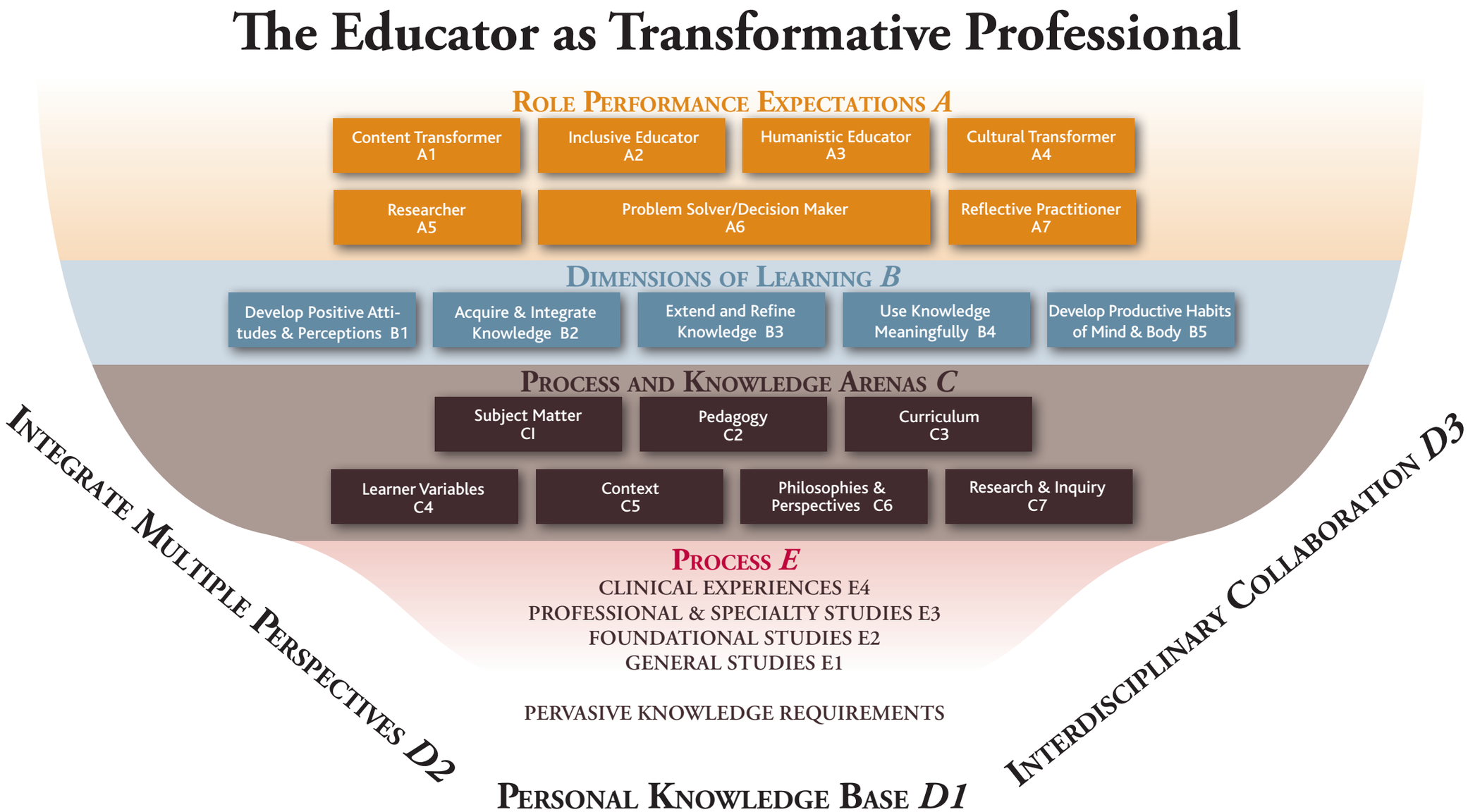Exhibit I.5.c.1: Original Conceptual Framework Visual