Fbgbkl_jkl\h gZmdb b \ukr_]h h[jZah\Zgby Jhkkbckd
N_^_jZevgh_]hkm^Zjkl_ggh_ [x^`_lgh_ h[jZah\Zl_ev
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GZijZ\e_gb_ ih^]jZnbmjbaf
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2-

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- Dmevlmihgh\Zl_evguc
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Ijb_^bl_ ijbf_ju aZgylbc b jZa\e_q_gbc dhlhju_ Zkkhpbbjm lmjbafZ
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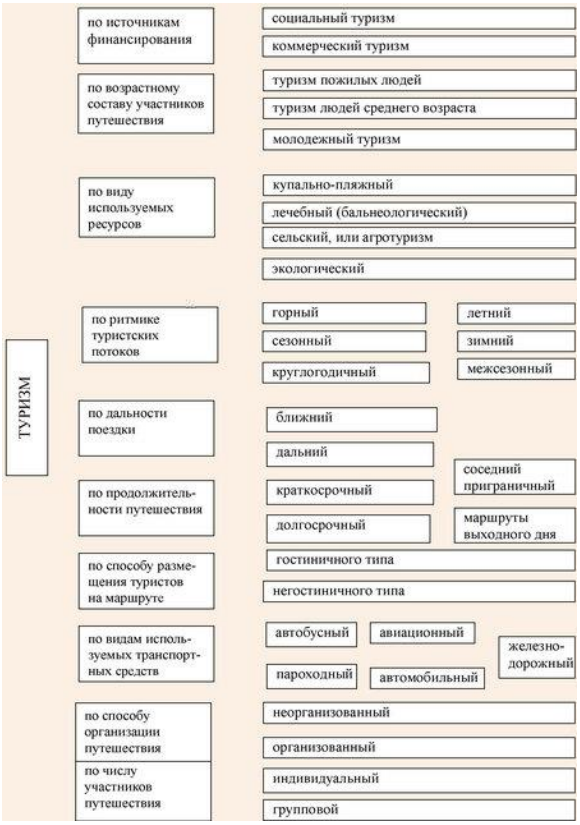
Ijb_^bl_ ijbf_ju oZjZdl_jbklbdijeiimjk_gv ^hoh^h\ jh^ aZ h[jZah\Zgb_ b l i bgl_j_kmxsboky l_f beb bguf \b^hf lmjba



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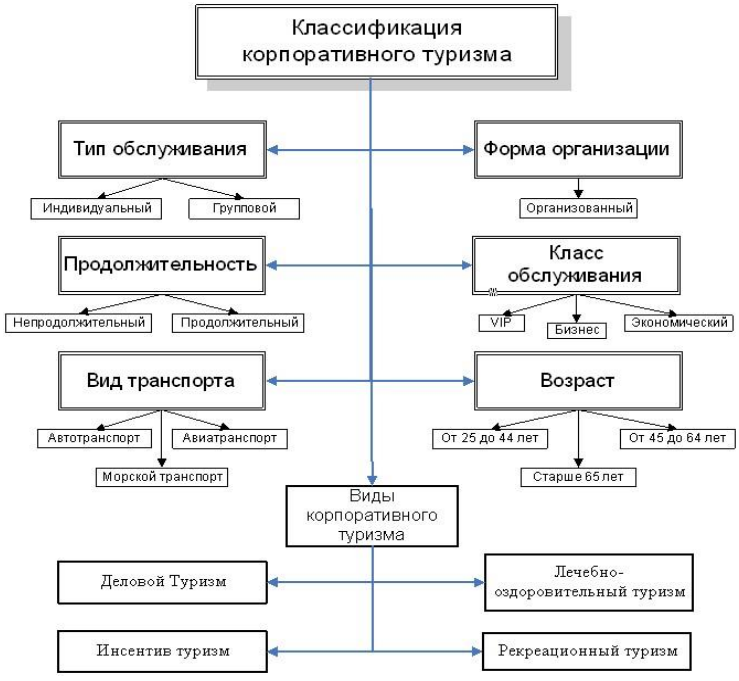

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F_g_^`_j ih lmjbafm ^he`_g agZlv

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Kh[bjZ_l bamqZ_l b ZgZebabgihm\ldljl_[hlZgbqy_kdebf_mker
Hkms_kl\ey_l ihbkd gZb[he__ \u]h^guo ih klhbfhk
ij_^hklZ\ey_fuo mkem] lmjhi_jZlhjh\ hdZau\Zxsbo mker
wdkdmjkbhgghfm h[kem`b\Zgbx lmjbklh\
MklZgZ\eb\Z_l dhglZdlu]Zkhbaeybfbb hjdZau\Zxsbfb wdk
ljZgkihjlgu_ mkem]b ih i_j_\had_ iZkkZ`bjh\ kh]eZkh\u\Z_
^h]h\hjh\ gZ ij_^hklZ\e_gb_ mkem] b h[_ki_qb\Zlv bo aZdexq
MqZkl\hmj_l^_e_gbb klhbfhkdh]hjZkd_lZ \hakZbkbfklhbfhk
mkem] \dexq_gguo \ khklZ\ lmjZ b kh[kl_gguo jZkoh^h\
H[_ki_qb\Z_l deb_glZ g_h[oh^bfhc mklghc b ibkv
² h ihjy^d_ b kjhdZo hnhjfe_gby \ba
²

lhf qbke_ ijh]jZffgh_ h[_ki_q_gb_ g_h[oh^bfu_ ^ey \uihe
h[yaZgghkl_c
<ughkblv gZ jZkkfhlj_gb_ jmdh\h^kl\Z ij_^eh`_gby ih k
k\yaZgghc k h[yaZgghklyfb ij_^mkfhlj_ggufb gZklhby sc_c ^he`
Khh[sZlv jmdh\h^bl_ex h[h \k_o g_^hklZldZo \uy\e_
\ghkblv ij_^eh`_gby ih bo mkljZg_gbx
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F_g_^`_j ih lmjbafm g_k_l hl_lkl_gghklv aZ
G_dZq_kl_ggh_ b g_k\h_\j_f_ggh_ \uiheg_gb_ \haeh`
bgkljmdpb_c h[yaZgghkl_c \ ij_^_eZo hij_^_e_gguo
aZdhgh^Zl_evkl\hf Jhkkbckdhc N_^_jZpbb
ljbog_gb_ fZl_jbZevgh]h ms_j[Z \ ij_^_eZo hij_^_
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ljZ\hgZjmr_gby kh_jr_ggu_ \ ijhp_kk_ k\h_c ^_y
hij_^_e_gguo ^_ckl\mxsbf Z^fbgbkljZlb\guf m]heh\guf
aZdhgh^eZkl\hf Jhkkbckdhc N_^_jZpbb
AZgb_ Bamqbl_ hkgh\gu_ klZg^Zjlu bkihevam_fu_ \ lmjbkl

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AZgb_ H[jZsZykv d im[ebdZpbyf ih lmjbklkdhc l_fZlbd_
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wib^_fbheh]bq_kdb_ mkeh\by `bagb khpbZevgmx kn_jm l_
AZibrbl_ ih^h[jZggu_ nZdlu ojhgZ[eh]bm_\kdhf ihjy^d_
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LfZLmjbklkdbc jughd nmgdpbb b kipbnbkdb_hkhggghklb klZby
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AZgb_ Bkihevamy lmjbklkdb_ dZlZeh]b \u[_jbl_ k_[_ k
bgl_j_kZf b nbgZgkh\uf \hafh`ghklyf lmj b h[hkgmcl_ k\hc \u
AZgb_ KhklZ\vl_ bkihevamy dZlZeh]b lmj aZ jm[_` dhlhju
khhl_q_kl_ggbdh\ l_ Hlkhqmchqdm aj_gby GZah\bl_ k_]
aZ^_ckl\h\Zggu_ \ ^Zgghf lmj_

LfZLmjbklkdbZgmkljbbzkljmdlmjZ
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gZ]ey^gu_ ihkh[by dZjlu [mde_lu iml_\h^bl_eb
AZgb_ ljhZgZebabjmcl_ dZdb_ \ ]hjh^_ Kfhe_gkd_ _
g_[eZ]hijbylgu_ nZdlhju ^ey jZa\blby SWOT-Zfg Zebjah\Z^bl_by l
\ ]hjh^_ Kfhe_gkd_

J_n_jZlhl eZlbgkdUhHhH±UbdHªZ^u\Zlv kh[_sZlevrZy ibkvf_ggZ
jZ[hlZ ihk\ys_ggZy hij_^_e_gghc l_f_ h[ah_lm gZkjhZo\ebdh\x ih
H[uqgh p_evx j_n_jZlZkjh\jeb_kbkl_fZlbaZpby agZgbc ih dhgdj
ijh[e_f_

Kljmdlmjgufb we_f_gZZbyj_enyxjlky

1) lblmevguc ebkl

Lblmevguc ebkl y\ey_lky i_j\hc kljZgbp_c j_n_jZlZ kem`bl
g_h[oh^bfhc ^ey h[jZ[hldb b ihbkdZ ^hdmf_glZ

GZ lblmevghf ebkl_ ijb\h^yl ke_^mxsb_ k_^_gby

gZbf_gh\Zgb_ <MAZ gZbf_gh\Zgb_ nZdmevl_lZ gZbf_gh\Z
nZfbeby b bgbpbZeu klm^_glZ kemrZl_ey ^he`ghklv mq_g
nZfbeby b bgbpbZeu jmdh\h^bl_ey j_n_jZlZ f_klh b ^ZlZ khk

2) h]eZ\e_gb_

H]eZ\e_gb_ \dexqZ_l _^_gb_ gZbf_gh\Zgb_ \k_o]eZ\ jZ
_keb hgb bf_xl gZbf_gh\Zgb_ b aZdexq_gb_ k mdZaZgb_f g
gZqbgZxlky wlb we_f_glu j_n_jZlZ

3) _^_gb_

<_^_gb_ ^he`gh kh^_j`Zlv hgh]hdkhkhhjyfby j_rZ_fhc ijh[e_
_^_gbb ^he`gu [ulv ihdZaZgu ZdlmZevghklv l_fu p_eb b aZ
jZkkfZljb\Zlvky \ j_n_jZl_ Z lZd`_ f_lh^u dhlhjufb \hkiheva
jZkkfhlj_gby ^Zgghc l_fu jZ[hlu

4) hkgh\gZy qZklv

Hkghmx qZklv j_n_jZlZ ke_^m_l ^_eblv gZ]eZ\u beZajZ^eu
hkgh\ghc qZklb fh]ml ^_eblvky gZ imgdlu b ih^jZa^_eu lmgd
^_eblvky gZ ih^imgdlu DZ`^uc imgdl ^he`_g kh^_j`Zlv aZdhg

5) aZdexq;_gb_

>he`gh kh^_j`Zlv djZldh_ h[h[s_gb_ b \u\h^u ih j_amevlZlZ
kibkhd bkihevah\Zgguo bklhqgbdh\
ijbeh`_gby

< ijbeh`_gby j_dhf_g^m_lky \dexqZlv fZl_jbZeu k\yaZggu_
dhlhju_ ih-deZbd[hfijbqbgZf g_ lh]mdexq_gu \ hkgh\gmx qZklv

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^jm]b_ ^hdmf_glu

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J_n_jZl ^heulvg\uihegg fZrbghibkguf kihkh[hf gZ h^ghc klh
[mfZ]b q_j_a ihelhjZ bgl_j\ZeZ b rjbnlhf

L_dkl j_n_jZlZ ke_^m_l i_qZlZlv kh[ex^Zy ke_^mxsb_gjZaf
ff ijZ\hg_ f_g_ ff -\gjogg_ ff _-ggb`gf_g_ ff

H[t_f j_n_jZlZ g20_khZgbp AZ]heh\db kljmdlmjguo we_f_glh
jZa^_eh\ hkgh\ghc qZklb ke_^m_l jZkiheZ]Zlv \ k_j_^bg_ klj
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gb`g_f ihe_ [_a lhqdb \ dhgp_

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Djbl_jbb	lhdZaZl_eb
Gh\bagZ j_n_jbj-	ZdlmZevghklv ijh[e_fu b l_fu

l_dklZ FZdk [Zeeh\	- gh\bagZ b kZfhklhyl_evghklv \ ihklZgh nhjfmebjh\Zgbb gh\h]h Zki_dlZ \u[jZggl ijh[e_fu - gZebqb_ Z\lhjkdhc ihabpbb kZfhklhyl_
Kl_i_gv jZkdjul kmsghklb ijh[e_fu FZdk [Zeeh\	- khhl_lkl\b_ ieZgZ l_f_ j_n_jZlZ - khhl_lkl\b_ kh^_j`Zgby l_f_ b ieZgm j - \eZ^_gb_ ihgylbcguf ZiiZjZlhf - iheghlZ b]em[bgZ jZkdjulby hkgh\guo - h[hkgh\Zgghkl[h\kbhk_lh^h\ jZ[hlu k fZl - mf_gb_ jZ[hlZlv k ebl_jZlmjhc kbkl_fZ kljmdlmjbjh\Zlv fZl_jbZe
H[hkgh\Zgghkl\ bklhqgbdh\ FZdk [Zeeh\	- djm] iheghlZ bkihevah\Zgby ebl_jZlmj ijh[e_f_ - ijb\e_q_gb_ gh\jZ[hl ih ijh[e_f_ `mjgZ im[ebdZpbb fZl_jbZeu k[hjgbdh\ gZmq
<u\h^u ih baeh bgnhjfZpbb k mdZ ijZdlbq_kdhc agZ jZ[hlu FZdk [Zeeh\	- mf_gb_ h[h[sZlv khihklZ\eylv jZaebqg jZkkfZljbhZf\hijhkm Zj]mf_glbjh\Zlv h iheh`_gby b \u\h^u
Kh[ex^_gb_ lj_ d hnhjfe_gbx ±5Zd [Zeeh\	- ijZ\bevgh_ hnhjfe_gb_ kkuehd gZ bkih - kh[ex^_gb_ lj_[h\Zgbc d h[t_fm j_n_jZ - dmevlmjZ hnhjfe_gbyZ[\uZ^p_e_gb_
=jZfhlghklv FZdk [Zeeh\	-]jZfhlghklv b dmevlmjZ baeh`_gby - hlkmlkl\b_ hjnh]jZnbq_kdbo b kbglZdk klbebklbq_kdbo ih]j_rghkl_c - hlkmlkl\b_ hi_qZlhd khdjZs_gbc keh\ - ebl_jZlmjguc klbev
ljbehg`by± nhlh]jZnbb ko_fu q_jl_`b dZjlu klZlbklbq_kdb_ ^Z ^bZ]jZffu FZdk [Zeeh\	- gZebqb_ fZl_jbZeh\ kh^_j`Zl_evgh bee ^hihegyxsbo l_dkl j_n_jZlZ - ijbeh`_gby hnhjfe_gu \ khhl_lkl\b_ k

Djbljbbhpgbgby

J_n_jZl hp_gb\Z_lky ih [Zeevghc rdZe_ [Zeu i_j_\h^ylky ke_^mxsbf h[jZahf

b [he__ ±[Zeehl\qghª

19 ± [Zeeh\oohjhrhª

15 ± [Zeeh\m^h\e_l\hjbl_evgh

f_g__ [Zeegh\m^h\e_l\hjbl_evghª

Lklbjhgby_

ljbf_j l_klh\h]h aZ^Zgby

DZdb_ mkeh\by g_h[oh^bfu ^ey jZa\blby lmjbafZ"

Z iheblbq_kdZy klZ[bevghklv jZa\blb_ ljZgkihjlghc bg^mk ijhfure_gghklb

[ijbjh^gu_ [h]Zlkl\Z bgnjZkljmdlmjZ fZl_jbZevgZy [ZaZ j_kmjku]hkl_ijbbfkl\Z

```
  \ \k_ \ur_ i_j_qbke_ggh_
    Hkgh\gu_ hlebqby lmjbklZ hl wdkdmjkZglZ"
Z  \ hj]ZgbaZpbb ihk_s_gby ^jm]hc f_klghklb
[  \ p_eyo iml_r_kl\by
\  \ ^ebl_evghklb iml_r_kl\by
    DZdbf h[jZahf ih^jZa^_eyxlky ih ihkljh_gbx ljZkku fZjrjml
  Z ebg_cgu_ b dhevp_\u_ jZ^bZevgu_
  [ klZpbhgZjgu_ b dhevp_\u_ jZ^bZevgu_
  \ ebg_cgu_ klZpbhgZjgu_
    >Zcl_ hij_^_e_gb_ ihgylby ©Lmjª"
  Z Hj]Zgbah\ZggZy kh\hdmighklv mkem] \h \j_fy iml_r_kl\b
  [ Wlh bg^b\b^mZevgZy beb ]jmiih\Zy ifm_ lmdZkihdhij_^f_ejrg
dhgdj_lgh hij_^_e_gguc kjhd
  \ JZkijhkljZg_gguc \ lmjbaf_ \b^ ijh^Z`b lh\ZjZ dh]^Z g_k
gZ[hj_
    Lmjbklkdbc fZjrjml wlh"
  Z aZjZg__ kieZgbjh\ZggZy ljZkkZ i_j_^\b`_gby lmjbklh\ jZ
p_evx ihemq_gby ij_^mkfhlj_gguo ijh]jZffhc h[kem`b\Zgby m
  [ imlv i_j_^\b`_gby iml_r_kl\_ggbdh\ jZkkqblZgguc ih \j_f
wdkdmjkbhgguo mkem]
  \ \k_ \ur_i_j_qbke_ggh_
    Ki_pbZebkl aZgbfZxsbcky jZajZ[hldhc bg^\bo\ubo^ mjZhejvZgfuo b
^hkm]Z"
  Z lmjhi_jZlhj
  [ ZgbfZlhj
  \ kp_gZjbkl
    Hkgh\gu_ lmjbklkdb_ mkem]b"
  Z mkem]b \dexq_ggu_ \ klhbfhklv lmjZ
  [ mkem]b \dexq_ggu_ \ lmjiml_\dm
  \ \k_ \ur_i_j_qbke_ggh_
    Nbj-flmjhi_jZlhjm lj_[m_lky Z\lh[mkwdkdmjkbZ_gbaby\Zlv
wdkdmjkbb ieZgbjm_lky q_j_a dZ`^u_ k_fv lmjh^g_c AZieZg
khklZ\ey_l df Lmjbklkdzy nbjfZ fh`_l bkihevah\Zlv ljZg
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ijbh[j_klb Z\lh[mk \ kh[kl\_gghklv lh gZdeZ^gu_ ihklhyggu_
^hee Hkgh\gu_ i_j_f_ggu_ aZljZlu khklZ\yl ^hee aZ dbeh
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[ j_ZaZlhj lmjbklbq_kdh]h ijh^mdlZ
\ ij_^ijbylb_ aZgbfZxs__ky jZajZ[hldhc lmjbklbq_kdh]h ijh^
h[_ki_qb\Zxs__ bo nmgdpbhgbjh\Zgb_
    Lmj-bwlh ]jZ`^Zgbg ihk_sZxsbc kljZgm f_klh \j_f_ggh]h
Z k aZgylb_f hhcZqbwZ_fff_kl_ ^_yl_evghklvx
[ [_a aZgylby hieZqb\Z_fhc \ wlhf f_kl_ ^_yl_evghklvx
\ k p_evx ihbkdZ jZ[hlu b mkljhckl\Z gZ ihklhyggh_ f_klh `b
    Bgl_glkmj\ij_^klZ\ey_l kh[hc"
Z ihhsjbl_evgmx ih_a^dm aZ kq_l nbjfu ^ey k\hbo khljm^gbc
[ iml_r_kl\b_ k p_evx e_q_gby
```

ljhp_gl ijZ\bevgh \uiheg_gguo l	Hp_gdZ
86% ±100%	hlebqgh
69% - 84%	ohjhrh
50% - 68%	m^h\e_l\hjbl_
F_g__	g_m^h\e_l\hjb

1. Hij_^_e_gb_ lmjbklkdhc bg^mkljbb
2. AgZq_gb_ lmjbafZ ^ey]eh[Zevghc wdhghfbdb
3. OZjZdl_j ljm^Z \ kn_j_ lmjbafZ H[_ki_q_gb_ lmjbklkdh]h
4. ljm^h\ufb j_kmjkZfb
5. Bklhjby lmZjba
6. Hkgh\gu_ nZdlhju jZa\blby lmjbklkdhc hljZkeb
7. Kljmdlmjz mijZ\e_gby lmjbklkdhc ^_yl_evghklvx
8. DeZkkbnbdZpby lmjbklkdbo fZjrjmlh\
9. <b^u lmjbafZ
10. lhgylb_ ©lmjhi_jZlhjª ©lmjZ]_glª ljbgpbi jZ[hlmjZ]_gu l
11. JZajZ[hldZ lmjijh^mdlZ
12. lhkj_^gbq_kdZy ^_yl_evghklv lmjhi_jZlhjkdbo nbjf \ jZajZ
13. lhgylb_ `bag_ggh]h pbdeZ lmjijh^mdlZ
14. Ki_pbnbdZ lmjijh^mdlZ
15. ljh]jZffguc lmjbaf ljh]jZffZ lmjZ
16. Bg^mkljby lmjbafZ
17. BgnjZkljmdlmjZ lmjbafZ
18. Lmjbklkdbc jughd hkh[_gghklbf_gkm[tmdljugWZe OZjZdl_jb
19. F_`^mgZjh^guc lmjbaf F_`^mgZjh^gu_ lmjhj]ZgbaZpbb
20. P_eb b ijh^he`bl_evghklv ihk_s_gbc f_`^mgZjh^guo lmjp

<LH

21. We_f_glu \g_rg_c kj_^u lmjbklkdh]h ij_^ijbylby
22. Dhg]j_kkughlZ\hqguc lmjbaf
23. F_`^mgZjh^guc lmjbaf
24. Ki_pbnbdZ jZa\blby lmjbafZ \ Jhkkbb
25. Wdheh]bq_kdbc lmjbaf
26. Kh[ulbcguc lmjbaf
27. Lmjhi_jZlhj b lmjZ]_gl ^h]h\hjgu_ hlghr_gby f_`^m gbfb
28. Wdkdmjk-bhugkZ\hqgZy ^_yl_evghklv
29. Hkh[_gghklb kljZoh\Zgby \ lmjbaf_
30. Bgnhjfzpbhggu_ l_bgkhlhjbbqghf j_klhjZgghf b lmjbklkd

Djbljbbu\klZgbyZ

Hp_gdaZZ©l_ªgklZ\blky klm^_glm h[gZjm`b\r_fm ihegh_ agZg ij_^mkfhlj_ggh]h ijh]jZffhc mki_rgh \uihegb\r_fm ijZdlbq_k hkgh\gmxl_jeZbmjm f_jgdh\Zggmx ih ijh]jZff_ ihgbfZxs_fm ijhn_kkbhgZevghc ^_yl_evghklb \ lmjbaf_

Hp_gdgZ_ ©aZqª_gmklZ\ey_lky klm^_glmevg\hcagkZqb_gb g_ mk\ fZl_jbZe ij_^mkfhlj_ggfuc ijh]jZfhgbfZxs_fm hkihn_kkbhgZev ^_yl_evghklb \ lmjbaf_

1. Fhjhah\Z5-_ ba^ bkij- bF^hkid\Z Ba^Zl_evkl\h XjZcl k W;K XjZcl 85 https://ez.el.fa.ru:2183/bcode/441186.

1. <_lblg:_\ FBgnhjfZpb-hdghfhmgbdZpbhggu_ l_oghehjbb \ lm : F <_lblg_\ << Dh\Ze_gdh-<2-_<baD^h\Zbekigdh F^hkid\Z Ba^Zl_evkl\h XjZ-cl k W;K XjZcl https://ez.el.fa.ru:2183/bcode/424430.
2. Ahehlh\kdbc:IjZ\h\h_ j_]mebjh\Zgb_ \ kn_j_ lmjbafZ Ahehlh\kdbc G Y Ahe-Fhlhd\kZ ZyBa^Zl_evkl\h XjZcl k W;K XjZcl 85 https://ez.el.fa.ru:2183/bcode/438177.
3. Dmjhqdbgz X MijZ\e_gb_ dZq_kl\hf mkem] mq_[gbd b Dmjhqdbgz2_ ba^ bkij- bF^hkid\Z Ba^Zl_evkl\h XjZ7cl k W;K XjZcl 85 https://ez.el.fa.ru:2183/bcode/434105.
4. Lmjbklkdh_ kljZgh_^_gb_ P_gljZevgZy ?\jhiZ mq_[g Dm`_eyFhkd\Z Ba^Zl_evkl\h XjZcl k W;K XjZcl https://ez.el.fa.ru :2183 /bcode/442156.

1. <k_fbjgZy lmjbklkdZy hj]ZgbaZpbb lmjbafZ mq_[gbd (http://www.nissiatourism.ru).
2. HnbpbZevguc kZcl Jhkkbckdh]h KhxaZ lmjbg^mkljbb KW
3. HnbpbZevguc kZcl Zkkhpbpbb lmjhi_jZlhjh\ Jhkkbb KW
4. H[s_jhkkbckdbc]_g_jZevguc j__klj lmjbklbq_kdbo- Z] NF.ru).
5. Hnbpbevguc kZcl N_^_jZevgh]h Z]_glkl\Z ih lmjbafm (http://www.nissiatourism.ru).
6. Ihbkdh\Zy kbkl_fZ ZZZ lmju UX

Mq_[gZy Zm^blhjby ^ey ijh_^_gb-ymq_[hjumkaZgylbZm^ ASUS, ijh_dlbejQ, wdjZg gZkS_geguc
Ihf_s_gb_ ^ey kZfhklhyl_evgmc djZ[imk < Zm^ mq_[g ihkZ^hqguo f_kl dhfivxl_jguc deZkk k \uoh^hf \ k_lvijbgl_jg HP Deskjet kdZ_gSONGT1500 A A

Microsoft Open License (Windows XP, 7, 8, 10, Server, Office 2003-2016), ebp_gaby 66975477 hl 03.06.2016 ([_kkjh)qgh
H[mqZxsbfky h[_ki_q_g ^hklmi d W;K ©XjZcl ª W;K ©,35ER bgnhjfZpb-hdgjZhah\Zl_evgmx kj_^m mgb_jkbl_lZ Z lZd`_ ijhn_kkbhgZevguf [ZaZf ^Zgguo b bgnhjfZpbhgguf kijZ\hqguf

ДОКУМЕНТ ПОДПИСАН ЭЛЕКТРОННОЙ ПОДПИСЬЮ
Сертификат: 6314D932A1EC8352F4BBFDEFD0AA3F30
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Действителен: с 21.09.2022 до 15.12.2023