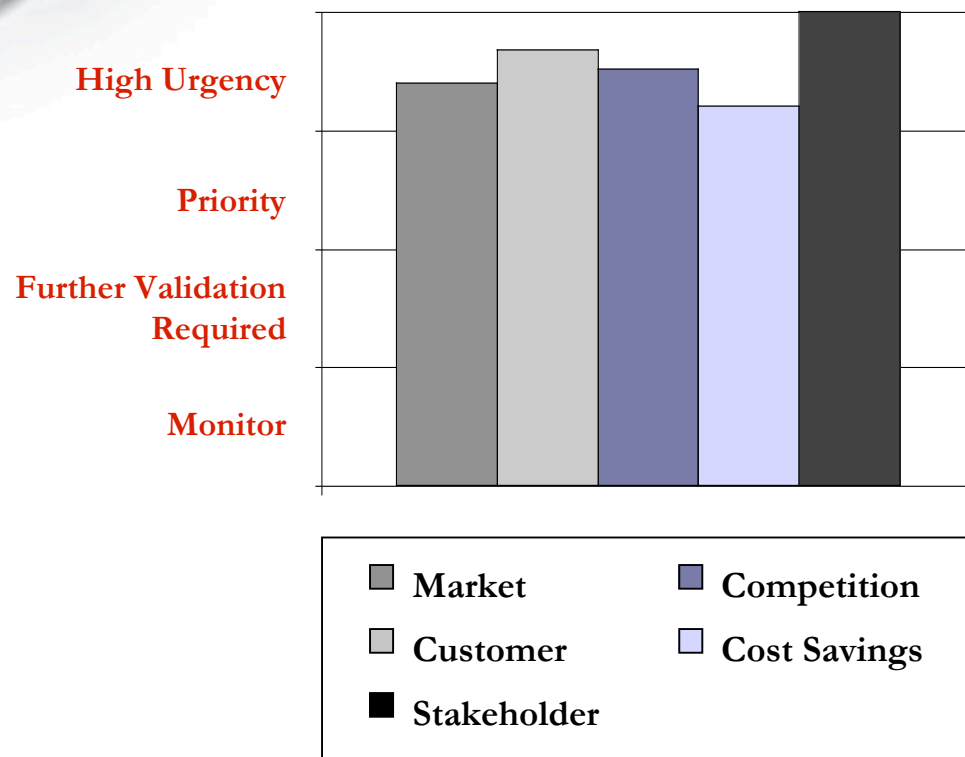


# Your company's more crucial motivations

Your company's apparent Motivation to expand in China is characterized by the level of urgency of these drivers as portrayed below:



- **“High Urgency”** - Failure to respond results in serious downsides to your organization
- **“Priority”** - Suggests a more measured response with reasonable cushion against failure
- **“Further validation required”** - Need to provide more tangible validation before action is taken
- **“Monitor”** - Look for low-hanging fruit only