

THE CHEMIST

THE COMMUNITY PHARMACY GROWTH KIT

SALES

**The 20% That Drives 80%
Of Your Sales**

CASHFLOW

**How To Read Your
Pharmacy's P&L Like a
Pro**

MARKETING

**Get More Views, More Sales:
How To Market Your
Pharmacy On YouTube**

**Test Your Knowledge
Puzzle Inside**





Stuck with Medicine That Won't Sell? Let's Fix That!

You work hard to keep your shelves full, but some medicines just don't move. They sit there, collecting dust, while your money stays trapped.

Slow-Moving Stock = Lost Money

Expired medicine is wasted medicine. The longer it stays, the closer it gets to being thrown away. That's bad for business and bad for the environment.

- ✓ We understand your struggle. Many pharmacies face the same problem.
- ✓ We have the solution. We've helped pharmacies turn dead stock into cash before—and we can help you too!

Clear the Shelf, Fill Your Pocket

- List It – Tell us what's not selling.
- Liquidate It – We help find buyers.
- Earn & Reinvest – Free up space, get your money back, and stock what sells.

Act Now: Request Liquidation Today!



[Click to start](#)—before it's too late!

The Cost Of Waiting?

- ✗ Your stock expires.
- ✗ You lose money.
- ✗ Your shelves stay cluttered.

What You Gain!

- ✓ You turn old stock into cash.
- ✓ Your pharmacy stays profitable.
- ✓ You help the planet by reducing waste.

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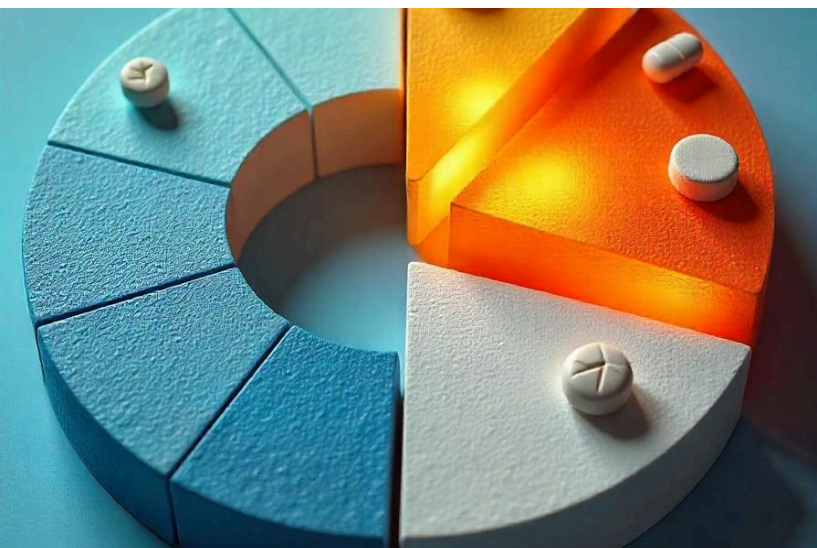
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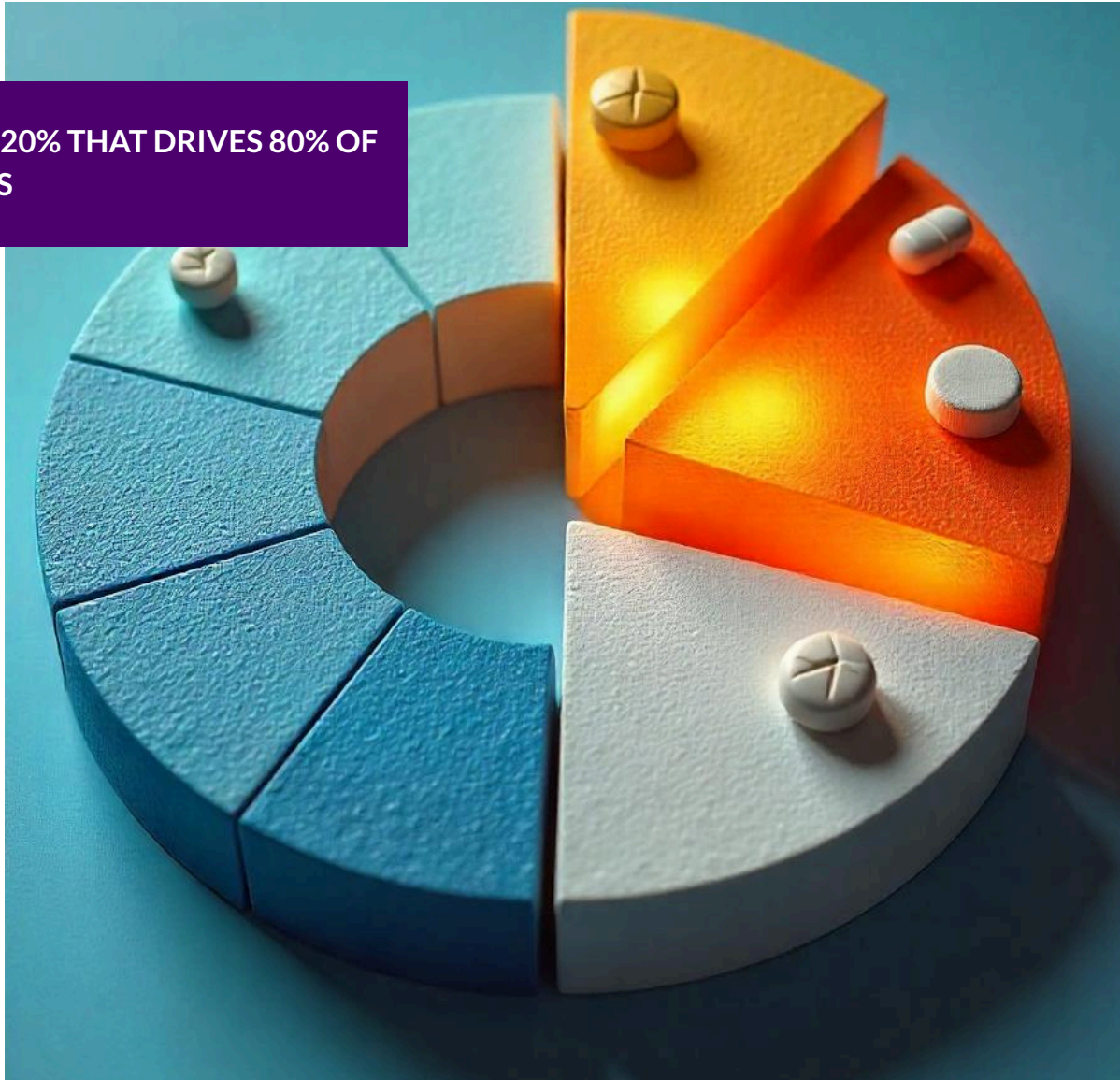
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SALES: THE 20% THAT DRIVES 80% OF YOUR SALES



The 20% That Drives 80% Of Your Sales

BY THE CHEMIST

Ever feel like you are working *so hard* but not seeing results that match your effort? You are not alone. Many pharmacy owners feel the same way—juggling a thousand tasks, launching new services, testing new products—only to find that the most significant wins often come from just a few areas.

Here is the good news: That feeling has a name, and even better, it has a solution.

It's called the **80/20 Rule** (or the **Pareto Principle**). Once you understand it, the way you run your pharmacy can change.

Let's Compare Two Pharmacies

Pharmacy A: Trying to Do Everything

Meet Pharmacy A. They want to grow fast, so they offer every service under the sun—blood pressure checks, home deliveries, supplements, skincare, COVID testing, everything.



SALES: THE 20% THAT DRIVES 80% OF YOUR SALES

Every shelf is packed, every staff member is stretched, they are *everywhere*, and sales are still unpredictable. Some weeks are great, others not so much. They do not know what is working and what is not.

Pharmacy B: Focused on What Works

Now, meet Pharmacy B. They asked, “*Where are most of our sales coming from?*”

They checked their numbers and discovered something surprising:

Just 20% of their products and services brought in 80% of their revenue.

So they leaned into that 20% promoting it more, better staff training on it, and improving the customer experience around it. They stopped wasting time and stock on things that were not moving.

Now, Pharmacy B not only sells more but also spends less time, energy, and money on those sales.

What's the 20% in Your Pharmacy?

Your 20% is unique to your community, layout, staff, and patients. And it is already hiding in your data.

SALES: THE 20% THAT DRIVES 80% OF YOUR SALES



Here is how to find it:

1. **Look at Your Sales Reports**

Check the past 3–6 months. What are your top-selling 20% products that bring 80% of sales? What services do people ask about the most?

2. **Talk to Your Team**

Which products do they find themselves recommending often? What questions are customers always asking?

3. **Check Repeat Business**

Are specific customers coming back for the same things? Those are clues to what they truly value.

4. **Ask Your Customers**

Quick surveys or casual conversations at the counter can uncover patterns you didn't know existed.

Why This Matters Now More Than Ever

In today's economy, doing more does not always mean earning more. Costs are up, competition is everywhere, and time is tight.

But when you focus on the 20% that truly drives your sales, you:

- **Increase profits with less effort**
- **Deliver more of what your customers want**
- **Create more loyal, satisfied customers**

And best of all—you reduce burnout. You *simplify*.

CASHFLOW: HOW TO READ
YOUR PHARMACY'S P&L LIKE A
PRO!



How To Read Your Pharmacy's P&L Like A Pro!

BY THE CHEMIST

Understand the numbers. Unlock the growth.

Ever feel like your Profit & Loss (P&L) statement reads like another language? You are not alone. Many community pharmacy owners feel overwhelmed by financial reports. But here is the truth: your P&L is not just paperwork for your accountant—it is a treasure map. It shows you precisely *what is working*, *what is not*, and *what to fix next* if you know where to look.

Let us walk you through how to read your pharmacy P&L like a pro—not *just like someone checking if there is money left in the bank*. We will show you what each part tells you about your pharmacy and how it can help you make better decisions.

CASHFLOW: HOW TO READ YOUR PHARMACY'S P&L LIKE A PRO!




We are using a **ranking method** to break it down—from the most attention-grabbing numbers at the top to the ones that dig deep into your business story. Let's go.

#1: Top Line – Your Total Sales

What it tells you: How much money came in? Think of this as your pharmacy's “cheering crowd.” It tells you how many people showed up and bought something.

- Are your sales higher than last month? Why?
- Did a promotion or new product bring people in?


 **Use this to:** Track growth trends and see what is causing foot traffic.

#2: Cost of Goods Sold (COGS) – What You Spent to Sell

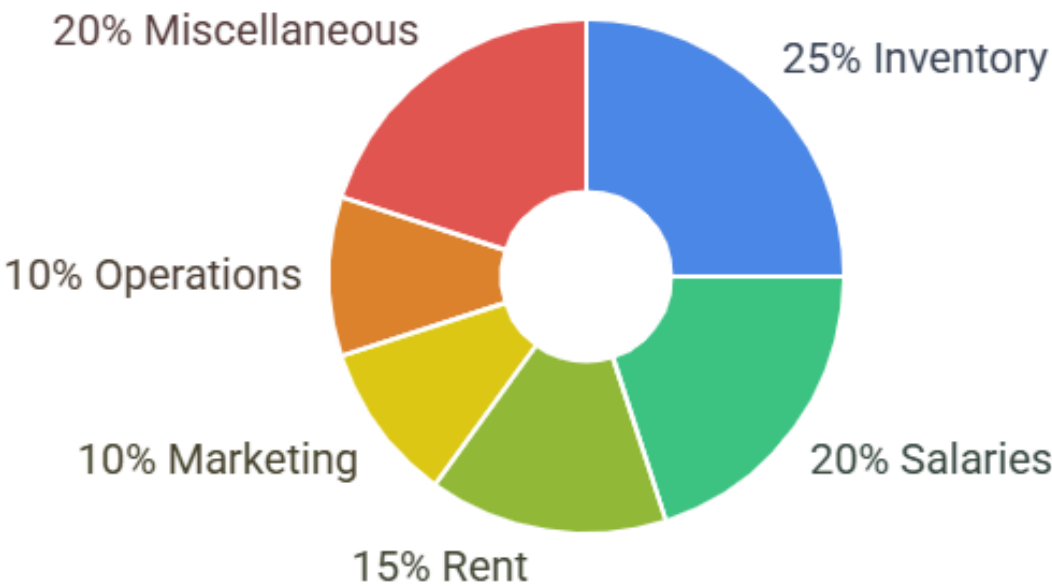
What it tells you: How much did it cost you to make those sales?

This figure includes the price of medicines and products you bought to sell.

- If COGS is too high, are you overstocking or paying too much to suppliers?
- Are you missing discounts or bulk purchase deals?

 **Use this to:** Improve your profit margins by negotiating better or managing stock smarter.

Where Your Pharmacy's Money Goes



#3: Gross Profit – What Remains After Selling

What it tells you: Your raw earnings before operating costs.

Gross profit = Sales – COGS. This number indicates whether you are pricing right and managing inventory well.

- Is your markup enough to cover all other expenses?
- If your gross profit is shrinking, are you discounting too heavily?

Use this to: Find the sweet spot between pricing and buying costs.

#4: Operating Expenses – What It Takes to Run the Pharmacy

What it tells you: How much it costs to keep the doors open.

This figure includes rent, salaries, electricity, marketing, insurance, etc.

- Are your expenses climbing faster than your sales?
- Are there areas to cut waste without hurting service?

Use this to: Spot areas to trim or invest more in for growth (e.g., marketing vs. admin costs).

CASHFLOW: HOW TO READ YOUR PHARMACY'S P&L LIKE A PRO!



Sales

Revenue generated from sales



COGS

Costs associated with producing goods



Gross Profit

Profit after deducting COGS from sales



Operating Expenses

Costs incurred in running the business



Net Profit

Profit after deducting all expenses

🏆 #5: Net Profit – The Real Bottom Line

What it tells you: What remains for you after everything.

This figure is what people mean by “the bottom line.” It is your reward for all the effort.

- Is there enough left to reinvest or save?
- Is your profit steady, growing, or dipping?


🔗 **Leverage this to:** Define achievable goals, develop a strategic expansion plan, and gain clear insight into whether you are truly profitable or just breaking even.

⚠️ Bonus Check: Red Flags to Watch For

- **Consistently negative net profit?** Time for a closer audit.
- **High staff costs with flat sales?** Demands enhanced team productivity.
- **Declining gross profit?** Revisit supplier deals or pricing.

❤️ Your P&L Is a Mirror—Not a Mystery

Reading your P&L should not feel scary—it should feel empowering. It is like checking your pharmacy’s heartbeat.



MARKETING: GET MORE VIEWS,
MORE SALES: HOW TO MARKET YOUR
PHARMACY ON YOUTUBE

Get More Views, More Sales: How To Market Your Pharmacy On YouTube

BY THE CHEMIST

Ever feel like you are invisible online?

You have a great pharmacy, loyal customers, and shelves full of helpful products. However, your name does not appear when people search for health advice, home remedies, or pharmacy services in YouTube searches.

You are not alone.

A lot of community pharmacies feel stuck when it comes to online marketing. Facebook feels too noisy. Instagram seems too flashy. And YouTube? Well, it can feel like a whole different world.

MARKETING: GET MORE VIEWS, MORE SALES: HOW TO MARKET YOUR PHARMACY ON YOUTUBE



But here is the truth: **YouTube is not just for influencers and big brands. It is for local pharmacies, too. It can also help you get more views, customers through your door, and more sales.**

Let's break it down together.

Why YouTube?

People search YouTube for everything — how to manage high blood pressure, which cough syrup works best, how to take care of a newborn's skin, you name it.


And the best part?


They trust local, friendly faces more than big corporate adverts.


When you appear in their searches with helpful, honest videos, they recognize your pharmacy as a familiar and trustworthy source. They feel like they know you. And when it is time to buy, they will walk into your store — or message you first.

The Story of Three Pharmacies

Let's rank these three real-life situations:

 **Pharmacy A:** Only posts photos on Facebook. No videos. Sales are flat.

 **Pharmacy B:** Occasionally records videos on their phone about new products, posting them online. Sales are slightly up.

 **Pharmacy C:** Started a simple YouTube channel with two videos uploaded monthly. One is about health advice, and the other shows what is new in store. They tag videos with their town name. Sales up by 20% in six months.



MARKETING: GET MORE VIEWS, MORE SALES: HOW TO MARKET YOUR PHARMACY ON YOUTUBE



Who is winning? Pharmacy C.

And they did not need a fancy camera or studio lighting — just a phone, a smile, and the courage to press “record.”

What Kind of Videos Should You Make?

Start simple. Here are **four easy video ideas you can try this week:**

1. **Product of the Week:**

- Pick a product and explain what it does, who should use it, and any special offers.

2. **Health Tips:**

- Talk about common topics like managing stress, cold remedies, or how to build a home first-aid kit.

3. **Behind-the-Counter:**

- Show your team. Introduce your staff. People love knowing who is behind the business.

4. **Seasonal Advice:**

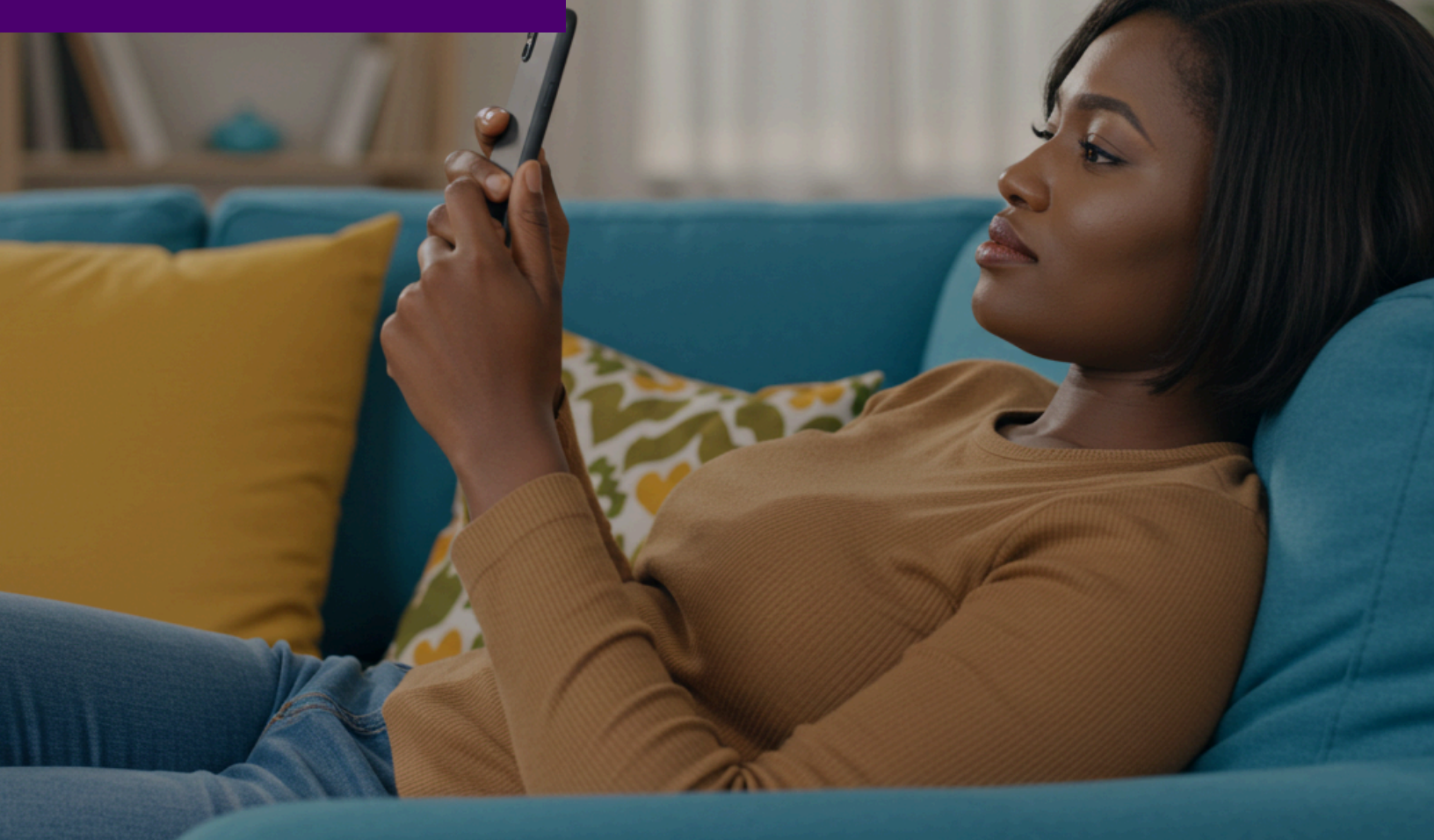
- Talk about cold season, allergy season, or staying hydrated in hot weather.

Keep videos short — 2 to 5 minutes. Speak naturally, like you would at your counter.

How To Get More Views

Posting videos is just half the job. You want people to find them.

MARKETING: GET MORE VIEWS, MORE SALES: HOW TO MARKET YOUR PHARMACY ON YOUTUBE



Here is how:

- **Add your town's name in your video title and description.**

Example: "Best Cold Medicine in [Your Town]"

- **Use keywords people search for.**

Think about what your customers ask you every day.

- **Share your videos on WhatsApp, Facebook, and inside your store.**

Put a sign saying, "Watch our pharmacy tips on YouTube!"

How It Leads to More Sales

When people see you giving helpful advice online, they are more likely to trust you with their health.

They will come in asking for the product you talked about. They will tell their friends. And next time they need a pharmacy, you will be in their mind.

It is not instant magic. However, within a few months, you will likely observe a noticeable change, similar to the experience of Pharmacy C.

Small Steps, Big Rewards

The key isn't perfection; the important thing is to begin.

Your pharmacy matters to your community. And YouTube is a free, powerful way to show it.

MARKETING: GET MORE VIEWS,
MORE SALES: HOW TO MARKET
YOUR PHARMACY ON YOUTUBE



best cold medicine [Your Town]



Start with one video this week. See what happens.

You've got this.



How To Build A Pharmacy You Can Sell

BY THE CHEMIST

Imagine this.

You have spent years building your pharmacy. You know your customers by name. You have weathered quiet months, stock delays, and changing regulations. But one day, you will want to move on. Maybe to retire, start another business, or take a long, well-earned break.

When that day comes, will your pharmacy be worth buying?

Many business owners do not think about selling until it is too late. But the truth is, whether you plan to sell in two years or twenty, the best time to start preparing is *now*.

And here is the good news: building a pharmacy you can sell is not just about a future payout. It also makes your business healthier, easier to manage, and more profitable today.

So, let us break it down.

Let's rank the **five most important things** you need to build a pharmacy someone would happily pay for — and give you simple, practical tips you can use.

LEADERSHIP: HOW TO BUILD A PHARMACY YOU CAN SELL



🏆 #1: Your Pharmacy Should Be Able to Run Without You

Why it matters:

If your pharmacy's daily operations hinge on your handling of every minor issue, buyers could be apprehensive that they are buying a job, not a business with established systems.

What you can do now:

- **Write down how things work.** Create simple checklists for routine tasks like opening the store, handling deliveries, processing returns, and so on.
- **Train your team to make decisions.** Empower them to handle minor problems without you.
- **Step away sometimes.** Take a day off and see how things run. Note what breaks down and fix it.

How this helps you today:

Less stress. More time to focus on growing your business instead of just running it.

📊 #2: Have Clean, Organised Financial Records

Why it matters:

When you are ready to sell, buyers will need your financial records. If your numbers are messy or incomplete, you will lose their trust.

What you can do now:

- If you are not already, **implement accounting software.**
- **Separate business and personal expenses.** No more paying for groceries or school fees from the business account.
- **Track your sales, expenses, debts, and profits monthly.**

LEADERSHIP: HOW TO BUILD A PHARMACY YOU CAN SELL



How this helps you today:

You will know precisely how your pharmacy is doing — and can spot problems before they grow.

#3: Build a Strong Customer Base, Not Just Sales

Why it matters:

Buyers are not just buying your shelves of stock — they are buying your relationships with loyal, repeat customers.

What you can do now:

- **Create a customer database.** Collect names, birthdays, and contact details (with permission).
- **Offer loyalty programs.** Simple birthday discounts work wonders.

- **Get feedback.** Ask customers what they like, what they do not, and what they would love to see.

How this helps you today:

You will increase repeat business and word-of-mouth referrals.

#4: Keep Your Store Neat, Modern, and Well-Stocked


Why it matters:

No one wants to buy a run-down, cluttered pharmacy. A clean, inviting store signals a well-run business.

What you can do now:

- **Fix minor repairs quickly.** A broken sign or dusty shelf leaves a bad impression.

LEADERSHIP: HOW TO BUILD A PHARMACY YOU CAN SELL



Be back
Soon

- **Declutter.** Remove expired stock, old posters, and unused equipment.
- **Refresh displays.** Use clear, simple product groupings and clean signage.

How this helps you today:

Customers will enjoy visiting your store more — and spend more, too.

#5: Build a Pharmacy Brand, Not Just a Name

Why it matters:

A strong brand makes your pharmacy stand out to customers and future buyers.

What you can do now:

- **Have a clear promise.** Are you the friendly family pharmacy? The health advice experts? The go-to for wellness products? Pick one and lean into it.
- **Be consistent.** Ensure your logo, staff uniforms, signage, and online presence match your brand.
- **Get involved locally.** Sponsor a community event, run a free health check day, or partner with local schools.

How this helps you today:

You will attract more loyal customers and stand out from chain pharmacies.

LEADERSHIP: HOW TO BUILD A PHARMACY YOU CAN SELL



Time To Take Action

You do not have to be ready to sell today.

But by thinking like a buyer now, you will build a more robust, strategic, and valuable pharmacy for the future.

And who knows — maybe eventually you will hand over the keys, knowing you have built something worth buying.

Start small. Pick one of the five points above and tackle it this week.

Your future self (and your business) will thank you.



How To Choose The Right AI Tool For Your Pharmacy (Without Breaking The Bank)

BY THE CHEMIST

Let's be honest — running a community pharmacy is not easy. Between stock control, assisting customers, handling finances, and marketing, there is constantly pulling at your attention. And now, everywhere you turn, someone is talking about **AI**.

It sounds impressive, sure. It can also feel overwhelming for a small or independent pharmacy. You might be asking yourself:

"Do I need AI in my pharmacy?"

"Is it not expensive?"

"Where would I even start?"

If that is you, you are not alone. Many pharmacy owners feel the same way. So, we have put together a simple, no-jargon ranking of the **top 5 things to check before picking an AI tool for your pharmacy** — so you can choose wisely without blowing your budget. ©

OPERATIONS: HOW TO CHOOSE THE RIGHT AI TOOL FOR YOUR PHARMACY (WITHOUT BREAKING THE BANK)



Why This Matters To You

Your pharmacy is more than just a business. It is part of your community. Anything you spend time and money on should make your work easier, improve patient care, or boost your bottom line. AI can do all three — but only if you pick the right tool for the right job.

So before you dive in, here is what to look for:

5 Things To Check Before Choosing an AI Tool

1. Start With The Problem You Want to Fix


Do not shop for AI. Shop for a solution.

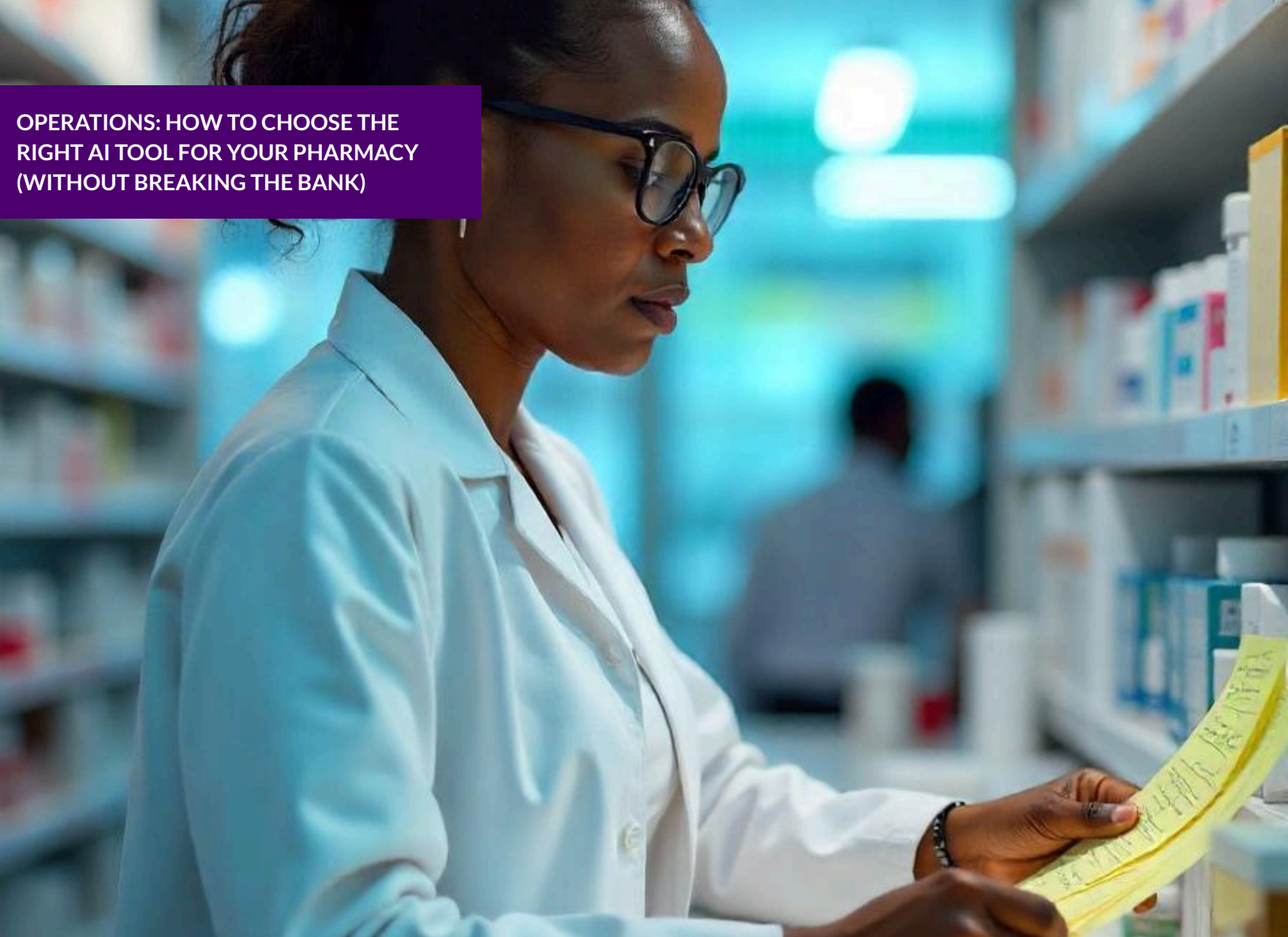
Ask yourself:

- Is stock taking a nightmare?
- Are you drowning in admin?
- Do you struggle with marketing ideas?

Once you have picked one problem to focus on, you can spot tools that directly help.

Example: If keeping track of expiry dates is your headache, look for a simple AI stock management tool, not a fancy chatbot you do not need.

 **Quick Tip:** Write down your top 3 daily frustrations. That is where AI can help first.



OPERATIONS: HOW TO CHOOSE THE
RIGHT AI TOOL FOR YOUR PHARMACY
(WITHOUT BREAKING THE BANK)

2. Check If It Is Pharmacy-Friendly

It is important to remember that not every AI tool is designed specifically for pharmacies. Some are for big retail shops or online stores. Choosing something designed for pharmacy workflows or healthcare businesses will save you time and stress.

Quick Tip: Ask vendors, “Do you have other pharmacy clients?”

If not, consider using the demo before paying.

3. Make Sure It Is Easy To Use

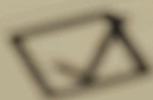
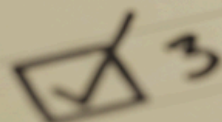
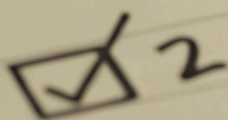
You do not have time for long training sessions or complicated systems. The best tools are the ones you can pick up quickly or explain to your staff without a tech degree.

Look for:

- Clean, simple dashboards
- Helpful customer support
- Online tutorials or guides

Quick Tip: Try free demos or trials. If you can’t figure it out in 15 minutes, it’s probably not for you.

TOP 3 PROBLEMS



🏆 4. Check The Cost (And Hidden Costs)

Some tools look affordable upfront but hide extra charges for features, updates, or customer support. Others might charge per user or transaction.

👉 **Quick Tip:** Always ask:

- What comes with the price?
- Are there extra charges for adding users, upgrading features, or support calls?
- Can I pay monthly and cancel anytime?

Pick a tool you can grow into — not one that will choke your budget later.

🏆 5. Look For Tools That Save Time, Not Add Work

A good AI tool should save you time and headspace.

If a tool requires you to constantly feed information to it, double-check its work, or manage extra tasks, it is not helping you.

👉 **Quick Tip:** Before signing up, ask the supplier to explain how much time this tool will save you weekly. If they cannot answer, it may not be worth it.

OPERATIONS: HOW TO CHOOSE THE RIGHT AI TOOL FOR YOUR PHARMACY (WITHOUT BREAKING THE BANK)



A Little Encouragement

You do not have to be a tech expert to use AI.

You do not have to buy the most expensive system on the market.

And you do not have to do it all at once.

Start small. Pick one problem to solve. Test one tool.

That is how pharmacies like yours are finding practical ways for AI to ease their workload and improve their business.

You are already doing a fantastic job for your community. The right tools will help you do it with a little less stress.

3 Affordable AI Tools Other Pharmacies Are Using

- 1.Canva AI – Create posters, social media posts, and window displays in minutes.
- 2.ChatGPT – Quick replies to common patient questions or generating ideas for promotions.
- 3.Stock management apps with AI – Manage stocks seamlessly.

Check out The Chemist Support Hub for inventory solution providers.

OPERATIONS: HOW TO CHOOSE THE RIGHT AI TOOL FOR YOUR PHARMACY (WITHOUT BREAKING THE BANK)



The illustration depicts a charming, vintage-style pharmacy storefront. The building has a green facade with a red and yellow striped awning. A sign above the entrance reads "PHARMACY" in a stylized font, with a cross symbol above it. The entrance is a glass door with a sign that says "Seagulls". Inside the pharmacy, shelves are stocked with various bottles and containers. A mortar and pestle sits on a counter inside. To the left of the entrance, there is a small wooden sign on a stand. To the right, there is a potted plant. Surrounding the pharmacy are five circular icons connected by a white line, representing different AI tools: a pill, a speech bubble, a shopping basket, an envelope, and a document with a checkmark.

Your Next Step

AI is not just for big hospitals and head offices. With curiosity and the right questions, your pharmacy can start using intelligent tools to make daily life easier — without breaking the bank.

You've got this.



Expand Your Pharmacy Revenue with the 7-Day AM/PM Pill Box

Boost Sales and Client Satisfaction

- Increase your pharmacy's revenue streams effortlessly.
- Enhance customer loyalty and satisfaction with a practical, daily-use product.

Ensure Medication Adherence

- Help your clients manage their medication schedules effectively and conveniently.
- Improve health outcomes with easy-to-use, organized pill boxes.

Special Offer: Limited-Time Only

- Receive a 10% discount on your first purchase when you use the discount code "THECHEMIST"!
- Enjoy free shipping on all orders placed this month*

*Terms & Conditions Apply



ORDER NOW





The Power of Brand: How It Affects Your Pricing and Product Strategy

BY THE CHEMIST

Ever wonder why two pharmacies on the same street can sell the same product at different prices — and both still make sales? The secret is not always in the product itself. It is in the **brand behind the counter**.

Yes, your pharmacy's brand directly affects what you can charge, what you should stock, and how your customers feel about doing business with you.

Let's break it down with a simple countdown of **the top 3 ways your brand affects your pricing and product choices** — and what you can do about it.

#3: Brand Sets the Tone for Your Pricing Confidence

Think about the last time you bought a cup of coffee. There is the no-name takeaway spot, and then there is that café everyone raves about. The second one charges more — and people happily pay for it. Why? Because they trust the experience, the quality, and how it makes them feel.

PRODUCT: THE POWER OF BRAND: HOW IT AFFECTS YOUR PRICING AND PRODUCT STRATEGY



Your pharmacy is no different.

When your brand projects an image of trust, reliability, and community focus, customers will not hesitate to pay more for a high-quality product. On the other hand, if your brand feels cheap and rushed, people will expect bargain-bin pricing.

👉 **Practical tip:**
Audit your pharmacy's image.

How do your uniforms, store signage, and customer greetings feel? Are you the reliable friend or the corner shop just passing the time? Small changes in appearance and attitude can lift how your prices are perceived.

#2: Brand Guides What Products You Should (and Shouldn't) Stock

Your brand is a promise to your customers. It quietly tells them what products they can expect when they walk through your door. If you have built your brand around **natural health and wellness**, stocking rows of sugary energy drinks and discount painkillers feels off. If you are known for **convenient, fast service**, people will expect ready-to-grab solutions, not long chats about herbal teas.

👉 **Practical tip:**
Write down three words that describe your pharmacy's brand personality.

PRODUCT: THE POWER OF BRAND: HOW IT AFFECTS YOUR PRICING AND PRODUCT STRATEGY



To illustrate, consider this: *Family-friendly, professional, value-conscious*. Now, check your top-selling products. Do they match that personality? If not, it is time to rethink your product mix.

#1: Brand Shapes How Customers Feel About Your Prices — Before They Even See Them

Even before seeing a price, your customer expects a certain cost at your pharmacy. That is the invisible power of branding.

A pharmacy with a strong, caring, consistent brand can charge more, and customers will not mind. Some might even feel better paying it because it feels safer and more reliable.

Alternatively, a messy, forgettable, or inconsistent brand will immediately drive customers to compare your prices with competitors as soon as they leave your pharmacy.

👉 **Practical tip:**
Start small by making one thing about your brand more consistent this month.

Maybe it is how your team answers the phone or your packaging for take-home medicines. Even tiny improvements can start shifting how customers feel about your value.



In The End, Brand Isn't Just a Logo — It's a Feeling

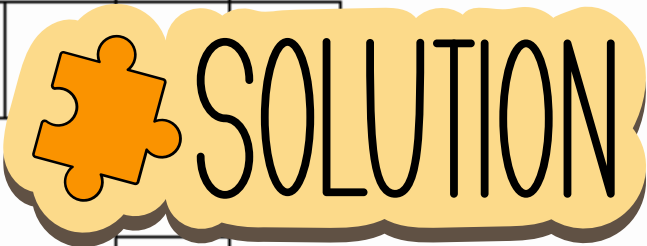
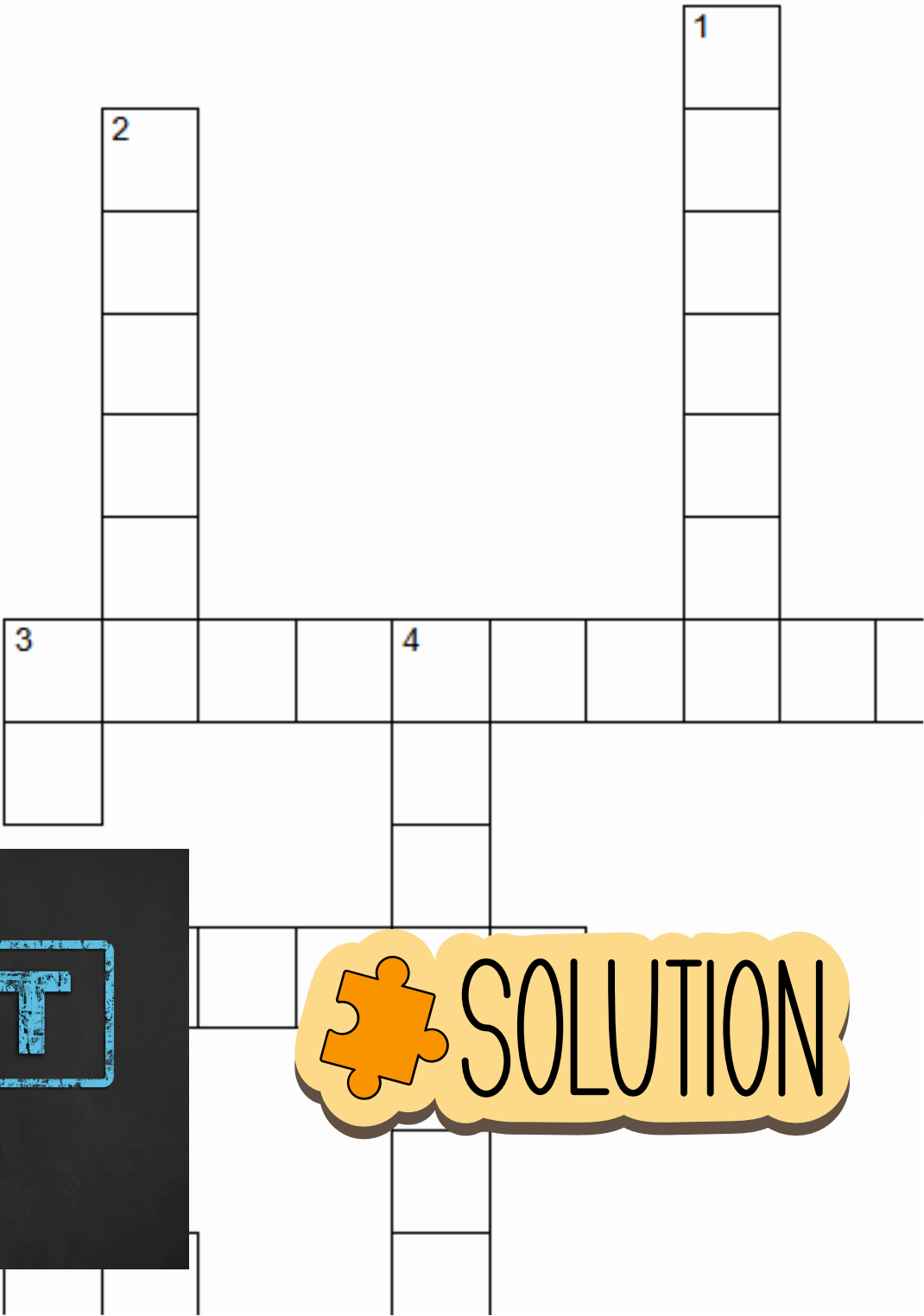
Your brand already exists, whether you have planned it or not. It is in every product you stock, every price you set, and every smile (or lack of one) at your counter. The good news? You have the power to shape it.

And when you do, pricing gets easier. Product decisions feel clearer. Customers feel safer. And your business feels stronger.

You do not need a massive rebrand overnight.

You need to start where you are — one decision, product, or conversation at a time. Your community is watching. Show who you are.

Dapagliflozin by THE CHEMIST



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📣 *Over 400 community pharmacies trust us for practical advice—now, we're making job searching easier for you!*

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- ✓ Step 1: Visit thechemist.co.ke/job-board/
- ✓ Step 2: Apply for jobs that fit your skills.
- ✓ Step 3: Land a role where you can grow!

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