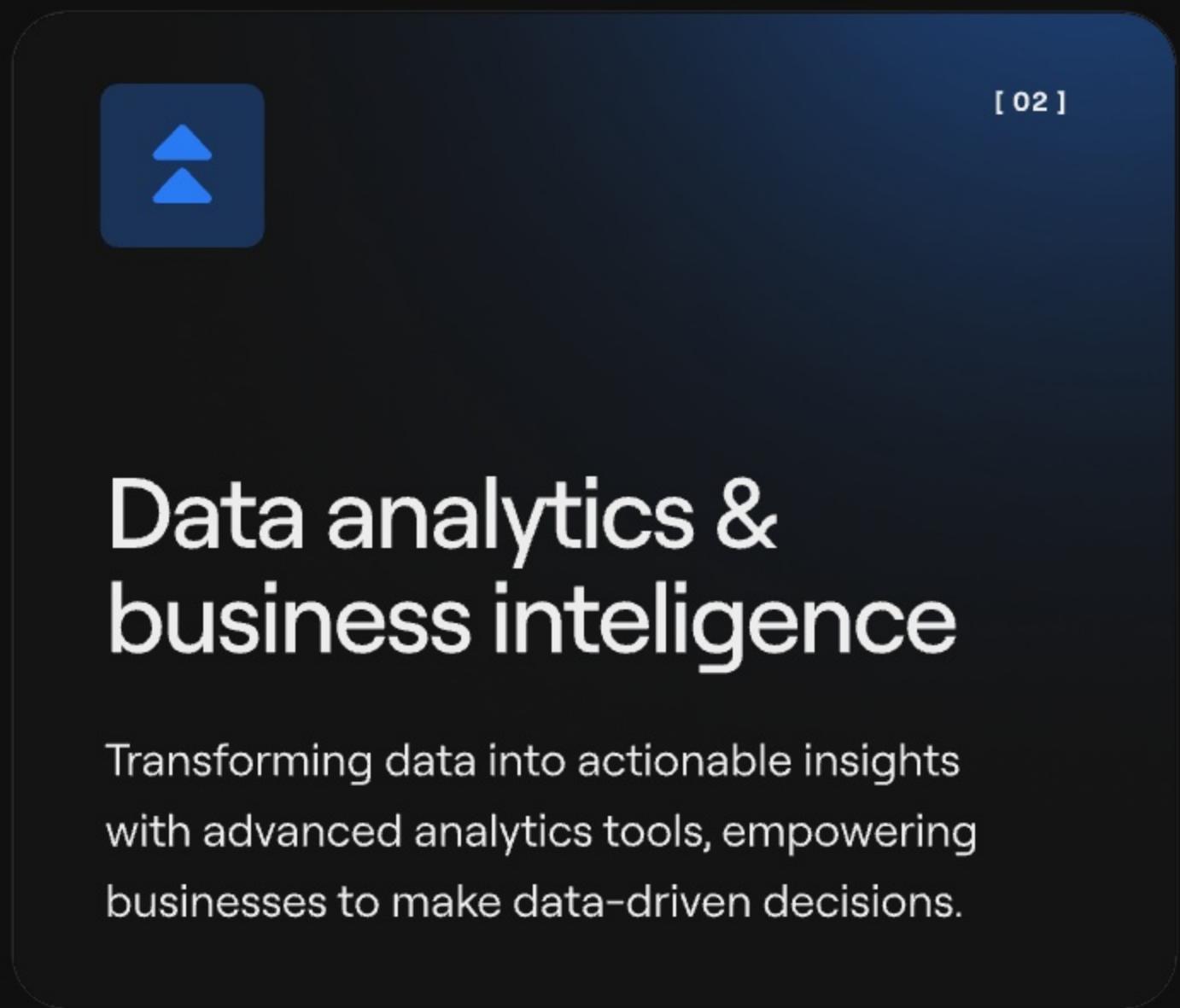
Capitalize on digital opportunities by utilising our end-to-end expertise in creating and scaling digital solutions of any complexity.



[ 01 ]

## Custom software development

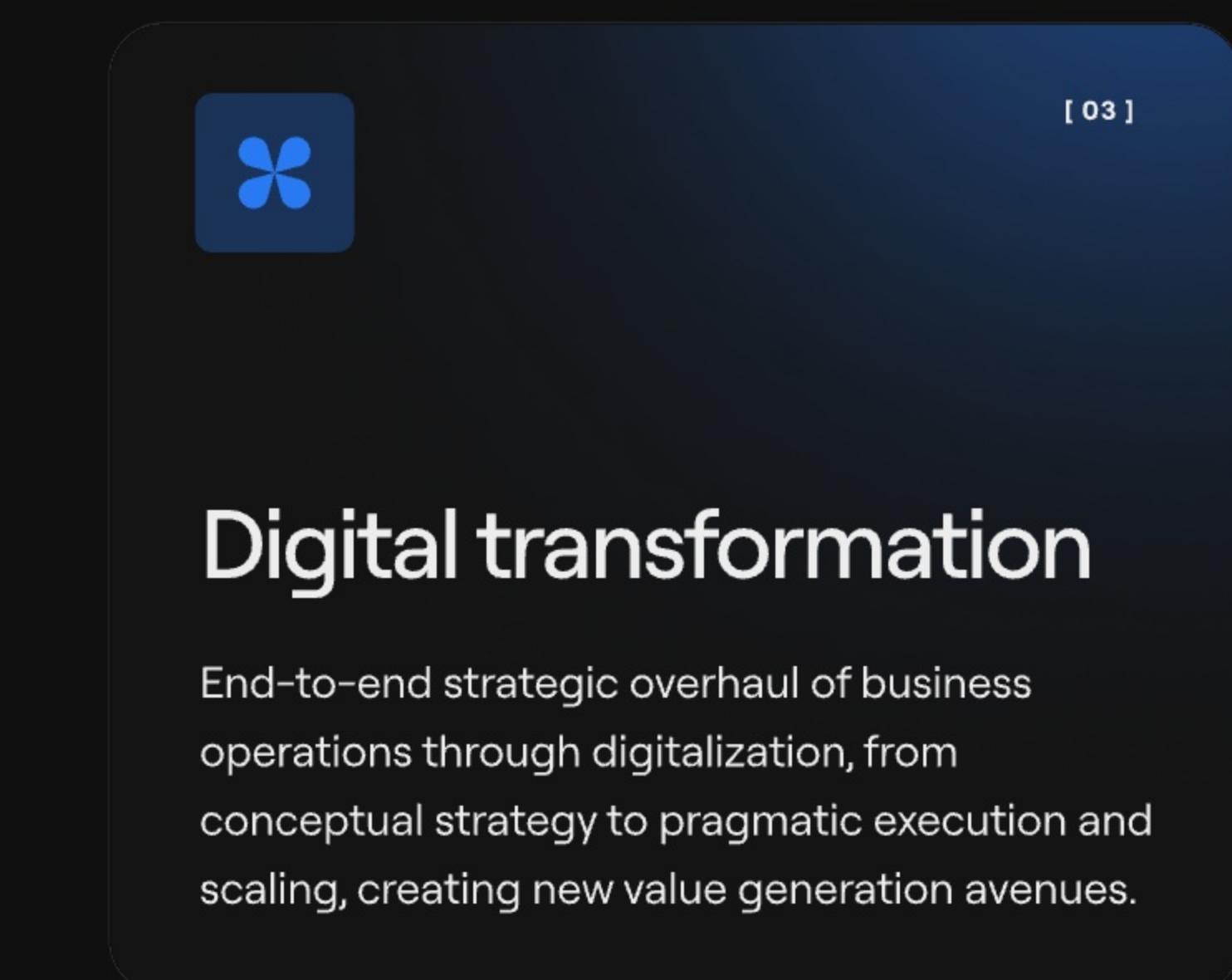
Custom mobile apps and complex web platforms tailored to complement and empower your business model. End-to-end strategy, design, and development services.



[ 02 ]

## Data analytics & business intelligence

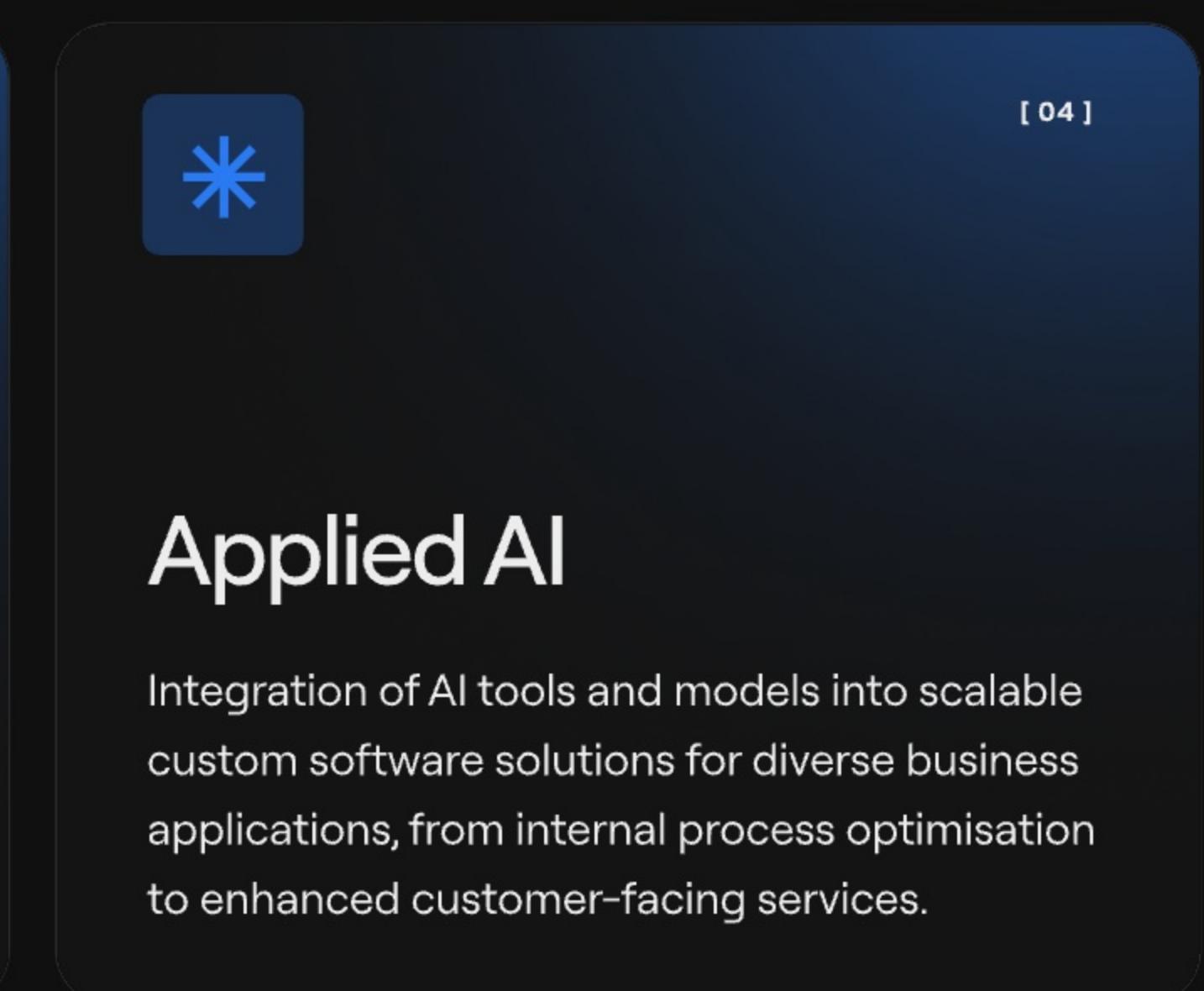
Transforming data into actionable insights with advanced analytics tools, empowering businesses to make data-driven decisions.



[ 03 ]

## Digital transformation

End-to-end strategic overhaul of business operations through digitalization, from conceptual strategy to pragmatic execution and scaling, creating new value generation avenues.



[ 04 ]

## Applied AI

Integration of AI tools and models into scalable custom software solutions for diverse business applications, from internal process optimisation to enhanced customer-facing services.

# Embed AI where it compounds value fastest

Unlock the power of AI with our comprehensive suite of services, designed to create and scale intelligent solutions tailored to your unique business needs.



[ 01 ]

## Agentic workflows

Multi-step task automation that plans, calls tools/APIs, verifies outputs, closes the loop and harnesses human aware safeguards.



[ 02 ]

## Intelligent search & RAG

Citations, metadata filters, and process automation with auditable states and clear affordances.



[ 03 ]

## Decision copilots

Natural language interfaces that summarize, compare, explain patterns, classify, extract, and route with clear pricing and SLAs.

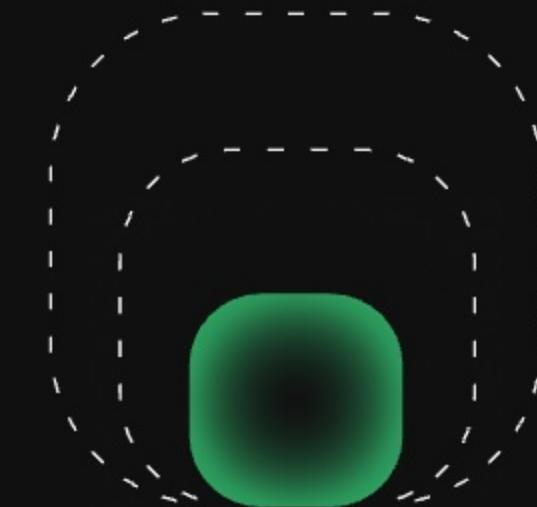


[ 04 ]

## Predictive & optimization models

AI UX for end users with predictive analytics and optimization that delivers measurable business impact.

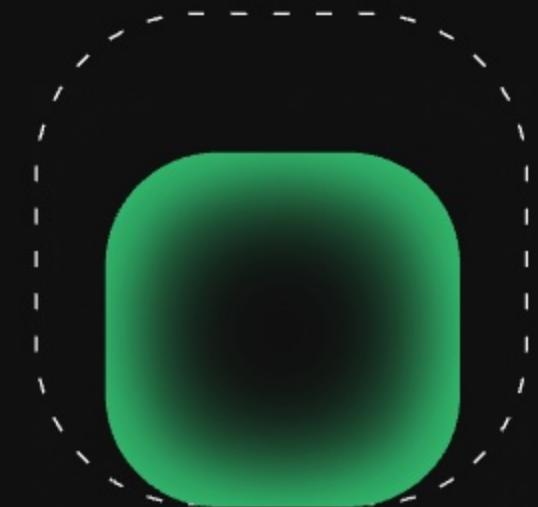
Technical partner for all business sizes



## Startups & scaleups

Receive early stage support or cut time-to-market.

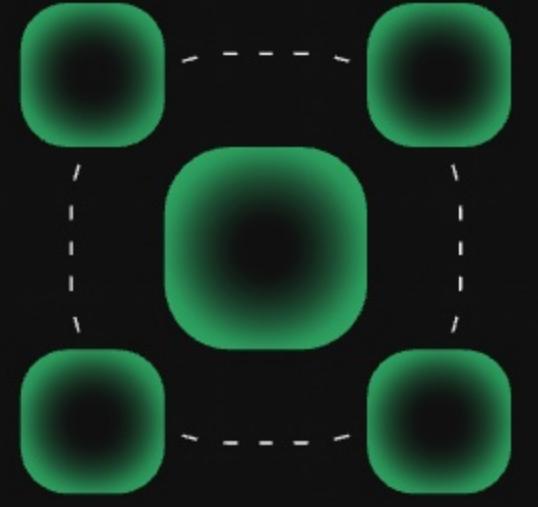
- 01 Rapid MVP building
- 02 Digital product concept validation
- 03 Skillset expansion w/ team extension
- 04 Full-scope digital product creation



## SMEs

From team extension services to custom digital products and digital transformation.

- 01 Full-scope digital product creation
- 02 Digital transformation & strategy
- 03 Digital product scaling
- 04 Advanced data analytics & business intelligence



## Enterprises

Enterprise consultancy and comprehensive digital services. ISO27001 certified.

- 01 Digital transformation & strategy
- 02 Data-driven decision making support
- 03 Applied AI and automation
- 04 Technical staff augmentation

Transfer as much ownership as your project requires.

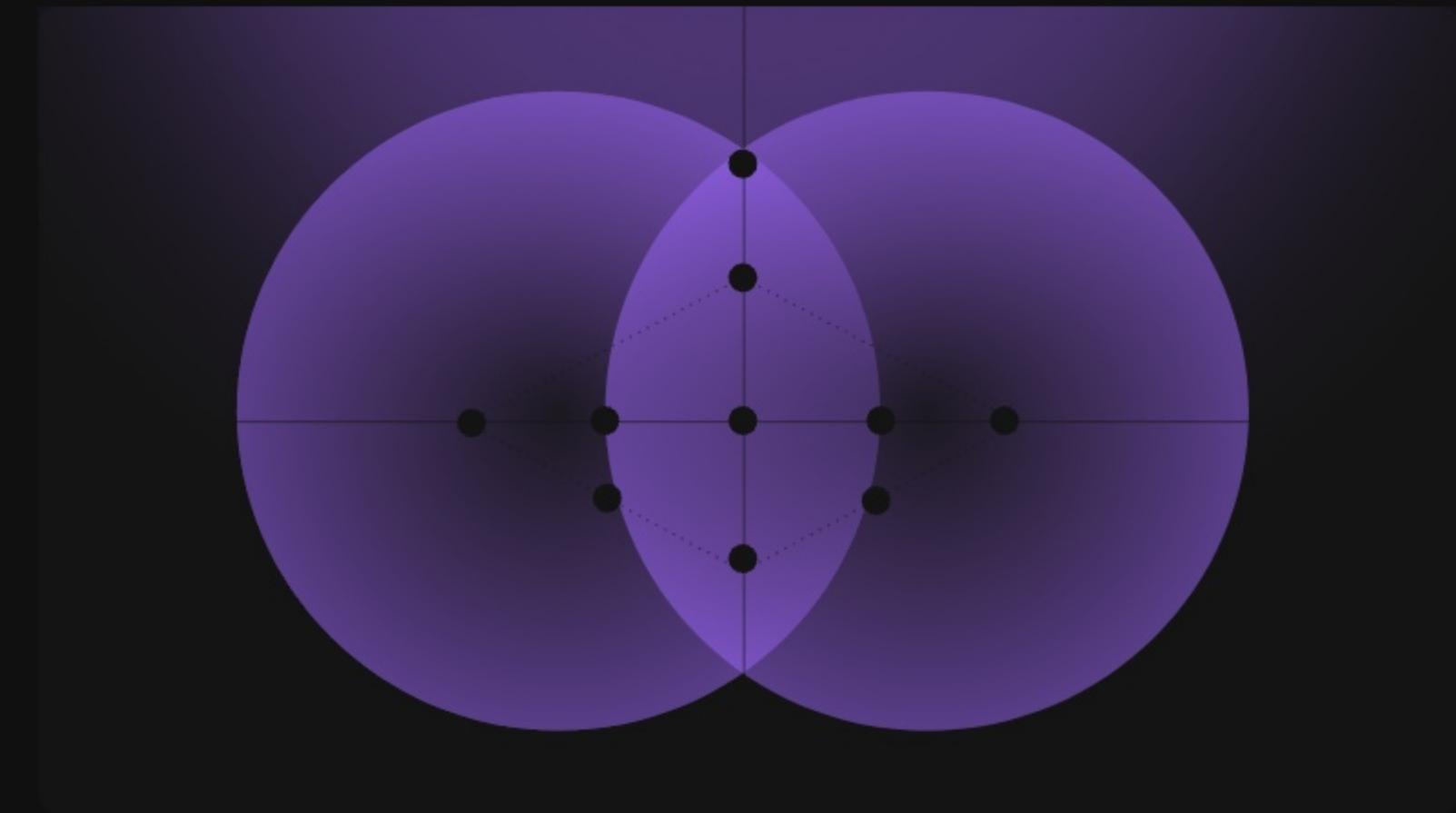
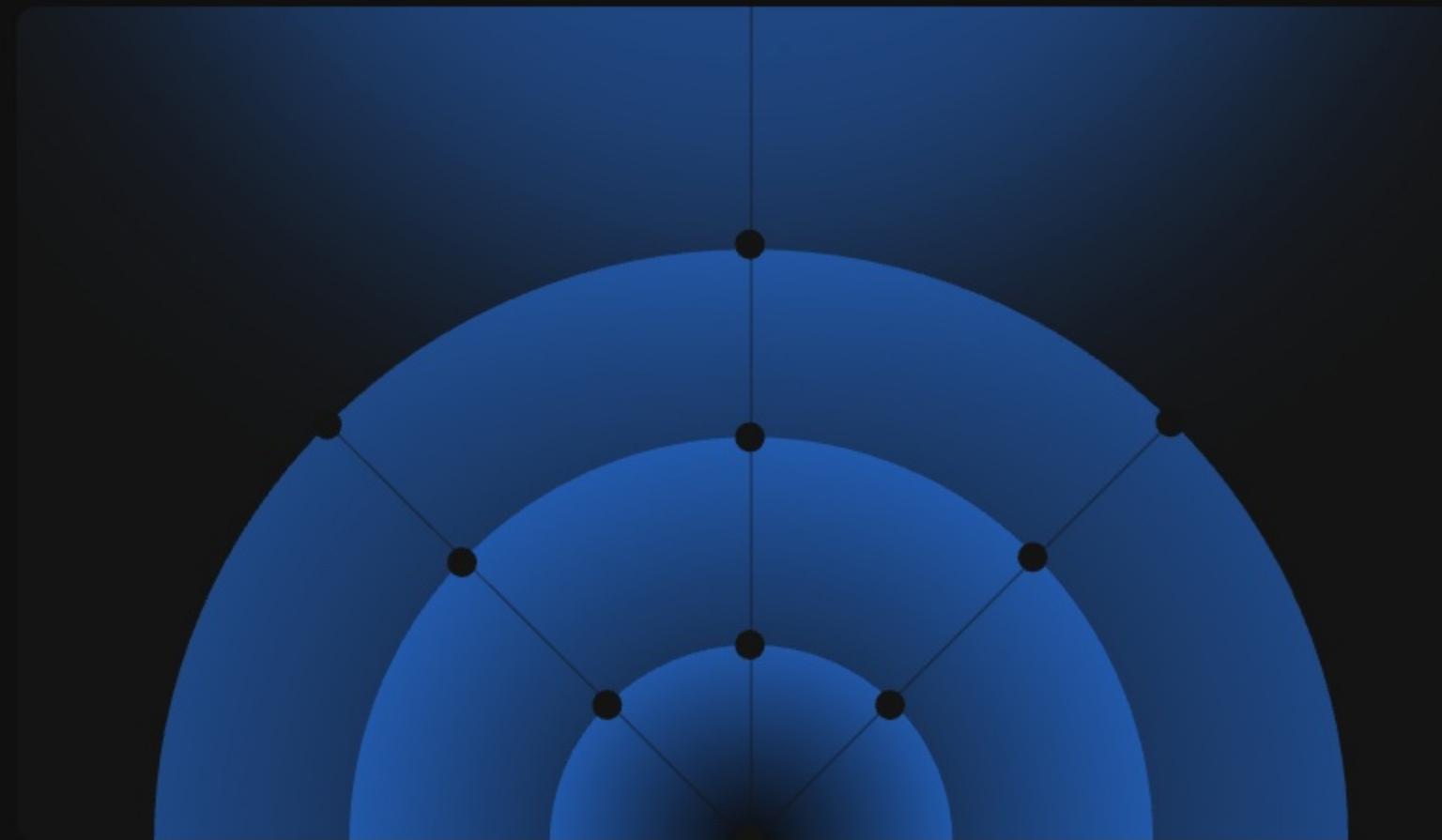
We collaborate with you in a way that best fits your needs.

Got a software project but no technical team to carry it out? Add one to your organisation without hiring

## Standalone product team

- 01 Self-managed & multi-disciplinary teams
- 02 Agile methodologies
- 03 End-to-end development
- 04 Continuous Improvement

Got a software project but no technical team to carry it out? Add one to your organisation without hiring



## Team extension

- 01 Seamless team integration
- 02 Flexible scaling
- 03 Fully dedicated professionals
- 04 Full ownership of assigned segment

Support scope increase, speed up delivery, or add new skill sets to your existing technical team



# Partnering with Profico

Profico collaborations are built on transparency. Here's what to expect before and during your project.

## Before the offer

- 01 Gathering project information and detailed scope from key stakeholders
- 02 Discussing budgets and setting general timelines
- 03 Introduction to Profico C-suite and our processes

## Offer & legal documents

- 01 Offer with detailed services and pricing breakdown
- 02 Additional references and resources sent per request
- 03 Drafting and signing of contracts and other legal documents

## Discovery and set up

- 01 Creating short and long term project timelines
- 02 Detailed project discovery. May include workshops & Design Sprints.
- 03 Creating stakeholder to team Slack channel and performing team introduction

## Production & collaboration

- 01 Agile work methodology with Incremental deliverables and robust QA
- 02 Regular work reviews with stakeholders and PM/team, feedback sessions with Profico C-suite
- 03 Open possibility of project scaling

# Profico Network

Profico.Network is a pool of verified external vendors that helps us deliver more value for our partners.

---

01

## Seamless scalability

Instant access to over 40 highly skilled professionals

---

---

02

## Uncompromising quality

All of our vendors go through a comprehensive vetting process

---

---

03

## Flexible tech stack

Profico.Network covers the majority of tech stacks used in mobile and web development

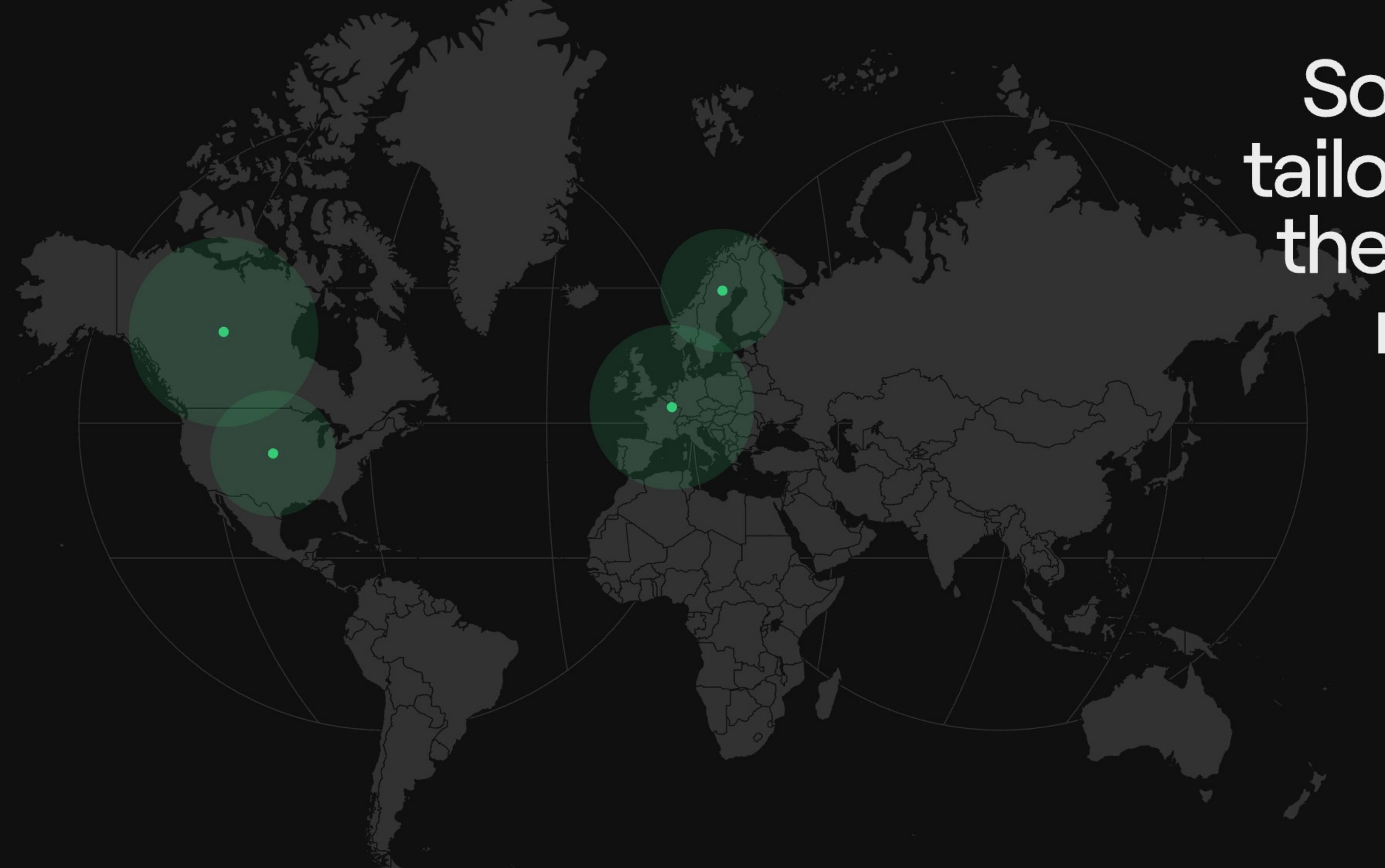
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04

## Consistent excellence

Uniform standards set by Profico ensure high quality and reliability of output



Solutions  
tailored for  
the global  
market

01

Canada

02

Scandinavia

03

USA

04

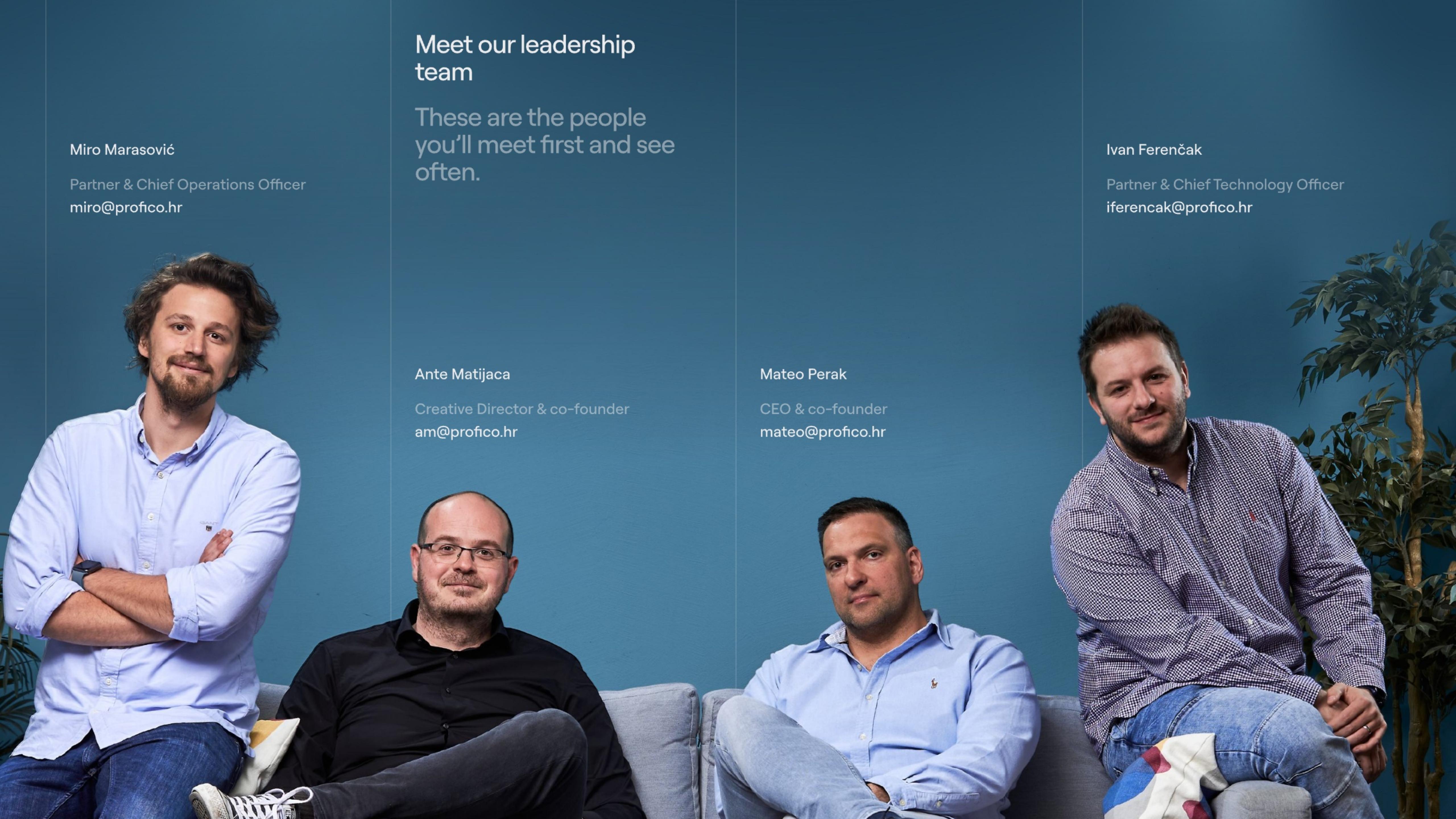
Western Europe



Meet the faces  
behind Profico

Amazing digital  
products by even  
better people





## Meet our leadership team

These are the people  
you'll meet first and see  
often.

Miro Marasović

Partner & Chief Operations Officer

[miro@profico.hr](mailto:miro@profico.hr)



Ante Matijaca

Creative Director & co-founder

[am@profico.hr](mailto:am@profico.hr)



Mateo Perak

CEO & co-founder

[mateo@profico.hr](mailto:mateo@profico.hr)



Ivan Ferenčak

Partner & Chief Technology Officer

[iferencak@profico.hr](mailto:iferencak@profico.hr)



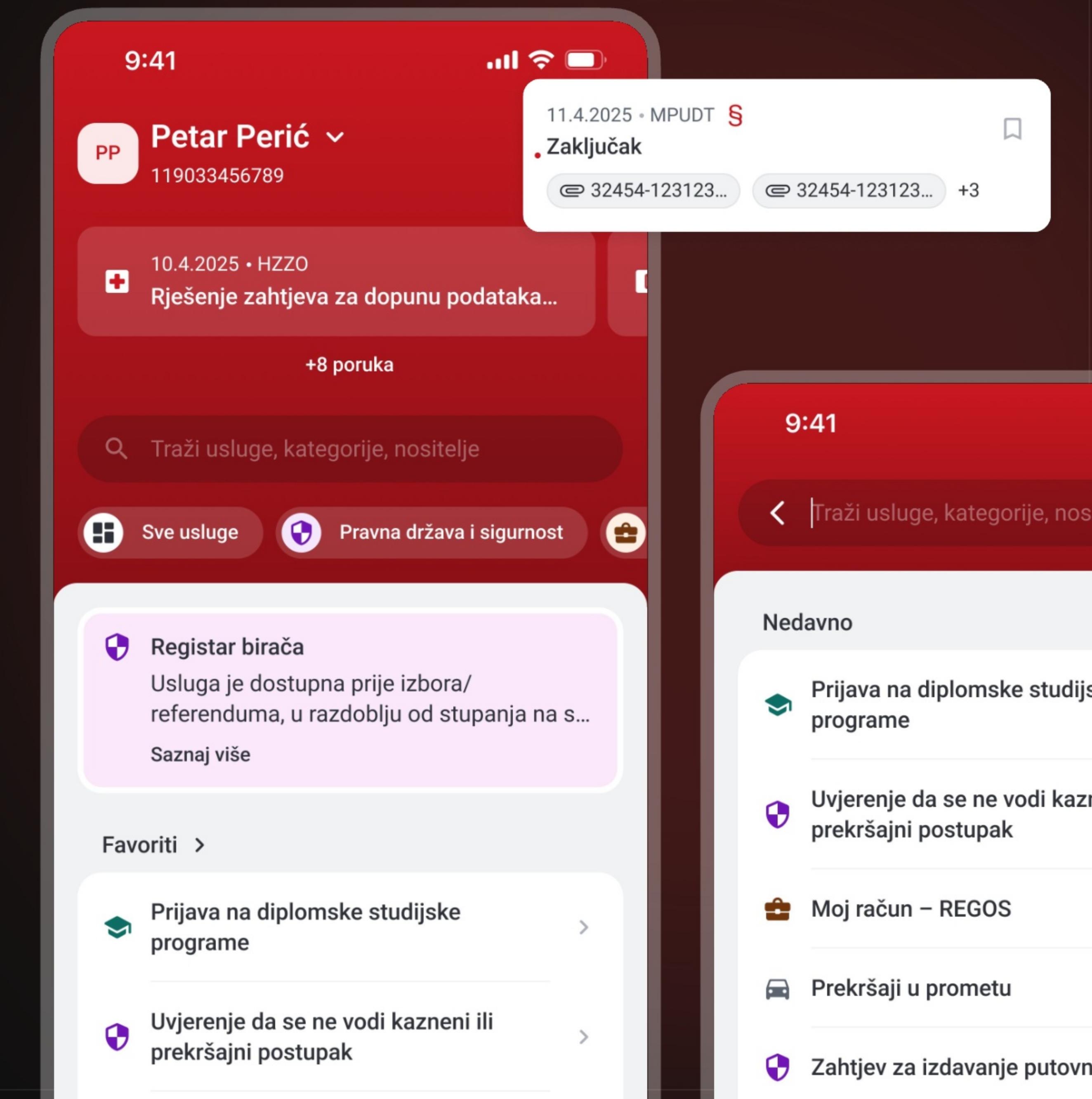
# mGrađani

As the mobile development team on one of Croatia's most ambitious national digital projects, we built the mobile app – the system designed to scale to millions of Croatian citizens, offering access to services from various government bodies in a single, secure place.

## TECH STACK

Kotlin Multiplatform (Android & iOS)  
Jetpack Compose (Android)

SwiftUI (iOS)



The screenshot displays the mGrađani mobile application interface. At the top, a red header bar shows the time as 9:41 and the user's name, Petar Perić, with a dropdown arrow. Below the name is the user's ID: 119033456789. To the right of the user info is a white card with the date 11.4.2025, the acronym MPUDT, a red 'S' icon, and the text 'Zaključak'. Below this are two small buttons with the text '32454-123123...' and '+3'. The main content area features a red banner with a white cross icon and the text '10.4.2025 • HZZO Rješenje zahtjeva za dopunu podataka...'. Below the banner is a button labeled '+8 poruka'. A search bar with the placeholder 'Traži usluge, kategorije, nositelje' is positioned below the banner. Below the search bar are three buttons: 'Sve usluge' (with a building icon), 'Pravna država i sigurnost' (with a shield icon), and 'Narudžbe' (with a briefcase icon). A pink callout box highlights the 'Registar birača' service, which is described as available before elections/referendums. Below the callout box is a 'Favoriti' section with a link to 'Prijava na diplomske studijske programe'. The right side of the screen shows a sidebar titled 'Nedavno' with a list of recent activities: 'Prijava na diplomske studijske programe', 'Uvjerenje da se ne vodi kazneni ili prekršajni postupak', 'Moj račun – REGOS', 'Prekršaji u prometu', and 'Zahtjev za izdavanje putovni...

# Car sharing & fleet management web platforms

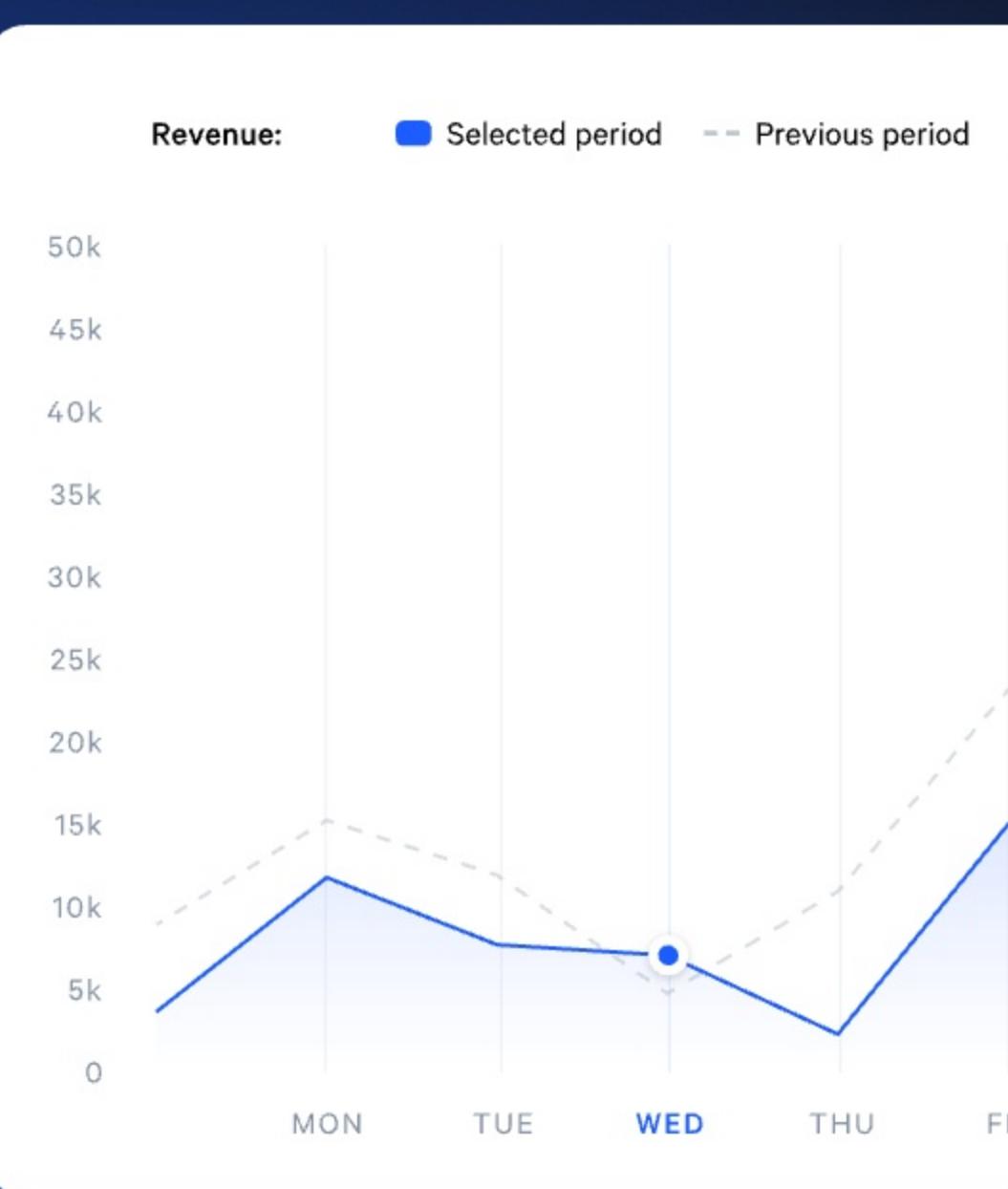
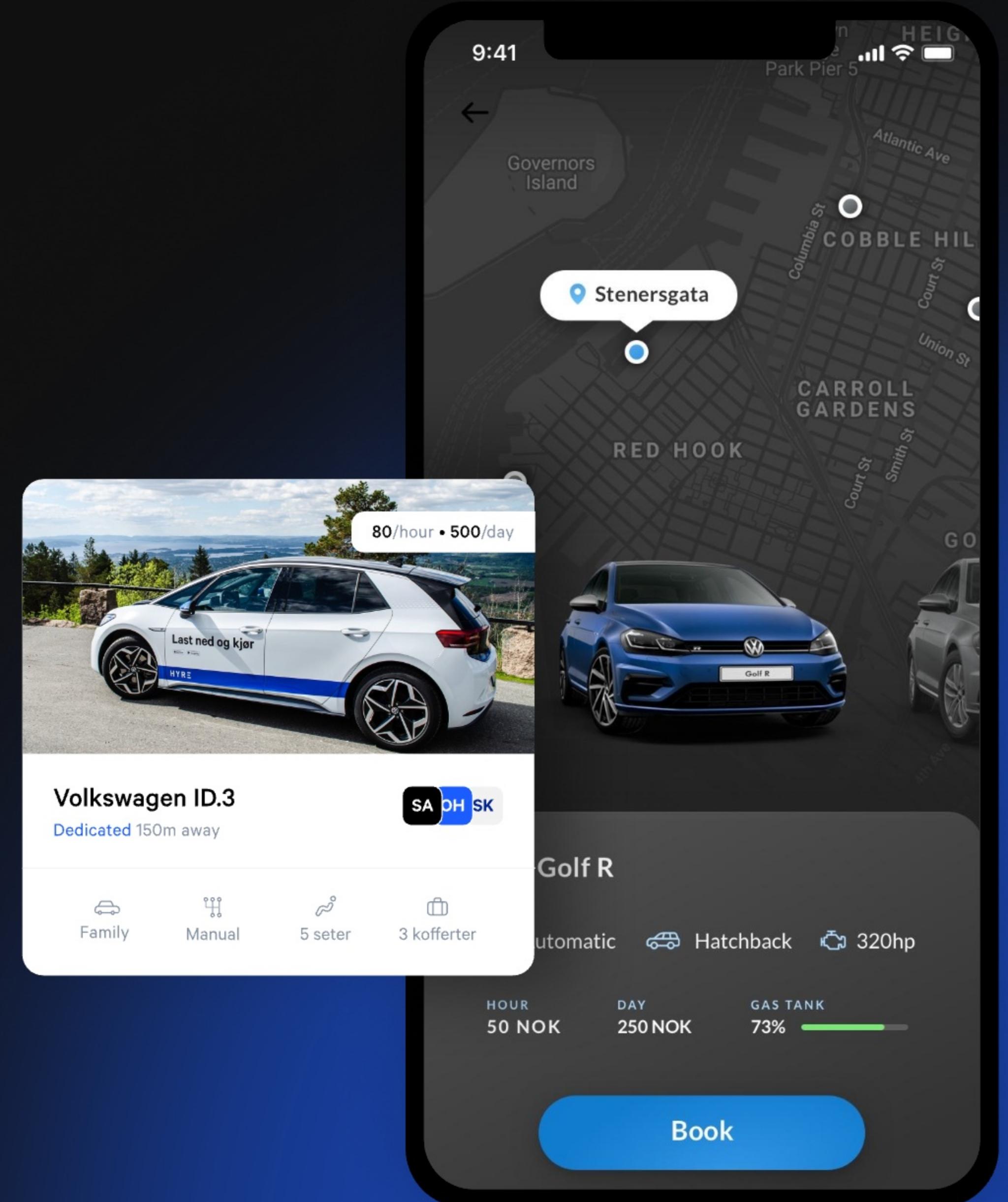
During our partnership, we designed and developed an MVP and four car sharing web platforms, each tailored to serve a specific B2B market segment.

## INDUSTRY

Car sharing, Fleet management

## ENGAGEMENT

Team extension



**Add expense**

Drag and drop here or [Browse](#)

# Various projects & consulting

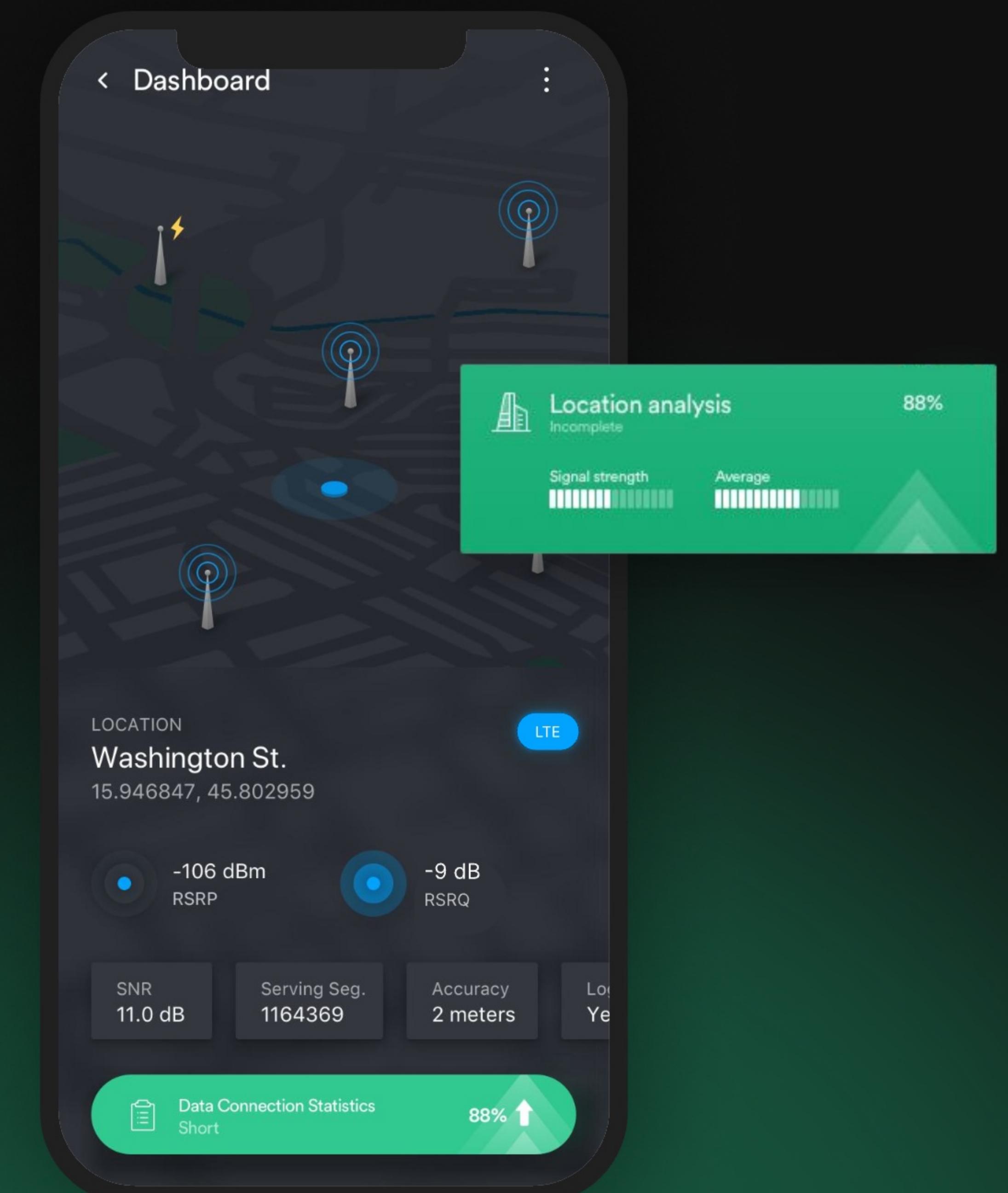
Along with providing continuous consultancy services on system architecture, mobile and backend development, we also collaborated on several public tender projects with this leading ICT provider.

## PROJECTS

Smart City Parking

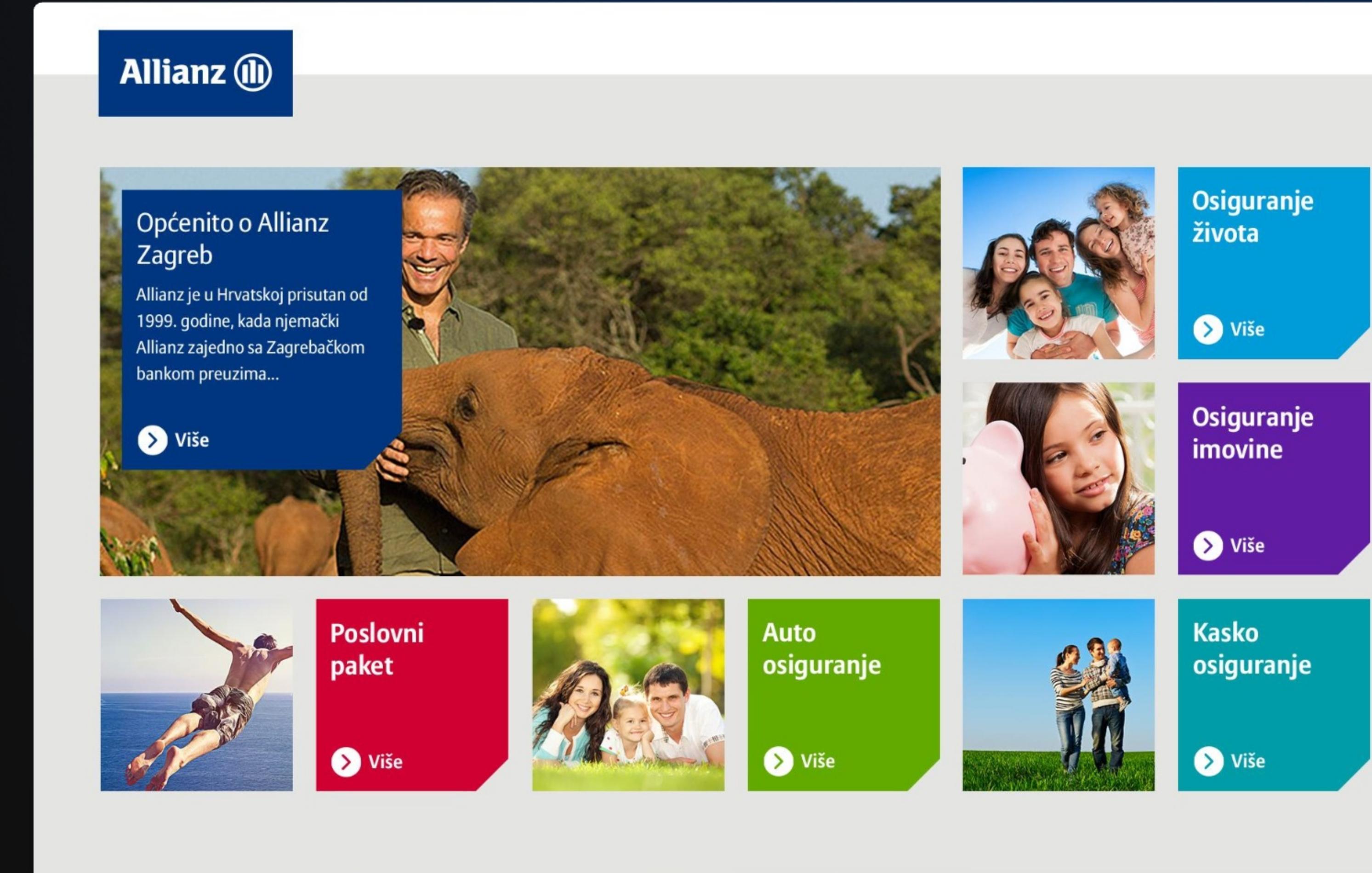
Network test and monitoring tool

E-health mobile consultancy app



# Sales support dashboard

A dashboard supporting sales efforts through an interactive interface and real-time customized insurance offer calculations.



The dashboard features a central image of a smiling man interacting with an elephant, with a blue overlay containing text about Allianz's history in Croatia. To the right are four colored boxes (blue, orange, green, red) representing different insurance categories: Life Insurance, Property Insurance, Auto Insurance, and General Insurance, each with a 'Više' (More) button.

**Općenito o Allianz Zagreb**  
Allianz je u Hrvatskoj prisutan od 1999. godine, kada njemački Allianz zajedno sa Zagrebačkom bankom preuzima...



**Osiguranje života**  
  


**Osiguranje imovine**  


**Poslovni paket**  


**Auto osiguranje**  


**Kasko osiguranje**  

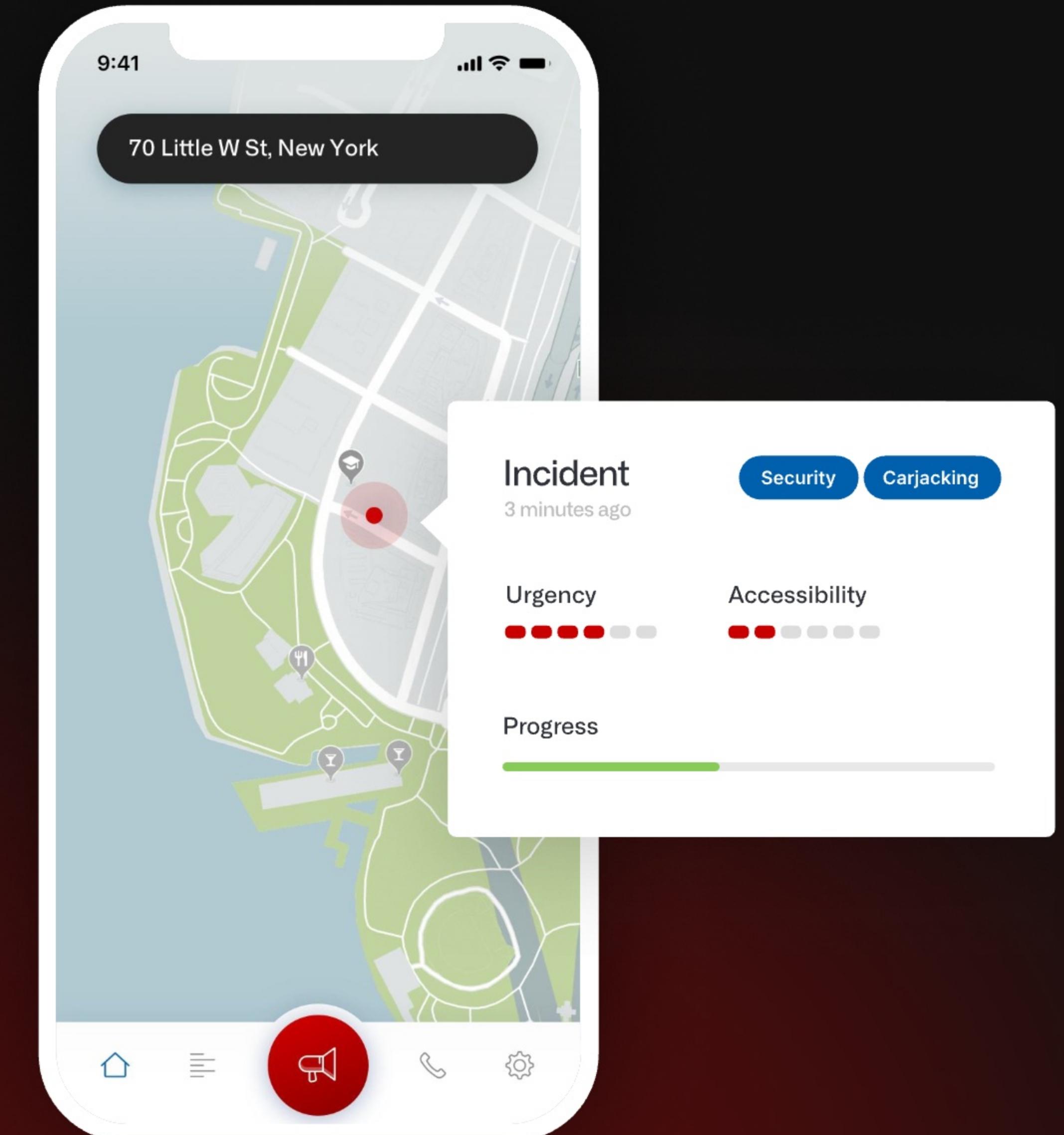



# Incident Management App

Award winning mobile application used by IMC to assess field conditions in disastrous events. Usage has helped to speed up emergency response information flow.

**INDUSTRY**  
Medical

**ENGAGEMENT**  
Standalone product team



# Online news, stock market monitoring & multimedia platform

After completing Finansavisen's digital transformation, we built and continue to expand a rich online platform for this leading Norwegian financial news publication.

## INDUSTRY

Online media

## ENGAGEMENT

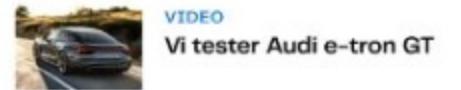
Standalone product team

Oslo Børs 1153,04 **+0,11** Brent spot 69,54 **+0,62** US Dollar 8,92 **-0,11** EUR 10,45 **-0,44**

Søk på ticker



PODCASTS  
Tar du ikke risiko, tjener du ikke penger



VIDEO  
Vi tester Audi e-tron GT



VIDEO  
Opel med elektrisk nyhet-Viktig for det norske markedet

## NÅ: Stort innsidesalg-fallet tiltar i ESG-aksje

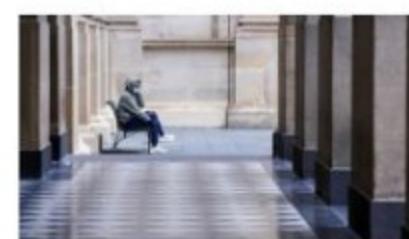


### Is America getting less dynamic, less global?

An attempt to remove California's governor from office has brought attention to a populist electoral tool



COVID  
Asia Pacific New Zealanders begin life in lockdown as Delta COVID-19 cases edge up



ECONOMY  
Think two tank shares can rise 50 and 100 percent

### Siste nytt

- 13:29 ARBEIDSLIV Oslofolk gir bånn gass, peker nese til MDG
- 13:03 POLITIKK Blandet dag på Wall Street etter svake jobbtall
- 12:30 ARBEIDSLIV Danske Bank venter flere år med oljeoppgang
- 12:27 BØRSOPPDATERING RML Short Wheelbase er basert på Ferrari 550 Maranello
- 11:40 BØRSOPPDATERING Grin-gründer Lars-Martin Berglund har utviklet et retursystem for å sikre gjenbruk og resirkulering
- 11:04 BØRSOPPDATERING Tror rotasjonen fra vekst til verdiaksjer har startet



COVID  
Asia Pacific New Zealanders begin life in lockdown as Delta COVID-19 cases edge up



CULTURE  
Ser du på nybilsalget i

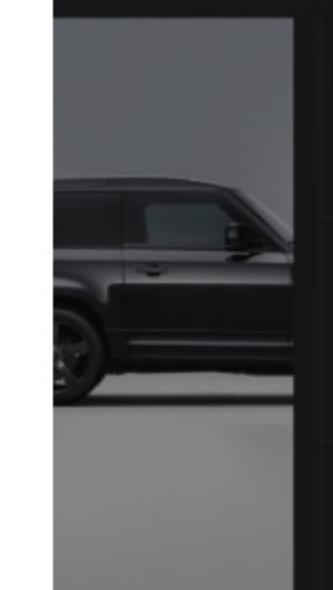
9 New  
s begin life in  
as Delta  
es edge up

ECONOMY  
Think two tank shares  
can rise 50 and 100  
percent

en > Frederik Wilhelm Mohn 4,60 mrd (+64,29 %) >

TRYGVE HEGNARS LEDER

Fra gratis til dyrt



NYHETER  
Lei av gr...

Bærekra...

NYHETER  
Opel med...

NYHETER  
Det blir i...

BÅT  
Full fart p...

Cannes

# Wine discovery platform & wine stock management

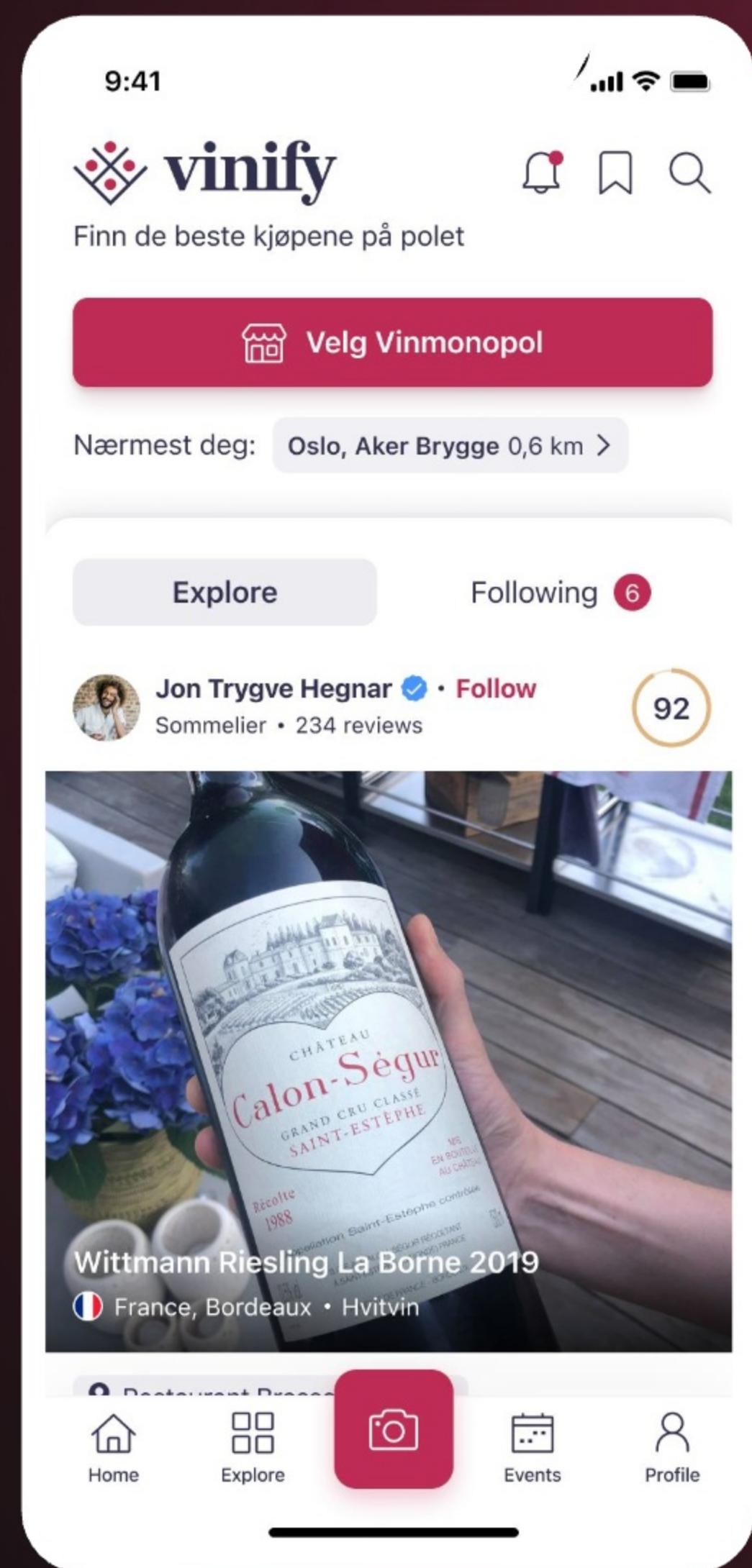
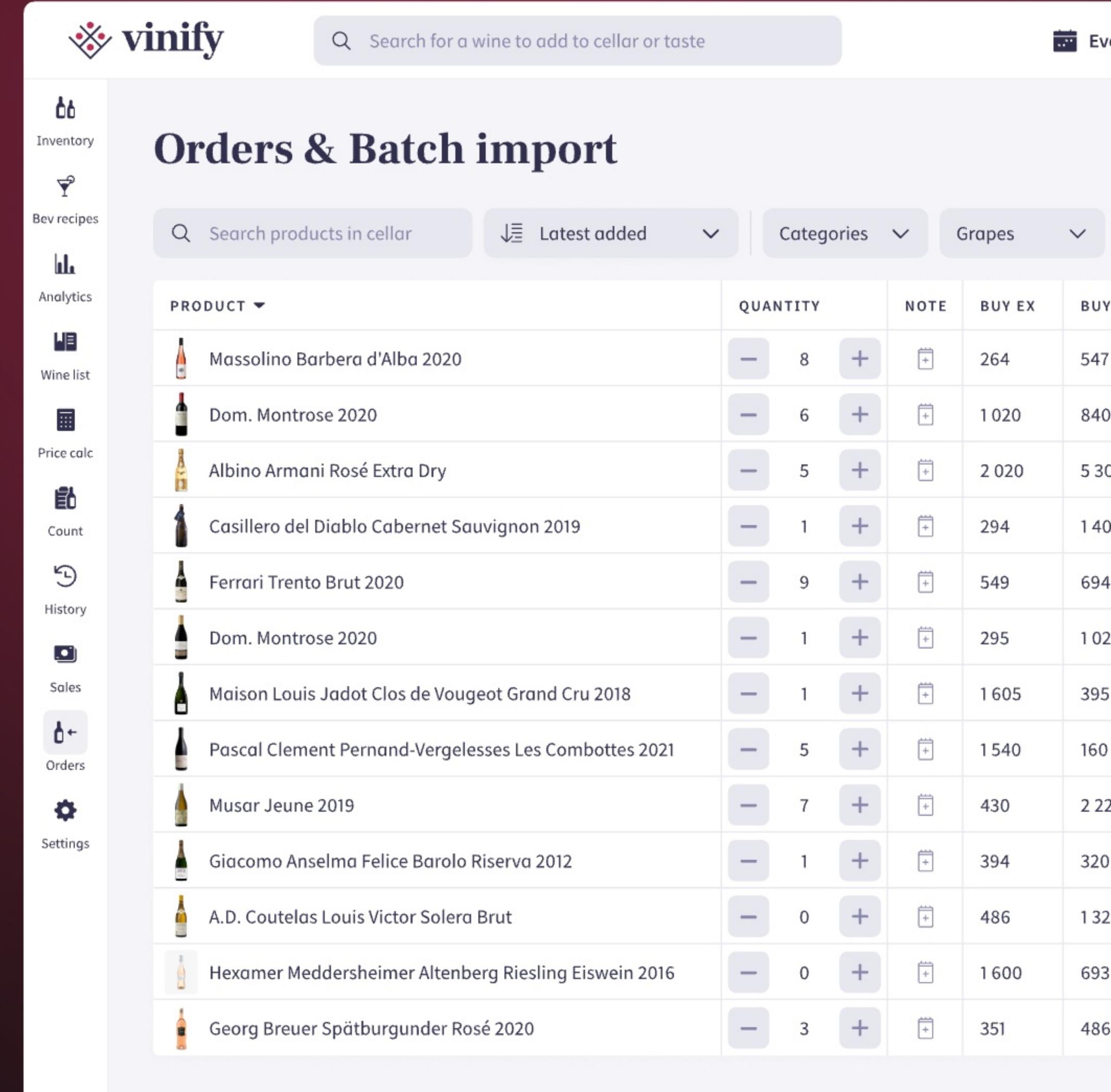
We've been a technical partner for this Norwegian startup since day one, handling design and development efforts of their online platform.

## INDUSTRY

Food, Supply chain

## ENGAGEMENT

Standalone product team

The screenshot shows the vinify web interface. The left sidebar includes icons for Inventory, Bev recipes, Analytics, Wine list, Price calc, Count, History, Sales, Orders, and Settings. The main content area is titled "Orders & Batch import". It features a search bar and filters for "Latest added", "Categories", and "Grapes". A table lists wine products with columns for Product, Quantity, Note, Buy Ex, and Buy. The table data is as follows:

PRODUCT	QUANTITY	NOTE	BUY EX	BUY
Massolino Barbera d'Alba 2020	8		264	547
Dom. Montrose 2020	6		1020	840
Albino Armani Rosé Extra Dry	5		2 020	5 30
Casillero del Diablo Cabernet Sauvignon 2019	1		294	140
Ferrari Trento Brut 2020	9		549	694
Dom. Montrose 2020	1		295	102
Maison Louis Jadot Clos de Vougeot Grand Cru 2018	1		1 605	395
Pascal Clement Pernand-Vergelesses Les Combottes 2021	5		1540	160
Musar Jeune 2019	7		430	2 22
Giacomo Anselma Felice Barolo Riserva 2012	1		394	320
A.D. Coutelas Louis Victor Solera Brut	0		486	132
Hexamer Meddersheimer Altenberg Riesling Eiswein 2016	0		1 600	693
Georg Breuer Spätburgunder Rosé 2020	3		351	486

# Construction robot production planning software

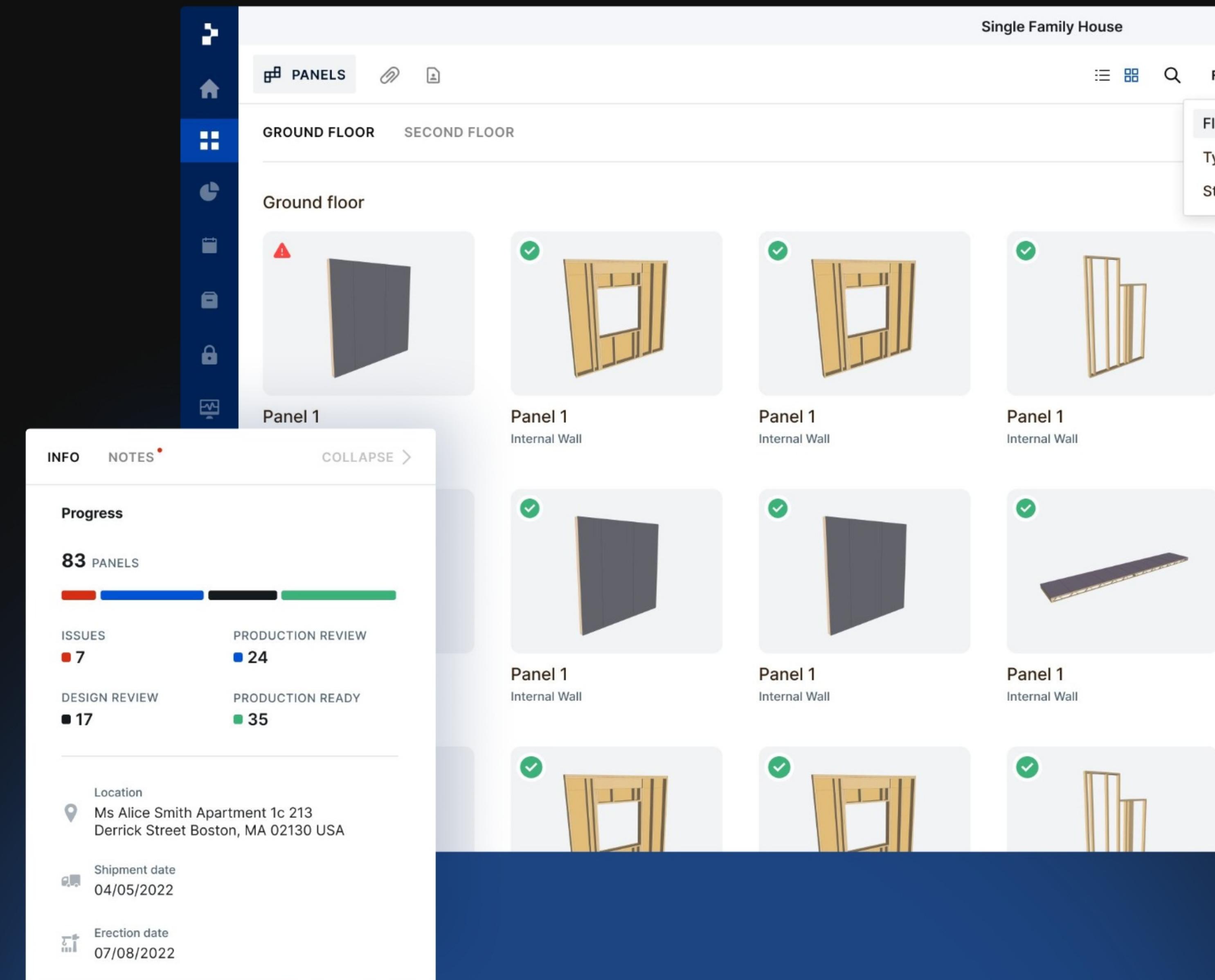
We're designing and developing cloud-based software used for production planning, factory floor operations, scheduling, and logistics for robotic house construction.

## INDUSTRY

Industrial robotics, Logistics

## ENGAGEMENT

Team extension



The screenshot shows a software interface for construction robot production planning. At the top, it says "Single Family House". On the left, there's a vertical sidebar with icons for navigation and management. The main area is divided into sections: "GROUNDFLOOR" and "SECOND FLOOR". Below these, under "Ground floor", there are several panels, each with a 3D model and a status indicator (green checkmark or red warning icon). A detailed info card is open for "Panel 1", which is an "Internal Wall". The card includes sections for "INFO", "NOTES", "COLLAPSE", "Progress" (83 panels), "ISSUES" (7), "DESIGN REVIEW" (17), "PRODUCTION REVIEW" (24), "PRODUCTION READY" (35), "Location" (Ms Alice Smith Apartment 1c 213, Derrick Street Boston, MA 02130 USA), "Shipment date" (04/05/2022), and "Erection date" (07/08/2022).

# Bitcoin exchange & services web platform

Our team redesigned one of the leading Canadian Bitcoin vendors and service providers. A robust design system was defined for easy integration of future features.

## INDUSTRY

Crypto, Fintech

## ENGAGEMENT

Team extension

## Dashboard

Total Portfolio Value ⓘ **\$112,312.24**

Wallet Balances

**22.39401000** BTC **\$1,300.00** CAD

↓ Deposit ↑ Withdraw

Current Price ⓘ

**\$26,670.25** ↗ 0.04%

+ Buy - Sell

1H 1D 1W 1M

Recent Transactions

- CAD Deposit 2022-06-09 7:06 PM + \$81,123.10
- BTC Sell 2022-05-27 12:32 PM - 12.48513391 BTC + \$81,123.10
- CAD Deposit 2022-06-09 7:06 PM + \$81,123.10

View All

Transaction Details

**- \$81,123.10**

Cancel Transaction

Transaction ID	HD82NA2H	Date & Time	2022-06-09 07:06 PM
Transaction Type	CAD Withdraw	Transfer Type	Wire Transfer
Status	<span>Pending</span>	Destination	James Arthur

Note

Lorem ipsum dolor sit amet, consectetur adipiscing elit. A sit a eu sed faucibus. Et.

Withdraw Fee: \$10.00 Recipient's Bank Details

Close

Get a **loan** or **refinance** with us. We offer **real estate**, **mortgage**, and **corporate account services**.

Contact

Learn more about Loans – Keep your Bitcoin, value without selling it



# Private media sharing platform

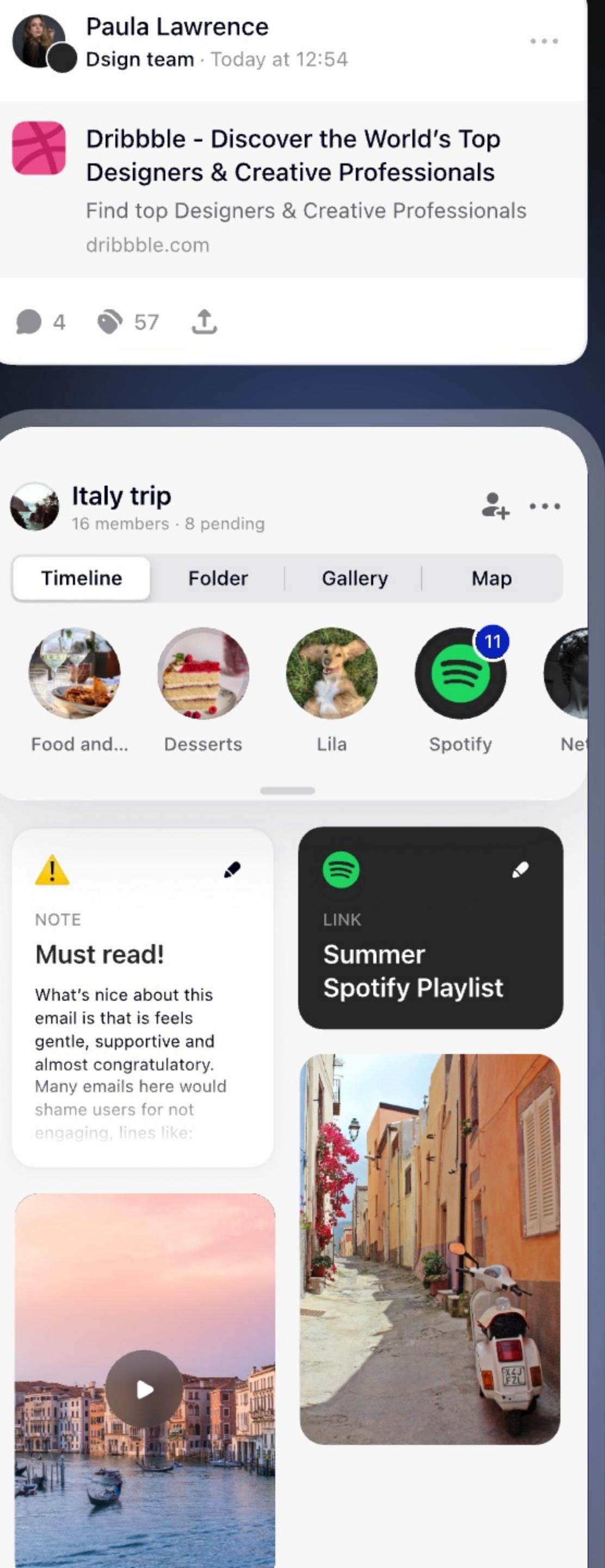
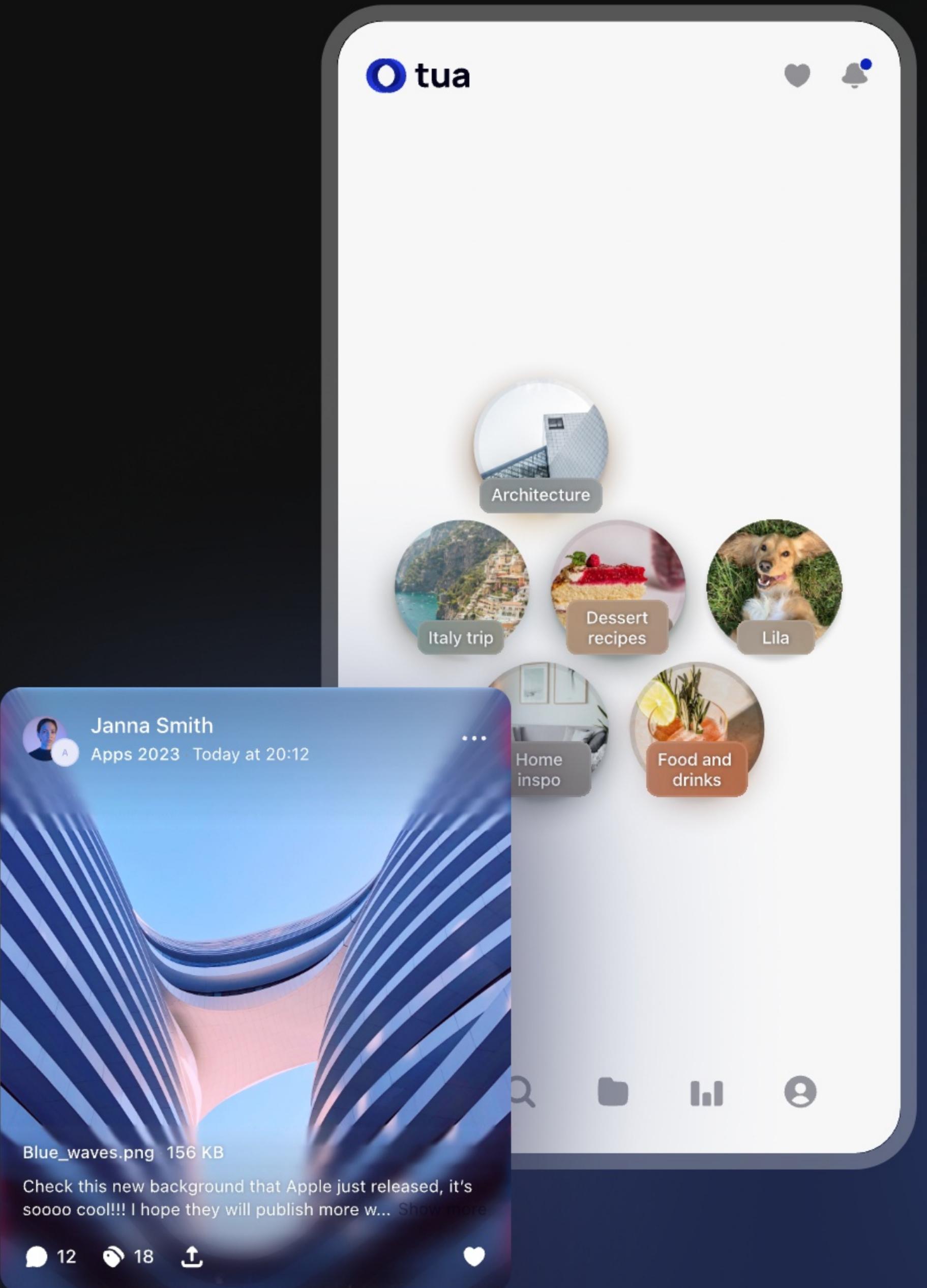
In partnership with Tua, Norway, we're building mobile and desktop platforms focused on private and secure file sharing. Users can upload, organise, and browse multi-format files and links, with precise control over sharing permissions.

## INDUSTRY

Cloud, File storage

## ENGAGEMENT

Standalone product team





# Home workout & social app

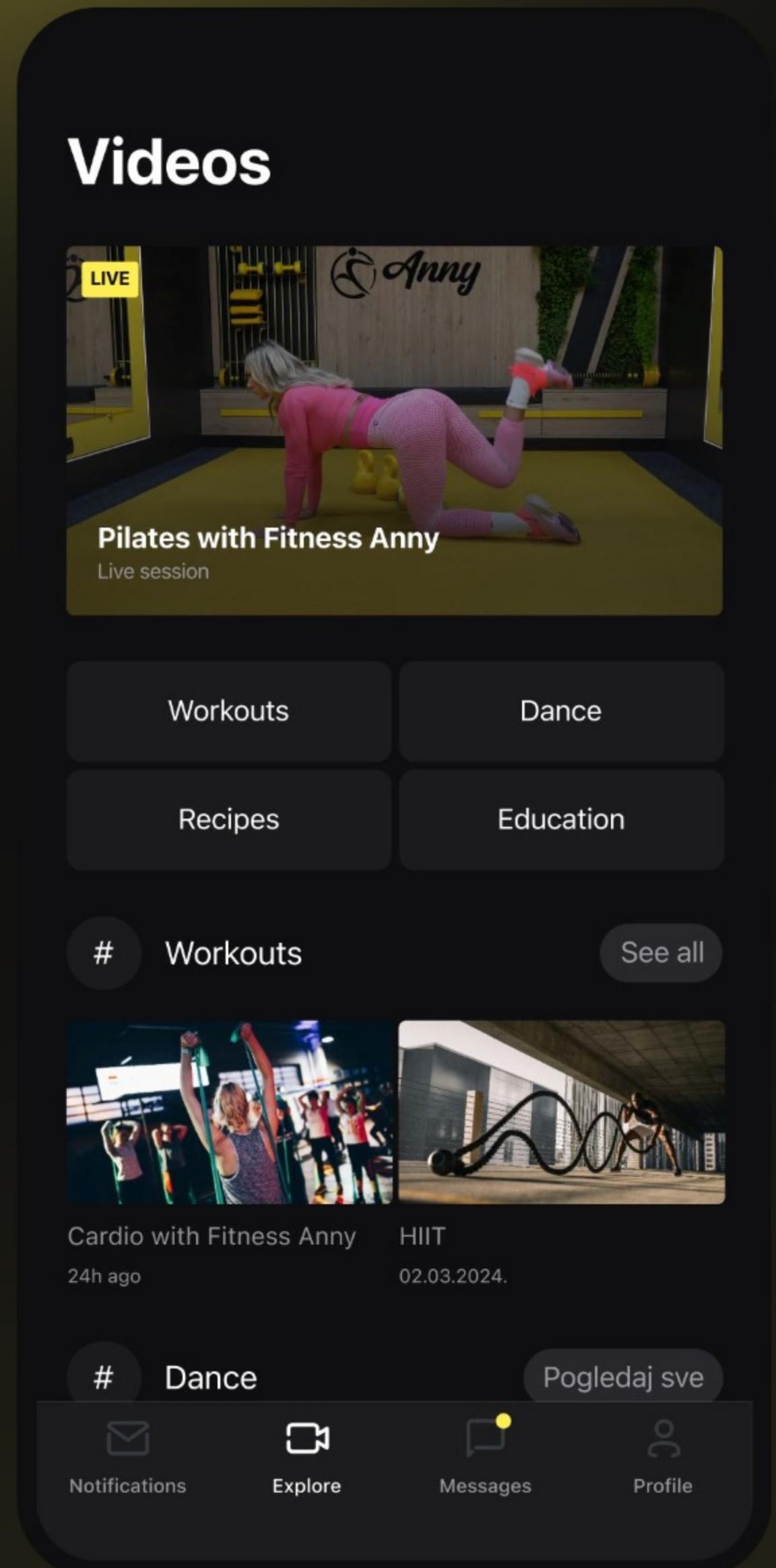
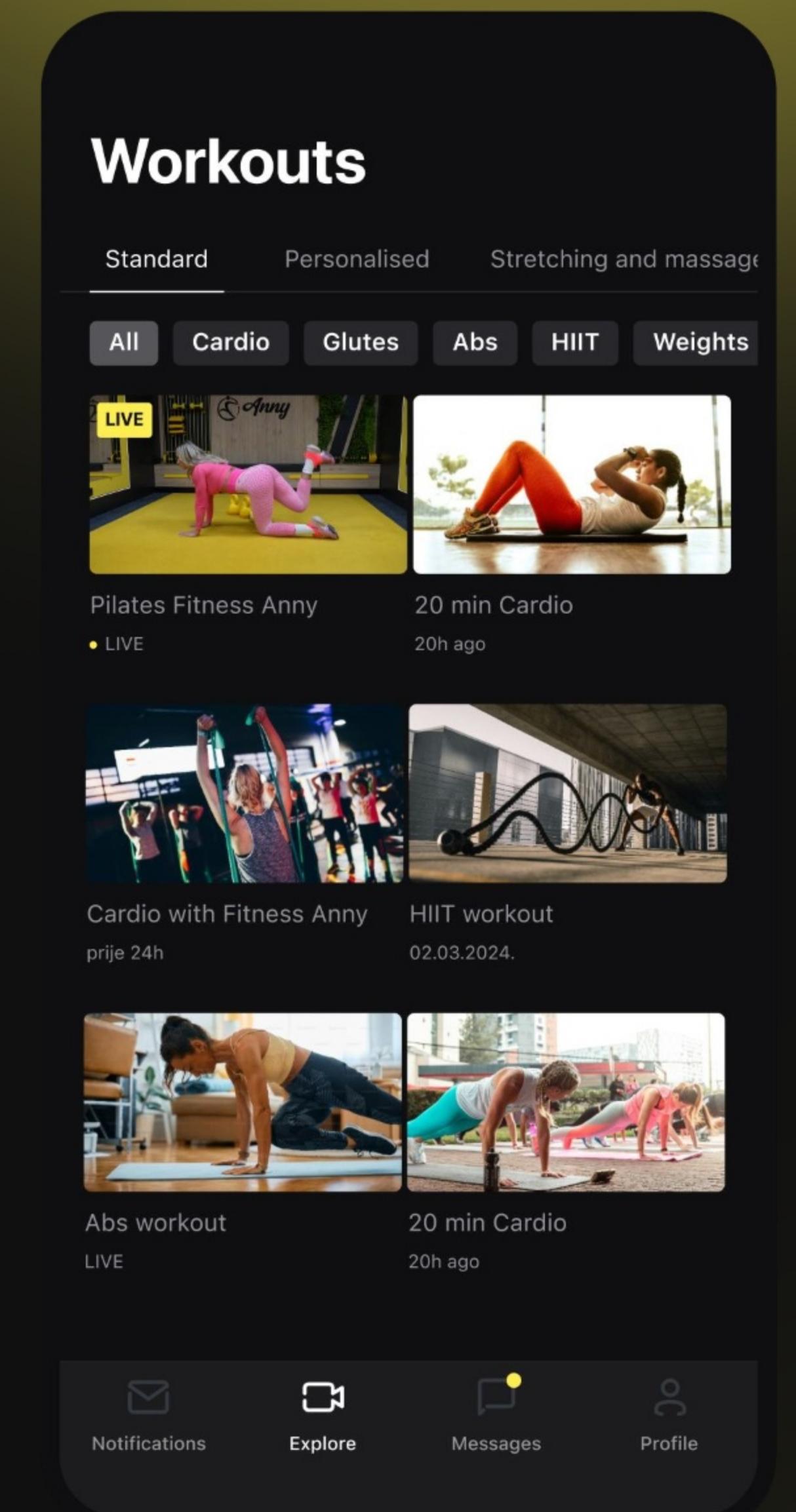
We partnered with one of the largest fitness brands in Southeast Europe to work on their app. 80.000 users get access to workout videos, support from a network of experts, and chat groups.

## INDUSTRY

Fitness apps, Social media

## ENGAGEMENT

Standalone product team



# Online financial news portal

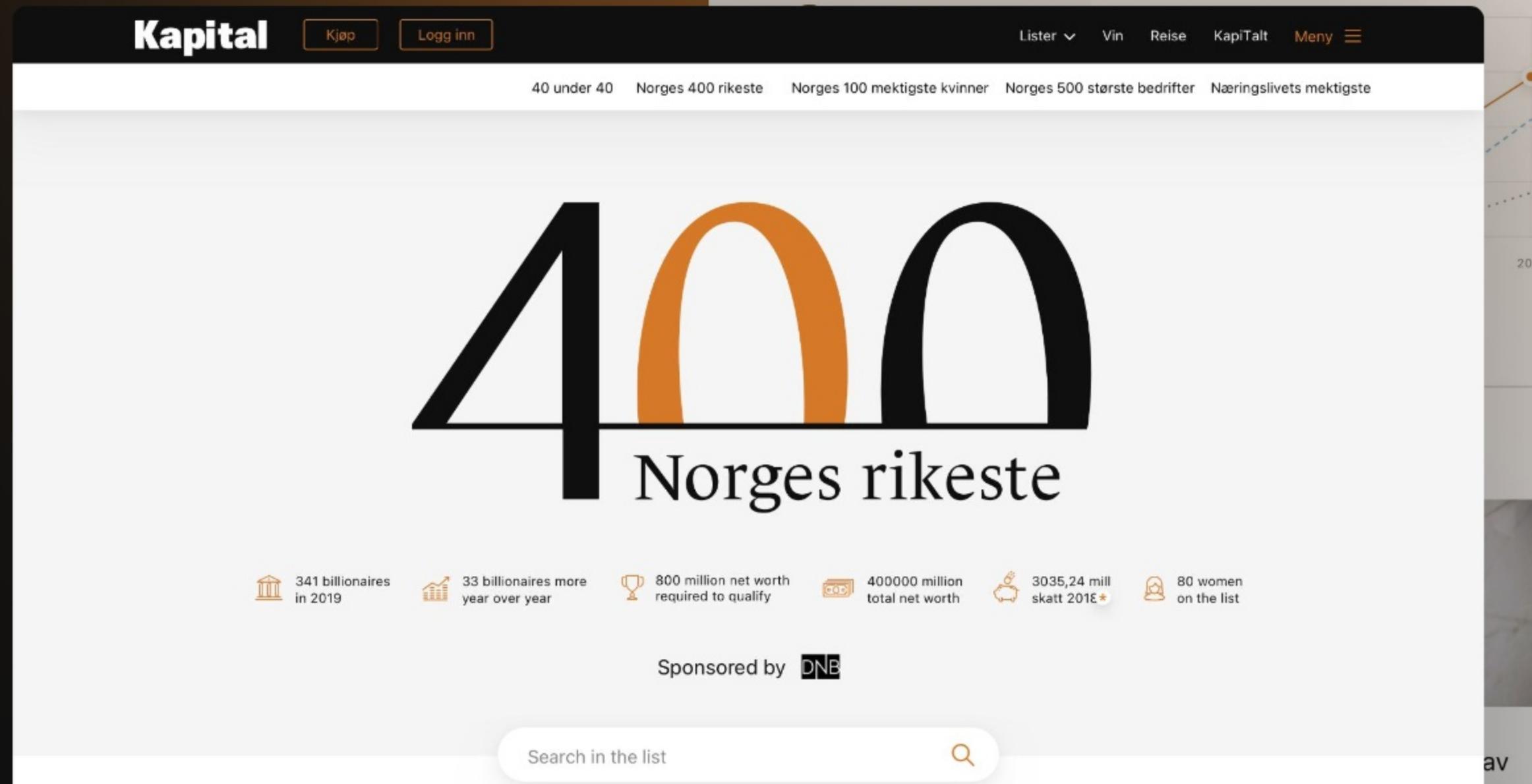
A full digital transformation was performed for Kapital, an Oslo-based Hegnar Media sub publication known best for its yearly financial reports and Norway's richest lists.

## INDUSTRY

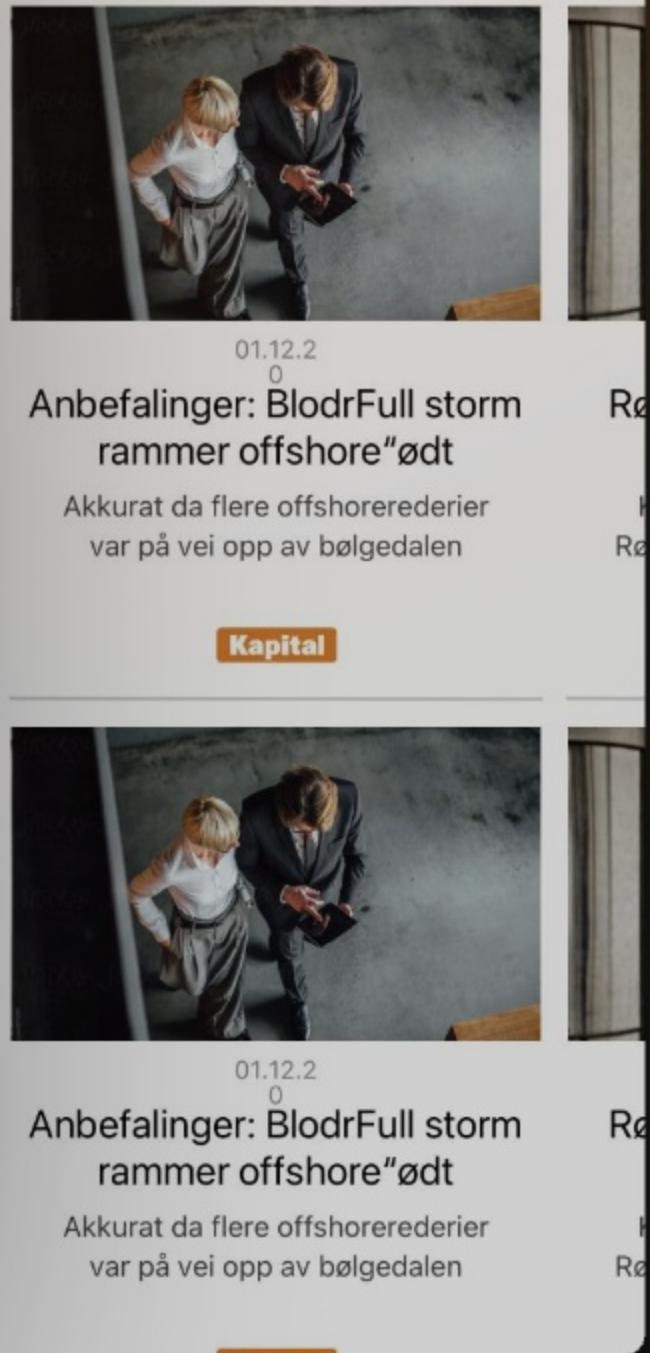
Online media

## ENGAGEMENT

Standalone product team



Rank	Name	Net worth	Change in a Year	Taxes paid	Age	Industry
1	John Fredriksen	1140 mrd	+ 0,4 mrd	34,7 mill	76	Shipping
2	Torstein Hagen	600 mrd	+ 0,3 mrd	34,7 mill	77	Hotell/Reiseliv
3	Odd Reitan	424 mrd	+ 0,1 mrd	34,7 mill	69	Handel
4	Johan Johannson	400 mrd	+ 0,2 mrd	34,7 mill	53	Handel
5	John Kjell Inge Røkke	355 mrd	+ 0,1 mrd	34,7 mill	62	Olje og energi



5		John Kjell Inge Røkke	f. 1958	Oslo	Background
6		Ole Andreas Halvorsen	Ingen høyere utdanningsnivå	Olje og energi	Erna Solberg (born February 24, Norway's prime minister since 2004 and elected to the Storting was municipal and regional minis
7		Johan H. Andresen	Utdannelse	Bransje	Solberg graduated with an MSc. Intermediate in Comparative Polit Master's Degree in Political Scie from 1986. She also holds a Mas the same University from 1988.
8		Arne Wilhelmsen	Net worth development	Net worth	Net worth

for five years. During these years traces of power behind. Solberg graduated with an MSc. Intermediate in Comparative Politics. Master's Degree in Political Science from 1986. She also holds a Master's Degree in Political Science from the same University from 1988. Solberg has his entire professional organizational life, mainly with various trust in the Right. Among other things, she has been a member of several parliamentary committees active since 1986. Solberg is married to a business previously been both employed by the Right, and has two children with Olav.

# Workflow automation platform

Workflow automation and productivity suite designed to manage hotel staff and boost efficiency.

## INDUSTRY

Hospitality, Workflow automation

## ENGAGEMENT

Standalone product team



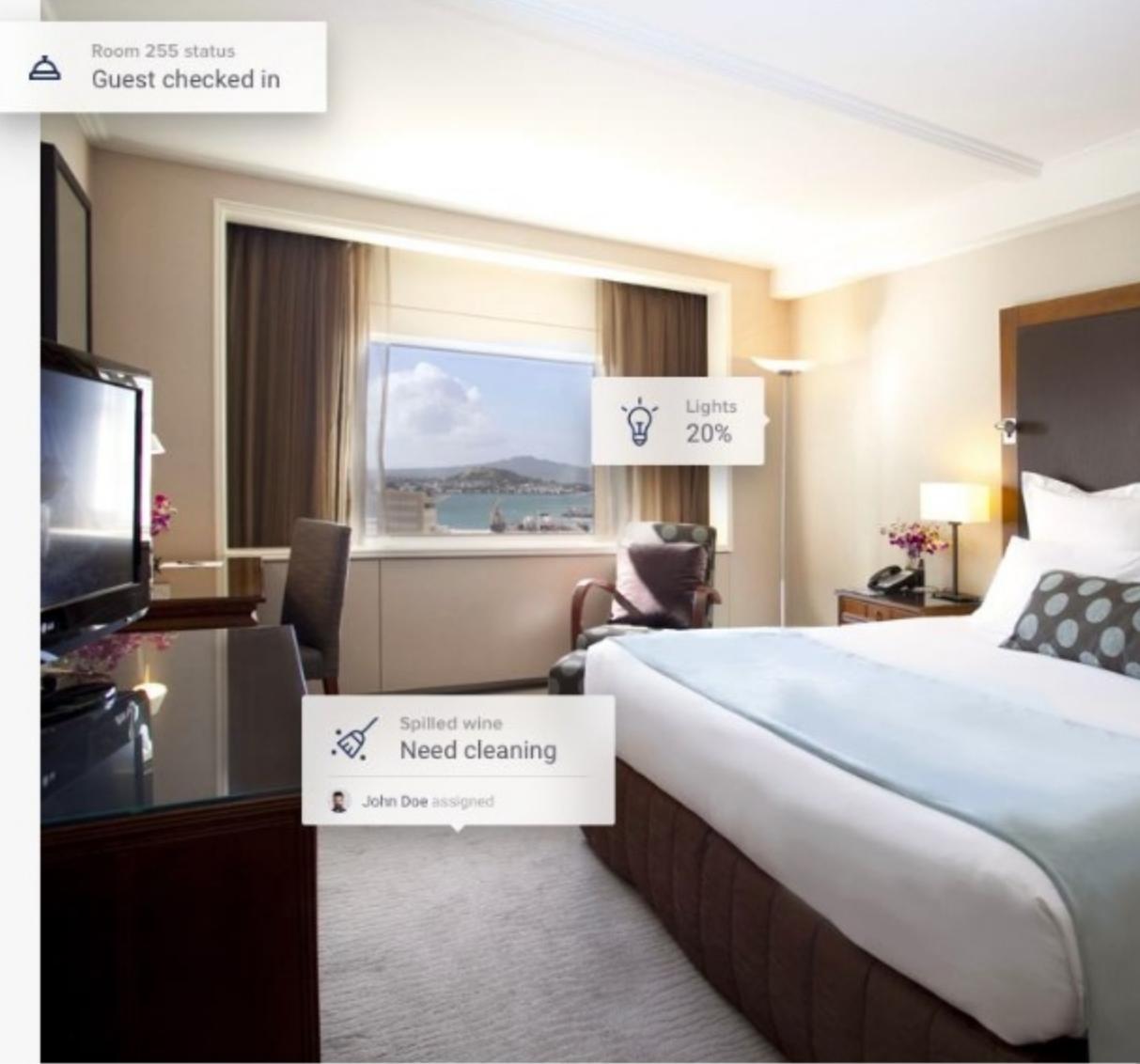
CREATED TODAY FOR HOTELS OF TOMORROW

## Unleash the power of automated operations

Shifting the degree to which the hotel managers and staff members can automate hotels core functions and operations.

[FIND OUT MORE](#)

[GET IN TOUCH](#)

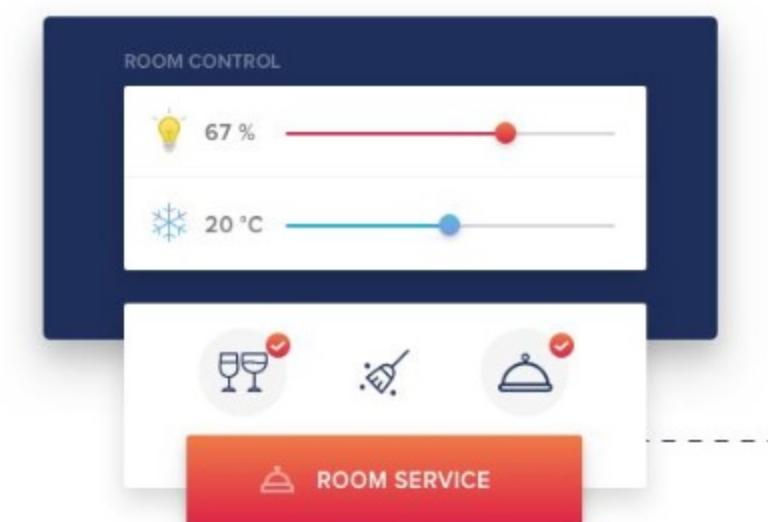


POWERED BY HOUDINI

## Helius guest experience app

Modern traveler is tech savvy and has high expectations, while hotels strive to meet those expectations at a targeted profit margins.

With that in mind we have developed a guest facing app that manages every single possible touchpoint between you and your guest.



**HELIUS MANAGEMENT SYSTEM**  
Optimised workflow  
No middleman  
No idle time  
Auto-pilot

# Research QA dashboard

We designed and developed a prototype shaping complex features and spectroscopy data into a user-friendly dashboard.

## INDUSTRY

Research, Nutritional science

## ENGAGEMENT

Standalone product team

## Composition table

### PRIMARY COMPOSITION

Sodium 130mg

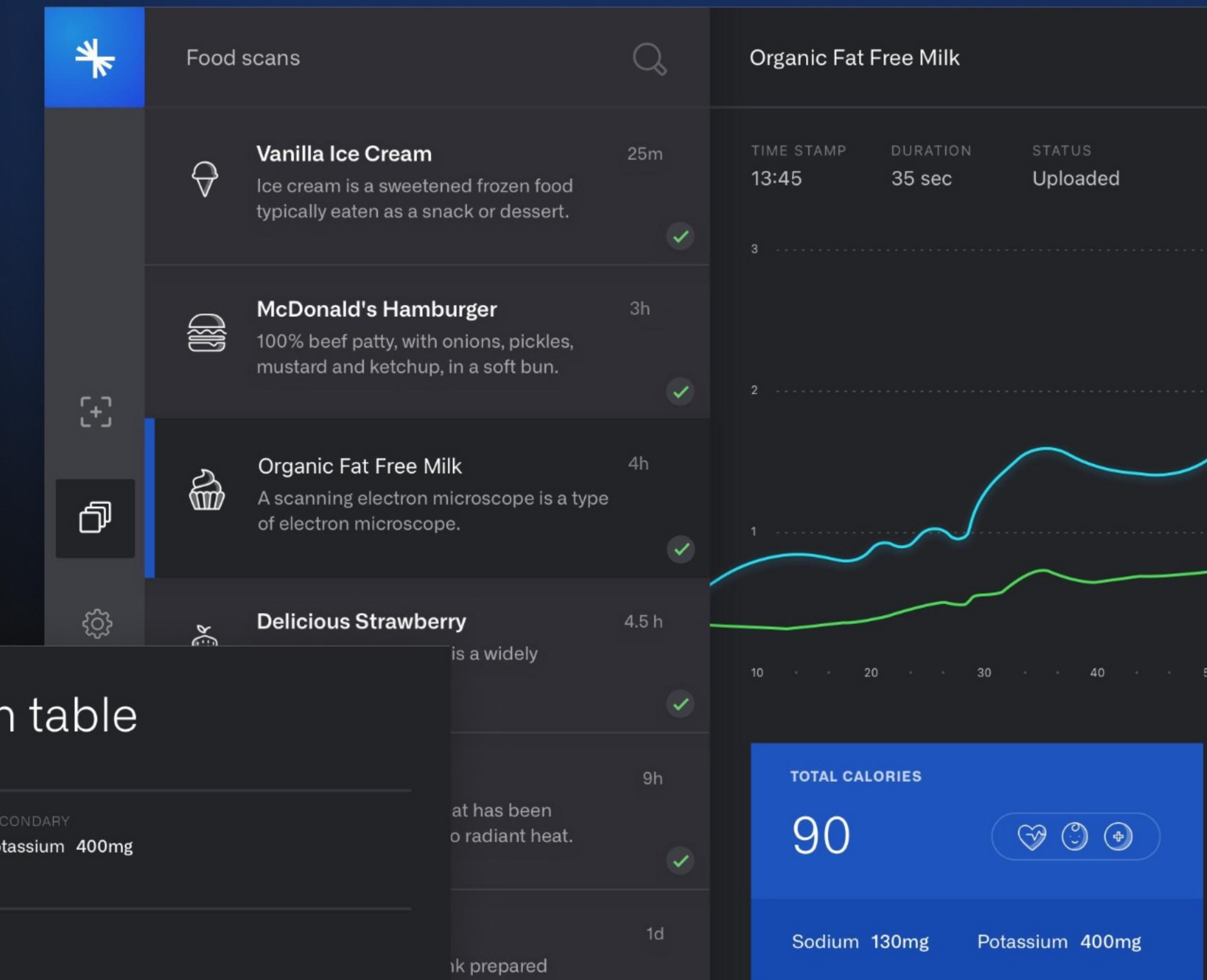
### SECONDARY

Potassium 400mg

Sodium 130mg

Potassium 400mg

Calcium 213mg



We are a technical partner for the most visited website of Norway, helping them define and execute their digital strategy through design and development.

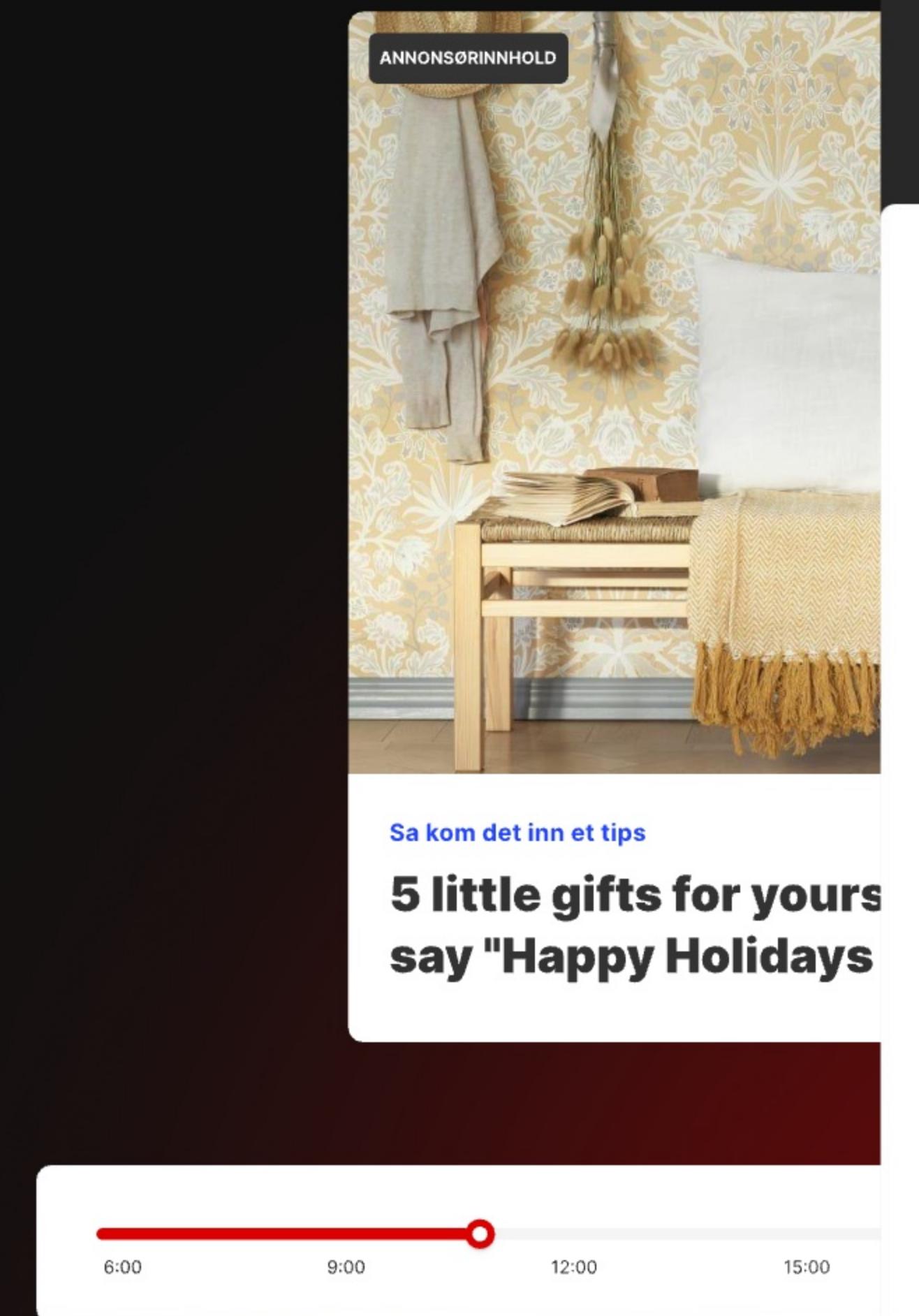
INDUSTRY

Online media

ENGAGEMENT

Standalone product team

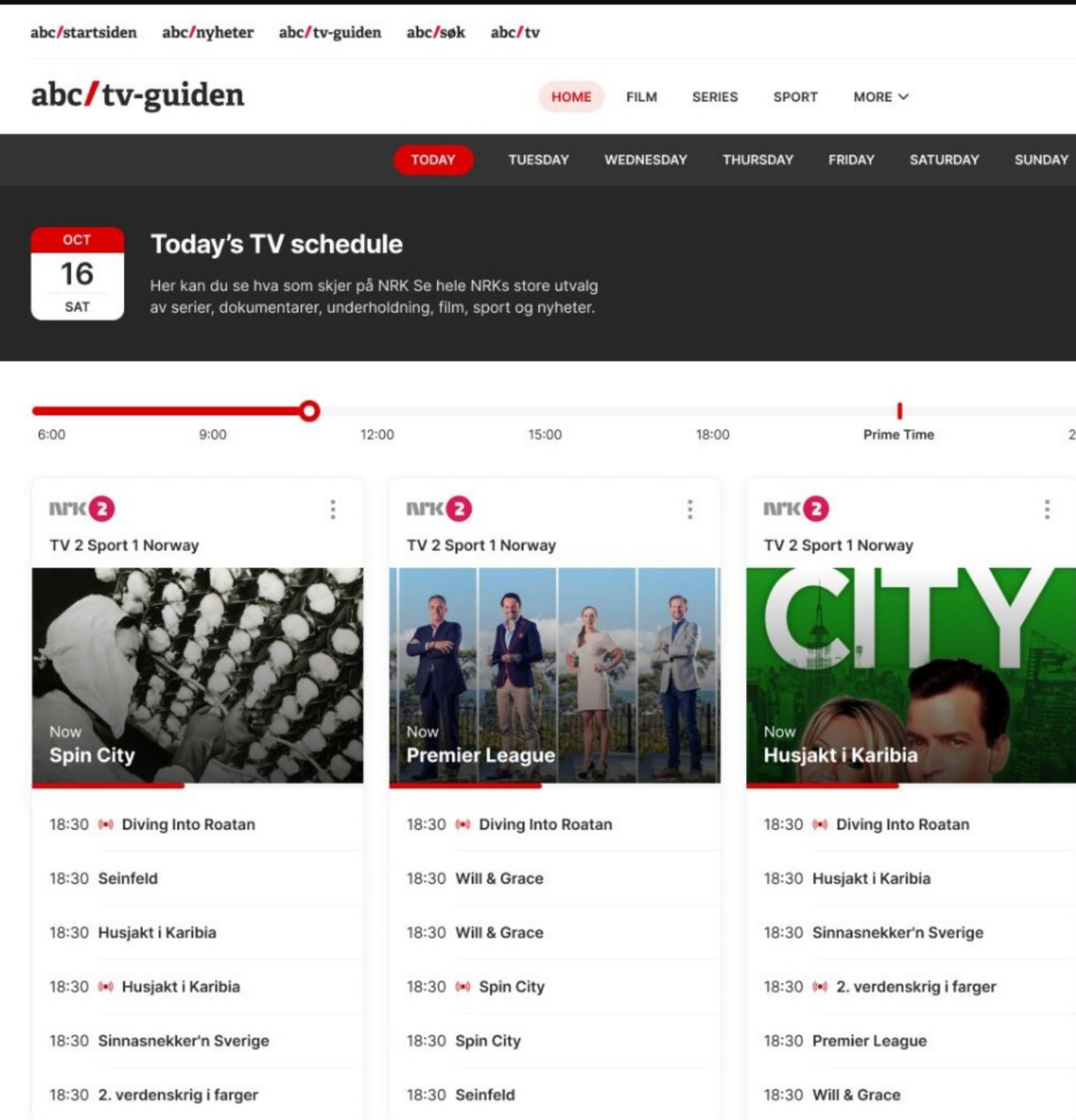
# Web search, news & shopping aggregator platform



ANNONSØRINNHOLD

Sa kom det inn et tips

5 little gifts for yours  
say "Happy Holidays"



abc/start siden abc/nyheter abc/tv-guiden abc/søk abc/tv

abc/tv-guiden

TODAY

16 OCT SAT

Today's TV schedule

Her kan du se hva som skjer på NRK Se hele NRKs store utvalg av serier, dokumentarer, underholdning, film, sport og nyheter.

6:00 9:00 12:00 15:00 18:00 24:00

Prime Time

Now Spin City

18:30 Diving Into Roatan

18:30 Seinfeld

18:30 Husjakt i Karibia

18:30 Husjakt i Karibia

18:30 Sinnasnekker'n Sverige

18:30 2. verdenskrig i farger

18:30 Premier League

18:30 Spin City

18:30 Seinfeld

18:30 Will & Grace

18:30 Will & Grace

18:30 Husjakt i Karibia

18:30 Sinnasnekker'n Sverige

18:30 2. verdenskrig i farger

18:30 Premier League

18:30 Will & Grace

match<sup>®</sup>

Søk etter single  
i ditt område

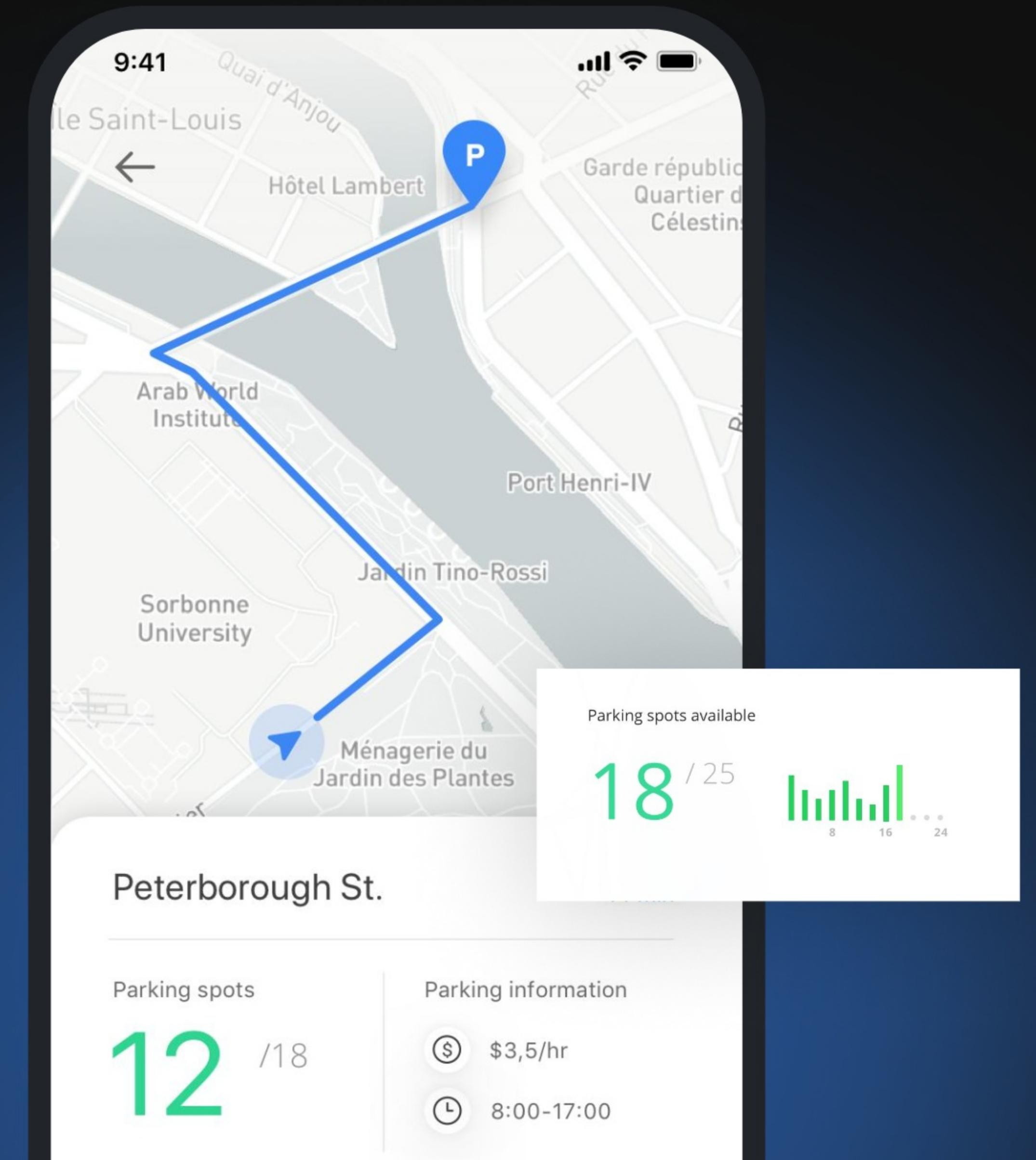
SE SINGLE HER

# City scale smart parking system

Award winning parking management, navigation and payment platform for smart cities of tomorrow. Built over a network of 10.000+ NBLoT sensors and deployed in 5 European cities.

INDUSTRY  
Smart city

ENGAGEMENT  
Standalone product team



# Smart bike companion app

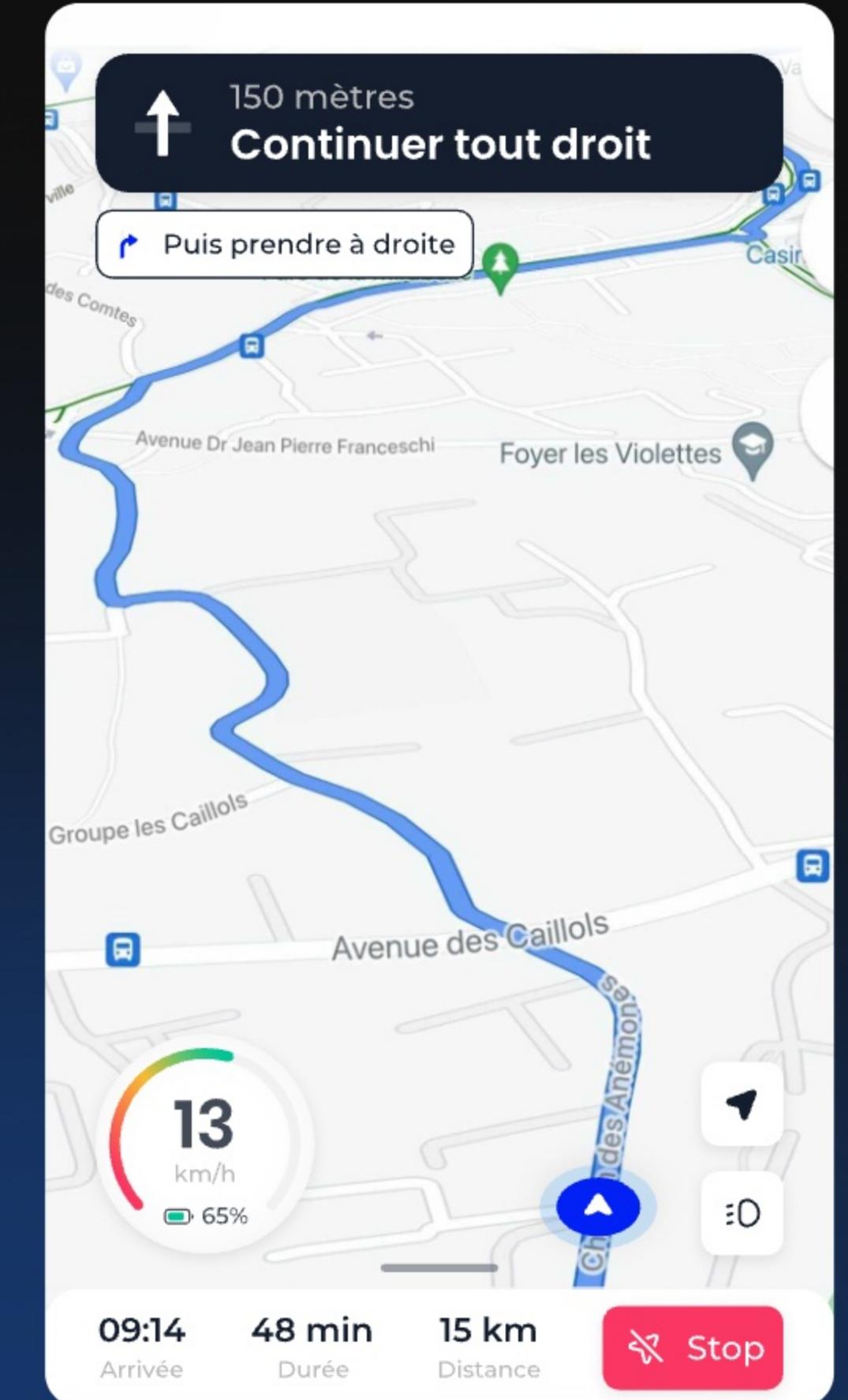
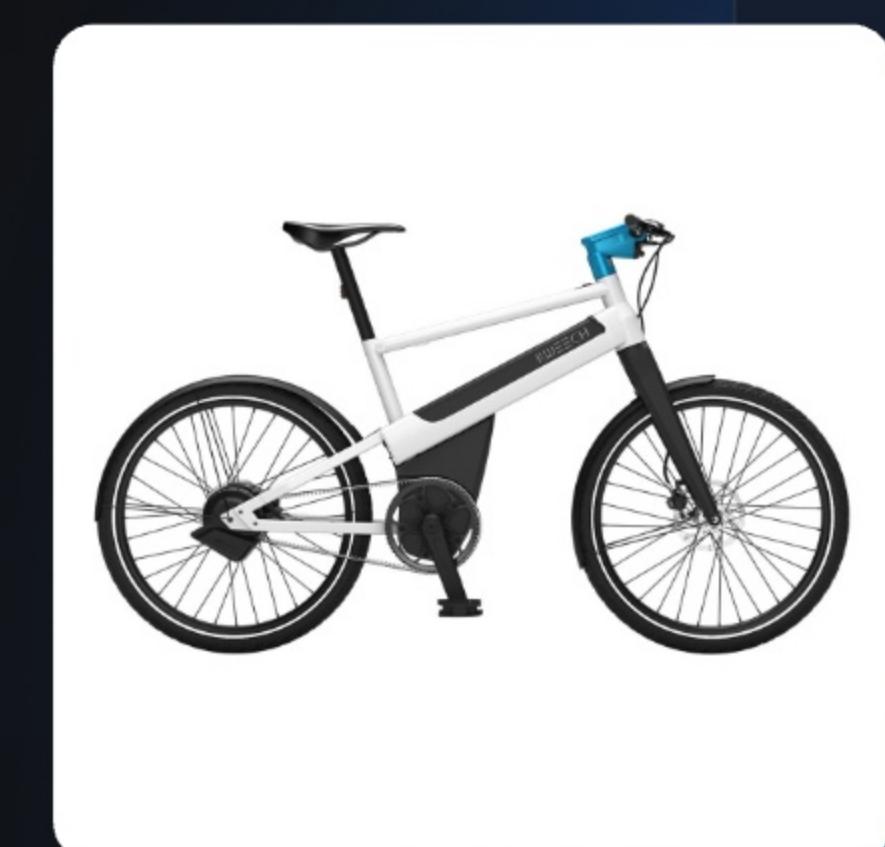
Our team designed and developed a companion app for this French e-bike brand, offering built-in navigation, bike status and controls, and an intelligent fitness mode.

**INDUSTRY**

E-mobility, IoT

**ENGAGEMENT**

Standalone product team



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## “Profico offers a complete set of skills;

from design and development to strategic planning and project management. They're more than a provider, so we consider them an essential part of our product development team.”



Jon Trygve Hegnar  
Lead Digital Strategist, Hegnar Media

## “Very happy with the willingness and ability

that Profico brings to think about our business-needs and co-create solutions. We are developing big slices of our customer journeys together with Profico.”



Ola Gjønnes  
Product Manager, Hyre

## “We have been working with Profico for 9 years,

and could not be more satisfied. They provide excellent services deeply integrated with our business.”



Trygve Sørvaag  
Director products and business development, ABC Startsiden

# Awards & recognitions

Recognised for excellence in business and leadership.



2025

2x Zlatna Bilanca



2022 & 2023

2x Zlatna kuna  
Regional winner



2022

EY Croatia  
Entrepreneur of the  
year nominee



2017 & 2018

2x Deloitte  
Technology Fast 50

+



Highest Creditworthiness

©Dun & Bradstreet 2023

2023

Dun & Bradstreet  
AAA Creditworthiness



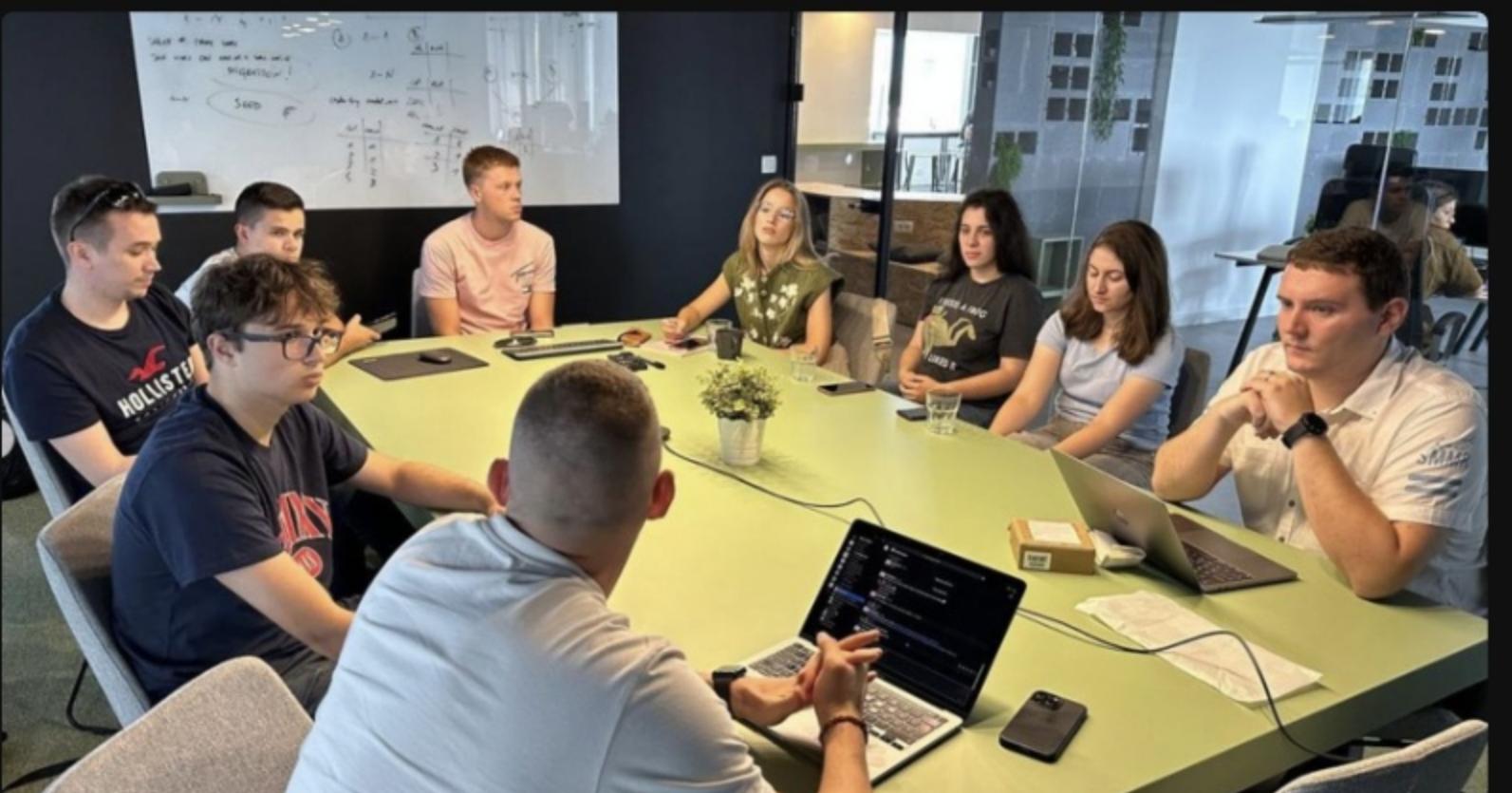
2023, 2024

ISO 27001  
Certified

Trustworthy  
partner certified  
by universally  
recognized  
organisations

Verified business &  
information security  
practices.

# Profico Academy Design & development course



Dev & design education programme for future digital professionals. Guided by our mentors, Profico Academy teaches industry-applicable skills through practical learning.

Envisioned as a bridge between formal education and the real world, Profico Academy aims to equip young developers and UI/UX designers with the skills needed to kick-start their careers.

180

APPLICANTS IN  
2023

16

ACADEMY  
GRADUATES

# Green Future Conference Environment Energy & E-mobility

Profico is a proud organizational partner, and our team is responsible for the majority of the digital and visual presentation of the conference.

The conference brings together technology leaders, policy makers, and scientists to spark discussion and encourage action in the fields of green environment, energy, and e-mobility.



# Our ESG pledge

## Environmental, Social & Governance

1

### Environmental

To inspire positive environmental action by our own example.

2

### Social

To maintain a positive work environment, facilitate growth, and build our community.

3

### Governance

To uphold and introduce quality and legal standards, and ethical business practices.

# Contact us.

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