

Inspired by the 19th century

BRITAIN AND FRANCE **LETTERPRESS POSTER TYPEFACES,**

where a range of different type styles were used together as a type system.

A multiscript type family

HAVILL

for branding and business documents

*A purpose-specific design that is ready
for complex typographic need.*

THURSDAY EVENING, DEC. 2nd 1880,

The curtain will rise at 7.30 precisely, on the celebrated Comedy, in Three Acts, entitled

£100,000

By H.J. Byron, author of "Our Boys", "The Upper Crust", "A Fool and his Money"

VENTE aux ENCHÈRES PUBLIQUES

et en un seul lot

DU

DOMAINE

de Mongrailleux

DE LA CONTENANCE DE 20 HECT., 08 A., 85 CENT.

SITUÉ A CHAMBILLY

FAT HOGS

27 STRONG STORE PIGS

4 IN-PIG SOWS, FAT SOW,

Horses, Float and Harness, Pig Troughs, Tubs, Buckets and Miscellaneous Effects,

WILL BE SOLD BY AUCTION BY MESSRS

Latin Bold
18

Latin Book
8

Latin Bold
Alt figures
69

Latin Italic
8

Latin Bold
20

Latin italic
18

Latin Regular
10

Latin Display
64

Latin Bold
22

Latin Regular
12

Latin Bold
14

Latin Display
54

Latin Bold
25

Latin Book
20

Latin Regular
20

Latin Display
14

passes **the Iberus** (Ebro) 219.
SECOND PUNIC WAR,
218-201.

HANNIBAL CROSSES THE ALPS
IS VICTORIOUS 218 to 216;
conquers Lower Italy; —suff
eral defeats 215 to 205. —The conq
Spain lost.

Hannibal recalled from Italy 203. is
feated at Zama 202:
HUMILIATING PEACE 201.

Hannibal repairs to the Syrian Court o
ochus III. about 196;

dies in Bithynia **183.**

ORIGIN

In the early 19th century, the use of bold-looking typefaces emerged due to specific environmental and technological reasons. The change in society, education and trading gave rise to advertising and created demand for eye-catching typefaces. Directed viewing is the most important feature in advertising and therefore created the need to emphasize the keywords. It was usually done by enlarging the type size and also designing a much thicker typeface.

Variegated type is a term coined by James Bell, a Major in the East York Militia, which he borrowed from botany and refer to the use of these bold-looking typefaces with other kinds of typefaces to build hierarchy in text. He and D.A. Talboys, an Oxford printer and publisher, used different styles and sizes of types in their chronological tables in different titles to help with articulation.

THE FAMILY

PARAGRAPH

Ag

Latin Regular

Ag

Latin Book

Ag

Latin Semibold

Ag

Latin Italic

SUBHEAD

Ag

Latin Bold

DISPLAY

AG

LATIN DISPLAY

永愛

Traditional Han
Regular

永愛

Traditional Han
Secondary

永愛

Traditional Han Subhead
Bold Condensed

永愛

Traditional Han
Subhead Bold

永愛

Traditional Han Display

العربية

Arabic Regular

العربية

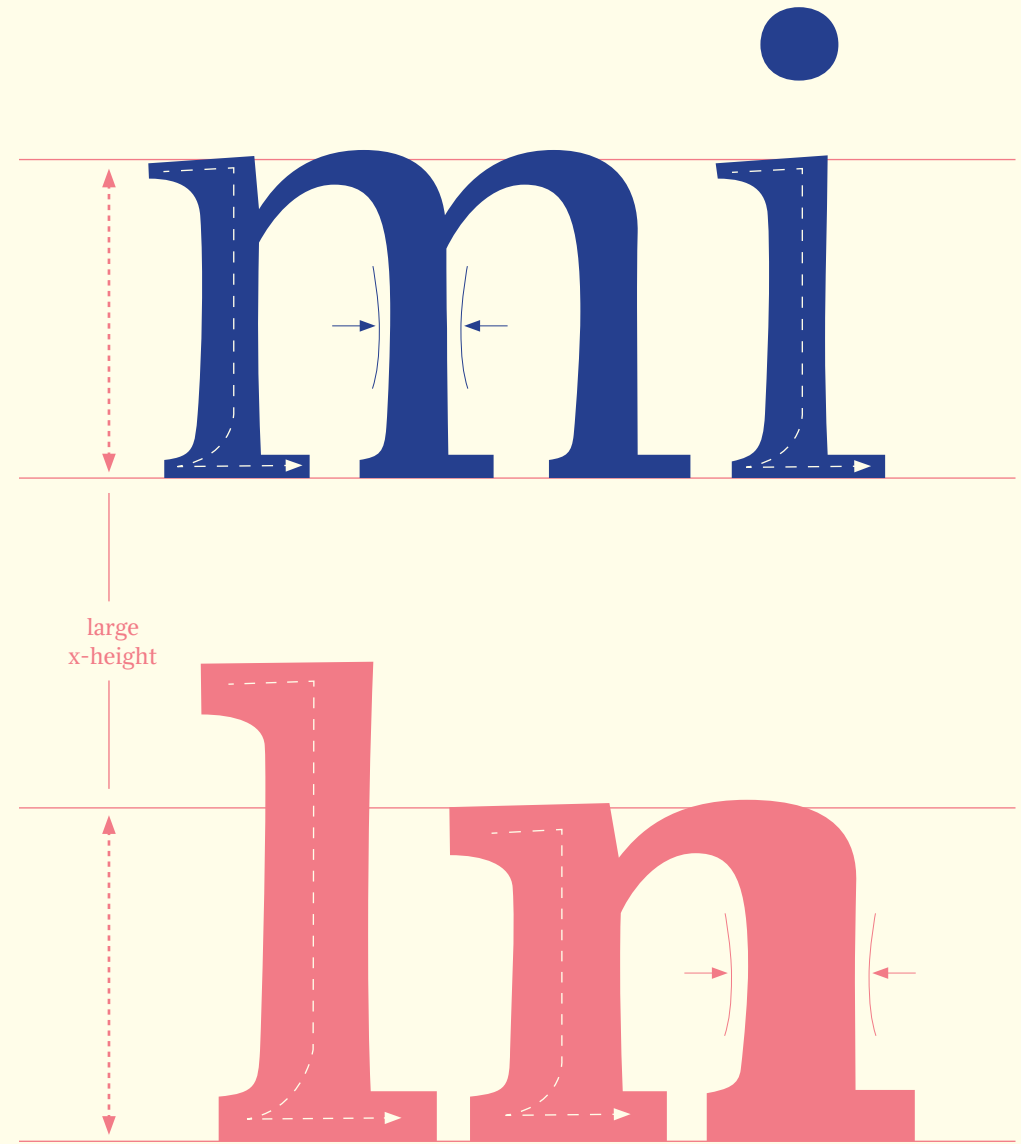
Arabic Bold

LATIN FEATURES

Two masters for latin text were designed according to the principal of variegated type. Regular is inspired by modern style typefaces. **Bold** has thick serifs and wider proportion, matching the slab serif typefaces that were used as **Bold** for emphasis and articulation.



----- Calligraphic stroke
→ Tapering

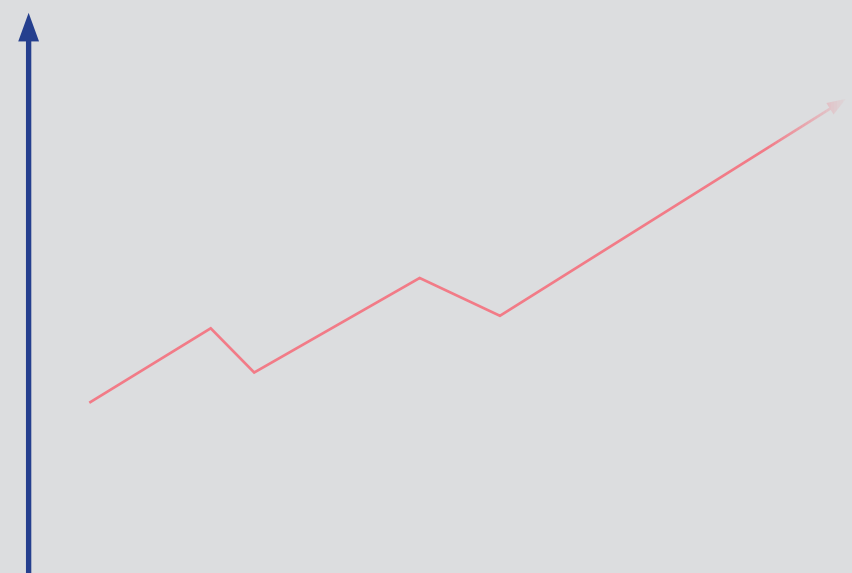


LETTERS TO THE SHAREHOLDER

Excellent performance in the first half of 2015

Highlights of the first half of 2015 include:

- Solid growth in Europe and the United States;
- Strong positive exchange rate effect;
- Good performance from metal type in all global regions with the exception of China, impacted by the continued destocking of distributors;
- Double-digit organic revenue growth in the second quarter for print goods;
- Major success of new products at DIDOT where profitability remains at an exceptional level;
- Continued investment in the letterpress brands;
- Excellent performance at CASLON;
- Strong growth in Jame's results and the continued repositioning of AF Johnson on its core offering;
- Remarkable momentum at DTL which is strengthening its position in all operating regions and in the digital universe
- ATF continues to be impacted by the currency and geopolitical environment.



Revenue*

+12%

Profit from recurring operations*

+15%

Interim dividend*

1.35 euro per share

Latin Book 15

Latin Bold Alt figures 33

Latin Book 15

Latin Semibold 8/10

Latin Regular 8/10

Outlook 2015

The world's leading type products group, recorded revenue of €16.7 billion in the first half of 2015, an increase of 19%. Organic revenue growth was 6% compared to the same period in 2014. The Group recorded strong growth in Europe and the United States. ATF had an excellent start to the year. Punches continued to grow despite destocking of the distribution in China. In the second quarter, revenue increased by 23% compared to the same period in 2014. Organic sales growth was 9% marking an increase from the first quarter. Profit from recurring operations was €2,955 million for the first half of 2015, an increase of 15%, to which all the business groups contributed. Group share of net

profit amounted to €1,580 million. William Caslon, Chairman and CEO of Caslon, commented: "The excellent results of the first half are witness to the efficiency of our strategy, which relies upon the strength of our brands and a very entrepreneurial style of management. Building on the first half performances, we face the second half of the year with confidence and count on the quality of our products and the talent of our teams to further strengthen our leadership in the world of high quality products."

*Organic growth of +6% and exchange rate impact of +13%. On a reported basis, revenue growth was 21% and profit from recurring operations increased by 7%. The Retailing business group recorded revenue loss of 5%.

Latin Display 36/37

Latin Italic 26/29

Latin Bold 10

Latin Regular 10/12

Latin Regular 6/8

SMALL CAPS

BUSINESS STRATEGIES 101

BUSINESS STRATEGIES 101

LIGATURES

difficult
financial

difficult
financial

LANGUAGE SUPPORT

Italian Quello che è successo alla famiglie italiane dal punto di vista economico negli ultimi 40 anni è sintetizzabile in tre formule: dipendono sempre di più dalla ricchezza dei pensionati; il ceto medio si è assottigliato; le diseguaglianze sono aumentate. Lo si ricava da un capitolo aggiunto quest'anno alla Relazione della Banca d'Italia che accompagna le Considerazioni finali del governatore, lette martedì scorso da Ignazio Visco. Il quindicesimo capitolo si intitola: «I bilanci delle famiglie italiane, uno sguardo di lungo periodo».

German Am 15. Juni wird sich der Aufsichtsrat der Deutschen Bahn AG mal wieder ausführlich mit dem Projekt Stuttgart 21 befassen. Und wie so oft werden die 20 Frauen und Männer in dem Gremium mit schlechten Nachrichten konfrontiert: In einem turnusmäßigen Zwischenbericht, den der Vorstand in Zusammenarbeit mit der Projektgesellschaft für den Aufsichtsrat erstellt hat, ist von Verzögerungen und Kostensteigerungen die Rede.

Icelandic Málið kom upp í mars 2013, en í fréttinni umdeildu, sem birt var á vefsíðu Matvælastofnunar, sagði að rannsókn hefði sýnt fram á að ekkert kjöt hefði fundist í nautaböku frá fyrirtækinu Gæðakokkum í Borg-arnesi. Nautabakan átti samkvæmt innihaldslýsingu að innihalda 30% nautahakk í fyllingu. Einnig kom fram að lambahakksbollur sama framleiðenda, sem sagðar voru innihalda lamba- og nautakjöt, hefðu eingöngu innihaldið lambakjöt.

Spanish Si hay algo que a los veraneantes les trae sin cuidado es la incertidumbre política en España. Los empresarios españoles se preparan para un verano turístico récord. No es el primero —las cifras de turistas internacionales llevan seis años de hito en hito— pero esta vez expertos y empresas esperan un verdadero salto. La inestabilidad en destinos como Túnez, Egipto o Turquía atrae a muchos hacia España.

Polish Według ekspertów Banku Zachodniego WBK, przed polskimi eksporterami są kolejne lata dobrej passy. W rankingu Eksportowe TOP50 2016 wskazały 50 branż, które mają największe szanse na podbijanie zagranicznych rynków. – Wzrosty eksportu wypracują wszyscy polscy eksporterzy, ale w rankingu Eksportowe TOP50 2016 typujemy branżę z największym potencjałem mierzonym punktami od 0 do 100, które wyliczamy przy wykorzystaniu autorskiego indeksu.

French Un an après avoir obtenu les clés du Club Méditerranée, Guo Guangchang reste attiré par la France. Fosun, le conglomérat contrôlé par le milliardaire chinois, est en négociations en vue de prendre une participation, de l'ordre de 10 % à 15 %, dans la Compagnie des Alpes, indiquent des sources concordantes. Le « Warren Buffett chinois » deviendrait ainsi l'un des principaux actionnaires de la société qui exploite onze des plus fameux domaines skiabiles français (Tignes, Val d'Isère, Les Arcs, les Deux Alpes, etc.), ainsi que le Parc Astérix, le musée Grévin, ou encore le Futuroscope de Poitiers.

Czech Za 19 dní Britové rozhodnou o setrvání své země v Evropské unii. Ať už výsledek referenda dopadne jakkoliv, už nyní se na trzích projevuje nejistota, která s blížícím se datem poroste. Nejjasněji ji odráží měna. Britská libra v posledních měsících oslabovala jak k euru, tak ke koruně. Vůči evropské měně za uplynulý rok klesla o osm procent. A hůř si vedou i britské akcie, zejména v porovnání s těmi americkými.

Portuguese A “região” europeia registou o pior desempenho à escala mundial durante esta semana. O índice MSCI respetivo perdeu 0,64% esta semana, com três sessões no vermelho. As piores quedas semanais registaram-se para o índice MIB de Milão, que caiu 3,8%, o PSI 20 de Lisboa, que recuou 3,75%, e o Ibex 35 de Madrid, que perdeu 3,36%.

Turkish Açıklamada, Digiturk'ün tek hissedarı DP Acquisitions BV'nin hisselelinin tamamının, beIN Media Group LLC tarafından satın alınması için 2015'in haziran ayında, Çukurova Holding AŞ, DP Coinvest BV, P5 DP INV SarL, Providence Equity Offshore Partners VLP, Fintur Technologies BV, Karamko İmalat Ziraat Endüstri ve Ticaret AŞ ile beIN Media Group LLC arasında bir Hisse Alım Sözleşmesi imzalandığı anımsatıldı.

Swedish Alla inom LO är eniga om målet: att få bort de osäkra tillfälliga anställningarna. Alltså den lagändring från 2007 om allmän visstidsanställning, som lett till ett modernt daglöneri, där arbetarna i stället för att som för 100 år sedan stå med mössan i hand i dag sover med mobilen under kudden för att inte missa minsta inkomstmöjlighet. En situation som inte minst handelsanställda, vårdbiträden och hemtjänstpersonal är vana vid, och ytterligt trötta på.

AND A LOT MORE...!

THE LATIN FAMILY

Latin Display

FIVE YEAR

Latin Regular Small Caps

FINANCIAL SUMMARY

Latin Italic

Consolidated Statement of Financial Position

Latin Bold

The Group's principal activities now encompass property development and investment, hotel and serviced suite operation and property and project management, and it has interests in three listed real estate investment trusts.

Latin Regular/Bold

Growing on a stronger
PORTFOLIO

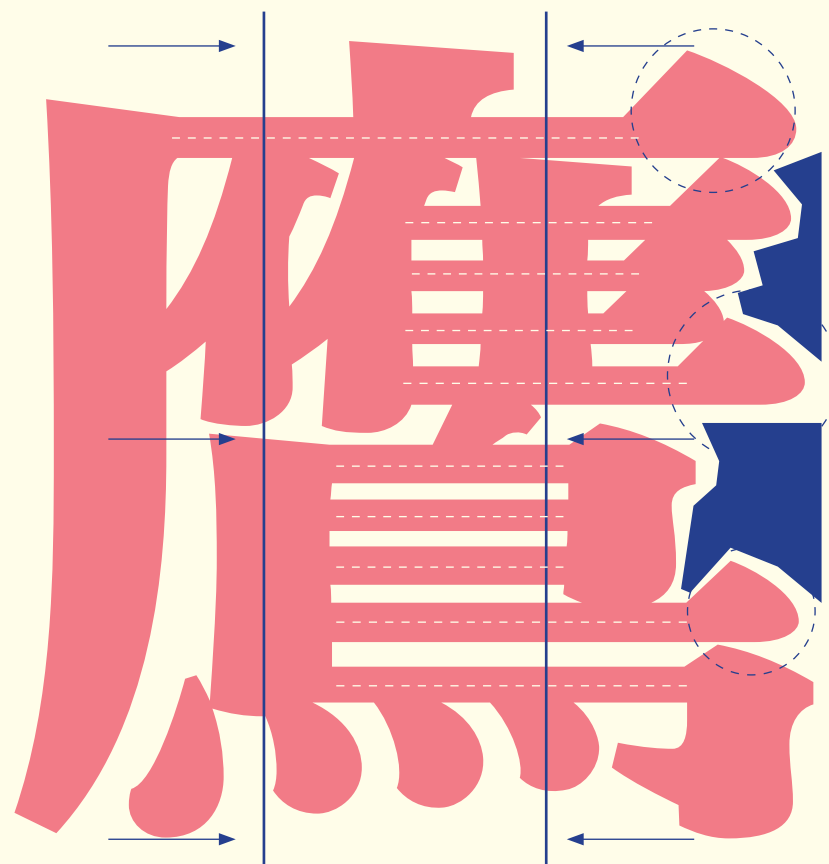
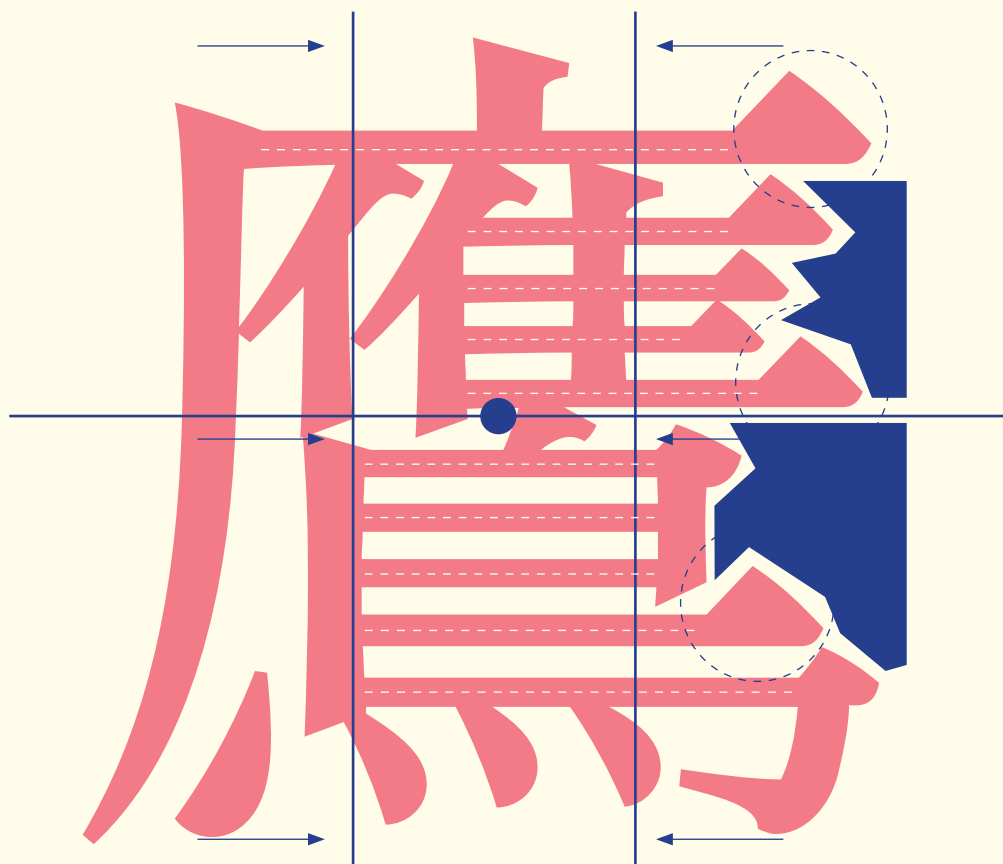
Latin Display/Book

CORPORATE
Governance Report

HAN FEATURES

Havi Han is an elegant design that corresponds to the Latin family. The low contrast design with tight “central area” creates prominent word profile due to the additional white space around.

- Additional white space
- Enhanced end strokes
- tight “central area”
- Strong horizontal strokes
- slightly higher center



OPTICAL SIZE

The low contrast design is beneficial for small size in the regular weight. The optical corrections and ink traps in **Subhead Bold** increase white space inside the characters and therefore more legibility in small size while maintaining the stroke weight.

 Optical corrections



10/13

三主今來全利力務十口合園子字安
展年息愛摘收書望未東森業永況漢狀
略發盈益策綜股表袋要財酬金集鬱鷹



10/13

三主今來全利力務十口合園子字安
展年息愛摘收書望未東森業永況漢狀
略發盈益策綜股表袋要財酬金集鬱鷹

HAN HARMONIZATION

Han script shares the same voice and harmonize with the Latin by matching weight, scale and features without comprising the tradition of both scripts.

- matching instroke
- ▬ matching outstroke
- optical alignment

shareholder 股東
董事會 director
Regulation 條例
dividend 股息
未來 future

全年盈利

Profit for the year

Han Bold
25

Latin Bold
25

Han Regular
15/20

Latin Regular
15/19

Latin Regular
9/12

Han Regular
9/13

Latin Bold
10

HanSubhead
Bold 10

本集團經審核股東應佔溢利為港幣171億1,300萬元。

The Group's audited profit attributable to shareholders for the year ended 31 December 2015 amounted to HK\$17,113 million. Earnings per share were HK \$4.43.

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Dividend

The Directors recommend the payment of a final dividend of HK\$1.05 per share in respect of 2015 to shareholders whose names appear on the Register of Members of the Company at the close of business on Thursday, 19 May 2016. This together with the interim dividend of HK\$0.35 per share paid on 6 October 2015 gives a total of HK\$1.40 per share for the year. The proposed final dividend will be paid on Wednesday, 1 June 2016 following approval at the 2016 Annual General Meeting.

本集團截至二零一五年十二月三十一日止年度經審核股東應佔溢利為港幣171億1,300萬元。每股溢利為港幣4元4角3分。

股息

董事會現建議開派二零一五年度末期股息每股港幣1元5分，給予二零一六年五月十九日（星期四）營業時間結束時已登記在本公司股東名冊內之股東。上述股息連同年度內已派發之中期股息每股港幣3角5分，二零一五年度全年合共派息每股為港幣1元4角。上述二零一五年度末期股息，如獲二零一六年度股東年大會通過，將於二零一六年六月一日（星期三）派發。

HAN SECONDARY

The Han secondary style is inspired by the woodblock printing types that capture the spirit of calligraphy yet maintained the printing type style. It functioned as a secondary typeface like *Italic* in Latin.



-----> Calligraphic stroke



HAN CONDENSED

Condensed Subhead Bold is ideal for narrow columns. Extra white space was added based on calligraphy traditions which resulted in a stencil-like style.

extra white space



10/13

三主今來全利力務十口合國團子字安
展年息愛摘收書望未東森業永況漢狀
略發盈益策綜股表袋要財酬金集鬱鷹

THE HAN FAMILY

Han Secondary

派息

Han Subhead Bold

鷹

Han Subhead Bold Condensed

集

Han Subhead Bold

綜合財務表

Han Subhead Bold Condensed

全年業務

Han Secondary

旅管條例

Han Regular

全年溢利一百三十萬

Han Regular

零

Han Bold

發展策略

發展摘要

ARABIC FEATURES

Havil Arabic is an elegant counterpart to the Latin family. The low contrast design with large tooth height and smooth connections is ideal for text sizes. Interrupted strokes were inspired by Naskh calligraphy and they also harmonize with the Latin strokes.



interrupted strokes



ARABIC HARMONIZATION

Matching weight, features and quality for Latin and Arabic without comprising the tradition of both script.

matching outstroke
optical alignment

الاستدامة Sustainability

Purpose الغرض

الموجودات Assets

المطلو Liabilities

العربية Arabic

As a financial capital and financial security in the markets we operate in, we support a broad range of aspirations and growth for individuals,

Community we have had to become a developed and transformation economy. Today, Qatar sets high standards for its citizens and their nation's success.

Qatari government, its citizens and individuals, we helped support the gas industry, the key to the economy. Today, we are supporting the infrastructure, including roads, telecoms, airlines, treatment plants and education to create a thriving economy. We are a trusted partner to a wide range of sectors as the country continues its journey

Our experience in markets across

Asia and Europe we are confident our solutions and countries fulfil their needs. We do this by providing banking and financial services, and generating sustainable value.

It motivates us to perform to the

Latin Regular
10/12

Latin Regular Arabic Regular
17/20 17/21

Arabic Regular
10/13

تعمل المجموعة كوسيط مالي من خلال أنشطتها المصرفية، لذا فإنها توفر رأس المال والأمان المالي اللازمين لتسهيل التطوير في الأسواق التي تعمل بها. ونحن بذلك نساعد على تحقيق كثير من الطموحات من خلال تسريع النمو الاقتصادي للأفراد والمنظمات والدول.

وبفضل الفرصة التي أتاحت لنا، استطعنا أن نصبح جزءاً أصيلاً لا يتجزأ من مسيرة تطوير الاقتصاد القطري وتنميته ليصبح اقتصاداً قوياً ومزدهراً. واليوم، توفر قطر مستوى معيشياً مرتفعاً يليي أرقى المعايير لمواطنيها، وهو أدق مقياس للازدهار في أي دولة.

ومن خلال العمل كشريك مع الحكومة القطرية ومؤسساتها ومشر وعاتها وأفرادها، ساعدنا في دعم تطوير صناعة النفط والغاز، والتي تعد المحرك الرئيسي للاقتصاد. وحالياً، ندعم تحسين البنية التحتية في دولة قطر، بما في ذلك المطارات والموانئ ومحطات توليد الطاقة والطرق وشبكات الاتصالات والخطوط الجوية والعقارات والمستشفيات ومحطات معالجة المياه والمرافق التعليمية. كما أننا نساعد في إقامة اقتصاد مزدهر للشركات الخاصة كشريك موثوق في مجموعة كبيرة من الصناعات والقطاعات، فيما تواصل الدولة مسيرتها نحو تحقيق التنوع الاقتصادي.

ننقل تجربتنا في قطر إلى العديد من الأسواق في مختلف أنحاء العالم.

نحن نقدم يد العون للأفراد والمؤسسات والدول في مختلف أنحاء الشرق الأوسط وأفريقيا وآسيا وأوروبا ولناجحتنا طموحاتهم مثلما حققناها في قطر. ونحقق ذلك من خلال تلبية احتياجاتهم من الخدمات المالية والمصرفية من واقع خبراتنا وإمكاناتنا كمجموعة ناجحة، من أجل خلق قيمة مستدامة.

وهذا هو الغرض الأساسي الذي يحدونا على النجاح ملتزمين بتلبية أعلى المعايير كل يوم.

WEIGHT DUPLEXING TABULAR FIGURES

1 2 3 4 5 6 7 8 9 0
 1 2 3 4 5 6 7 8 9 0
 1 2 3 4 5 6 7 8 9 0
 1 2 3 4 5 6 7 8 9 0
 ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ٠
 ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ٠

PROPORTIONAL FIGURES

1 2 3 4 5 6 7 8 9 0
 1 2 3 4 5 6 7 8 9 0
 1 2 3 4 5 6 7 8 9 0
 1 2 3 4 5 6 7 8 9 0
 ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ٠
 ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ٠

RIGHTS

	2015 ^{Note 1} \$ Million	2014 \$ Million	Change
ent property revaluation	58,793	32,227	+82%
valuation (net of tax)	15,568	12,051	+29%
shareholders	17,113	17,068	+0.3%
	\$4.43	\$4.43	
re	\$1.05	N/A	N/A
r share	\$1.40	N/A	N/A

(i) the results of the property businesses of the Cheung Kong Group* for the full year and (ii) the results of the property businesses of the Group** after the Property Businesses Combination*** for the period from 3 June 2015 to 31 December 2015 (212 days).

* the Group's revenue of HK\$57,280 million and the Group's share of revenue of joint ventures of HK\$1,513 million.

دخل الشامل الموحد

٢٠١٤	٢٠١٥	
٠,٥١٧,٦٣٨	١١,٣٢٨,٧٦٤	للسنة المنتهية
(٣٧٢,٦٩٠)	(٧٠٣,٨٤٣)	ممل أخرى قد يتم لاحقاً إعادة تصنيفها إلى قائمة الدخل:
(١١,٩٤٠)	(٤٩٣,٩١٣)	عملات أجنبية من عمليات تشغيلية أجنبية
(٩٤١,٨٥٠)	(١٧,٣٢٩)	ود الدخل الشامل الأخرى من الإستثمار في شركات زميلة
		من التغيرات في القيمة العادلة لتحوطات التدفق النقدي
١٢٦,٠٨١	(١٩٦,٤٩٥)	المالية المتوفرة للبيع
(١٢,٣٧٧)	(٧٦,٣٧٧)	ير في القيمة العادلة
٠,٢١٢,٧٧٦)	(١,٤٨٧,٩٥٧)	حول إلى قائمة الدخل
		الدخل الشامل الأخرى، صافي بعد الضريبة

269.55	210.50	246.10
272.50	221.80	256.50
251.60	212.45	235.85
258.40	218.25	239.85
237.00	210.00	226.12

2015 key figures

€1,532 million

in revenue

¥42 million

in recurring operating income in Japan

£127 million

in recurring operating income in the UK

8% of clients

satisfied with our products

317

directly-operated stores

FRACTIONS

$\frac{2}{3}$ of the clients $\frac{6}{7}$ of the reserve
 $\frac{7}{8}$ of the budget $\frac{4}{5}$ of the stock
 $\frac{3}{5}$ of the target $\frac{8}{9}$ of the time
 $\frac{1}{2}$ of the year $\frac{3}{4}$ of the day

CURRENCY SYMBOLS

₩3,543,689 ₹5,449,390
£2,147,443 €8,341,776
₱9,384,900 ¥1,887,641
฿7,655,823 \$5,492,654

FIGURES FOR HAN

每股港幣3角5分

港幣171億

ALTERNATIVE FIGURES

214,365,978



214,365,978

INDIA

Share price (in ₹)

High	Low	Closing average
269.00	228.15	249.74
290.90	260.00	275.58
286.25	243.50	259.88
270.00	243.85	253.81
279.85	255.00	266.00
267.55	241.40	253.67
244.25	219.00	230.45
235.10	212.50	223.64
232.85	209.00	218.87
220.90	207.70	213.85
238.50	210.75	227.86
238.50	222.90	231.08

PHILIPPINE

Share price (in ₱)

High	Low	Closing average
100.50	92.00	96.13
100.40	93.80	97.39
105.95	98.88	103.22
103.50	97.53	100.20
110.45	97.54	103.90
114.35	105.00	110.31
132.85	106.15	118.27
150.00	131.80	139.16
168.85	140.95	156.74
207.75	152.35	172.84
168.00	136.30	149.06
167.35	143.30	154.22

KOREA

Share price (in ₩)

Month	High	Low	Closing average
January	87.45	59.42	70.52
February	84.00	67.16	77.03
March	82.00	71.11	77.83
April	88.74	74.51	80.86
May	112.70	87.47	100.32
June	107.92	93.83	100.07
July	105.00	86.03	94.94
August	107.47	92.21	99.38
September	117.00	91.50	101.59
October	118.80	76.01	98.12
November	131.89	92.75	101.60
December	111.66	94.14	102.43

CAMBODIA

Share price (in \$)

High	Low	Closing
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GERMANY

Share price (in €)

Month	High	Low	Closing
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Havil was designed by Calvin Kwok and submitted in partial fulfillment of the requirements for the

Masters of Arts in Typeface Design

at

THE DEPARTMENT OF TYPOGRAPHY AND GRAPHIC COMMUNICATION

of University of Reading

IN

2016

MANY THANKS

to

Gerry Leonidas, Gerard Unger, Fiona Ross, Victor Gaultney,
Keith Tam, James Mosley, Michael Twyman,

Paul Barnes, Ewan Clayton, Kalapi Gajjar-Bordawekar, Frank Griebhammer,
Riccardo Olocco, Toshi Omagari, Michele Patanè, Rainer Erich Scheichelbauer,
MATD alumni, PhD candidates, staff of the department and my classmates.

AND...

*Special thanks to Julius Hui for his guidance during
the design process of the Han script.*

TEXT SOURCES

P.6-7 Modified from LVMH Letter to
shareholders August 2015

P.17,29 Adapted from Cheung Kong Property
Holdings Limited Annual Report 2015

P.27,29 Adapted from QNB Annual Report 2015

P.9 Italiangoo.gl/Y5HfFt

Germangoo.gl/zsxF0h

Icelandic.....goo.gl/snhQCT

Spanish.....goo.gl/cBclNi

Polishgoo.gl/Qy00Qy

Frenchgoo.gl/plTy8d

Czechgoo.gl/HKaCvm

Portuguese ..goo.gl/KJc9TU

Turkishgoo.gl/T9SyPI

Swedishgoo.gl/oHLo7m