

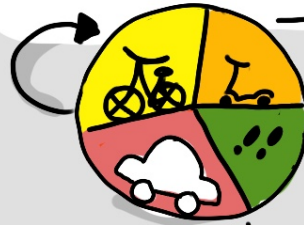
# THE GO TO MARKET PLAYBOOK



HOW DOES THE US BECOME MORE LIKE EUROPE?



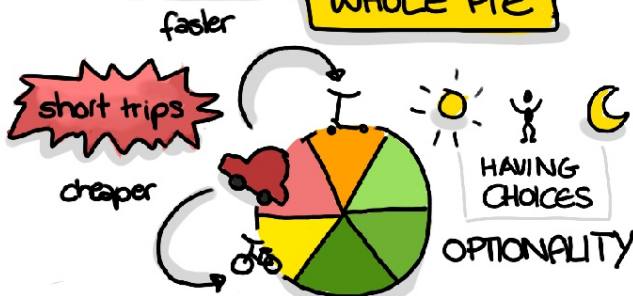
WE ARE NOT TALKING ABOUT MODE SHARE



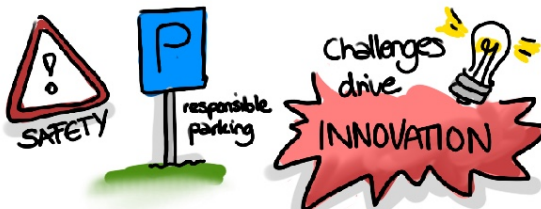
IT'S ABOUT MODE SHIFT

## 4 GO-TO-MARKET RULES

### 1 FOCUS ON THE WHOLE PIE



### 3 OWN UP TO THE CHALLENGES



### 2 TAKE SUSTAINABILITY SERIOUSLY



efficiency  
recyclable  
renewable

### 4 BREAK INTO THE CYCLE



JUST GET STARTED WITH AWARENESS!

IT'S NOT HOW WE ENTER MARKETS,

BUT HOW WE STAY!