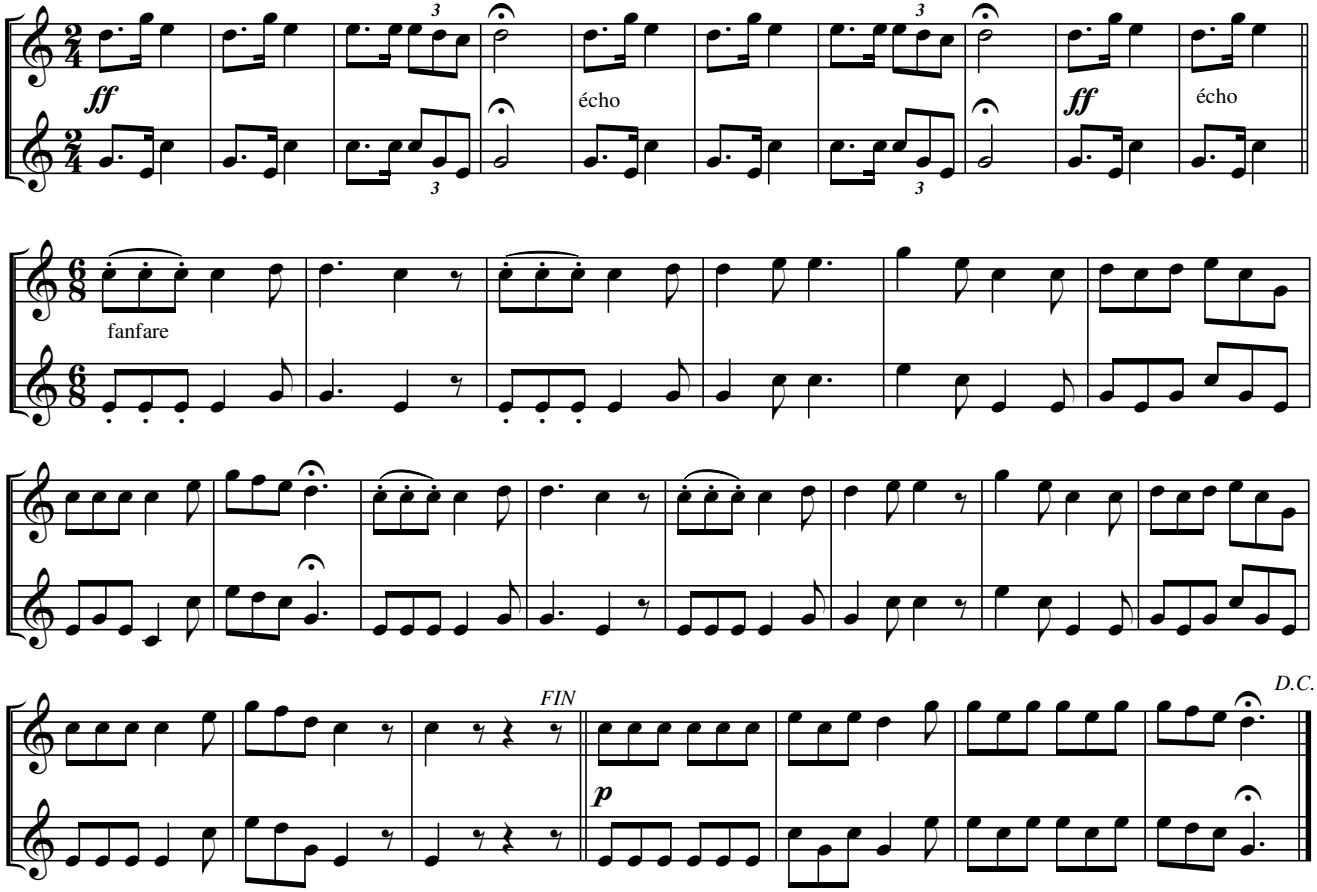LES ECHOS