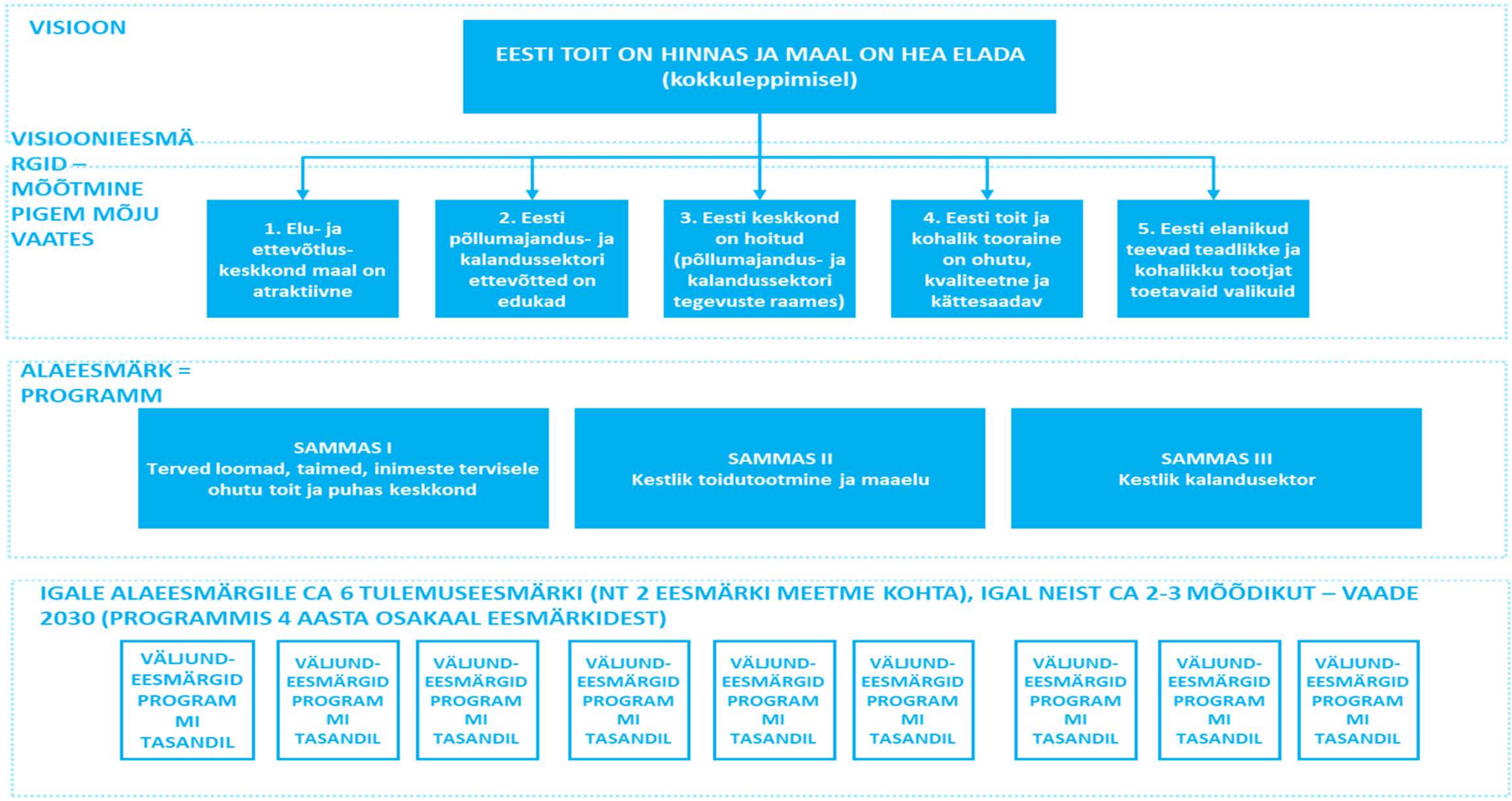EESMÄRGIPUU