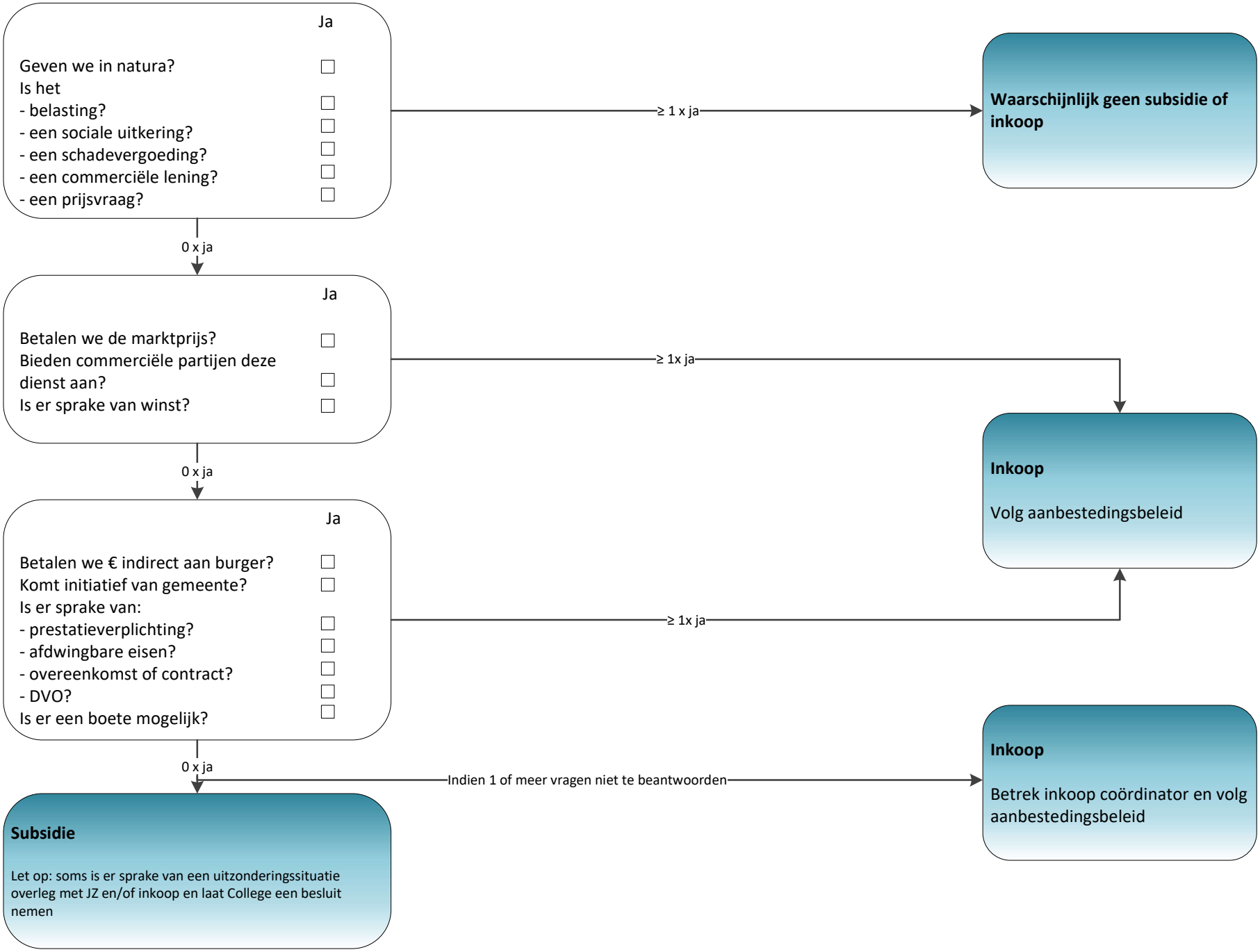Inkoop of subsidie