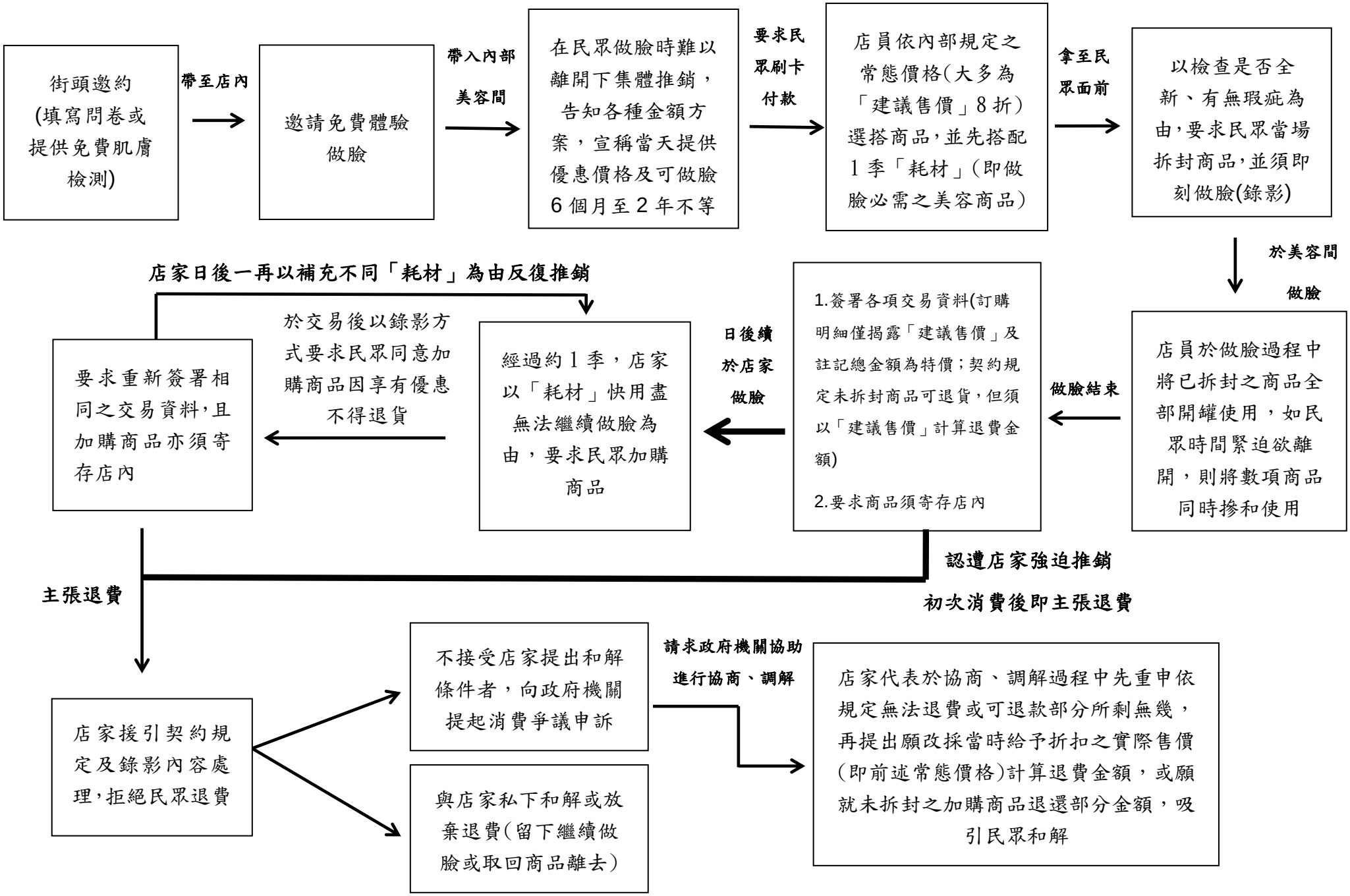附件　愛妮雅行銷手法簡圖