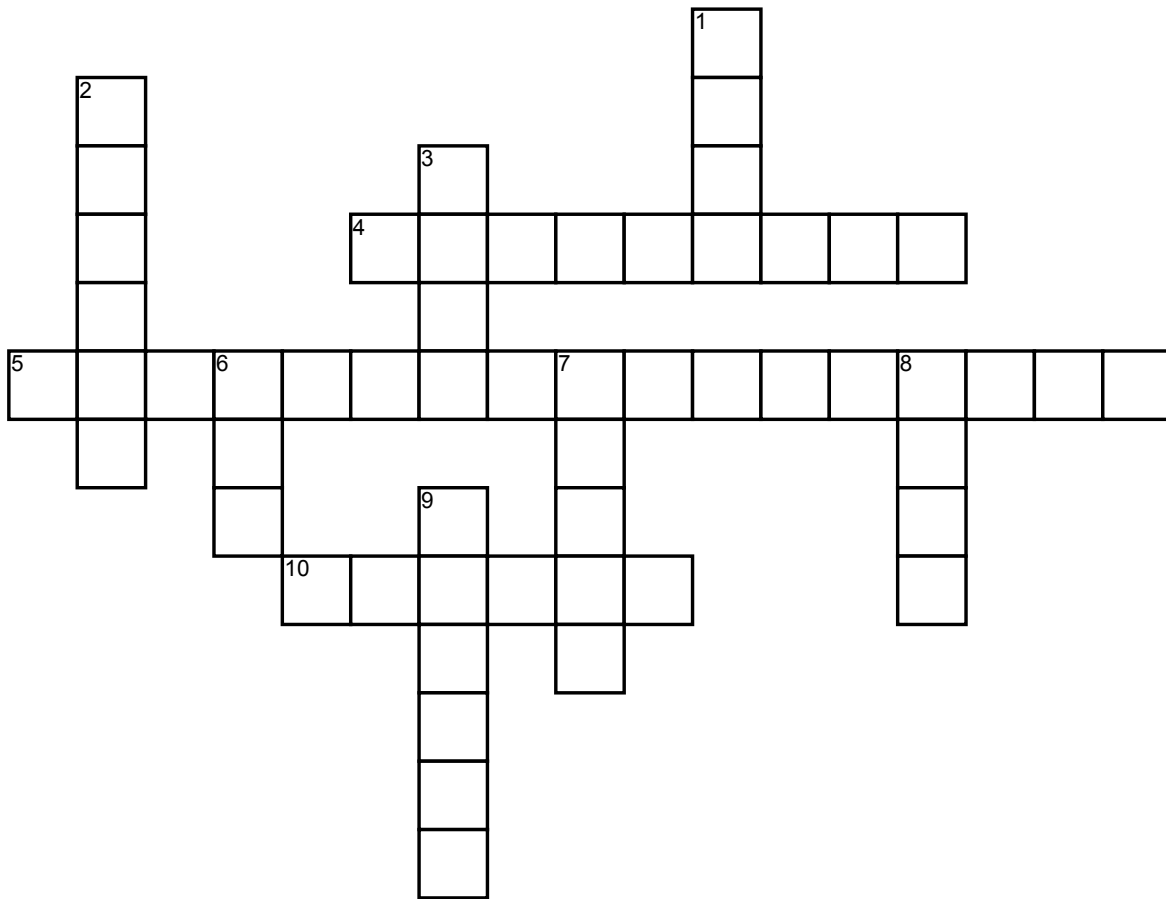


Mission and Vision Statements



Across

4. (at its founding): A computer on every desk and in every home.

5. To become the world's most loved, most flown, and most profitable airline.

10. To organize the world's information and make it universally accessible and useful.

Down

1. Become the world's number-one destination for fashion-loving 20-somethings.

2. To be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online.

3. Bring inspiration and innovation to every athlete* in the world. *If you have a body, you are an athlete.

6. Spread ideas.

7. To accelerate the world's transition to sustainable energy.

8. To create a better everyday life for the many people.

9. To provide the best in cosmetics innovation to women and men around the world with respect for their diversity.