

THE MOST IMPORTANT THING IN THE WORLD



A little story about what truly matters

WHAT DO YOU THINK IS THE MOST
IMPORTANT THING IN THE
WORLD?



SOME PEOPLE THINK THE MOST
IMPORTANT THING IS MONEY



But money, all by itself, doesn't
feel anything.

WHEN YOUR MOM HUGS YOU



THAT ISN'T MONEY

When you listen to your favorite music



THE WORLD FEELS BRIGHTER

When you learn something new



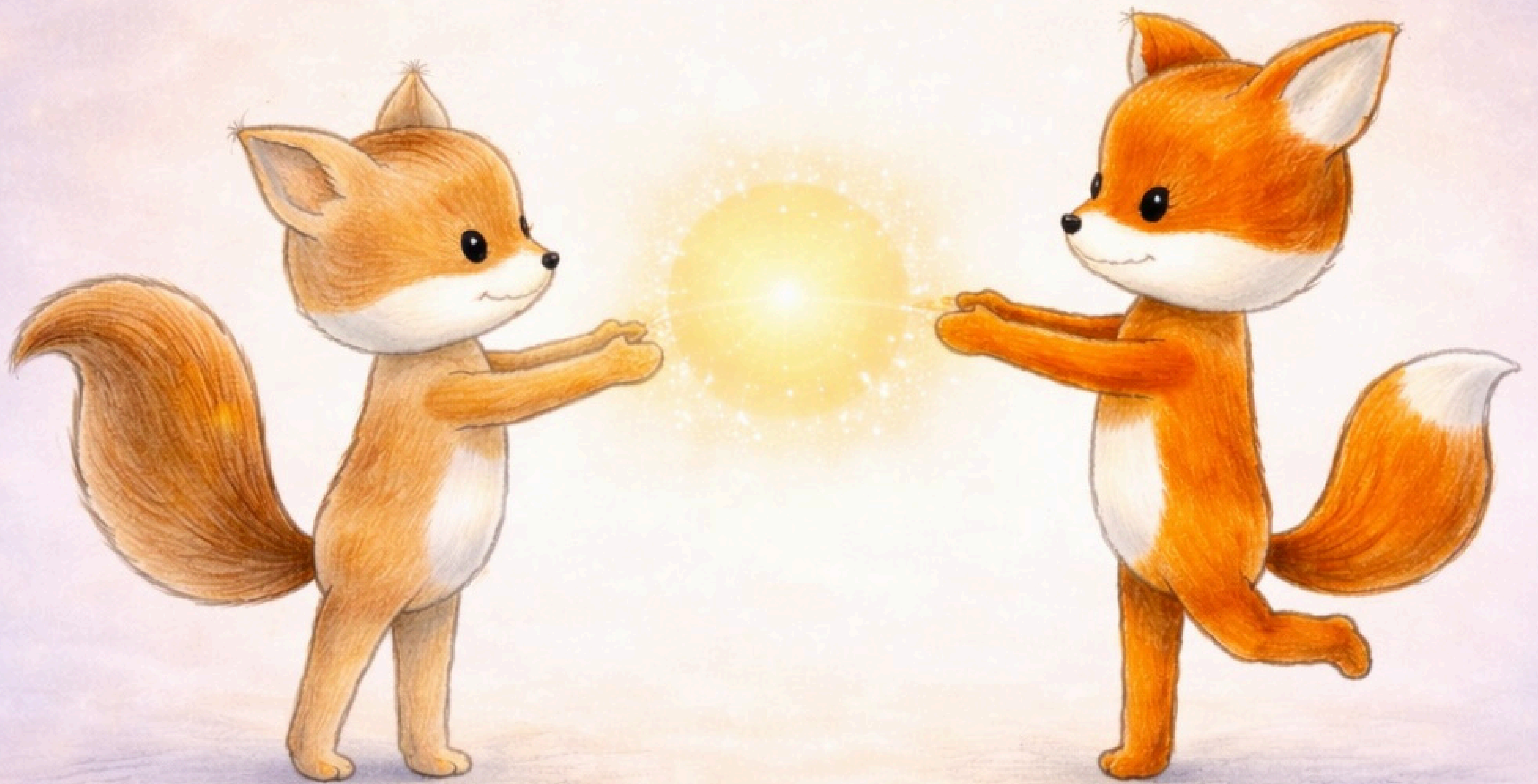
your value grows

YOU CAN CREATE
VALUE



Every single day

WHEN YOU DO SOMETHING KIND



THE LIGHT PASSES ON

IF WE **ARGUE** OR
BREAK SOMETHING

THERE IS LESS LIGHT



You can say sorry

You can fix things



AND THE LIGHT WILL SHINE AGAIN

**THE MORE YOU LEARN AND
UNDERSTAND**



the more light you can create

MONEY HELPS US EXCHANGE VALUE



**BUT BY ITSELF, IT IS NOT
THE MOST IMPORTANT THING**

The most important thing in the world



is the ability to create value

And this light



lives inside you