GlobalCIS Credit Information Services The leading supplier of global credit reports

Freshly Investigated Credit Report (Fullcheck) - Executive Summary

STARCOM MEDIAVEST GROUP INC

Date : 18 Aug, 2020

Company Details

Global Identifier	:	P0252660
Country	:	USA
Business Entity Name	:	STARCOM MEDIAVEST GROUP INC
Operating Address	:	35 West Wacker Drive, Chicago, Illinois 60601
Tel	:	[+1] 312-2203535
Website	:	http://www.starcomww.com/
Primary Business Activity	:	Service
Primary Industry	:	Professional Services

Key Facts

Registered Legal Address	:	35 West Wacker Drive, Chicago, Illinois 60601
Doing Business As (DBA)	:	LIQUID THREAD MEDIAVEST SPARK MEDIAVEST | SPARK MOTOMENTUM SMG DIRECTORY MARKETING SMG LATAM SMG LOCAL SPECTRUM SPARK COMMUNICATIONS SPARK FOUNDRY TAPESTRY WORLDWIDE
License Number	:	64130099
Date of Registration	:	24 Mar, 2005
Issuing Authority	:	SECRETARY OF STATE - Illinois
Legal Form - Category	:	Private Company with Limited Liability
Legal Form - Full Name	:	Incorporated
Legal Form - Abbreviation	:	INC (1)
License Status	:	License exists - Normal.
Operational Status of Business	:	Normal
Employees	:	200
Capital	:	n/a (2)
Additional Registration		
Issuing Authority	:	DEPARTMENT OF STATE - Delaware
License Number	:	3881364
Date of Registration	:	15 Nov, 2004

Note:

(1) The abbreviation appearing at the end of the SBE's name above, is an abbreviation of the Legal Form "INCORPORATED" which is automatically generated by GlobalCIS® software.

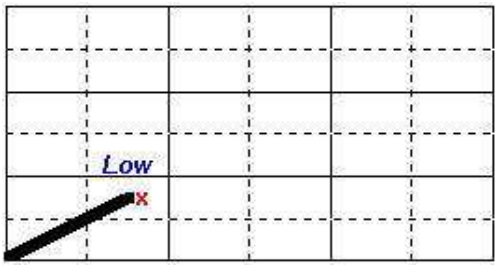
(2) Not applicable.
According to the corporate statutory laws for this type of Legal Form - Category (Private Company with Limited Liability) in USA, there is no requirement for Authorized Capital.

PREVIOUS BUSINESS LICENSE/S

License Date	License No.
26 Aug, 1999	3081605
8 Nov, 2000	61322841

Credit Rating & Risk Analysis

Risk Index : Low



Credit Rating : Excellent



Points Allocated : 90

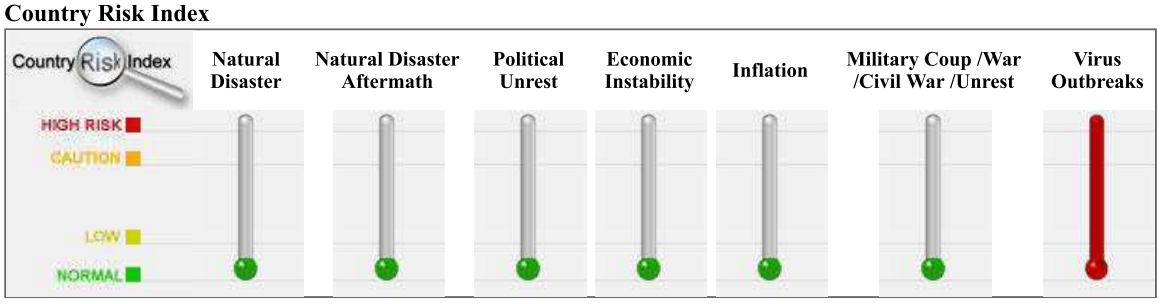
CREDIT ASSESSMENT FACTORS

GlobalCIS® Credit risk assessment is gauged on 12 key business factors.
Each factor is assigned a rating and the total is aggregated and weighed
in consideration of any other influencing factors relevant to the final assessment.

These factors include :

Financial Status	Profitability	Industry sector & trends
Principals	Civil Litigation	Liabilities
Management	Scale of operations	Years in business & co history
Assets(real estate etc.)	Trade references & reputation	Family involvement & support

Country Risk Index



Adverse Data

Results	: Total of **1** records found. • Civil Litigation **(1)**

Financials - Summary (Currency: USD - US Dollar)

As a Private Company with Limited Liability in USA, there is no legal requirements for the Subject Business Entity ("SBE") to make any public disclosure of their own financials. However, the SBE is owned by a Public Listed Company , which is required to disclose their consolidated financial statements.
Hence the financials listed below are those of the SBE's Direct Corporate Parent - PUBLICIS GROUPE SA(Global Identifier No. P0787071), located in France.

Year	Turnover	Assets	Net Income
2018 Annual	11,846,428,571	32,238,095,238	1,111,904,762
2019 Annual	12,360,674,157	36,695,505,618	953,932,584
2020 2nd Qtr (*)	6,209,411,765	34,851,764,706	147,058,824

Sales Trend - Analysis

2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
5.91%	12.16%	9.51%	5.18%	16.82%	0.27%	15.30%	2.88%	4.34%	-

Note: (*)
The Quarterly figures listed above are accumulative.

Recommended Credit Limit - Trade Finance

Maximum Recommended Credit	: USD $35,000,000 based on 30 days

Key Person

Legal Title	: Chief Executive Officer - CEO
Name	: Ms. Kathy Ring
Nationality	: American

Primary Products

Products / Materials / Services Description	Activity
Advertising	Service
Marketing	Service
Media marketing	Service
News media	Service
Radio broadcasting	Service

Commercial Credit Inquiries

Date of Inquiry	Industry in which Inquirer Operates	Credit Type (* / **)	Credit Amount	Period
17 Aug, 2020	Financial Services - Trade Insurance, Factoring, Underwriting	MRC	USD 35,000,000	30 days

Note:
* MRC : Max. Recommended Credit amount
** ISC : Inquirer Specified Credit amount

Fullcheck Report Details

Country	:	USA
Business Entity Name	:	STARCOM MEDIAVEST GROUP INC
Acronym	:	SMG
Primary Business Activity	:	Service
Primary Industry	:	Professional Services
Office Contact Details		
Operating Address	:	35 West Wacker Drive, Chicago, Illinois 60601
Tel	:	[+1] 312-2203535
Website Details		
Website	:	http://www.starcomww.com/
Status	:	Normal - operational
Country of Registration	:	USA
Ownership Type	:	Registered ownership by a related third party
Owner Country	:	France
Owner Name	:	PUBLICIS GROUPE SA
Tax / VAT Details		
Tax Issuing Authority	:	US DEPARTMENT OF THE TREASURY, INTERNAL REVENUE SERVICE
Local Name Used	:	Taxpayer Identification Number
Acronym	:	TIN
TIN Number	:	20-1884700

SIC PRODUCT CLASSIFICATION & ACTIVITY

Product/Service Description	Code	Activity
Advertising Agencies	7311	Service
Advertising, NEC	7319	Service
Business Services	7300	Service
Radio Broadcasting Stations	4832	Service
TV Broadcasting Stations	4833	Service

HARMONIZED PRODUCT CLASSIFICATION & ACTIVITY

Product/Service Description	Code	Activity
Advertising	9901	Service
Business services, health, financial/insur. legal/real estate, hotels, and misc repairs	9900	Service
Direct marketing, telemarketing services	9968	Service
Marketing	9967	Service
Mixed media	9996	Service

DETAILED PRODUCT CLASSIFICATION & ACTIVITY

Products / Materials / Services Description	Ranking	Activity
Sales promotions	Primary	Service
Television broadcasting	Primary	Service

CORE BUSINESS DESCRIPTION

Core Business
The primary business focus of STARCOM MEDIAVEST GROUP INC is Specialized professional services, including:

- Advertising
- Marketing

Key services include :

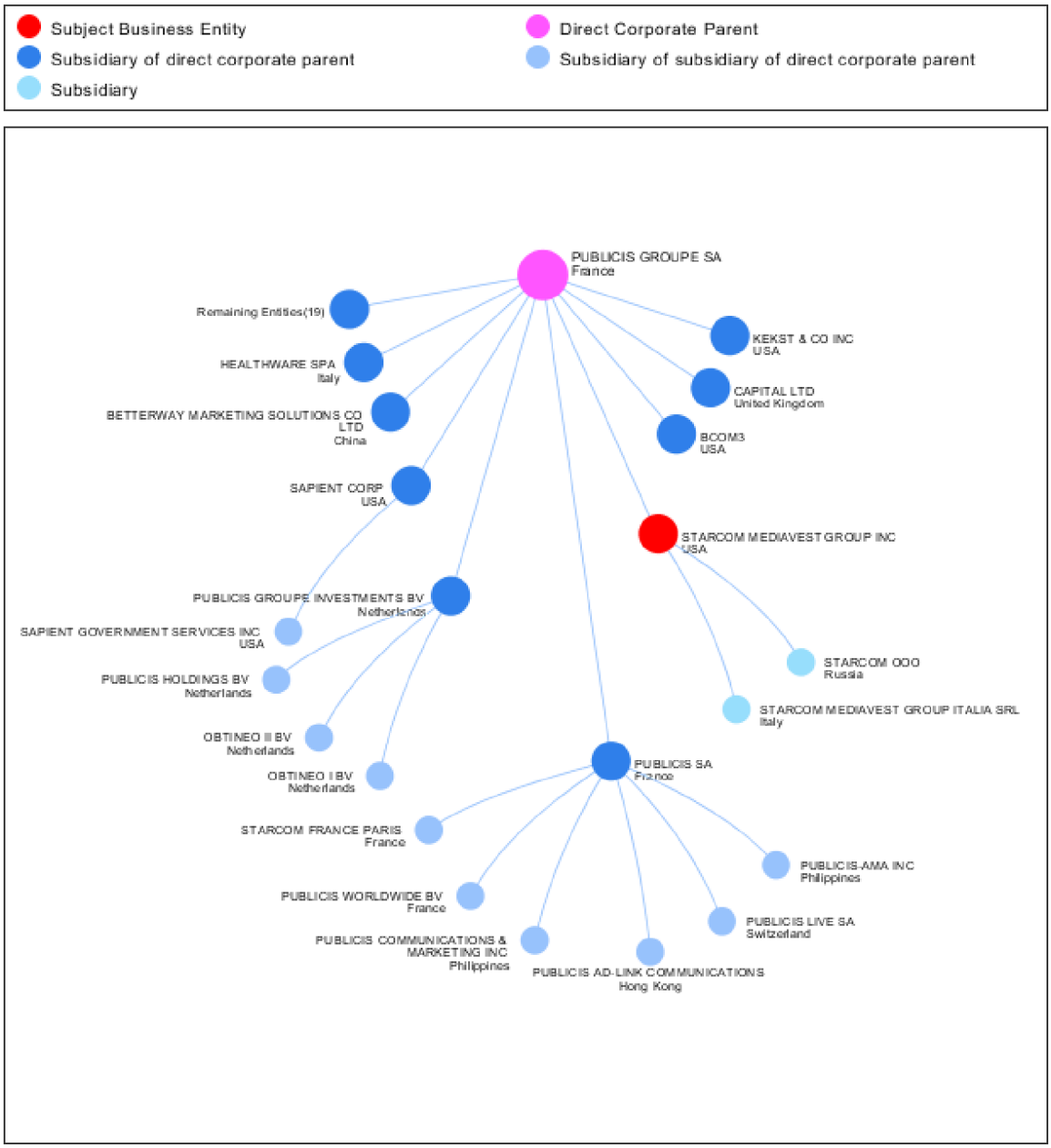
- Media marketing
- News media
- Radio broadcasting
- Sales promotions
- Television broadcasting

DIRECT / INDIRECT CORPORATE PARENT DETAILS

Direct Corporate Parent	:	**PUBLICIS GROUPE SA**
Global Identifier	:	P0787071
Legal Form Category	:	Public Listed Company
Country	:	France
Operational Address	:	133 Ave Des Champs-Elysees Paris 75008
Primary Business Activity	:	Service

MAPPING OF CORPORATE STRUCTURE

Legend



BRANDS & TRADEMARKS

Brands & Trademarks - 1

Brands & Trademarks : SMG
Application Category : #1 Advertising

Brands & Trademarks - 2

Brands & Trademarks : Starcom
Application Category : #1 Advertising
Legal Details of a Brand / Trademark Registration
Type of Mark : Brand

COMPANY MANAGEMENT

Management Listings

	Name	Nationality	Job Description	Dept. / Division

1	Mr. Mark Clare	American	Vice President	-
2	Ms. Sarah Lavoi	American	Company Secretary	-
3	Mr. Richard W. Meehan	American	Vice President	-
4	Mr. Patrick O'connor	American	Treasurer	-
5	Ms. Kathy Ring	American	Chief Executive Officer - CEO	-
6	Mr. John Sheehy	American	President	-
7	Mr. Robert W. Vyverberg	American	Vice President	-

Management Details - 1

Personal Unique Identifier : MI04951638
Name : Mr. Mark Clare

Management Details - 2

Personal Unique Identifier : MI04951597
Name : Ms. Sarah Lavoi

Management Details - 3

Personal Unique Identifier : MI04951599
Name : Mr. Richard W. Meehan

Management Details - 4

Personal Unique Identifier : MI04951606
Name : Mr. Patrick O'connor

Management Details - 5

Personal Unique Identifier : MI04486967
Name : Ms. Kathy Ring

Management Details - 6

Personal Unique Identifier : MI04486969
Name : Mr. John Sheehy

Management Details - 7

Personal Unique Identifier : MI04951607
Name : Mr. Robert W. Vyverberg

FINANCIALS - SUMMARY (Currency: USD - US Dollar)

Year	Turnover	Assets	Net Income
2010 Annual	7,321,621,622	20,190,540,541	744,594,595
2011 Annual	7,754,666,667	21,933,333,333	838,666,667
2012 Annual	8,697,368,421	21,848,684,211	1,005,263,158
2013 Annual	9,524,657,534	23,439,726,027	1,108,219,178
2014 Annual	9,031,250,000	25,782,500,000	917,500,000

2015 Annual	10,550,549,451	27,962,637,363	1,001,098,901
2016 Annual	10,579,347,826	27,060,869,565	-559,782,609
2017 Annual	12,197,619,048	28,309,523,810	1,044,047,619

The latest Financial Summary of Direct Parent: PUBLICIS GROUPE SA (Currency: U.S. $'s)

Year	Turnover	Assets	Net Income
2020 2nd Qtr	6,209,411,765	34,851,764,706	147,058,824

FINANCIAL STATEMENT - DETAILED

As a Private Company with Limited Liability in USA, there is no legal requirements for the Subject Business Entity ("SBE") to make any public disclosure of their own financials. However, the SBE is owned by a Public Listed Company , which is required to disclose their consolidated financial statements.
Hence the financials listed below are those of the SBE's Direct Corporate Parent - PUBLICIS GROUPE SA(Global Identifier No. P0787071), located in France.

Balance Sheet

Currency : EUR
Denomination : 1
Financial Year Ending : December
Quarterly Financials : Cumulative

Financial Highlights	2018 Annual	2019 Annual	2020 2nd Qtr
ASSETS			
Non Current Assets(*)	12,646,000,000.00	16,843,000,000.00	16,320,000,000.00
Current Assets(*)	14,434,000,000.00	15,816,000,000.00	13,304,000,000.00
Total Assets(*)	27,080,000,000.00	32,659,000,000.00	29,624,000,000.00
EQUITY AND LIABILITIES			
Share Capital(*)	94,000,000.00	96,000,000.00	96,000,000.00
Shareholders Funds(*)	6,853,000,000.00	7,401,000,000.00	7,030,000,000.00
Non Current Liabilities(*)	4,903,000,000.00	7,312,000,000.00	9,145,000,000.00
Current Liabilities(*)	15,324,000,000.00	17,946,000,000.00	13,449,000,000.00
Total Liabilities(*)	20,227,000,000.00	25,258,000,000.00	22,594,000,000.00
Total current assets	14,434,000,000.00	15,816,000,000.00	13,304,000,000.00
Cash and short term investments	3,206,000,000.00	3,413,000,000.00	3,743,000,000.00
Cash	933,000,000.00	1,145,000,000.00	-
Cash & equivalents	2,273,000,000.00	2,268,000,000.00	3,743,000,000.00
Total receivables, net	10,678,000,000.00	11,992,000,000.00	9,233,000,000.00
Accounts receivables - trade, net	9,989,000,000.00	11,235,000,000.00	8,493,000,000.00
Total inventory	367,000,000.00	411,000,000.00	328,000,000.00
Other current assets, total	183,000,000.00	-	-
Total assets	27,080,000,000.00	32,659,000,000.00	29,624,000,000.00
Property/plant/equipment, total - net	2,343,000,000.00	2,842,000,000.00	2,488,000,000.00
Property/plant/equipment, total - gross	3,367,000,000.00	4,751,000,000.00	2,829,000,000.00
Accumulated depreciation, total	(1,024,000,000.00)	(1,910,000,000.00)	(998,000,000.00)
Goodwill, net	8,751,000,000.00	11,629,000,000.00	11,526,000,000.00
Intangibles, net	1,125,000,000.00	1,979,000,000.00	1,852,000,000.00
Long term investments	245,000,000.00	222,000,000.00	224,000,000.00
Note receivable - long term	32,000,000.00	28,000,000.00	22,000,000.00
Other long term assets, total	150,000,000.00	143,000,000.00	208,000,000.00
Total current liabilities	15,324,000,000.00	17,946,000,000.00	13,449,000,000.00
Accounts payable	12,176,000,000.00	13,411,000,000.00	9,914,000,000.00
Accrued expenses	864,000,000.00	1,013,000,000.00	-
Current port. Of lt debt/capital leases	431,000,000.00	1,938,000,000.00	586,000,000.00
Other current liabilities, total	1,853,000,000.00	1,584,000,000.00	2,949,000,000.00
Total liabilities	20,227,000,000.00	25,258,000,000.00	22,594,000,000.00
Total long term debt	3,452,000,000.00	6,482,000,000.00	8,335,000,000.00
Long term debt	1,804,000,000.00	4,286,000,000.00	6,274,000,000.00
Capital lease obligations	1,648,000,000.00	2,196,000,000.00	2,061,000,000.00
Deferred income tax	446,000,000.00	413,000,000.00	314,000,000.00
Minority interest	-	(9,000,000.00)	(21,000,000.00)
Other liabilities, total	1,005,000,000.00	426,000,000.00	517,000,000.00
Total equity	6,853,000,000.00	7,401,000,000.00	7,030,000,000.00
Common stock, total	94,000,000.00	96,000,000.00	96,000,000.00
Additional paid-in capital	3,926,000,000.00	4,137,000,000.00	4,137,000,000.00
Retained earnings (accumulated deficit)	3,096,000,000.00	3,353,000,000.00	3,118,000,000.00
Other equity, total	(263,000,000.00)	(185,000,000.00)	(321,000,000.00)
Total liabilities & shareholders' equity	27,080,000,000.00	32,659,000,000.00	29,624,000,000.00
Total common shares outstanding	231,240,000.00	236,960,000.00	238,400,000.00

Note: (*)
Financial Highlights

Income Statement

Currency : EUR
Denomination : 1
Financial Year Ending : December
Quarterly Financials : Cumulative

Financial Highlights	2018 Annual	2019 Annual	2020 2nd Qtr
Turnover(*)	9,951,000,000.00	11,001,000,000.00	5,278,000,000.00
Profit (Loss) Before Tax(*)	1,219,000,000.00	1,154,000,000.00	164,000,000.00
Profit After Tax attributable to Shareholders(*)	934,000,000.00	849,000,000.00	125,000,000.00

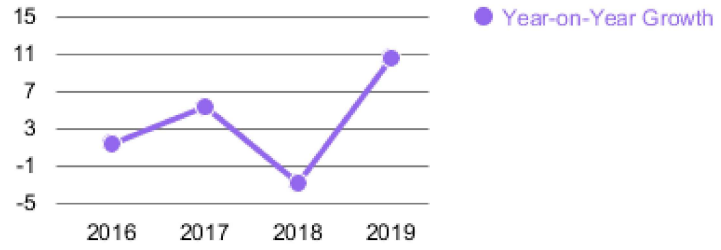
Revenue	9,951,000,000.00	11,001,000,000.00	5,278,000,000.00
Operating income	1,303,000,000.00	1,267,000,000.00	254,000,000.00
Net income	919,000,000.00	841,000,000.00	136,000,000.00
Total revenue	9,951,000,000.00	11,001,000,000.00	5,278,000,000.00
Total operating expenses	8,648,000,000.00	9,734,000,000.00	5,024,000,000.00
Selling/general/admin. Expenses, total	5,747,000,000.00	6,073,000,000.00	3,224,000,000.00
Depreciation / amortization	595,000,000.00	790,000,000.00	443,000,000.00
Unusual expense (income)	151,000,000.00	189,000,000.00	229,000,000.00
Other operating expenses, total	2,155,000,000.00	2,682,000,000.00	1,128,000,000.00
Interest income (expense), net non-operating	(73,000,000.00)	(97,000,000.00)	(84,000,000.00)
Other, net	(11,000,000.00)	(16,000,000.00)	(6,000,000.00)
Net income before taxes	1,219,000,000.00	1,154,000,000.00	164,000,000.00
Provision for income taxes	285,000,000.00	305,000,000.00	39,000,000.00
Net income after taxes	934,000,000.00	849,000,000.00	125,000,000.00
Minority interest	(11,000,000.00)	(3,000,000.00)	13,000,000.00
Equity in affiliates	(4,000,000.00)	(5,000,000.00)	(2,000,000.00)
Net income before extraordinary items	919,000,000.00	841,000,000.00	136,000,000.00
Income available to common excluding extraordinary items	919,000,000.00	841,000,000.00	136,000,000.00
Dilution adjustment	490,000.00	(1,040,000.00)	(180,000.00)
Diluted net income	919,490,000.00	839,960,000.00	135,820,000.00
Diluted weighted average shares	234,560,000.00	236,610,000.00	238,280,000.00
Diluted EPS excluding extraordinary items	3,920,000.00	3,550,000.00	570,000.00
Dps - common stock primary issue	2,120,000.00	1,150,000.00	-
Diluted normalized EPS	4,410,000.00	4,140,000.00	1,300,000.00

Note: (*)
Financial Highlights

Financial Ratios

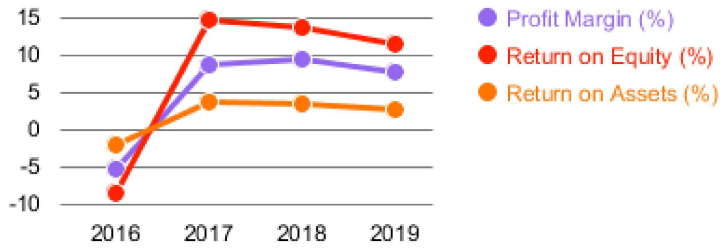
Financial Highlights	2018 Annual	2019 Annual	2020 2nd Qtr
Growth %			
Year-on-Year Growth	(2.88)	10.55	-
Profitability			
Profit Margin (%)	9.39	7.72	2.37
Return on Equity (%)	13.63	11.47	1.78
Return on Assets (%)	3.45	2.60	0.42
Leverage			
Total Debt Equity (Times)	2.95	3.41	3.21
Current Debt Equity (Times)	2.24	2.42	1.91
Long Term Debt to Equity	0.72	0.99	1.30
Total Asset To Total Equity	3.95	4.41	4.21
Asset Management			
Total Assets Turnover (Times)	0.37	0.34	0.18
Fixed Assets Turnover (Times)	0.79	0.65	0.32
Liquidity			
Current Ratio	0.94	0.88	0.99

Growth %



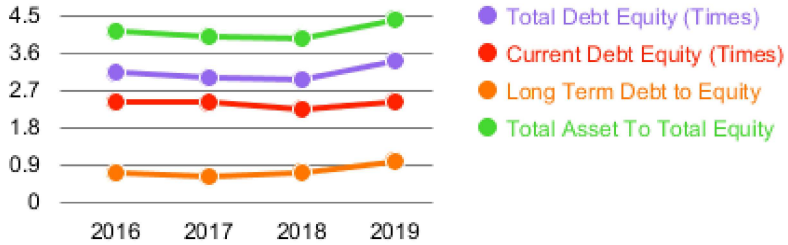
Year	Year-on-Year Growth
2019	10.55
2018	-2.88
2017	5.27
2016	1.37

Profitability



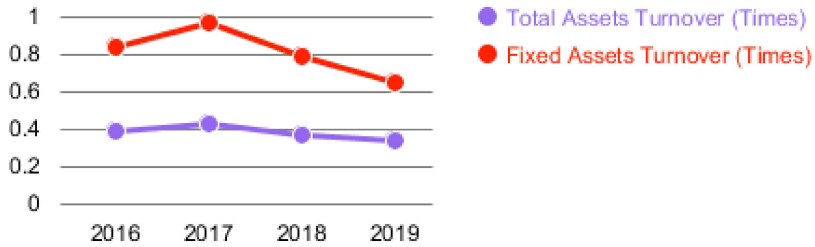
Year	Profit Margin (%)	Return on Equity (%)	Return on Assets (%)
2019	7.72	11.47	2.60
2018	9.39	13.63	3.45
2017	8.56	14.72	3.69
2016	-5.29	-8.51	-2.07

Leverage



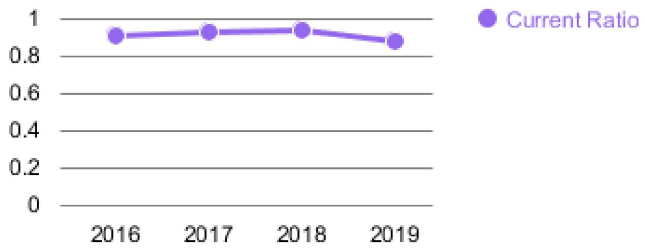
Year	Total Debt Equity (Times)	Current Debt Equity (Times)	Long Term Debt to Equity	Total Asset To Total Equity
2019	3.41	2.42	0.99	4.41
2018	2.95	2.24	0.72	3.95
2017	2.99	2.39	0.61	3.99
2016	3.11	2.41	0.70	4.11

Asset Management



Year	Total Assets Turnover (Times)	Fixed Assets Turnover (Times)
2019	0.34	0.65
2018	0.37	0.79
2017	0.43	0.97
2016	0.39	0.84

Liquidity



Year	Current Ratio
2019	0.88
2018	0.94
2017	0.93
2016	0.91

OTHER LICENSES

Issuing Authority : **DEPT. OF STATE - Florida**
License Number : F04000007224
Date of Issuance : 22 Dec, 2004

REPUTATION

Reference checking for the purpose of establishing STARCOM MEDIAVEST GROUP INC's reputation within the respective industry failed to reveal any adverse information.

NEGA-SCAN - ADVERSE DATA MONITORING

DISHONORED CHECKS **No Record Found**

DEBT **No Record Found**

CIVIL LITIGATION **1 Record Found**

Civil Litigation **(1)** **Not Adverse**

Position : Plaintiff
Case Issue : A petition to the Court claiming unpaid taxes amounting to USD 8,734 filed under Document Number 20100050994.
Date Commenced : 3 Aug, 2010
Status : Not stated

PERFORMANCE DEFAULTS **No Record Found**

ADVERSE LOCAL MEDIA COVERAGE / ADVERSE FILING HISTORY **No Record Found**

LOCAL BRANCHES & MANAGEMENT
Branch : STARCOM MEDIAVEST GROUP INC - DETROIT, MICHIGAN
Branch Address : Suite 400, 5Fl 150 West Jefferson Avenue, Detroit, Michigan 48226

Branch : STARCOM MEDIAVEST GROUP INC - NORTH HOLLYWOOD, CALIFORNIA

Branch Address : Suite 600, 5200 Lankershim Blvd, North Hollywood, California 91601
Branch Tel : 1-818-7537200

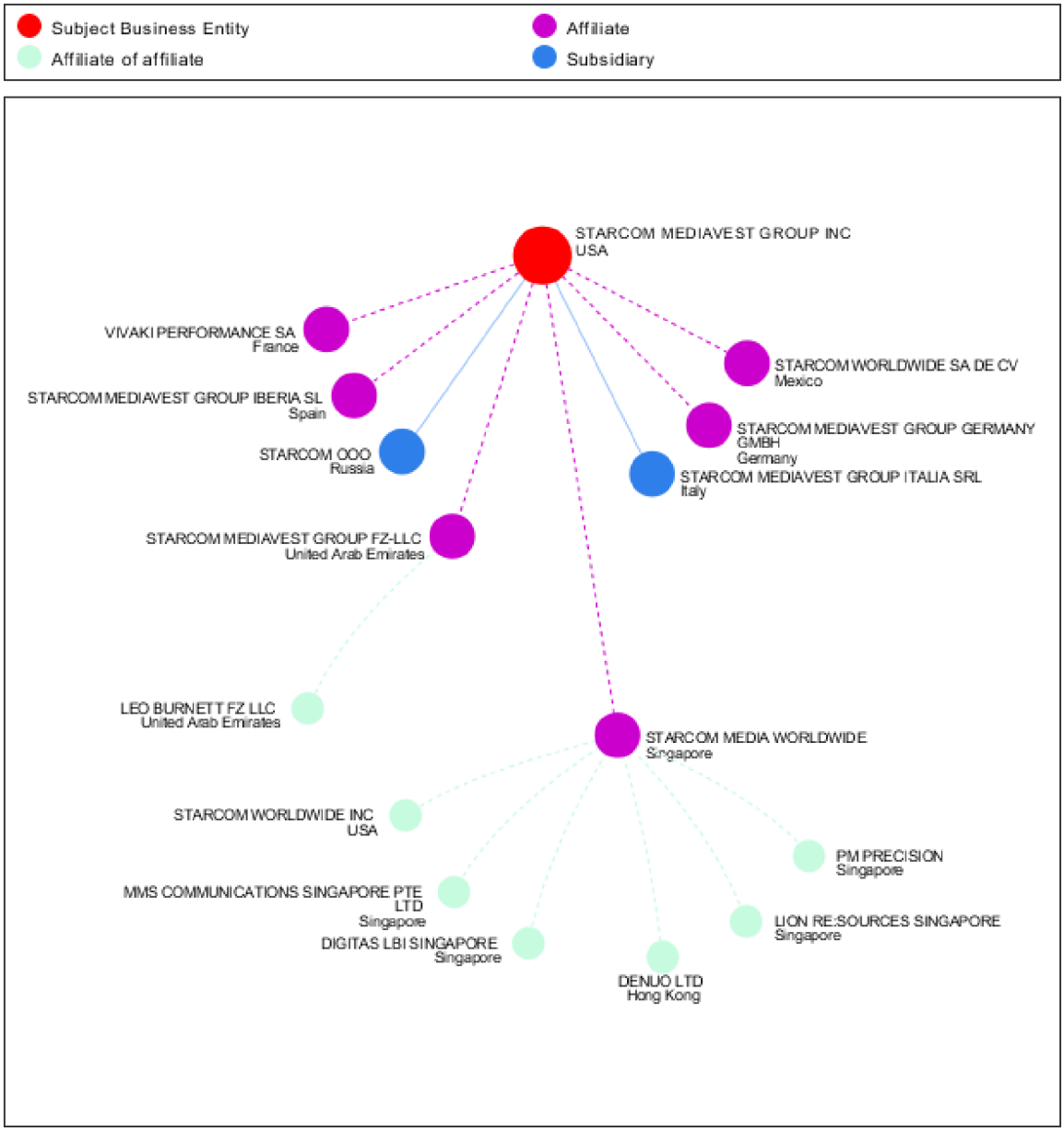
Branch : STARCOM MEDIAVEST GROUP INC - NEW YORK, NEW YORK
Branch Address : 12Fl 375 Hudson St, New York, New York 10014

RELATED PARTIES (Subsidiaries , Joint-ventures & Affiliates)
The following provides a summary of the number of businesses that are related to STARCOM MEDIAVEST GROUP INC:

TYPE	INTERNATIONAL						
	Africa	Asia / Pacific	Europe	Middle-East	North America	South America	TOTAL
Subsidiaries	-	-	2	-	-	-	2
Joint-Ventures	-	-	-	-	-	-	-
Minority shareholdings	-	-	-	-	-	-	-
Affiliates	-	1	3	1	-	1	6
Liaison / Representative Offices	-	-	-	-	-	-	-

MAPPING OF RELATED PARTIES

Legend



International

Business Entity Name	: **STARCOM MEDIA WORLDWIDE**
Global Identifier	: P1411071
Country	: Singapore
Relationship	: Affiliate
Operational Address	: Mapletree Anson 60 Anson Rd #07-01/02/03/04 079914
Primary Business Activity	: Service
Industry	: Newspapers, Media, Broadcasting & Cable

Business Entity Name	: **STARCOM MEDIAVEST GROUP FZ-LLC**
Global Identifier	: P0854107
Country	: United Arab Emirates
Relationship	: Affiliate
Operational Address	: Dubai Media City - Leo Burnett Bldg 11 Al Sufouh Rd Next to Radisson BLU Hotel, Dubai
Primary Business Activity	: Service
Industry	: Professional Services

Business Entity Name : **STARCOM MEDIAVEST GROUP GERMANY GMBH**

Global Identifier : P3172434
Country : Germany
Relationship : Affiliate
Operational Address : Otto-Mesmer-Strasse 1, Frankfurt 60314

Business Entity Name : **STARCOM MEDIAVEST GROUP IBERIA SL**
Global Identifier : P4009790
Country : Spain
Relationship : Affiliate

Business Entity Name : **STARCOM MEDIAVEST GROUP ITALIA SRL**
Global Identifier : P1129893
Country : Italy
Relationship : Subsidiary
Operational Address : Via Carlo Roberto Darwin 20, Milano, Milano (MI) 20143
Primary Business Activity : Service
Industry : Professional Services

Business Entity Name : **STARCOM OOO**
Global Identifier : P0981719
Country : Russia
Relationship : Subsidiary
Primary Business Activity : Service
Industry : Professional Services

Business Entity Name : **STARCOM WORLDWIDE SA DE CV**
Global Identifier : P3342046
Country : Mexico
Relationship : Affiliate

Business Entity Name : **VIVAKI PERFORMANCE SA**
Global Identifier : P1418034
Country : France
Relationship : Affiliate
Operational Address : 131 Ave Charles De Gaulle, Neuilly-sur-Seine, Hauts-De-Seine 92200
Primary Business Activity : Service
Industry : Professional Services

SHAREHOLDERS

Total number of shareholders : 1
Total number of shares : n/a

Currency : USD - US Dollar

No.	Shareholders	Country	Shares		
			Number	Amount (USD)	%
1	PUBLICIS GROUPE SA	France	n/a	n/a	100.000
Total			n/a	n/a	100.000

Based on corporate statutory laws / regulations in USA, there is no requirement for public disclosure of Shareholders.

However in the absence of data normally obtained from local Statutory Authorities, it is not possible to verify the accuracy of data supplied and hence is provided as reference ONLY.

COMPANY DIRECTORS

1

Personal Unique Identifier : MI04486969
Name : Mr. John Sheehy

2

Personal Unique Identifier : MI04951579
Name : Mr. Timothy Jones

3

Personal Unique Identifier : MI04486967
Name : Ms. Kathy Ring

REGISTRARS

Registrar Name
CORPORATION TRUST CO , THE

COMPETITORS

The following is a representative list of local competitors:

Business Entity Name	Global Identifier
ACTIVE MEDIA SERVICES INC	P0808883

OFFICE & FACILITIES

The following information relates to the Business Entity's office as listed above:

Name : **STARCOM MEDIAVEST GROUP INC - CHICAGO, ILLINOIS**
Primary Use : Office & Administration facilities
Address : 35 West Wacker Drive, Chicago, Illinois 60601
Country : USA
Status : Operational

COMPANY HISTORY

Date	Details
1999 - Aug	Incorporated to continue the business of "STARCOM WORLDWIDE" which was originally started as an independent media division of LEO BURNETT CO.
2000 - May	Formed as a holding company for the media services of BCOM3 GROUP.
2002	Acquired by PUBLICIS GROUPE SA.

PREVIOUS CONTACT DETAILS

Fax Number : 1-312-2201515

*** End of Report on STARCOM MEDIAVEST GROUP INC ***

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