

# Generative AI in Finance

EXCLUSIVE PROGRAMME

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CENTRAL BANK OF EGYPT  
Egyptian Banking Institute

Accredited by:



# GENERATIVE AI IN FINANCE PROGRAMME

FLAGSHIP PROGRAMME OF THE YEAR

The Generative AI in Finance is an exclusive 3-month programme designed for professionals in the financial industry in Egypt wishing to dive into the world of AI.

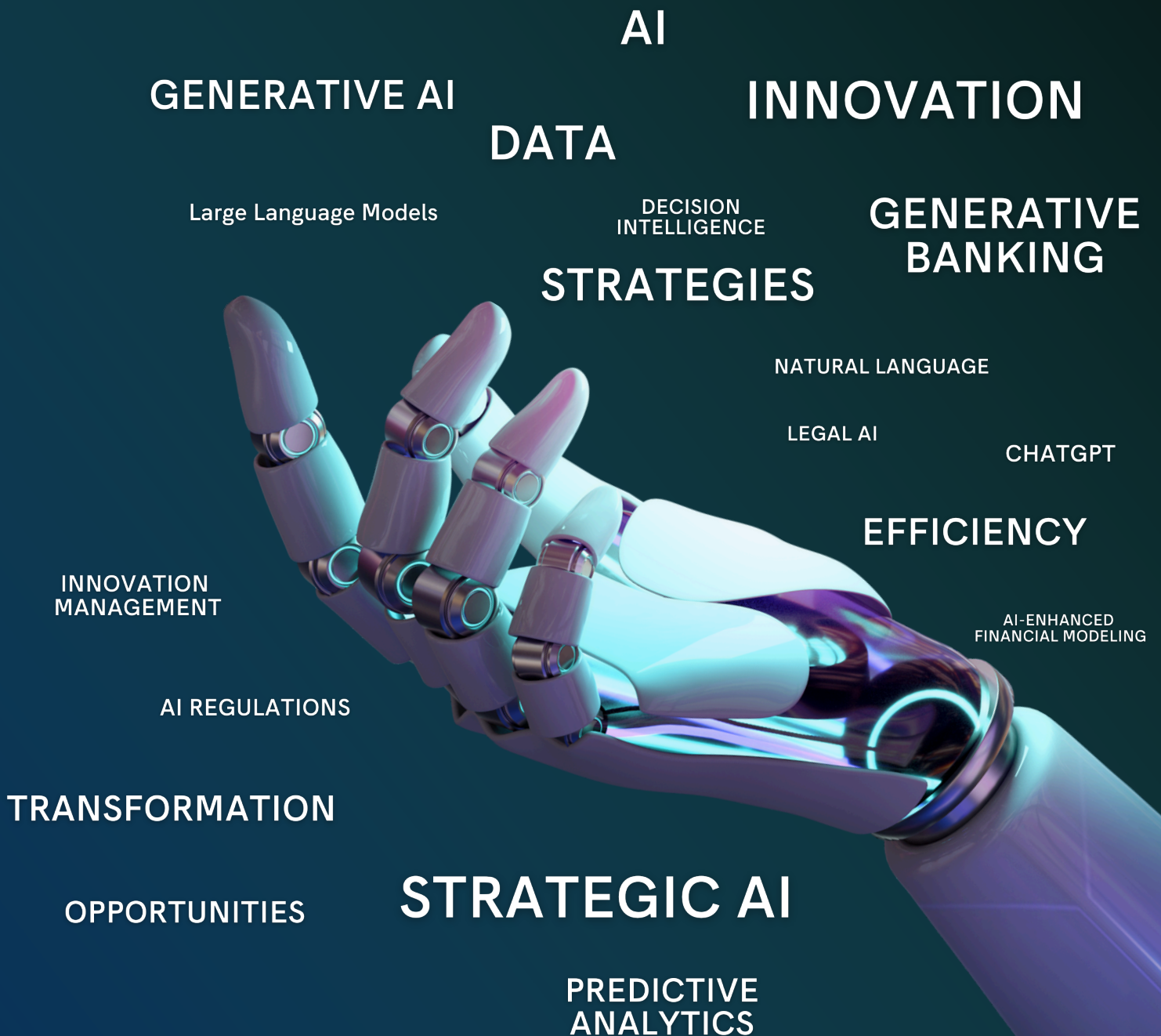
It is the opportunity for participants to explore one of the most crucial mega trends at the intersection of finance and technology. The programme equips participants with the knowledge and skills to successfully leverage Generative AI in their day-to-day job and within their organisation.

Taught by global AI and finance experts, participants will learn Generative AI and its applications through proven methodologies and business frameworks, and will lay the foundation for a more global AI strategy.

 Online  3 months

GENERATIVE AI PROGRAMME

# WILL YOU MISS THE BIGGEST TREND OF THE DECADE?



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GENERATIVE AI IN FINANCE PROGRAMME

## About the programme

**Generative AI captured a lot of attention in recent years for a good reason.** Its unique qualities allow professionals to access a multitude of remarkable features. By now Generative AI is used for market predictions, personalising financial services, risk assessment, customer support and so much more!

Industry leaders like **Morgan Stanley, JP Morgan, Goldman Sachs** are already using Generative AI to strengthen fraud detection, make informed credit decisions, prevent cyberattacks and aid software developers in writing and testing the code.

**Generative AI in Finance** is a programme designed to empower professionals with the skills and knowledge to understand Generative AI and its applications. Through online courses, live workshops and hands-on projects, it is the opportunity to fully grasp the opportunities of this new technology in finance.

By the end of this programme, participants will not only understand Generative AI concepts, but also gain the skills to apply Generative AI technology in their organisations.

## Why join?



### Get the foundations

Learn the fundamental principles and today's role of Generative AI in financial services



### Explore Applications

Learn real-world applications and use cases of Generative AI in financial services



### Apply it yourself

Be able to use Generative AI in real applications through your job



### Quickly Upskill

Learn the whole picture of Generative AI with 15 mins daily lessons

## Why Generative AI? Why Now?

**Generative AI is the cutting-edge trend transforming financial services**, powered by big data and unparalleled computing capabilities. Hundreds of impactful use cases have emerged, empowering individuals and companies with a competitive edge.

- Top financial leaders recognise the **game-changing potential**, with 72% anticipating a major AI impact.
- Knowledge workers across each institution - financial, legal and product analysts - experience **enhanced efficiency with Generative AI tools**.

**Don't miss and seize the opportunities of these megatrends, shaping the future of financial services at every level!**



## Learning outcomes

Generative AI for the Financial Sector programme provides theoretical foundations and real-world applications, offering comprehensive knowledge of Generative AI technology. Upon completion, you'll gain:

- ✓ **Bite-sized courses:** You can easily fit in 15 minute bite-sized courses, over 3 months into your busy daily schedule to grasp the whole picture of GenAI in finance
- ✓ **Learn from top executives:** You will gain knowledge directly from leading experts in finance, tech, consulting and academia
- ✓ **Gain all-rounder Knowledge:** This programme will help you cover all the fundamentals of Generative AI, applications and regulations
- ✓ **Learn to apply technologies on real projects:** The course will help you build the right skills and build your own projects to apply Generative AI to financial services
- ✓ **Interact with leading experts:** You will learn directly from those who build the AI ecosystem during the monthly live sessions focused on Generative AI.

## Programme Highlights



30

Video Lectures



7

Expert Videos



10+

Case Studies



7

Hands-on Activities



6

Quizzes



1

Open-Book  
Final Assessment

## Use cases

Through a blend of interviews, case studies, and program assignments, participants will have the unique opportunity to learn directly from pioneers in the field of Generative AI.



And more use cases in the programme...

## Who is this programme for?

Given the scope of the disruption brought by Generative AI, **everyone in financial services should learn** about AI, from the front to the back office.

However, here is a shortlist of 6 audiences that are directly impacted by Generative AI today.



**Executives & Senior Leaders:** Drive strategic AI integration for innovation and competitive edge in the evolving financial sector.



**Risk Management teams:** Essential in assessing and managing risks associated with AI, ensuring regulatory compliance in the financial industry.



**Data Scientists and Analysts:** Utilize Generative AI to significantly enhance financial modeling, predictive analytics, and data-driven decision-making processes.



**Compliance & Governance teams:** Vital for addressing the legal and ethical implications of AI, ensuring compliance with evolving regulations and standards.



**Product Managers and Innovation teams:** Leverage AI for innovative financial product development, enhancing customer experiences and setting new industry standards.



**Technology Teams:** Understand the potential of Generative AI for the financial sector and its opportunities for the organisation.

## What makes this course unique?

### In-depth Knowledge

Understand foundations, applications as well as opportunities and risks

### Hands-on Activities

Apply what you learn with hands-on activities

### Use Cases

Real-world applications by the industry leaders

### Experts Interviews

Global and industry-led view on Generative AI

### Self-paced

Learn anywhere at any time

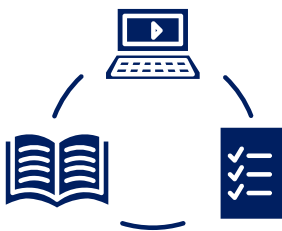
### Community

Connect with other participants and network

# Programme Format

This 3-month programme comprises a series of self-paced online courses and 3 live sessions. Participants will build skills and knowledge via the self-paced courses, and contextualise their learning with live session delivery by industry experts.

The programme also enables participants to undertake real hands-on projects to develop proficiency in applying Generative AI to financial services and enriching their learning journey.



Self-Paced Course

6 Courses

\*Available in English and Arabic Subtitles



2 Live Sessions

+

Online Workshop

# Programme Structure



Course 1  
**Generative AI Fundamentals**



Course 2  
**The Landscape of Generative AI**



Course 3  
**Technologies of Generative AI**



Course 4  
**Current Applications in Finance**



Course 5  
**Future Applications in Finance**



Course 6  
**Data, Risks and Regulation**



Induction Session

Month 1

Live Session 1

Month 2

Online Workshop

Month 3

Live Session 2



Open Book Assessment

# Programme Outline

## Course 1

### **Generative AI Fundamentals**

During this week, we will explore the definition, the inner mechanisms, and the evolution of Generative AI, along with the history of the development of OpenAI and what makes it a huge success. You will also have a chance to learn about Generative AI development through an insightful expert interview and a hands-on activity, delving into the dynamic fundamentals of Generative AI.

**Module 1: Definition of Generative AI**

**Module 2: Differences between traditional Machine Learning and Generative AI**

**Module 3: Open AI and ChatGPT**

**Module 4: Hands-on activity: Getting started with ChatGPT and Customer Personas**

**Module 5: Expert interview: Gilles Moyse (Recital)**

-- Quiz -- Test your knowledge

## Course 2

### **The Landscape of Generative AI**

During this week, we will discuss the Generative AI landscape. You will delve into the definition of each key player, from model providers and infrastructure providers to application providers. These three main players form the foundational layers that collectively shape the dynamic and evolving field of Generative AI.

**Module 6: Model providers**

**Module 7: Infrastructure providers**

**Module 8: Application providers**

**Module 9: Expert interview: Yasmina Benkhoul (Nvidia)**

**Module 10: Hands-on activity: Analysing & extracting information from PDF Reports with AI**

-- Quiz -- Test your knowledge

## Course 3

### **Technologies of Generative AI**

During this week, we will explore the Transformers architecture and the trade-offs between size, performance and computing power costs for scaling Generative AI utilisation. This week also outlines the Pre-training and Post-training stack of Large Language Models, ending by exploring that Large Language Models as a new paradigm for interaction between humans and machines.

**Module 11: Transformers: a revolutionary breakthrough**

**Module 12: Scaling transformers**

**Module 13: Pre-Training Stack**

**Module 14: Post-Training Stack and LLMs as a new human/machine interface**

**Module 15: Expert interview: Mehdi Ghissassi (Google DeepMind)**

-- Quiz -- Test your knowledge

# Programme Outline

## Course 4

### Current Applications in Finance

During this week, we will delve into the fascinating realm of AI in financial services, providing a comprehensive exploration of the current AI and Generative AI applications that are reshaping the landscape. From advanced fraud detection systems to personalised customer experiences, we'll examine the diverse ways in which AI is revolutionising the financial sector.

**Module 16: Current applications of AI in financial services**

**Module 17: First applications of Generative AI in finance**

**Module 18: Hands-on activity: Data Analysis with AI**

**Module 19: Expert interview: Prag Sharma (Citi)**

**Module 20: Expert interview: Petar Petrov and Nikola Lazarov (Eilla.ai)**

-- Quiz -- Test your knowledge

## Course 5

### Future Applications in Finance

During this week, we will explore the different potential use cases of Generative AI across different financial divisions and how to overcome the current challenges of Generative AI and deploy the technology at scale, discovering the essential skills necessary to thrive in an AI-powered world.

**Module 21: Future applications of Generative AI in financial services**

**Module 22: Implementing Generative AI in financial institutions**

**Module 23: Expert interview: Jeremie Cornet Vuckovic (Artefact)**

**Module 24: Hands-on activity: Analysing Companies Financial Performance with AI**

**Module 25: Hands-on activity: Create customised AI Chatbot**

-- Quiz -- Test your knowledge

## Course 6

### Data, Risks and Regulation

During this week, we will learn the privacy and data usage in Generative AI, bias and hallucinations of the model, and how to align Generative AI with human intentions. You will also explore the geopolitics and current regulatory frameworks that define the boundaries of the ecosystem in the U.S.A., Europe and China.

**Module 26: Data privacy for individuals and institutions**

**Module 27: Risks**

**Module 28: Regulation Frameworks**

**Module 29: Hands-on activity: Use Gen AI for better decision-making**

**Module 30: Hands-on activity: Create your own Deepfake**

-- Quiz -- Test your knowledge

# Programme Faculty

## PROGRAMME DIRECTOR



CFTE

### Huy Nguyen Trieu

Co-founder, CFTE

Huy Nguyen Trieu is the Co-Founder of CFTE. He is also the CEO of The Disruptive Group, a business builder and advisory firm in innovation and finance, and Venture Partner at Mundi Ventures, an early-stage VC fund in Fintech and Insurtech. He believes that in a world led by technology, we shouldn't forget the importance of people, which is why he co-founded CFTE to help people improve their skills and find opportunities.

## INDUSTRY EXPERTS



### Dr. Prag Sharma

Global Head of Artificial Intelligence, Citi

Dr. Prag Sharma leads Citi's Global Artificial Intelligence Centre of Excellence (AI CoE). He is also a resident expert in Artificial Intelligence/ Machine Learning (AI/ML) across the organisation. As such, Prag has led the development of Citi-wide best-practices from a Governance, Risk & Controls and Technology perspective in AI, addressed AI-related infrastructure and tooling needs across the organisation and enabled state-of-the-art AI design, development and use at Citi across all its businesses.



### Mehdi Ghissassi

Director & Head of Product, Google DeepMind

Mehdi Ghissassi is a Product Manager with a strong background in technology and analytics. At Google DeepMind, he serves as a Product Lead, collaborating with the Engineering team to develop technical solutions and schedules, understanding customer needs, and defining product vision and strategy. Mehdi regularly launches and oversees new products, balancing vision, strategy, and partnerships for growth. He uses his technical skills to tackle project challenges, manage a product team, and address feedback from support teams.



### Gilles Moysé

Co-founder and CEO, ReciTAL

Gilles Moysé holds a PhD in Artificial Intelligence. After having worked as a consultant at Ernst & Young and Capgemini, he co-founded reciTAL, an AI company selling a platform used by banks, insurance companies and financial institutions to automate the processing of their documents. Gilles is also the author of "Donnerons-nous notre langue au ChatGPT?" (2023), a book about AI, Generative AI, its social and economic impacts. He is a teacher at Sciences Po Paris, ESCP Europe and Paris University.

# Programme Faculty

## INDUSTRY EXPERTS



### Yasmina Benkhoui

Strategic Partnerships, Senior Manager, NVIDIA

Yasmina Benkhoui leads ecosystem development for Generative AI with a specific focus on digital avatars, conversational AI and LLMs at NVIDIA, spanning various verticals. She also manages the ACE early access program and works on enabling the digital avatar ecosystem with NVIDIA cutting edge technologies such as Audio2face, Riva and NeMo LLM. With a strong background in Deep Learning and Computer Vision, Yasmina has an extensive track record of developing end-to-end CV solutions in both academic and industrial settings.



### Jérémie Cornet Vuckovic

Senior Manager Data Consulting - Strategy and AI Projects, Artefact

Jérémie has a strong background in both the Humanities and technical fields like Business and Data Science, having studied at Sciences Po, ESSEC, and Centrale. He specialises in using data and IT for business, with a focus on finance and luxury industries. He has eight years of experience in areas like data, AI, and cloud computing, working at big companies like Accenture, IBM, and Deloitte. For the past two years, he has been a Senior Manager at Artefacts working on data consulting and AI strategy projects. Besides his tech career, he has also written socio-political essays and started a business in the art world.



### Nikola Lazarov

Co-founder and CEO, Eilla AI

An AI engineer, former Hedge Fund quant, experience as an early employee at a YC backed startup and a Masters in Generative AI from the University of Cambridge.



### Petar Petrov

Co-founder and Chief Commercial Officer, Eilla AI

Experience across sales and marketing at high growth startups, including being the Growth Lead at B2B SaaS company Vita Mojo, helping them land a \$30m Series B from Battery Ventures.



# Programme Faculty

## Past Live Session Experts



### Nick Harding

**Co-Founder, Fifty One Degrees**

Nick co-founded Fifty One Degrees in 2024 to support banks and financial services firms to adopt generative AI. Fifty One Degrees is a consultancy practice that supports its clients with both AI strategy, risk management and governance, as well as building custom generative AI solutions to increase automation and improve customer experience. Prior to Fifty One Degrees, in 2012 Nick co-founded Fluro, one of the UK's fastest-growing FinTech companies.



### Michael Clark

**VP Data Strategy and Transformation Lead, Mastercard**

Michael Clark has over 15 years of experience in finance consulting and digital transformation. Currently, he is part of the Digital Labs team at MasterCard, leading global digital transformation initiatives. Michael has a rich history of building cutting-edge products, including open banking and blockchain solutions. Notable for his work in consulting and advising on the future of data and money, Michael's insights stem from his extensive industry experience.



### Igor Pejic

**Author, Keynote Speaker, Product Owner Payment X-Selling BNP Paribas Consors Finanz**

Igor has held different management positions in banking and payments, currently at one of the largest banking groups in Europe. He is the author of "Big Tech in Finance" (2023) and "Blockchain Babel" (2019), a Financial Times Book of the Month and winner of the Independent Press Award for the best book on technology. Igor is also a finalist of the Bracken Bower Prize (awarded by the FT and McKinsey). Igor regularly holds keynotes and comments on finance and technology in media such as the New York Times, the American Banker, and Bloomberg. Previously, Igor was a marketing director, a management consultant advising Fortune 100 companies, and a business journalist.



### Douglas Arner

**Kerry Holdings Professor in Law, The University of Hong Kong, Founder of Asian Institute of International Financial Law**

Douglas W. Arner is the Kerry Holdings Professor in Law, Director of the Asian Institute of International Financial Law, an RGC Senior Fellow, and Associate Dean (Taught Postgraduate) of the Faculty of Law at the University of Hong Kong. At HKU, he co-founded and is the Faculty Director of the LLM Compliance and Regulation, LLM Corporate and Financial Law, LITE, and EAIEL workshops. He has served as a consultant with, among others, the World Bank, Asian Development Bank, UN, APEC, Alliance for Financial Inclusion, and European Bank for Reconstruction and Development.

# Live Sessions and Live Workshop

## What Are Live Sessions?

Our live sessions are a dynamic and interactive way to deepen your understanding of Generative AI, especially its applications in financial services. These expert-led online gatherings, scheduled at the end of each month, are an integral part of our programme, offering participants a unique opportunity to engage directly with leaders in the field.

## What Are Live Workshops?

Our live workshops provide hands-on activities and practical tools designed to reinforce your learning. The workshop is crafted to enable you to apply the theoretical knowledge gained through the program directly to real-world scenarios, giving you the skills and confidence to integrate Generative AI into your work.

**Duration:** Each session spans an immersive 1.5 hours, designed to maximise learning and interaction.

## Format and Content:

- Monthly Recap:** We kick off each session with a comprehensive recap of what you've learned throughout the month. This refresher sets the stage for deeper discussions and ensures that all participants are on the same page.
- Deep Dive into Core Topics:** The heart of each live session is a deep dive into core topics. Led by experts, these segments offer an in-depth exploration of specific aspects of Generative AI. This is your chance to gain advanced knowledge and ask questions that help you apply these concepts to your work.
- Case Studies:** Delve into real-world uses of Generative AI in financial services. Through these case studies, you'll see how organisations across the world are implementing this technology to increase their efficiency and generate value for their business.
- Practical Exercises:** The core of the workshop focuses on applying concepts in a hands-on format. Through guided activities, you'll learn to navigate tools and frameworks critical for implementing Generative AI in financial services.
- Ask all your questions.** It's the time to ask and interact with experts and learn from their experience in the sector.

# Learning AI in finance with us...



“The interviews covered in the course introduced the insights that are very important from those with 20+ years experience professionals.”

Priscilla Cournede  
Deputy Director at Life Reinsurance at Covéa



“Since I finished the course, I raised suggestions to my team to integrate different technologies and AI in the different parts of the organisation.”

Goh Theng Kiat  
Chief Customer Officer at Prudential Singapore



“I would suggest this course to all my colleagues in order to understand how all our jobs will be influenced by this technological revolution.”

Matteo Giovannini  
Senior Finance Manager at Industrial and Commercial Bank of China (ICBC)



“CFTE’s course is more engaging than the rest of the online courses that I’ve done because of the course format and expert interviews included.”

David Vinagre Solans  
Head of Data Science at Santander UK



“AI in Finance is really world class course. I acknowledge team efforts for building and bundling such a beautiful contents and reading materials.”

Alok Kumar  
Head of Data Delivery at National Australia Bank (NAB)



“I’ve gained a lot from the courses CFTE has put out. It’s good that they covered different areas from Fintech to AI.”

Alfonso Delgado De Molina  
Managing Director, Silver 8

CFTE is the official training partner of the programme, providing content and delivery of activities  
[cfte.education](https://cfte.education)

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GENERATIVE AI IN FINANCE PROGRAMME

Learn today. Lead tomorrow.



**Learn Generative AI  
and its applications**



**Be able to use  
it yourself**

Navigate the confusion behind this ground-breaking technology. Learn Generative AI, its applications and be able to use it yourself in 2026

## Programme Access

### PRICING

**2500 EGP**

Egyptian Pounds

FULL PAYMENT UPON ADMISSION



**200 USD**

United States Dollar

FULL PAYMENT OR INSTALMENTS

### USD Payments Instalments Options

**3 monthly payments of 66 USD**

*1st payment in June*

*2nd payment in July*

*3rd payment in August*

Monthly instalments are automatically renewed (i.e., if you make your purchase on the 3rd of May, your next payment will be on the 3rd of the following month)

### How much is the programme?

The programme has a hybrid pricing: 2500 EGP (full payment upon admission) and 200 USD (full payment or instalments).

The USD component comes with instalments option, where the learner can choose to pay in 3 monthly instalment options reducing the price up to 66 USD per month.

### How can I apply?

Apply through the link below and register using the form provided. Feel free to reach out to Egyptian Banking Institute for any questions you may have during the application process.

[ebi.gov.eg/generative-ai-in-finance/](https://ebi.gov.eg/generative-ai-in-finance/)



### Accredited by CPD

The content of the programme has been certified by CPD Accreditation Service as conforming to Continuing Professional Development principles.



## General / Support:

### Q: How can I seek help or support?

- Support can always be reached by contacting: [GenerativeAlinFinance@ebi.gov.eg](mailto:GenerativeAlinFinance@ebi.gov.eg)

### Q: What is the Digital Academy?

- The CBE powered by FinTech Egypt launched its first “Digital Academy”, aiming to empower employees with the right skills in the banking, financial and FinTech sector.

### Q: What is the Digital Academy offering?

- The **Digital Academy** provides internationally accredited training programmes including the “Generative AI in Finance” programme following the first ever “Innovator Programme”. You can always check [FinTech-Egypt](#) for updates.

### Q: What is Generative AI in Finance Programme?

- **Generative AI in Finance Programme** is offered through the Digital Academy by FinTech Egypt to provide all management financial professionals and supervisors across all functions of a bank and FinTechs who oversee teams and projects, make strategic decisions, and are responsible for meeting their organisation’s financial goals. The programme grants access to a well-structured online material (short videos, live sessions & quizzes).

### Q: What is the Generative AI in Finance duration?

- Participants are granted online access for 3-months in order to complete 6 self-paced online courses and live sessions, hands-on activities with an open-book final assessment at the end of the programme.
- The courses cover a range of topics, including the fundamentals of Generative AI, the landscape of Generative AI, technologies, current and future applications in finance, and risk management and regulation.
- Throughout the programme, participants will have the opportunity to engage in live sessions with subject matter experts, fostering meaningful discussions and enhancing their learning experience. These sessions aim to provide valuable insights and practical knowledge, further enriching the course material.

### Q: What is self-paced?

- Self-paced learning means you can learn in your own time and schedule.

## General / Support:

### Q: What happens after registration?

- Upon registration, you will be contacted by the FinTech Digital Academy support team to guide you through the process.
- At the planned start date of the cohort, you will be granted access and provided the needed credentials (user name & password) to log on **Generative AI in Finance** portal and kick-off your learning journey.

## Enrollment:

### Q: Is this programme for me?

- **This Generative AI in Finance programme is designed for** professionals within the financial sector. The course is tailored to individuals who oversee teams and projects, make strategic decisions, and are responsible for meeting their organisation's financial goals. Managers possess a unique advantage in leveraging the benefits of AI in the finance industry, given their thorough understanding of the industry's dynamics and challenges.

### Q: Will I receive a certificate?

- Yes, you will receive a digital certificate upon successful completion of the course. This certificate is digital so it can be shared at any time and embedded into your online professional profile.

### Q: How can I pay for the course?

- Payment Instructions will be shared upon successful application.

## Registration and Payment

### Q: Do you offer the course from outside Egypt?

- Yes.

### Q: How do I get my credentials?

- Upon successful application, credentials & access instructions will be sent to you via your registered e-mail.

### Q: How do I contact technical support during my course?

- You may contact [GenerativeAlinFinance@ebi.gov.eg](mailto:GenerativeAlinFinance@ebi.gov.eg) at any point of time during the programme for technical support.

### Q: How can I pay for the course?

- Payment instructions will be shared upon successful registration once your application is accepted.

### Q: How do I know I got accepted after paying?

- Once payment is processed you will be required to send the payment reference number to [GenerativeAlinFinance@ebi.gov.eg](mailto:GenerativeAlinFinance@ebi.gov.eg) from your registered e-mail.

## Study and course material questions:

### Q: How does it work?

- Upon successful application and payment, you will be provided credentials and all details required to log on (Centre of Finance & Technology Entrepreneurship) CFTE's learning platform equipped with the selected list of courses (based on specialty).

### Q: What is expected from me in the course?

- As a learner, in order to be able to complete the learning programme, 15 minutes per day would be sufficient to study provided material. It is always possible to review material whenever needed.
- To actively attend the live sessions.
- You must pass the end of the programme assessment.

### Q: What is the qualification I should have as learner?

- Professionals or management position in the financial sector.

### Q: Are there exams and quizzes?

- Quizzes exist to help you self-assess your progress and work on the points where additional review is required.
- A collective assessment will be conducted at the end of the programme. In order to earn completion certificate, you must pass the end of programme open-book assessment.

### Q: What are the passing requirements?

- Achieving a passing score of 80% in the open-book final assessment is a must in order to achieve completion certificate.
- You will also need to complete at least 80% of the online course content to achieve the completion certificate

### Q: Do I get a certificate?

- Upon successful completion of all modules & passing the final assessment, you will be granted a Digital Certificate.

### Q: Are the live sessions mandatory to attend or optional? And will the live sessions be recorded or not? And if not, what if I missed it?

- Live sessions are mandatory to attend.
- Live sessions will be recorded in case participants need to revisit the session for further clarification.
- Any missed sessions will be recorded as absence.

### Q: Can I retake the open-book final assessment if I failed it the first time?

- Participants can be granted as many trials necessary for the open-book final assessment in case of failure in first attempt.



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Technology and  
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