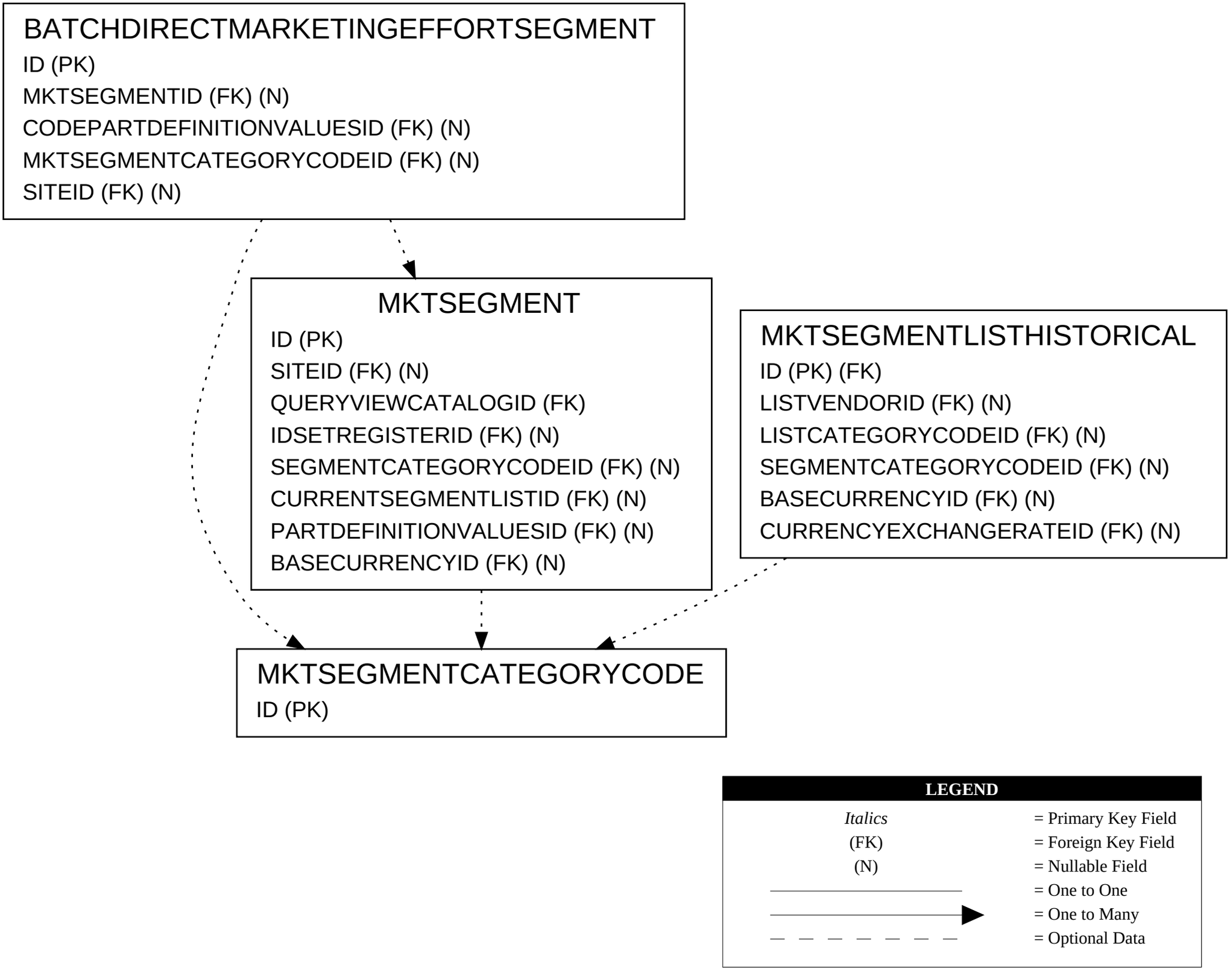MKTSEGMENTCATEGORYCODE