

# fiora

PRESS RELEASE

: ]cfU`Ui bWYg`hg`bYk `&\$&( `Z fb]h fy`Wc`YW]cbg. `h`Y`  
dYfZYW`iZ g]cb`cZZ bW]cbU`]miUbX`dYfgcbU`]gYX`UYgh`Yh]Vg

H`fYY`bYk `Wc`YW]cbg`i bXYf`h`Y` bZi YbW`VUbbYf`gYhU`dfYWX`Ybh]b`h`Y`Z g]cb`cZ  
UXj UbW`X`UYgh`Yh]Vg`UbX`dfUW]W`Z bW]cbU`]m



I bYUg\]b[ `U`bYk `k Uj Y`cZ]bbcj Uh`cb`]b`VUH`fcca `Z fb]h fy`XYg][ bZ`h`Y` bZi YbW`Wc`YW]cbg`U`ck `W`ghca Yfg`hc`  
hU`\_Y`Wc`bfc`cZ`h`Y]f`a`cgh`ca Y`mgdUW`" `H`]g`d]cb`YYf]b[ `UddfcUW` `cYg`VYncbX`YghU`]g`YX`Vci bXUf]YgZ`U`ck ]b[ `  
W`ghca Yfg`hc`a`U`\_Y`XYW]g]cbg`UVci hYj YfmUgdYW]cZ`h`Y]f`Z`fb]h fy`Z`ca `h`Y`ghfi Vh`fy`hc`h`Y`UW]ggcf]YgZ`  
Wc`a`d`YH`mh`UbgZ`fa ]b[ `h`Y`XYg][ b`UbX`dYfgcbU`]g]h`cb`Yi`dYf]YbW`"

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5hH.Y\YUfhcZH.Y' bZi YbVW' Vc' YWfcbg' Jg' U'gY'YVW'cb'cZH'fYY'X]gh]bW] Y' Z'cbhXYg][ bg. 'ghfU][ \h'W'fj YX'UbX' a ]fYX/YUVX' k ]h' ]hg'ck b'XYg][ b'Ub[ i U[ Y'UbX' fYZYV]b[ 'h.Y' U'hghfYbXg' ]b' VUH'fcca' 'gdUW'g'



H.Y' 7'UggMXYg][ bžk ]h' ]hg'ghfU][ \hghfi Vh' fY'UbX' ZUa YX'cf'gja d'Y'Xccf'zghUbXg' Ug' U'h]Vi' h' 'hc' di f]mUbX' Y'Y[ UbW'ž k \YfY' h.Y' gja d' ]M'micZH.Y' ]bYg'UbX' h.Y' fU]h'cbU' ]micZH.Y' ghfi Vh' fY' UfY' Ybf]MXYX' k ]h' U'V'ebhYa dcfUfmh'ci Vh' H' ]g'gm'Y' ]g'X]gh]b[ i ]g\YX' Vm]hg' a ]b]a U]gh'UddfcUWX'ž k \]M' fYVW'g' h.Y' [ fUW'Z' bYgg' cZ'fUX]h'cbU' Z'fa gž'k \]gh'gja i 'h'UbYci g'm ]b]fcXi V]b[ ' h.Y' ZUa YX' Xccf' Ug' U' a U'ef' bcj Y'mi' H' ]g' Y'Ya Ybh VYV'e a Yg' h.Y' \YUfhi cZ' h.Y' d'fcdcgUž W]dhi f]b[ ' h.Y' YggYbVW' cZ'W' fYbh'fYbXg' UbX' YbX]b[ ' Ub' U]f' cZ'a cXYfb]mUbX' U] Ubh[ UrfY' 7' Ugg]W]g' h.Y' a Ub]Z'g]U]h'cb' cZ]g]W'Y'Yh' i ]i f'mž XYg][ bYX' Z'f' h'cgY' k \c' gYY' 'hc' fYZYVh' Y'Y[ UbVW' UbX' gcd\]gh]W]h'cb' ]b' h.Y]f' gdUW'gž' a U\_]b[ ' gja d' ]M'hm'h.Y]f' VW' ]b[ ' VUfX''

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Cb' h'Y' ch'Yf' \UbXž' 7I f' Yž' k' ]h' ]hg' W' fj' YX' g'fi' Vh' f'Y' cb' h'Y' g'jX'Ygž' a' Uf' \_g' U' VYZ' f'Y' 'UbX' 'UZ'Yf' ]b' 'XYg[ ] bž' k' ]h' ]hg' 'gc' Ž'imi' fci' b'XYX' 'YX[ 'Yg' 'h'Uh' ]b' ]f' 'i' g' 'fc' 'f'Yh' ]b' 'f'UX' ]h' cb'U' 'g' \Ud'Yg' " 'H' ]g' 'ghm'Y' 'dfca' 'ch'Yg' 'Ub' 'Uha' 'cgd' \Yf'Y' 'cZ' W' 'a' ' 'UbX' 'g'Yf'Yb' ]mž' ]ogh' ]b[ ' 'U' 'g'Ybg'Y' 'cZ' Ž' 'i' X' ]m'UbX' 'f'Y'U' 'U' ]cb' ' ]b' 'h'Y' 'VUH' f'cca' " ' #g' 'cf[ 'Ub' ]W'UbX' 'b'Uh' f'U' 'XYg[ ] b' Ž'W' ]h'Y' 'h'Y' 'W'Y'U' ]cb' 'cZ' 'gd' U'W'Yg' 'h'Uh' \Ufa' 'cb' ]g'Y' 'UYg' h'Y' ]g' 'k' ]h' 'k' 'Y' 'VY' ]b[ 'ž' ]X'Y'U' 'Ž' 'f' 'h'cg'Y' 'k' \c' 'Ugd' ]f'Y' 'hc' 'h' 'fb' 'h'Y' ]f' 'VUH' f'cca' ' ]b'hc' 'U' 'g'Ub'Vh' 'Ufmc'Z' 'hf'Ubei' ]' ]m'UbX' 'V'ca' 'ž' 'fh'

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Ša jfyx' gfi vñ fyž vwu' yb[ Yg' YghUV' ]g\ yx' ]a ]rg' k ]ñ ]rg' žcblrg' UbX' k cf\_ hcdg' h.Uh ]bfcXi W' Vc' X' UbX' Yl dfYgg] Y' Ub[ 'Yg'' H\ ]g' Vč' YWf'cb' ]g' U' VWUf' vwu' yb[ Y' hč' Vč' bj Ybh'cbž UXX]b[ ' U' bYk' ' WYU]j Y' X]a Ybg]cb' h.Uh Wdhi fYg' U]h'bh'cb' UbX' h'Ubgž'fa g' h.Y' gdUW'' ' fiYdfYgYbh'g' h.Y' dYfZVh'VXc]W' ž'f XYg]] b' d]cbYYfg' k \c' k ]g\ hč' a U\_Y' h.Y]f' a Uf\_ h'fci [ \ ' Ub' cf]] ]bU' UbX' X]gh]bW]j Y' ghU]a Ybh' 'č' ]h' ]g' gñ'cbna' ci g' k ]ñ ]bcbj U]cb' UbX' Vc' XbYggž' WYU]h'X' ž'f h'cgY' k \c' gYY' ]b' Yj YfmgdUW' Ub' cddcfh' b]m]hč' Yl dfYgg' Vč' h' i' b]ei Y' W' h]b[ ! YX[ Y' UbX' Uj UbH [ UfXY' gmi'g''

čZi YbW' ]g' bch' g' hU' Vč' YWf'cbž' Vi hU' XYg]] b' Yl dYf]YbW' h.Uh U'ck' g' YUW' ]bX] ]Xi U' hč' Yl dfYgg' h.Y]f' i' b]ei Y' dYfgcbU]m]UbX' gmi'' H\ ]g' VYgdc\_ Y' UddfcUW' fYZV]g]: ]cfU]g' Vč' a ]a Ybh'č' ]bcbj U]cb' UbX' WYU]j Y' Yl W' YbW' UbX' Vč' bh]bi Yg' hč' fYUz]fa' h.Y' VfuBxf]g' dcg]]cb' Ug' YUXYfg' ]b' h.Y' k' cfX' czVU]h'fcca' XYg]] b''

A cfY' ]bž'fa U]cb  
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