

Lodging: US RevPAR -83.6% Y/Y Last Week

Economy outperformance vs. Luxury continues to be a big investor topic

What's Incremental To Our View

Overall U.S. RevPAR was -83.6% Y/Y for the week ending 4/11/2020, per STR, softer than the prior week's result of -81.6%. (2-year stacked RevPAR was -76.8% vs -80.0% in the prior week). Independent hotels (about 1/3rd of the data set) were -81.9% y/y. Economy (-49.7%) was the relatively strongest chain scale for branded hotels; Luxury was the weakest at -95.2%. Upscale (-86.1%) underperformed the industry average; Upper Midscale (-81.6%) outperformed. Within Upper Upscale & Luxury class hotels, Group (-96.6% vs. -96.7% prior week) was softer than Transient (-94.9% vs. -94.0% prior week).

Last week's lodging results presented "even worse" results for the most part. More hotels are closing (we know of no hotels reopening anytime soon). Based on our analysis of lodging and related travel data (we do not make stock calls on gut feels): lodging fundamentals are simply not improving. That being said, investors have been focusing their attention with us on Economy relative outperformance; we assume the rural/interstate concentration, simpler operating model, and price-accommodating hotel product (for those that need to travel) are all advantages in today's lodging environment.

There is a theoretical holiday shift impact this week given Passover/Good Friday was last week vs. a week later in 2019; the impact from the holidays pale in comparison to the virus demand shock.

Please see our First look at virus impact on US hotel RevPAR and China & Italy notes for our additional analysis on last week's U.S. and international trends.

Last week's RevPAR details:

- Economy was the relatively strongest chain scale but all chain scales were materially negative: Upscale and Upper Midscale underperformed by 3,640 bps and 3,190 bps, respectively: Luxury RevPAR (-95.2%), Upper Upscale (-94.6%), Upscale (-86.1%), Upper Midscale (-81.6%), Midscale (-68.5%), and Economy (-49.7%). Independent hotels (-81.9%) outperformed the headline U.S. RevPAR.
- Within Upper Upscale & Luxury class hotels, Group underperformed Transient but both segments were similarly materially negative: Transient segment (individual business and leisure travelers) RevPAR was -94.9% (vs. -94.0% last week) and Group segment RevPAR was -96.6% (vs. -96.7% last week).
- Los Angeles was the relatively strongest of the top five markets: Boston (-92.4%), Chicago (-90.0%), Los Angeles (-85.1%), NYC (-85.7%), and Washington, D.C. (-89.5%).

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What's Inside

Weekly STR results and analysis



- Other relevant markets:
 - San Francisco: RevPAR was -93.5% vs. -90.1% last week.
 - Florida market RevPAR:
 - Miami: (-90.2% vs. -86.9% last week);
 - **Orlando:** (-92.4% vs. -92.1% last week). We expect Orlando results to remain especially challenged given the major theme parks are closed and group demand is essentially zero.

From observations of what is happening with RevPAR and re-openings in China, we suspect we may see a slower and longer recovery in the US than what the more optimistic/bullish management teams and investors expect. While hotel stocks have been crushed, we are holding back on any potential stock upgrades at this time as we believe we will see more attractive entry points at a future date.

(Our ratings and price targets generally represent our recommendations and forecasts based on a 12 to 18 month outlook. We acknowledge that near term uncertainty and volatility could affect financial inputs to our targets, and the likely multiples the market may pay for those metrics.)



Weekly RevPAR Summary

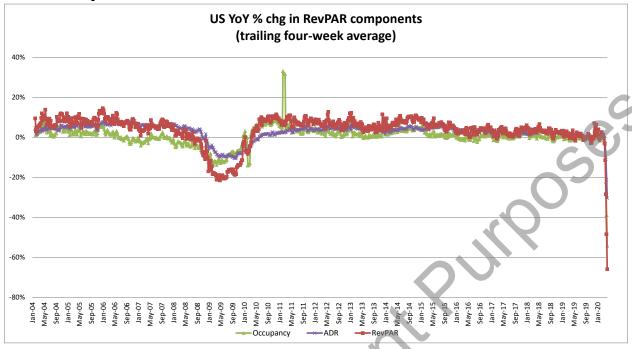
	YoY % change in RevPAR												
			Upper		Upper			Inde-	New				
	U.S.	Luxury	Upscale	Upscale	Midscale	Midscale	Economy	pendent	York	Boston	LA	Chicago	DC
2/22/2020	-1.4%	1.8%	-1.2%	-2.3%	-2.5%	-4.4%	-3.0%	-0.3%	-3.8%	-7.5%	-4.1%	0.2%	2.2%
2/29/2020	-0.2%	3.7%	1.3%	-0.3%	-2.6%	-5.0%	-4.9%	1.3%	-4.5%	8.4%	2.8%	-12.0%	-3.0%
3/7/2020	-11.6%	-14.1%	-15.9%	-12.1%	-9.3%	-8.3%	-6.9%	-10.4%	-20.3%	-8.8%	-8.9%	-18.5%	-7.2%
3/14/2020	-32.5%	-45.9%	-45.4%	-34.4%	-26.9%	-22.7%	-16.8%	-26.7%	-54.6%	-48.9%	-39.9%	-43.1%	-39.1%
3/21/2020	-69.5%	-85.1%	-84.7%	-74.3%	-62.8%	-48.2%	-32.1%	-67.1%	-86.5%	-82.4%	-75.1%	-79.3%	-81.3%
3/28/2020	-80.3%	-94.8%	-92.3%	-82.9%	-76.9%	-63.0%	-43.5%	-79.0%	-87.8%	-88.1%	-82.4%	-84.3%	-87.6%
4/4/2020	-81.6%	-94.2%	-93.5%	-84.4%	-79.2%	-65.7%	-46.9%	-79.8%	-88.6%	-89.0%	-82.5%	-87.0%	-88.5%
4/11/2020	-83.6%	-95.2%	-94.6%	-86.1%	-81.6%	-68.5%	-49.7%	-81.9%	-85.7%	-92.4%	-85.1%	-90.0%	-89.5%
	Virus demand shock impact continues					and Midscale relative	e basis)			basis; all ma	rkets extre	arkets (on a re emely negative	≘)
1Q16	2.7%	1.6%	1.9%	2.2%	2.0%	0.0%	1.8%	4.0%	-1.2%	-3.0%	16.6%	-4.8%	3.1%
2Q16	3.5%	0.8%	2.9%	3.1%	3.2%	3.2%	3.0%	4.2%	-4.5%	1.5%	11.1%	-1.0%	3.5%
3Q16	3.3%	1.5%	2.5%	2.0%	1.8%	2.5%	3.0%	5.1%	-2.5%	-0.5%	9.3%	1.2%	5.5%
4Q16	3.2%	1.9%	0.6%	1.2%	2.2%	3.9%	4.4%	5.1%	0.9%	-1.6%	6.9%	3.3%	8.0%
1Q17	3.4%	2.1%	3.0%	1.0%	2.4%	3.5%	2.6%	5.2%	-1.3%	-1.1%	-2.5%	1.5%	16.1%
2Q17	2.7%	2.3%	0.6%	0.6%	1.2%	2.4%	3.7%	5.1%	0.2%	4.4%	3.6%	0.8%	0.8%
3Q17	1.9%	0.5%	-0.7%	0.7%	1.8%	3.5%	2.9%	3.1%	-0.9%	-0.2%	-1.2%	-5.0%	-0.6%
4Q17	4.2%	4.5%	3.2%	3.8%	3.9%	3.7%	3.7%	4.1%	0.8%	3.7%	4.2%	-2.5%	2.2%
1Q18	3.5%	6.6%	0.9%	2.2%	3.0%	3.8%	5.3%	3.8%	7.1%	2.6%	2.7%	5.8%	-11.0%
2Q18	4.0%	4.9%	3.4%	2.8%	3.0%	4.1%	3.1%	4.6%	4.2%	-1.2%	0.6%	4.0%	3.1%
3Q18 4Q18	1.7%	3.3% 3.0%	1.9% 1.1%	0.8%	-0.5% 0.5%	0.1% 1.3%	1.8% 2.9%	2.2% 4.9%	0.7%	2.8% 12.2%	1.3% 3.0%	7.5% 2.8%	-3.4% -3.4%
1Q19	2.4% 1.5%	-0.7%	1.1%	-0.5%	0.5%	-0.1%		3.1%	3.5% -7.1%	-2.1%		-4.5%	-2.4%
2Q19	1.1%	1.1%	0.5%	-0.5%	0.4%	-0.1%	1.9% 1.7%	2.4%	-1.8%	4.5%	-1.7% 1.6%	-4.5%	-2.4% -1.5%
3Q19	0.7%	1.1%	1.1%	-0.4%	-0.1%	-1.0%	-0.9%	1.6%	-2.2%		-0.2%	-2.2%	4.5%
4Q19	0.7%	3.6%	1.0%	-0.5%	-1.0%	-2.7%	-1.5%	2.3%	-2.2% -4.1%		1.1%	-0.7%	5.2%
4013	J.1 /0	3.076	1.078	0.076	1.0 /6	2.1 /0	1.576	2.076	7.170	11.070	1.170	0.176	5.276

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		١.	Upper		Upper		_	Inde-	New			V	
	U.S.	Luxury		Upscale			Economy	•		Boston	LA 🤄	Chicago	DC
2/22/2020	0.7%	3.9%	1.4%	-0.9%	-0.4%	-0.8%	-0.4%	1.8%	-1.9%	-3.9%	-1.7%	3.0%	1.1%
2/29/2020	1.6%	4.5%	2.3%	0.1%	-0.5%	-1.6%	-1.4%	3.1%	-3.7%	4.6%	0.6%	-6.0%	-2.1%
3/7/2020	-4.6%	-0.1%	-4.3%	-4.6%	-3.5%	-2.7%	-2.9%	-3.5%	-8.3%	-3.3%	-0.7%	-5.8%	-2.1%
3/14/2020	-10.7%	2.5%	-7.5%	-7.4%	-6.5%	-6.6%	-6.7%	-6.7%	-19.1%	-14.2%	-12.2%	-12.4%	-8.6%
3/21/2020	-30.2%	10.3%	-16.5%	-17.3%	-15.0%	-12.7%	-11.1%	-31.1%	-30.9%	-29.7%	-29.0%	-31.9%	-38.0%
3/28/2020	-39.4%	-19.6%	-32.7%	-22.7%	-20.6%	-17.4%	-13.7%	-42.5%	-33.1%	-39.0%	-32.0%	-37.6%	-46.3%
4/4/2020	-41.5%	-17.7%	-37.4%	-26.1%	-23.2%	-18.9%	-15.1%	-43.6%	-45.3%	-44.2%	-34.6%	-46.7%	-48.1%
4/11/2020	-45.6%	-26.7%	-44.3%	-31.5%	-27.2%	-21.5%	-17.6%	-47.5%	-49.3%	-56.0%	-41.7%	-55.1%	-51.9%
1Q16	3.2%	1.9%	2.7%	3.2%	2.6%	1.7%	3.3%	3.7%	-3.1%	1.4%	11.3%	-1.9%	1.1%
2Q16	2.9%	1.5%	2.2%	2.9%	2.8%	2.7%	3.4%	3.0%	-3.1%	3.3%	9.4%	0.3%	2.1%
3Q16	3.4%	1.5%	2.5%	2.7%	2.4%	3.1%	3.6%	4.4%	-2.7%	2.3%	7.5%	1.9%	3.5%
4Q16	2.6%	2.1%	1.4%	2.2%	2.0%	2.2%	3.2%	3.8%	-1.2%	1.3%	5.8%	3.9%	4.1%
1Q17	2.5%	2.3%	2.4%	1.3%	1.6%	1.8%	2.4%	3.5%	-2.2%	0.0%	-0.2%	1.7%	13.6%
2Q17	2.2%		1.2%		1.5%				-1.5%	4.1%	2.8%		2.0%
3Q17	1.4%	1.4%		0.8%	1.2%				-2.0%	0.8%	1.8%		0.0%
4Q17	2.4%	2.2%	1.9%	1.8%	1.8%	2.5%			-0.2%	0.8%	4.6%	-2.0%	2.4%
1Q18	2.5%	4.5%		1.7%	2.0%			3.1%	3.5%	-1.0%	4.0%		-9.4%
2Q18	2.9%	3.5%		2.4%	2.1%			3.1%	3.7%	-0.1%	2.1%		2.4%
3Q18	2.1%	3.3%	2.4%	1.8%	1.2%			1.9%	1.2%	1.9%	1.1%		-0.8%
4Q18	2.0%	3.7%	2.2%	1.6%	1.1%	0.9%	0.6%	2.9%	3.4%	5.6%	1.4%	2.2%	-2.1%
1Q19	1.1%	2.2%			0.8%				-3.8%	0.7%	-1.0%		1.5%
2Q19	1.2%	2.5%	1.4%	0.6%	0.7%	-0.2%	0.6%	1.7%	-1.0%	3.2%	0.8%	-1.7%	0.2%
3Q19	0.8%	1.5%	1.3%	0.2%	-0.1%		-0.5%	1.6%	-1.9%	0.9%	-0.2%		4.0%
4Q19	0.7%	2.4%	0.6%	-0.4%	-0.3%	-1.0%	-1.0%	1.9%	-3.7%	-5.5%	0.3%	-2.2%	3.9%

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	_						Y % char	nge in Oc	cupancy					
				Upper		Upper	New							
		U.S.	Luxury	Upscale	Upscale	Midscale	Midscale	Economy	pendent	York	Boston	LA	Chicago	DC
2	2/22/2020	-2.1%	-2.0%	-2.6%	-1.4%	-2.1%	-3.6%	-2.6%	-2.0%	-2.0%	-3.7%	-2.4%	-2.8%	1.1%
2	2/29/2020	-1.7%	-0.7%	-1.0%	-0.4%	-2.1%	-3.4%	-3.5%	-1.8%	-0.8%	3.6%	2.2%	-6.4%	-0.9%
	3/7/2020	-7.3%	-14.0%	-12.0%	-7.8%	-6.1%	-5.8%	-4.1%	-7.1%	-13.1%	-5.7%	-8.2%	-13.5%	-5.2%
3	3/14/2020	-24.4%	-47.2%	-41.0%	-29.2%	-21.8%	-17.2%	-10.8%	-21.4%	-43.9%	-40.4%	-31.6%	-35.0%	-33.4%
3	3/21/2020	-56.4%	-86.5%	-81.7%	-68.9%	-56.3%	-40.6%	-23.6%	-52.3%	-80.5%	-74.9%	-64.9%	-69.6%	-69.8%
3	3/28/2020	-67.5%	-93.5%	-88.6%	-77.9%	-70.9%	-55.2%	-34.5%	-63.5%	-81.8%	-80.6%	-74.1%	-74.8%	-77.0%
	4/4/2020	-68.5%	-92.9%	-89.7%	-78.9%	-73.0%	-57.8%	-37.5%	-64.1%	-79.1%	-80.2%	-73.3%	-75.6%	-77.9%
4	/11/2020	-69.8%	-93.4%	-90.3%	-79.7%	-74.7%	-59.9%	-38.9%	-65.6%	-71.7%	-82.7%	-74.4%	-77.8%	-78.2%
									•					
	1Q16	-0.5%	-0.3%	-0.8%	-0.9%	-0.6%	-1.7%	-1.5%	0.3%	2.0%	-4.3%	4.7%	-3.0%	2.0%
	2Q16	0.6%	-0.7%	0.7%	0.2%	0.4%	0.5%	-0.4%	1.2%	-1.4%	-1.7%	1.5%	-1.4%	1.3%
	3Q16	0.0%	0.0%	-0.1%	-0.6%	-0.6%	-0.6%	-0.6%	0.7%	0.3%	-2.8%	1.7%	-0.7%	1.9%
	4Q16	0.6%	-0.2%	-0.8%	-1.0%	0.2%	1.7%	1.2%	1.2%	2.2%	-2.8%	1.0%	-0.5%	3.7%
	1Q17	0.9%	-0.2%	0.6%	-0.3%	0.7%	1.6%	0.2%	1.6%	1.0%	-1.1%	-2.4%	-0.2%	2.2%
	2Q17	0.5%	0.1%	-0.6%	-1.1%	-0.3%	0.4%	1.4%	1.6%	1.7%	0.3%	0.8%	-0.7%	-1.2%
	3Q17	0.5%	-0.9%	-0.9%	-0.1%	0.6%	1.6%	0.5%	0.9%	1.1%	-1.0%	-2.9%	-2.7%	-0.5%
	4Q17	1.8%	2.2%	1.3%	2.0%	2.1%	1.2%	0.3%	2.0%	1.0%	2.8%	-0.3%	-0.5%	-0.2%
	1Q18	0.9%	2.1%	0.0%	0.5%	1.1%	0.9%	1.3%	0.7%	3.5%		-1.3%	4.4%	-1.8%
	2Q18	1.1%	1.3%	0.5%	0.4%	0.9%		0.4%	1.5%	0.5%	-1.1%	-1.4%	0.7%	0.7%
	3Q18	-0.4%	0.0%	-0.5%	-1.0%	-1.7%		0.5%	0.3%	-0.5%	0.9%	0.2%	0.7%	-2.6%
	4Q18	0.4%	-0.7%	-1.1%	-1.6%	-0.6%		2.3%	1.9%	0.1%	6.3%	1.6%	0.6%	-1.3%
	1Q19	0.4%	-2.8%	-1.3%	-1.4%	-0.5%		2.3%	2.1%	-3.5%	-2.8%	-0.7%	-2.2%	-3.8%
	2Q19	-0.1%	-1.4%	-0.9%	-1.0%	-0.7%		1.1%	0.7%	-0.7%	1.3%	0.8%	1.7%	-1.7%
	3Q19	-0.1%	-0.2%	-0.2%	-0.7%	0.0%		-0.4%	0.0%	-0.3%	-1.4%	0.1%	0.6%	0.4%
	4Q19	-0.1%	1.2%	0.4%	-0.2%	-0.8%	-1.7%	-0.4%	0.4%	-0.4%	-6.5%	0.8%	1.5%	1.3%

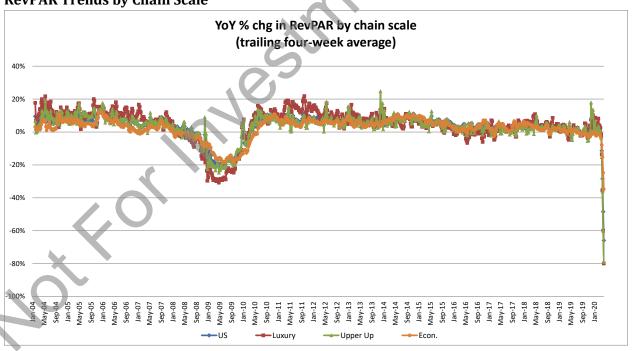
Source: STR data, STRH research

RevPAR Component Trends



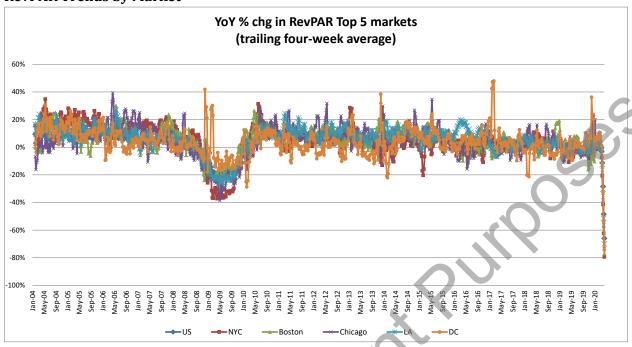
Source: STR data, STRH research

RevPAR Trends by Chain Scale



Source: STR data, STRH research

RevPAR Trends by Market



Source: STR data, STRH research



Price Target/Risks Summary

		Price	2		% upside down-	2020E Valuation EBITDA	2020E As Reported EBITDA	Target EV/EBITDA	
Lodging	TKR	4/14/20	Rating	PT*	side	(\$M)* **	(\$M)*	Multiple	Risks
Choice Hotels	СНН	\$72.97	Hold	\$91	25%	\$381	\$381	14.0X	Upside risk: conservative guidance. Downside risk: slowdown in development opportunities.
DiamondRock Hospitality	DRH	\$4.99	Hold	\$9	80%	\$244	\$244	11.5X	Upside risk: specific markets (esp. NYC) perform better than expecte Downside risk: company unable to locate properties to buy.
Host Hotels & Resorts	HST	\$11.44	Hold	\$18	57%	\$1,386	\$1,386	12.0X	Upside risk: the company increases dividends by more than expecte NYC outperforms or is sold down at attractive multiples. Downside risk: Group underperforms. NYC hotels underperform and asset sales do not happen.
		05.4.74		000	500/	****	A705	40.07	Upside risk: Transient and group trends outperform expectations
Hyatt Hotels	Н	\$54.71	Hold	\$83	52%	\$699	\$735	13.2X	Downside risk: ongoing misexecution and volatility. Upside risk: Accelerating tour flow, FCF generation and declining
Bluegreen Vacations Corporation****	BXG	\$4.81	Hold	\$9	96%	\$110	\$110	6.2X	consumer defaults. Downside risk: 3rd party induced defaults worse Middle market customers underperform. Downside risk: Disruption in a major market (HGV more concentrate
Hilton Grand Vacations****	HGV	\$17.61	Buy	\$43	145%	\$452	\$479	10.2X	than peers), issues with Japanese customer (HGV more exposed the peers), difficulty sourcing additional fee-for-service inventory deals. Upside risk: Macro lodging trends improve beyond expectations.
Hilton	HLT	\$70.01	Hold	\$107	53%	\$2,286	\$2,406	14.8X	Downside risk: slowing pipeline. 2020 is a recession year in the U.S Upside Risk: Significant U.S macroeconomic improvement results i large recovery in transient corporate demand (and consequential >40
Marriott International	MAR	\$82.68	Hold	\$128	55%	\$3,151	\$3,466	14.9X	bps RevPAR (mprovement). Owned assets sell for premium prices relative to MAR expectations. Downside Risk: 2020 is a recession year in the US. Geopolitical ar policy risks negatively impact lodging demand.
Marriott Vacations****	VAC	\$76.42	Buy	\$157	106%	\$877	\$917	10.5X	Downside risk: M&A story fades and multiples revert to historical lew
Park Hotels & Resorts	PK	\$8.12	Buy	\$27	233%	\$842	\$858	12.0X	Downside risk: Significant supply growth, macroeconomic challenges/shocks, higher than expected labor costs.
Pebblebrook Hotel Trust***	PEB	\$11.04	Hold	\$23	108%	\$44 5	\$445	14.0X	Üpşide Risks: Material near-term incremental EBITDA from Legacy L assets. Downside Risks: Planned asset sales do not materialize e expected and/or at lower-than-expected pricing. Incremental EBITC from major CapEx investments take longer than anticipated, resultin multiple contraction.
Playa Hotels & Resorts	PLYA	\$2.08	Buy	\$10	381%	\$173	\$180	11.5X	Downside risk: demand shock, hurricanes, inability to complete 203 growth initiatives, country-specific risks (emerging market portfolio
RLJ Lodging Trust***	RLJ	\$8.00	Sell	\$15	88%	\$391	\$402	11.0X	Upside risk: RevPAR reaccelerates due to macroeconomic improvements, leading to estimate revisions and multiple expansion
	RHP	\$20.7F	11-1-1	\$82	4070/	6544	\$507	12.6X	Upside risk:recovering group demand better than expected, better ma recovery.
Ryman Hospitality Properties	KHP	\$30.75	Hold	\$82	167%	\$541	\$527	12.6X	Downside risk: booking issues stickier than expected. Upside risk: Recovery of corporate demand in SHO's markets. Abor average group bookings in Orlando and Boston Park Plaza post-meet space expansions.
Sunstone Hotel Investors	SHO	\$8.75	Hold	\$12	37%	\$292	\$292	11.5X	Downside risk: Weaker than expected demand trends following capi investment projects.
/ail Resorts, Inc.****	MTN	\$160.63	Buy	\$247	54%	\$736	\$736	15.0X	Downside risk: Economic conditions, competition for vacation and s dollars, stagnant skier visitation, an aging customer, and climate char
Wyndham Destinations****	WYND	\$23.80	Buy	\$73	207%	\$1,052	\$1,084	8.2X	Downside risk: The timeshare business is especially vulnerable to economic softness. There are potential execution risks post the spin
Nyndham Hotels & Resorts	WH	\$33.34	Buy	\$66	98%	\$602	\$628	13.0X	Downside risk: Slowdown in development opportunities. La Quinta synergies below expectations.

*** Covered by Gregory J. Miller

Source: FactSet, STRH research



Companies Mentioned in This Note

Bluegreen Vacations Corporation (BXG, \$4.81, Hold, C. Patrick Scholes)

Choice Hotels International, Inc. (CHH, \$72.97, Hold, C. Patrick Scholes)

DiamondRock Hospitality Company (DRH, \$4.99, Hold, C. Patrick Scholes)

Hyatt Hotels Corporation (H, \$54.71, Hold, C. Patrick Scholes)

Hilton Grand Vacations Inc. (HGV, \$17.61, Buy, C. Patrick Scholes)

Hilton Worldwide Holdings Inc. (HLT, \$70.01, Hold, C. Patrick Scholes)

Host Hotels & Resorts, Inc. (HST, \$11.44, Hold, C. Patrick Scholes)

Marriott International, Inc. (MAR, \$82.68, Hold, C. Patrick Scholes)

Vail Resorts, Inc. (MTN, \$160.63, Buy, C. Patrick Scholes)

Pebblebrook Hotel Trust (PEB, \$11.04, Hold, Gregory Miller)

Park Hotels & Resorts Inc. (PK, \$8.12, Buy, C. Patrick Scholes)

Playa Hotels & Resorts N.V. (PLYA, \$2.08, Buy, C. Patrick Scholes)

Ryman Hospitality Properties, Inc. (RHP, \$30.75, Hold, C. Patrick Scholes)

RLJ Lodging Trust (RLJ, \$8.00, Sell, Gregory Miller)

Sunstone Hotel Investors, Inc. (SHO, \$8.75, Hold, C. Patrick Scholes)

Marriott Vacations Worldwide Corporation (VAC, \$76.42, Buy, C. Patrick Scholes)

Wyndham Hotels & Resorts, Inc. (WH, \$33.34, Buy, C. Patrick Scholes)

Wyndham Destinations, Inc. (WYND, \$23.80, Buy, C. Patrick Scholes)

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I, C. Patrick Scholes, hereby certify that the views expressed in this research report accurately reflect my personal views about the subject company(ies) and its (their) securities. I also certify that I have not been, am not, and will not be receiving direct or indirect compensation in exchange for expressing the specific recommendation(s) in this report.

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