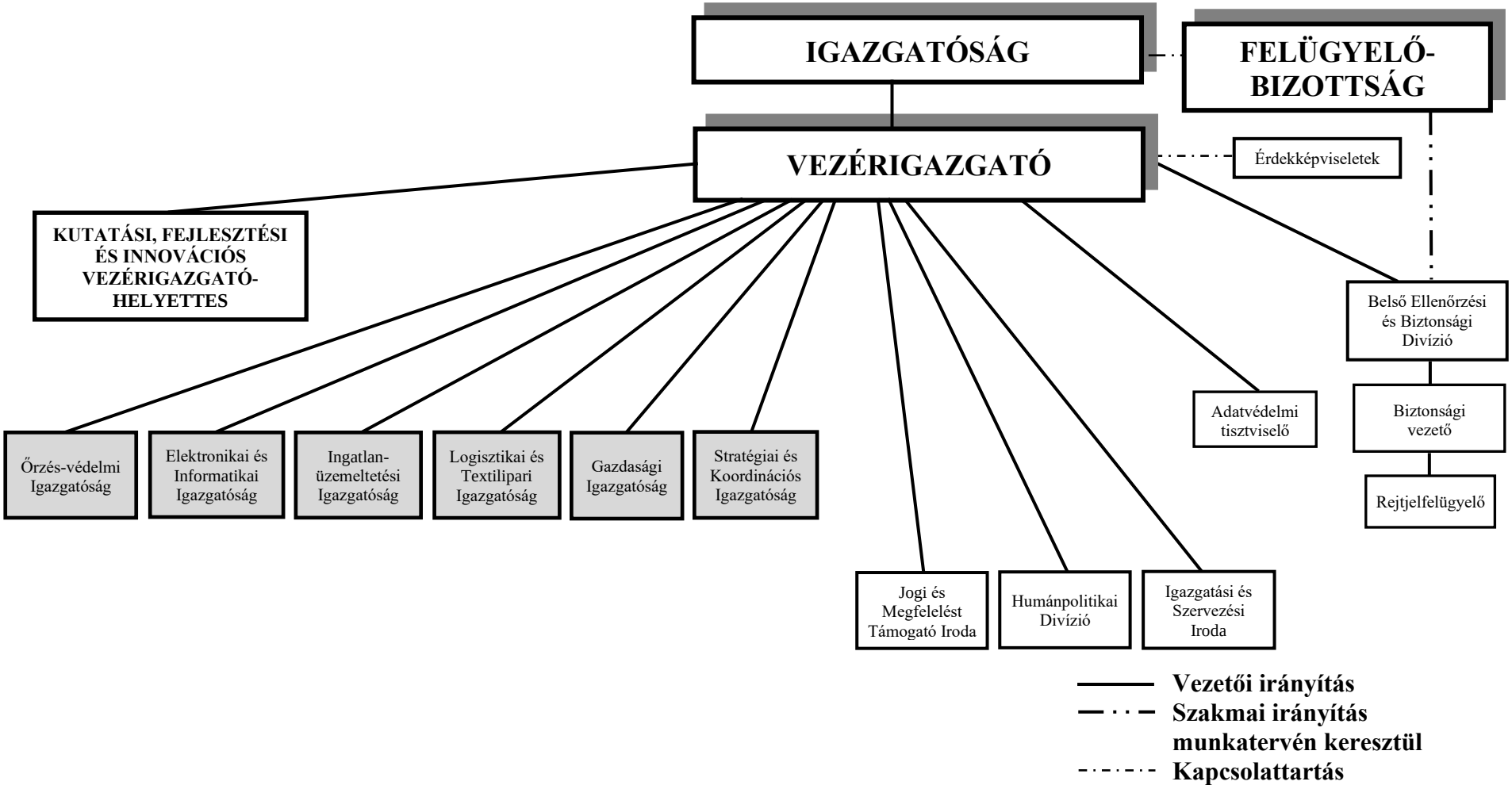A HM EI ZRT. SZERVEZETI FELÉPÍTÉSE