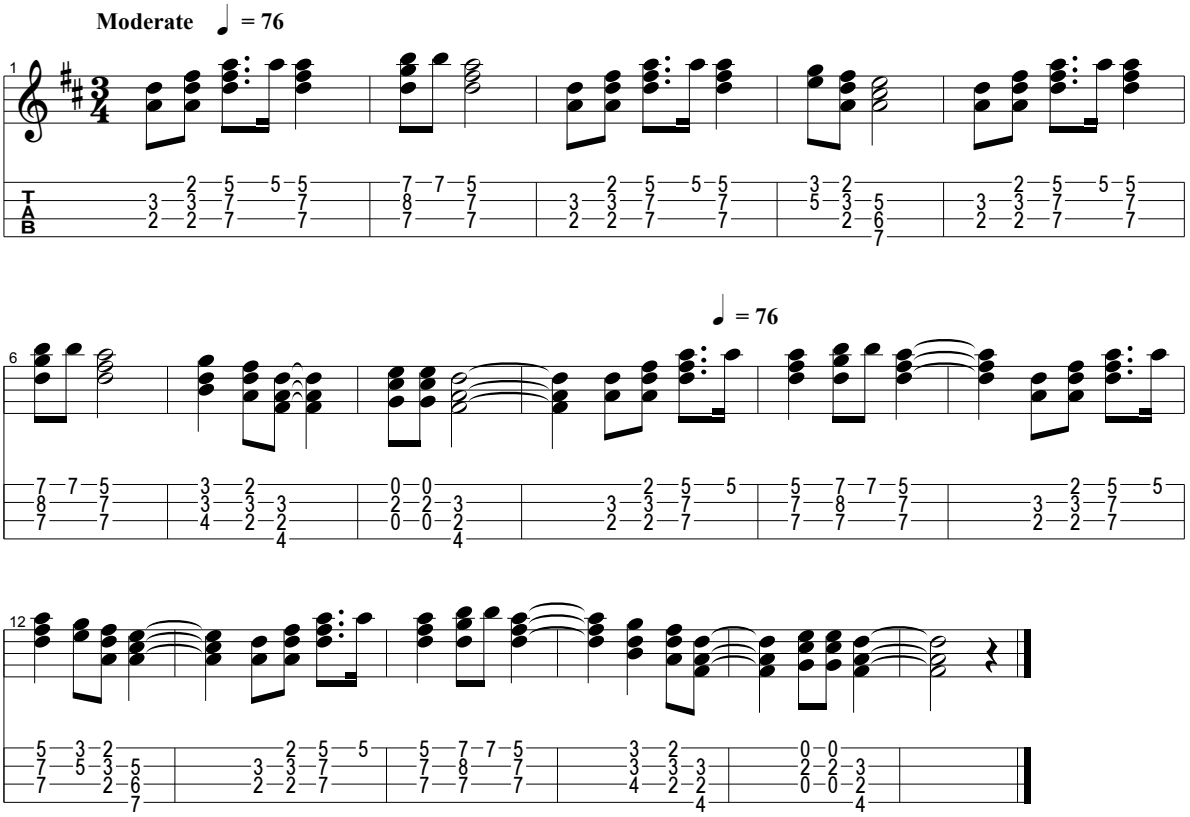KUM BA YAH