

PURPOSE AND SATISFACTION OF FOREIGN PARTICIPANTS IN
MALAYSIA MY SECOND HOME PROGRAMME

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MALAYSIA MY SECOND HOME PROGRAMME

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DEDICATION

“To my beloved parents, siblings and cousins, thank you for all your support in terms of spiritual, motivation and encouragement”

“To all my fellow friends, thank you for all your support.”

To people who guided and helped me with full of sincerity,
Sr. Dr Mohd Nadzri bin Jaafar (Supervisor)

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ABSTRACT

Second homes have been a popular trend since the mid 1950s. The second home ownership market in Malaysia has great potential to benefit property development, economic growth and the tourism industry. Therefore, the government of Malaysia introduced the Malaysia My Second Home (MM2H) Programme to gain economic benefits. Thus, the suitability of the new living environment and the satisfaction of foreigners are essential for second home programme to be judged as successful. There is only moderate success among the targeted participants of this programme. However, the response rate will increase if the MM2H Programme can offer and meet the requirements of foreigners. This research attempts to identify the main purpose of MM2H participants to join MM2H Programme, to determine their satisfaction level with second home motivators and examines the relationship of the main purpose to join and the satisfaction level with MM2H Programme on the second home motivators. It is conducted through a five-point likert scale questionnaire with a sample of 104 existing MM2H participants at Greater Kuala Lumpur area. The data was analyzed using frequency analysis, descriptive analysis, index scale, multidimensional analysis (MDS) and chi-square tests. The findings showed that there were five main purposes to join MM2H Programme. There were 24 out of 44 factors under second home motivators expressed higher satisfaction level by the MM2H respondents on second objective. Meanwhile, the findings of third objective indicated that purpose of retirement life, business, capital investment, recreation-leisure and education had significant relationship with second home motivators. The results suggest government and policy maker should promote MM2H Programme by highlighting the education system, adopt a range of service charges served by the MM2H agents or MM2H center, extend the duration of their parents' stay in Malaysia, establish a MM2H Clubhouse, enhance the availability of employment opportunities without surrender as a MM2H participants, promote full equipment of high rise building, hire skilled workers to upgrade the management of property, and promote 5R (rethink, recover, reduce, reuse and recycle) method to solve the air quality and water quality problem.

ABSTRAK

Rumah kedua telah menjadi trend popular sejak pertengahan tahun 1950-an. Pasaran terhadap rumah kedua di Malaysia mempunyai potensi yang besar untuk memberi manfaat kepada pembangunan harta tanah, pertumbuhan ekonomi dan industri pelancongan. Justeru itu, kerajaan Malaysia memperkenalkan Program Malaysia rumah kedua (MM2H) bagi tujuan meningkatkan ekonomi negara. Program rumah kedua dinilai sebagai berjaya apabila faktor kesesuaian persekitaran hidup baru dan kepuasan orang asing dapat dicapai. Kejayaan program ini kepada peserta sasaran hanya di tahap sederhana. Walau bagaimanapun, kadar ini akan bertambah jika Program MM2H boleh menawarkan dan memenuhi keperluan warga asing. Kajian ini bertujuan untuk mengenalpasti tujuan utama peserta-peserta MM2H menyertai Program MM2H, untuk menentukan tahap kepuasan pemilikan rumah kedua dengan faktor pengalok dan mengkaji hubungan tujuan utama penyertaan serta tahap kepuasan terhadap Program MM2H yang menjadi faktor pengalok program ini. Soal selidik lima mata skala likert telah dilaksanakan dengan sampel 104 peserta MM2H yang sedia ada di kawasan Kuala Lumpur. Data dianalisis menggunakan analisis frekuensi, analisis deskriptif, skala indeks, analisis multidimensi (MDS) dan ujian chi-square. Hasil kajian menunjukkan bahawa terdapat lima tujuan utama untuk menyertai Program MM2H. Pencapaian objektif yang kedua, responden berpendapat mereka mempunyai kepuasan yang lebih tinggi terhadap 24 faktor pengalok utama daripada keseluruhan 44 faktor pengalok dalam pemilikan rumah kedua. Manakala, penemuan objektif ketiga menunjukkan bahawa punca persaraan, tujuan perniagaan, pelaburan modal, rekreasi dan pendidikan mempunyai hubungan signifikan dengan tahap kepuasan pemilikan rumah kedua. Keputusan kajian mencadangkan kepada pihak kerajaan dan pembuat polisi seharusnya mempromosi Program MM2H dengan menonjolkan sistem pendidikan, mengamalkan cara bayaran perkhidmatan disampaikan oleh ejen MM2H atau Pusat MM2H, melanjutkan tempoh masa menetap ibu bapa mereka di Malaysia, mewujudkan satu Rumah Kelab MM2H, meningkatkan peluang pekerjaan tanpa menamatkan individu sebagai peserta MM2H, memperkenalkan bangunan tinggi yang mempunyai kemudahan peralatan lengkap, mengambil pekerja mahir untuk mempertingkatkan pengurusan bangunan, dan menggalakkan kaedah 5R (fikir semula, baik pulih, kurangkan, guna semula dan kitar semula) dalam menyelesaikan masalah kualiti udara dan kualiti air.

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LIST OF ABBREVIATIONS

EPU	-	Economic Planning Unit
FIC	-	Foreign Investment Committee
KLCC	-	Kuala Lumpur City Center
MDS	-	Multidimensional Scaling
MM2H	-	Malaysia My Second Home
UKM	-	Univesiti Kebangsaan Malaysia
UM	-	Universiti Malaya
UPM	-	Universiti Putra Malaysia
UTM	-	Universiti Teknologi Malaysia
UUM	-	Universiti Utara Malaysia
WP KL	-	Wilayah Persekutuan Kuala Lumpur
SPSS	-	Statistical Package for Social Science

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CHAPTER 1

INTRODUCTION

1.1 Background of Study

Second homes have been a popular trend since the mid 1950's (Gallent, 2005). Buying a house is one of the largest purchases for people that will ever commit and buying in foreign currency only adds to the complexity. The demand for second homes has risen dramatically as a result of globalization (Hall and Muller, 2004). According to Clark (1992), most second homers are aged above 35 years old and married. Francese (2001) stated that most second home buyers are those who are above 55 years old. Most second homers purchase second homes for the purpose of retirement, investment and enjoyment (Norris and Winston, 2010). With increased international travel and trade, investing in property abroad is more popular than ever. This is because the price of foreign property seems especially attractive when exchange rates favour the currency of the prospective buyer. For others, buying overseas property is seen as an investment as undervalued property which carries the potentiality to appreciate substantially over time.

In 2010, International Living magazine stated that Malaysia was voted the 'Best Place in the World to Retire' in Southeast Asia and ranked at number 19 in the world. In the ever increasingly competitive property sphere today, neighboring countries such as Jakarta, Beijing, Hong Kong, Shanghai, Singapore, Bangkok, Kuala Lumpur, Manila and Mumbai have also joined the competition and as a result, flags off a challenging property race. According to the Market Research and

Property Consultant from Henry Butcher (Penang), the challenge for key players in Malaysia is to convince the international investors that properties in Malaysia offer better values than those in other countries. Therefore, to sustain the growth of economy in the real estate sector as well as tourism, Malaysia My Second Home (MM2H) Programme evolved from the Silver Hair Programme was able to draw attention from foreigners which the government had introduced during 1996 to convince foreign retirees above 50 years of age into making Malaysia their second home.

Some countries prevent or limit property buying by foreigners, so it's critical to ensure that they choose a country that gives them the legal rights to buy. According to the Knight Frank Research (2013), the general view of property restriction in Asia Pacific is displayed on Figure 1.1. Countries like Singapore and Indonesia for example, employ a series of stringent cooling measures to control foreign investments such as increasing the Additional Buyer Stamp Duty (ABSD) and limiting their purchases to specific type of properties. Besides, foreign investors are allowed to purchase freehold properties and impose lower stamp duty in Malaysia.

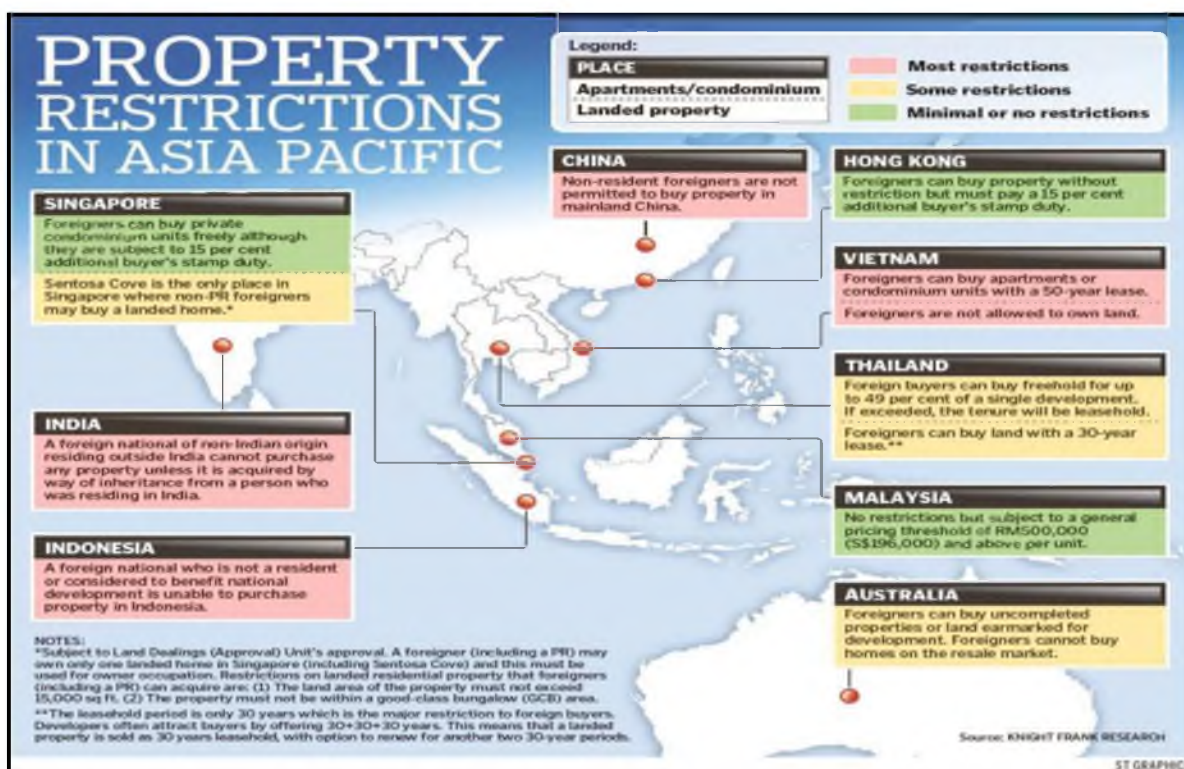


Figure 1.1: Property Restrictions in Asia Pacific
 Source: Knight Frank Research (2013)

The second home ownership market in Malaysia has significant prospective to enhance property development, economic growth and tourist industry. The government of Malaysia is aspiring to gain economic benefits from second home practices by introducing the MM2H Programme (Wee, 2006). Starting from second of the Silver Hair Programme followed by the MM2H Programme, restrictions have been loosened by the Tourism Ministry in order to attract 100,000 expatriates to stay in Malaysia by 2010 (Ramli, 2006). Table 1.1 and Figure 1.2 show the number of participant approval from 2002-Nov 2014 on Malaysia My Second Home (MM2H) Programme. The number of participants in MM2H Programme kept increasing from 2002 to 2005 but has dropped during the period of 2006 to 2007. In year 2008 to 2009, the number of participants increased slightly but dropped again in year 2010. In year 2011 to 2013, the demand of staying in Malaysia gradually increased. However, from year 2013 to Nov 2014, the number of participants dropped quite substantially in percentage which comprised of a negative 22.40%. Although this period was just an evaluation in Nov 2014 but the drop in number of participants was rather obvious.

Table 1.1: MM2H Participant Approvals from 2002-Nov 2014

Year	No. of Participants Approved	Total No. Of Participants Approved	Y-0-Y Change (%)
2002	818	818	-
2003	1,645	2,463	101.1
2004	1,917	4,380	16.5
2005	2,615	6,995	36.4
2006	1,729	8,724	-33.9
2007	1,503	10,227	-13.1
2008	1,512	11,739	0.6
2009	1,578	13,317	4.4
2010	1,499	14,816	-5.0
2011	2,387	17,203	59.2
2012	3,227	20,430	35.2
2013	3,675	24,105	13.9
2014 (Nov)	2,853	26,958	-22.4

Source: Ministry of Tourism Malaysia, Malaysia My Second Home Centre (2014).

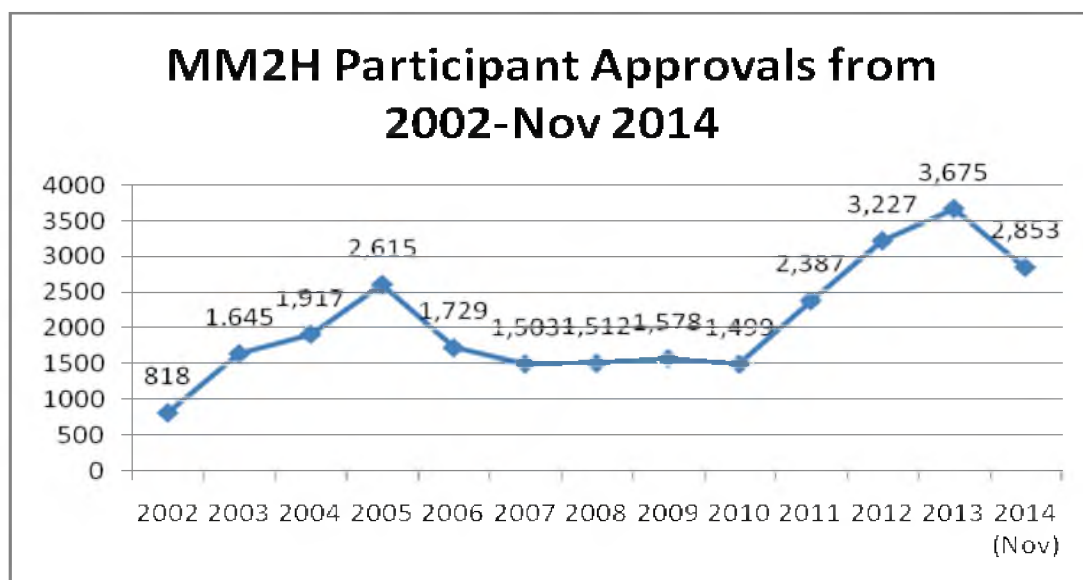


Figure 1.2: MM2H Participant Approvals from 2002-Nov 2014

Source: Ministry of Tourism Malaysia, Malaysia My Second Home Centre (2014)

Table 1.2 shows all foreigners transaction volume and value from 2002 to 2012 in Malaysia. From the data obtained from NAPIC (2013), it shows foreign buyers include non-MM2H participants and MM2H participants contribution towards the real estate factor and also tourism economy at average RM 11 billion of each year. For a period of 11 years, it had contributed around RM 120.62 billion to the real estate sector. Besides this, Table 1.3 shows the volume of foreigner transaction according to the States in Malaysia from the period of 2002 to 2012. Kuala Lumpur has the highest transaction volume which recorded 43.62%, following therewith was Selangor, Johor, Pulau Pinang. On the other hand, Perak, Pahang, WP Labuan, WP Putrajaya and Terengganu have the lower transaction volume which recorded not more than 1.00%. Volume of foreigner transaction according to the type of residential (2002-2012) was shown on Table 1.4. The foreigners' preference was condominium or apartment as shown on the chart which occupies the highest percentage of 65.66%.

Table 1.2: Volume and Value of Foreigner Transaction (2002-2012)

Year	Transaction Volume	Value (RM billion)
2002	429	11.17
2003	548	11.13
2004	831	11.08

2005	1,053	11.03
2006	1,009	10.99
2007	1,818	10.99
2008	1,960	10.93
2009	1,687	10.86
2010	1,185	10.82
2011	1,406	10.81
2012	1,180	10.81
Total	13,106	120.62

Source: NAPIC, Valuation and Property Service Department, Ministry of Finance
(2013)

Table 1.3: Volume of Foreigner Transaction according to the States (2002-2012)

State	Transaction Volume	Percentage (%)
Johor	1,888	14.41
Kedah	185	1.41
Kuala Lumpur	5,717	43.62
Melaka	184	1.4
Negeri Sembilan	153	1.17
Pahang	91	0.69
Perak	107	0.82
Pulau Pinang	1,568	11.96
Sabah	413	3.15
Sarawak	146	1.11
Selangor	2,571	19.62
Terengganu	4	0.03
WP Labuan	12	0.09
WP Putrajaya	67	0.51
Total	13,106	100.00

Source: NAPIC, Valuation and Property Service Department, Ministry of Finance
(2013)

Table 1.4: Volume of Foreigner Transaction according to the type of Residential
(2002-2012)

Types of Residential	Transaction Volume	Percentage (%)
1-1 1/2 storey semi-detached	63	0.48
1-1 1/2 storey terraced	89	0.68

2-2 1/2 storey semi-detached	840	6.41
2-2 1/2 storey semi-terraced	1,710	13.05
Cluster House	104	0.79
Condominium/Apartment	8,606	65.66
Detached	860	6.56
Townhouse	211	1.61
Vacant Plot	519	3.96
Flat	70	0.53
Others	34	0.26
Total	13,106	100.00

Source: NAPIC, Valuation and Property Service Department, Ministry of Finance
(2013)

The MM2H Programme catered for house purchases was the government's main target towards second homers from foreign countries. Other developing countries like Myanmar, Indonesia and Philippines have also well risen. In order to maintain its competitive positioning, the SwhengTee Property World Tour introduced to the world Malaysia's true potentiality as a property investment destination in Southeast Asia. An international property consultant from International Real Estate Investors (REI) Club (2013) said "the authorities from Iskandar, Greater Kuala Lumpur (KL), Penang and even Kota Kinabalu have been trying their best to secure foreign investment. Thus, Malaysia has shown to the world it is the best choice for property investment especially in terms of its open policy by inviting foreigners to share the economic growth so as to maintain the growth."

Malaysia has plans of transforming Greater KL into one of the top 20 most livable metropolis globally with tremendous economic growth. Therefore this is the opportunity Greater KL can offer to foreign investors. Besides this, International Real Estate Investors (REI) Club (2013) explained even Germany and Japan have identified Malaysia, in particularly Greater KL as the best investment opportunity in Southeast Asia. Several foreigners came to study Malaysia market but stayed out for various reasons. The pent-up demand is strong that Malaysia property market will become one of the most active in Southeast Asia with prices moving aggressively upwards. The economy and extension of real estate market will boom. So the government has to provide better policies and incentives to boost up Malaysia's status so as to become a world class city in the shortest time.

1.2 Problem Statement

A second home or vacation home can be an asset to home owners who can generate additional income by renting out a property. This trend towards vacation type of property is increasing (McIntyre et al, 2006). Second homers sometimes consider moving to their second home permanently upon retirement. According to Norris and Winston (2010) stated that the purpose of second homes are mostly for retirement, investment and enjoyment.

The new pattern of tourism and migration has induced the demand for second homes (Lew et al, 2004). Second homes have become a developing trend aided by flexible accessibility and increasing personal income, notably in Western countries (Shaw and Willians, 2001). Countries such as China, Taiwan, Hong Kong, due to various reasons including the imposed cooling measures by their government and economic changes are considering investing out of their country. The trend for Malaysians investing overseas is also very encouraging with strong investment notably in London, China, Melbourne, Indonesia and Singapore. This can stimulate the economy growth if Malaysia can balance it out by bringing in foreign investment.

MM2H have opened up the property market to foreign retirees and business cum leisure travelers who have enhanced and promoted properties in Malaysia. It also encourages foreigners to invest in Malaysia property market. Davinson (2007) reveals that 83 percent of the expatriates (including the MM2H participants) spend an average of RM830,000 on property in Malaysia. This indicates that second homers can act as an important contribution towards the economy of Malaysia, notably in the property industry. As foreign interest and property investment will increase overseas exposure of Malaysia, the Malaysia government have exempted the Foreign Investment of Committee (FIC) rules on MM2H participants and have introduced other initiatives to attract more foreigners to Malaysia (Saidon,2006). Such initiatives encourage foreigners to purchase second homes in Malaysia.

Most second homers purchase second homes for the purpose of retirement, investment and enjoyment (Norris and Winston, 2010). However, majority of the researches were performed in European countries as European countries were the earlier regions to perform the second home practice. Apart from that, Asian countries conducted fewer studies compared to European countries as the second home industry was still at a premature stage. Malaysia is one of the Asian countries as well developing country that still has lots of weakness to improvise and needs to produce better policy to stimulate the economy growth to be included in the promotion of second home programme (Yeoh, 2008).

Ramli (2006) stated that the Ministry of Tourism has loosened the rule and conditions as well as restriction for joining the MM2H Programme which is evaluated from Silver Hair Programme. The purpose of this evaluation to MM2H Programme from Silver Hair Programme (1996) is estimated to attract 100,000 expatriates to stay in Malaysia by 2010. However, based on the statistics of Malaysia My Second Home Center (2014), the total of approved applicants comprised of only 26,958. According to Ho and Khor (2008), the expectation was low and MM2H programme has only enjoyed in moderate level of success. Meanwhile, the neighboring countries such as Thailand, Singapore and Indonesia also offered a slightly different second home programme to boost up their countries' economy. The response rate will increase to attract foreigner to stay in Malaysia if the MM2H programme can offer and meet the requirement of foreigner. Hence, it is worthwhile to find out the intention to join the MM2H Programme in order to provide concrete policy to enhance the quality of MM2H Programme.

Another issue which occurred was simply the fact that second home programme does not measure up to the success of the entire programme in either developed or developing countries. The suitability of the new living environment and the needs of residents are essential for second home programme to be judged as successful. Schachter (2001) found that residential dissatisfaction was the most common factor in mobility decision. Several other studies have repeatedly demonstrated that residential satisfaction is a key component in predicting residential mobility (McHugh, Gober, and Reid 1990; Oh 2003; Reschovsky 1990; Sinai 2001).

There have been many researches carried out in Malaysia to measure the level of satisfaction such as low income group with public housing, high-rise residential, Bumiputera lots and so forth but there was no research to identify the satisfaction level of foreign owners of second home in Malaysia. Besides this, there were many studies conducted focusing on second home impact but only a few studied on the satisfaction level of second home programme. Since Malaysia was voted as the 'Best Place in the World to Retire' in Southeast Asia and ranked at number 19 in the world, in order to avoid the MM2H participant from surrendering their MM2H status because of dissatisfaction on this second home programme, this research helps to create an awareness on the need to understand the determinants of satisfaction with second home environment. Therefore, improvement can be initiated to attract more foreigners to join the second home programme in Malaysia.

The MM2H Programme was promoted via media, newspaper as well as website to attract more potential foreigners to become second homers in Malaysia. Many applicants for the MM2H Programme, particularly those from developed countries, are retirees who want to take advantage of the country's combination of good service and infrastructure and relatively low cost of living (MM2H Center, 2013). Certainly Malaysia offers foreigners with a high standard of living at a very reasonable price. The expenses costs are affordable by the foreigners to enjoy a satisfactory lifestyle in Malaysia. Those people especially retirees who have chosen Malaysia as their second home seem to be very satisfied with the decision and very few of them have changed their mind and decided to return to their native countries (Davinson, 2013). Yeoh (2008) also stated that Japanese ranked Malaysia as the top choice for long-stay programme for 5 consecutive years from 2006 to 2010 in the polls conducted.

The contribution of foreigners to economic growth on real estate sector is significant under the MM2H programme as evidenced on Table 1.2, the information obtained from this research could assist both the government and private sector in fulfilling the needs and wants of the foreigners, which in turn leads to their satisfaction level. By using existing occupants (participant of MM2H Programme) as a benchmark in evaluation, the potentiality for improving the performance of a

second home programme is enormous (Natasha & Husrul Nizam, 2009). Satisfied participants will usually have positive recommendations; this in turn will generate more foreigners to the programme. For example, the existing Japanese MM2H participant feels satisfied with this programme and will be willing to introduce Malaysia to their fellow country citizen (Yeoh, 2008). Therefore, it is important for the government of Malaysia and the related parties to find out what is the main objective to attract them to come and join this programme, as well as understand the satisfaction level of existing MM2H participants in order to explore their perception on this second home programme and examine the relationship between the purpose and satisfaction level. Based on their feedback and opinions, the government will be able to find out which of the aspect needs to be improved in order to enhance the quality of second home programme.

1.3 Research Questions

Based on the problems raised in this research, the following research questions are formulated for this study:

- a) What is the main purpose of joining MM2H Programme by MM2H participants?
- b) Whether the MM2H participants are satisfied whilst staying in Malaysia under the MM2H Programme?
- c) What is the relationship between the purpose to join MM2H Programme and the satisfaction level?

1.4 Objectives of the Study

The problem statement led to the formulation of the objectives of this study as follows

- i) To identify the main purpose to join MM2H Programme by MM2H participants.
- ii) To determine the satisfaction level on second home motivators by MM2H participants.
- iii) To examine the relationship between purpose to join MM2H Programme and satisfaction level on second home motivators by MM2H participants.

1.5 Scope of the Study

This study will focus mainly on Greater Kuala Lumpur as this region is a well developed area, which is also the key towards improving Malaysia's economy. Furthermore, the respondents of this study will focus on existing participants in MM2H Programme who stayed or traveled in Greater KL region.

1.6 Significance of the Study

The purpose of this research is to identify the main purpose of joining MM2H Programme, to understand the satisfaction level of MM2H participants on second home motivators and also to examine the relationship between the purpose to join MM2H Programme and the satisfaction level of MM2H participants on second home motivators. Therefore, the result of this research will provide the benefits to the following stakeholders to acquire improvement on both new construction and upgrading the existing:

a) Contribution towards the knowledge

This research is to help enhance as well as create a new guideline for assessment satisfaction level with second home in Malaysia. The second home is a global trend all over the world as a retirement place, investment, business shelter as well as vacation home. This becomes a new lifestyle for certain people especially people who come from overseas all around the world. The satisfaction of foreigners is very important to provide a clear picture to communities in Malaysia on what Malaysia can provide them and also based on the point, what can be improvised to enhance the reputation of our country as well as what aspects of the economy should be increased.

b) Government

Foreign investment helps to maintain the growth and provide more investment opportunities in some markets such as manufacturing, business, tourism or real estate sector. Government can control the stamp duty or other legal fees to attract more foreigners to invest in this country. Besides this, based on the feedback or opinions from foreigners, the government can build more infrastructures or enhance the environment to attract them.

c) Policy makers

Policy makers can consider this type of evaluation in the future as a strategy towards achieving the best to satisfy residents' needs and aspirations. This research gives a picture to the policy makers as it provides necessary information for improving the satisfaction level of foreigner. To ensure the success of the MM2H program, policy makers should be sensitive to foreigners' interests by determining what the applicant actually needs and wants on second home programme. This will help to prevent them from committing the same mistakes made previously, in order to improve the satisfaction level on the quality of life of the foreign residents.

1.7 Structure of Dissertation

Generally, this study has been divided into 7 chapters. The chapter layout is presented as follows:

1.7.1 Chapter 1: Introduction

This chapter briefly describes an overview of study topics including an introduction of study. It continues with the problem statement that explains about the problems that occur in the study, followed by the objectives of the study and scope of the study. In addition, significance of the study and the study methodology are also contained here.

1.7.2 Chapter 2: Literature Review on Second Home

This chapter basically discusses the definition of second home, second home practice, and procedure and guideline of MM2H Programme. The source of this study is to complete the literature review derived from academic books, journals, internet and articles that have been done by previous researchers.

1.7.3 Chapter 3: Literature Review on Residential Satisfaction

This chapter comprises a literature review of residential satisfaction by second homers. It includes definition of residential satisfaction and determinants of residential satisfaction on second home motivators. The information is collected from journals, book, article or website.

1.7.4 Chapter 4: Research Methodology

This chapter presents the research methodology such as explanations on techniques of data collecting and analyzing data. The methodology that has been chosen to collect and analyze data must be able to achieve the objectives of the study.

1.7.5 Chapter 5: Case Study Area

This chapter shows the case study area which is located at the Greater Kuala Lumpur. The cultural and features such as population of Greater KL and multi-cultural living environment of Greater Kuala Lumpur will be discussed in this chapter.

1.7.6 Chapter 6: Data Analysis and Findings

This chapter will cover the analysis on the data that have been collected. Research methodology and the aforementioned in Chapter 3 are being applied on the data analysis to achieve the objectives of this study. After the data have been analyzed, findings and results of the study are being previewed in this chapter.

1.7.7 Chapter 7: Conclusion and Recommendation

This is the final stage of the study where the researcher will formulate and conclude on the findings obtained after the data have been analyzed. The conclusion is crucial to ensure the study is carried out to achieve the objectives of the study. The limitation and recommendation will also be proposed in the last part of this chapter.

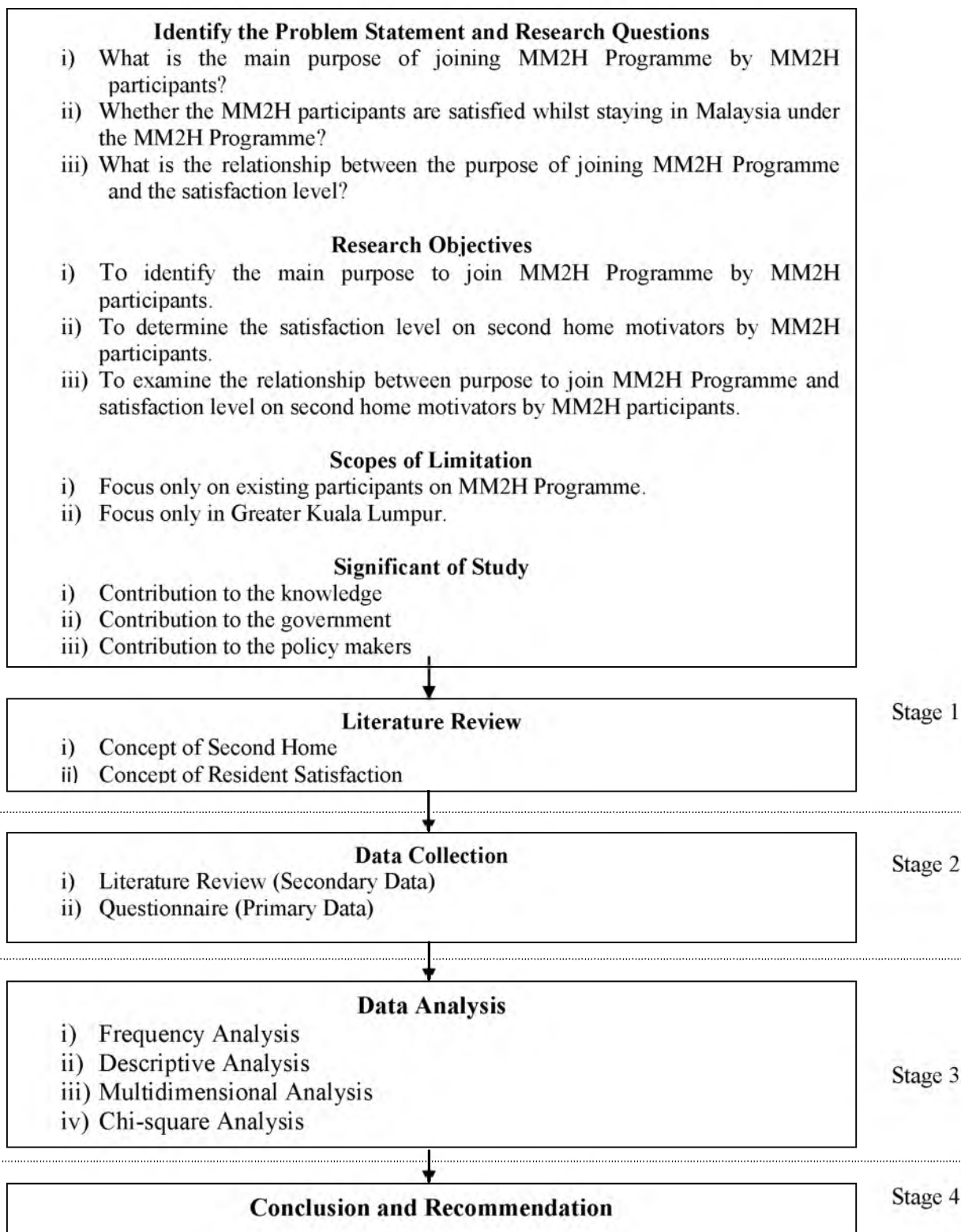


Figure 1.3: Research Flow Chart

Source: Researcher (2014)

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