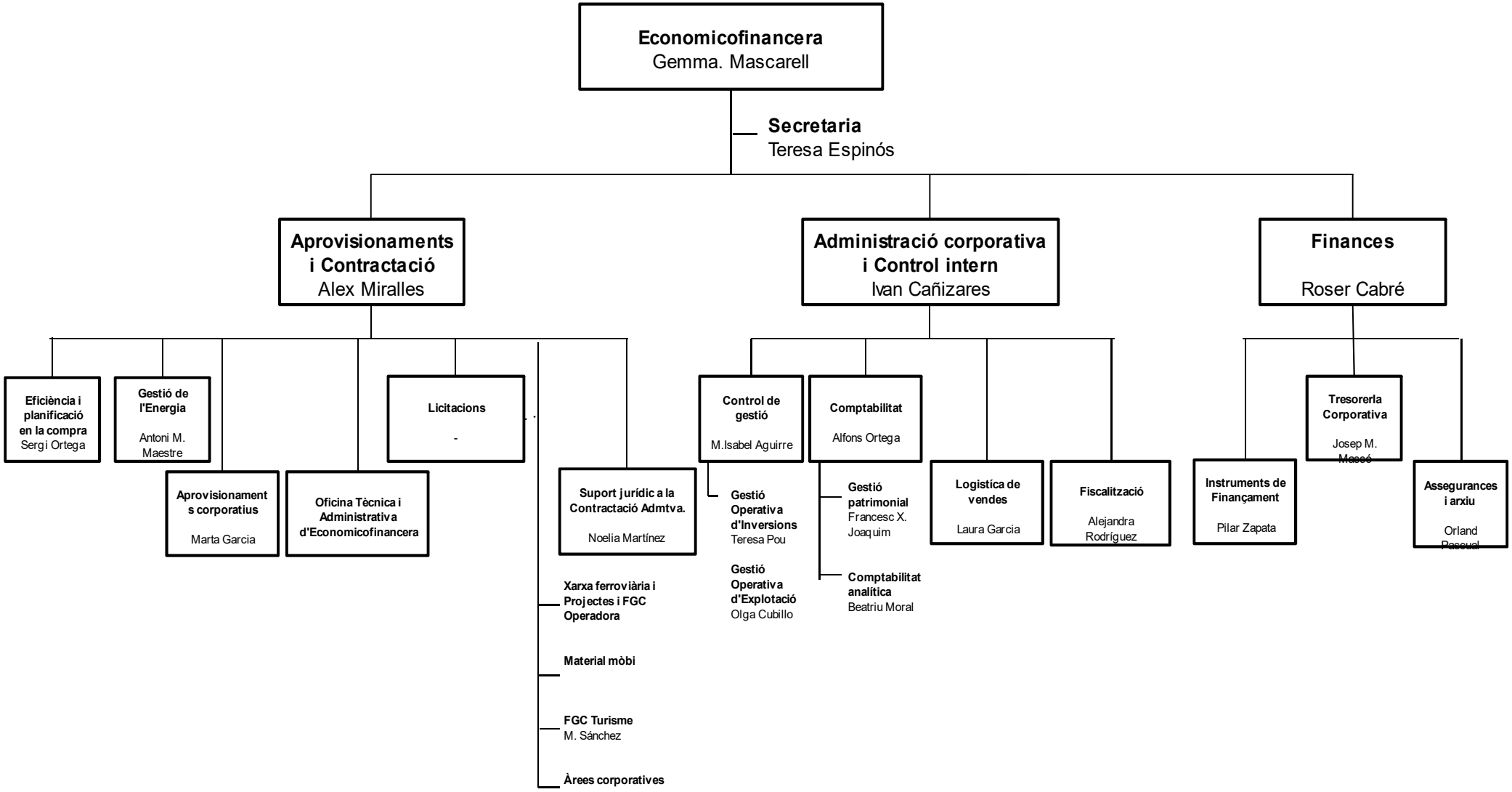Economicofinancera