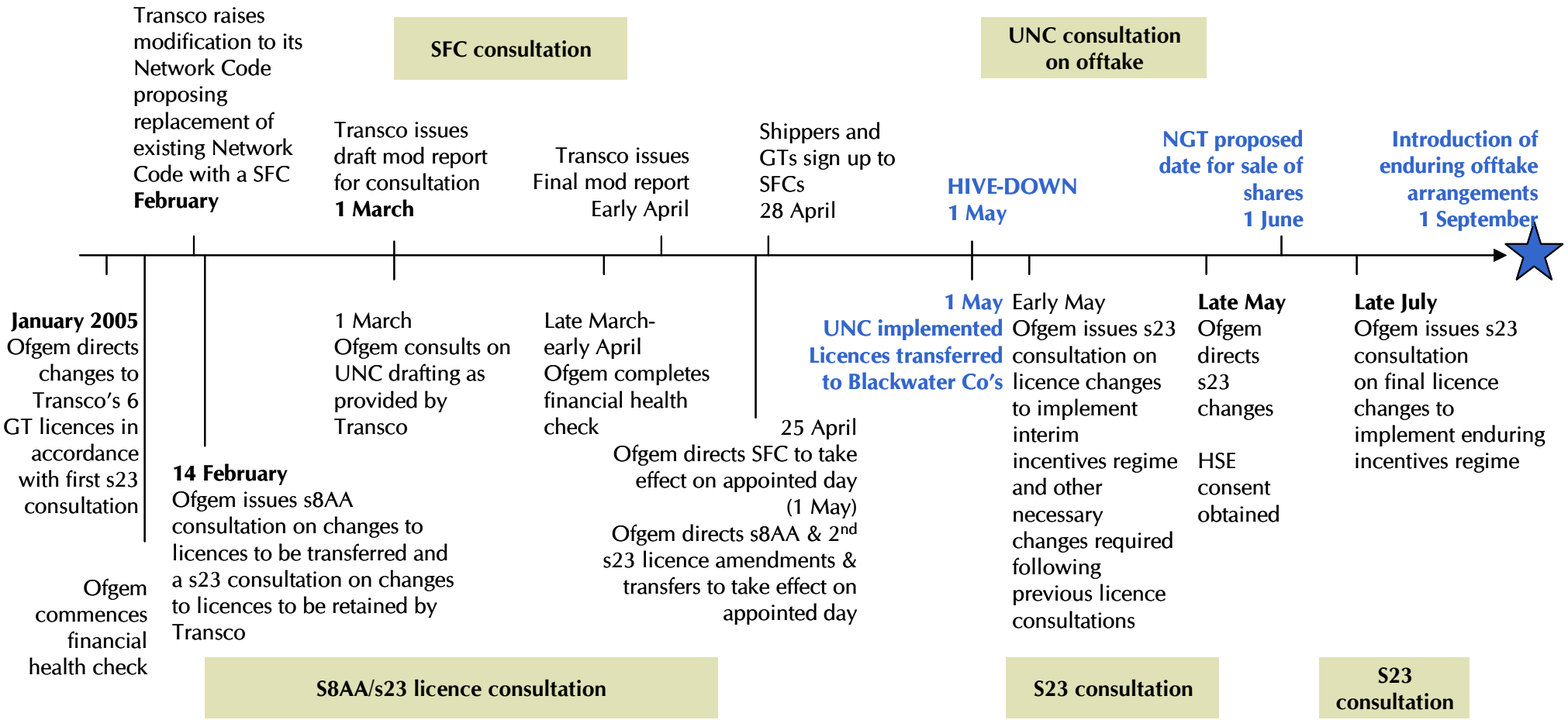Appendix 1 DN Sales time-line