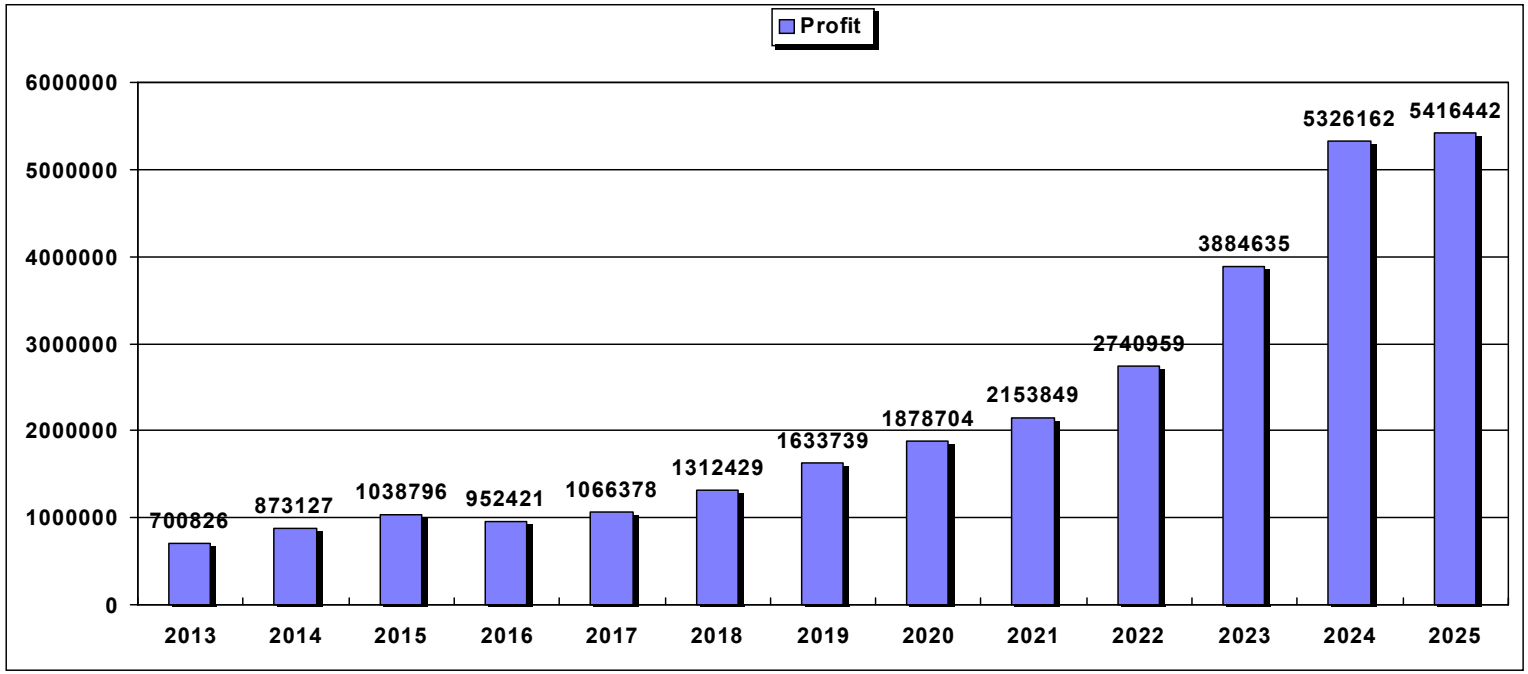Evolutia profitului