



# Philips in the United Kingdom & Ireland

Creating Meaningful Innovations in Health & Well-being

**PHILIPS**

sense and simplicity



# Peter Maskell

Chairman & Managing Director,  
Philips Electronics UK Ltd



Today, the UK is faced with diverse challenges in economically turbulent times – whether it's climate change and carbon reduction commitments, an aging population and rising healthcare costs, or simply the desire people have to strike a healthy balance between work and leisure in their day-to-day lives. At Philips, we've been closely tracking these emerging trends for a number of years, which has contributed to our clear strategy centred on health and well-being.

Through our business portfolio, focused on our Healthcare, Lighting, and Consumer Lifestyle activities, we're working to improve the quality of people's lives by helping find sensible and simple solutions to many of these challenges we face – whether in the UK and Ireland, or in markets around the world. And thanks to leadership positions in a variety of health and well-being markets – from medical imaging, to lighting, to shaving – we believe we're well-positioned to team up with our customers and partners in finding these solutions.

We appreciate there are still many obstacles to overcome in uncertain economic times in the UK and Ireland. But with our skilled workforce and solid financial structure, we're confident we can build on Philips' long track record in the UK, and continue to serve you to make 2011 another successful year.”

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# Philips globally

Philips is a diversified health and well-being company, focused on improving people's lives through timely innovations based on fundamental customer insights and the brand promise of 'sense and simplicity'.



## Global leadership positions:

- Global leader in lighting
- Global leader in patient monitoring
- Global leader in medical imaging
- Global leader in electric shavers and male grooming

## Health

In terms of 'health', Philips' products and solutions play a role in every aspect of maintaining a healthy lifestyle – from keeping fit and eating well, to screening, diagnosing, treating and managing disease.

## Well-being

The contribution Philips' products and solutions make to our 'well-being' range, from a general sense of fulfilment, contentment and ease in our environment, to how we feel at home, at work, when shopping or on the road.

For over a decade, Philips has been transforming from a high-volume electronics group to a leading health and well-being brand. Philips has a clear idea of many of the longer-term challenges our world faces; from aging populations to the need for efficient energy usage. This has positioned Philips to become a focused, market-driven global player in Healthcare, Lighting and Consumer Lifestyle businesses, where many of today's key challenges intersect.

Philips aims to become the global leader in health and well-being by 2015.

**20 billion**

GBP sales in 2010

**117,000**

multinational workforce

**100**

countries with sales and services outlets

**118**

production sites globally

**36,000**

registered trademarks

**50,000**

patent rights

**7**

research labs spread over Europe, North America and Asia

**1.3 billion**

GBP invested by Philips in research and development



## Who is Philips?

- Our head office is in Amsterdam, the Netherlands
- We were founded in 1891
- 2011 marks Philips' 120th Anniversary

## Did you know...

- We light many structures including – The Eiffel Tower, Pyramids, Sydney Opera House, London Eye and Buckingham Palace
- 70% of the 50 leading hospitals in the US chose Philips cardiology equipment
- 65% of international airports and 30% of offices and hospitals use Philips lighting
- Over 1 million Consumer Lifestyle products are purchased every day around the world

# Philips in the United Kingdom & Ireland

Building the leading brand in health and well-being in the United Kingdom and Ireland



The UK and Ireland are key markets for Philips, so as Philips has transformed towards being a leading brand in health and well-being, so too has our presence and scope of activities in the UK and Ireland over the past few years.

Leading a healthy lifestyle needs to start as young as possible. Recognising that addressing nutrition in early life can prevent obesity problems in later life, Philips acquired AVENT, a maker of baby feeding products, in 2006. Philips AVENT is committed to developing lifestyle products that make good health easier to achieve. This awareness of good nutrition is vital as rates of obesity continue to rise in particular in the UK.

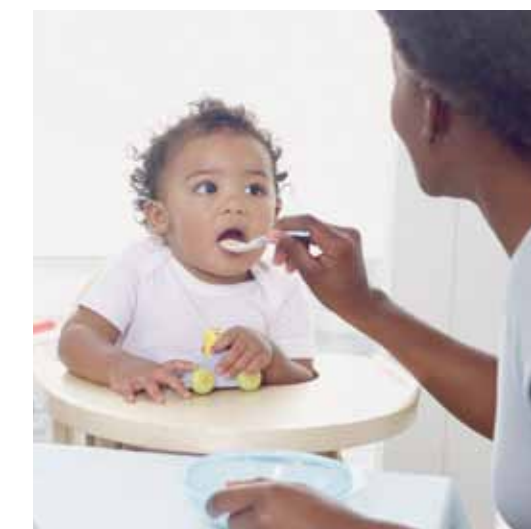
At the same time, the link between obesity and a variety of health conditions – such as respiratory illnesses, including obstructive sleep apnoea (OSA) – has become widely documented. To address this challenge, in 2008 Philips made its largest acquisition ever; buying Respironics. The company is a leading provider of innovative respiratory and sleep therapy solutions for hospital and home use. Based in Chichester; Philips Respironics has a strong presence in the UK.

To help meet the needs of a demanding healthcare system, Philips acquired Belfast based firm TOMCAT in 2008. TOMCAT

offers a software solution that collects and aggregates data relative to the cardiac care of patients. The software provides a comprehensive, patient-centric presentation of data for doctors and nurses.

Light also improves our well-being and with people spending more time at home than ever it can provide sanctuary and peace in our personal environments. In 2007, Philips acquired Partners in Lighting International (PLI), a European market leader in home lighting. This acquisition strengthens Philips portfolio of LED lighting solutions for the home, allowing people to set and adapt their own space through light.

With the UK and Ireland being one of Philips' key markets, in September 2008, Philips moved its UK based research activities to the Cambridge Science Park to join one of the key global hubs of innovation. Benefiting from open collaboration with a broad range of academic and commercial organisations, the Cambridge lab is driving innovations in new applications in health and well being, with a specific focus on home healthcare.



# Healthcare

Philips is one of the key players in the healthcare technology market with global leadership positions in areas such as cardiac care, medical imaging and home healthcare.

## Philips Number 1s:

- Patient monitoring systems
- Automated external defibrillators
- Cardiac ultrasound
- Cardiovascular x-ray
- CPAP (Sleep Apnoea Treatment) and Sleep Managed Services in the UK market
- Nebuliser Compressors (Asthma/COPD)

The dynamics of our society are changing, and with that our healthcare needs – people are living longer, but they are living longer with chronic diseases, such as diabetes and heart disease. Obesity rates are climbing and with that brings a new set of healthcare challenges. At the same time, the pressure for improved treatments and cures for diseases, such as cancer, still remains as pressing as ever. Delivering smarter healthcare that provides better patient outcomes cost effectively is one of the most pressing issues of our time.

To meet these healthcare issues, Philips focuses on the patient and their healthcare journey.

This is in the form of patient pathways – from solutions for prevention and diagnosis, to treatment and monitoring. Philips aims to understand the patient experience and in turn use these insights to develop the best technologies and solutions.

Philips' healthcare focus isn't just within the hospital setting – its home healthcare technologies and services provide care to patients in their most familiar environment – their own home. This can help relieve pressure on health services and care providers, and address the patient's desire for independent living balanced with quality care.



## An immersive environment tailored to suit your needs

Many people, of any age, find having an MRI or CT scan a traumatic experience. With Philips' knowledge of lighting, audiovisual and medical technology, a solution has been created which empowers patients to feel more comfortable, physically and emotionally, during medical screening. We call this 'ambient experience'.

A screening room is transformed from a cold clinical environment to a warmer, more relaxing place. Harsh white lights are replaced with discreet lighting technology, while video scenes and sounds create a welcome distraction. Key to the success of this system is patient control.

The patient selects how they would like the room to look and feel and this helps to ease any initial fears or apprehensions they may have.

The positive distraction created results in better scans as the patient finds it easier to lie still. In turn, the patient is screened more quickly, allowing the hospital to screen more people.

“Healthcare is more than delivering clinical needs, it's about understanding the patient. The Ambient Experience focuses the patient's well-being, creating a calming and less intimidating environment.”

Kim Robertson, Head of Radiology Services, Guys & St Thomas' Hospital

## Sleep therapy management

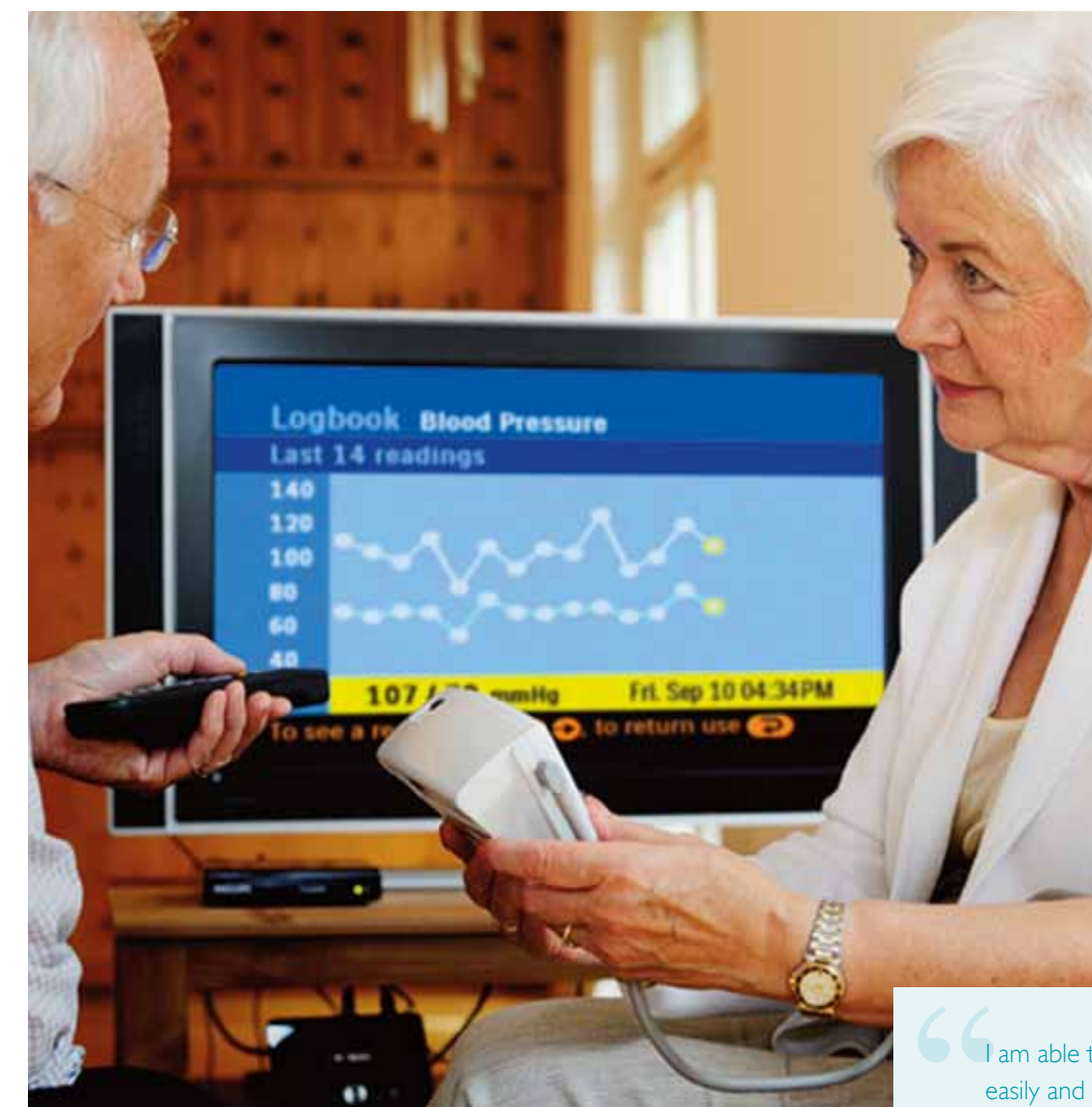
Obstructive Sleep Apnoea (OSA) is becoming a more prevalent condition as it is strongly linked to our sedentary lifestyle. OSA causes a person's breathing to repeatedly pause during sleep due to the airway in their throat collapsing. Therefore, the body never fully rests and increased strain is placed on vital organs.

Supporting the NHS and private practices, Philips Respironics, a leader in sleep therapies, has developed a programme called MOST (Management of Specialist Therapies). The programme supports patients at all points of the pathway, from diagnosis (with a Philips' inhouse consultant), to treatment with CPAP kits (applies positive airway pressure) and monitoring.



“Through MOST I can objectively monitor a patient's progress on therapy without having to bring them to clinic. I'm also reassured that they have a contact point through which they can access support or request that I contact them if they are having problems.”

Dr Tony Hughes, Consultant Anaesthetist, Bradford Teaching Hospitals NHS Foundation Trust



## Care anywhere

Philips Motiva is a telehealth system which enables continual remote monitoring of patients that have been diagnosed with a chronic disease such as chronic obstructive pulmonary disease (COPD) or diabetes. A simple set top box connected to the patient's TV records vital stats input by the patient, which are sent via secure broadband to healthcare professionals. Additionally, Motiva is used to educate and empower the patient about their condition, as videos and surveys can be sent by the healthcare professional. With ongoing monitoring, Motiva helps to prevent hospitalisation and emergency situations, while encouraging patient compliance, self management and a better understanding of their own health needs.

“I am able to monitor and change patient treatment more easily and quickly by using Motiva, it leads to better caseload management.”

Paul Atkin, Research Nurse, Hull and East Yorkshire Hospitals NHS Trust

# Lighting

Philips is the global leader in sustainable lighting for businesses and consumers.

## Philips Number 1s:

- Outdoor lighting
- Professional lighting
- Automotive lighting
- City beautification
- Sports lighting
- LED-based lighting fixtures
- Energy-efficient lighting

Philips' lighting business focuses on innovative ways of using light to 'simply enhance' people's well-being – whether it be offices, shops, public places, schools, the home, or on the road.

The lighting industry is currently undergoing a profound transformation – both from an environmental and design perspective – with the emergence of light emitting diodes (LEDs). In essence, the recent adoption of LEDs represents a move in the lighting industry from 'analogue to digital'. Semiconductor-based LEDs have grown in use exponentially. First used for brake lights and headlights in cars, LEDs

can now be used to colour wash buildings or illuminate sports arenas. LEDs are dimmable and can emit thousands of colour variations – offering endless new possibilities for how and where light is used to enhance the human experience.

LEDs are also energy efficient. And since lighting accounts for 19% of global electricity consumption, energy efficient lighting can play a significant role in reducing our carbon footprint. In the UK our technology can help businesses and consumers contribute to our carbon reductions commitments (CRC).

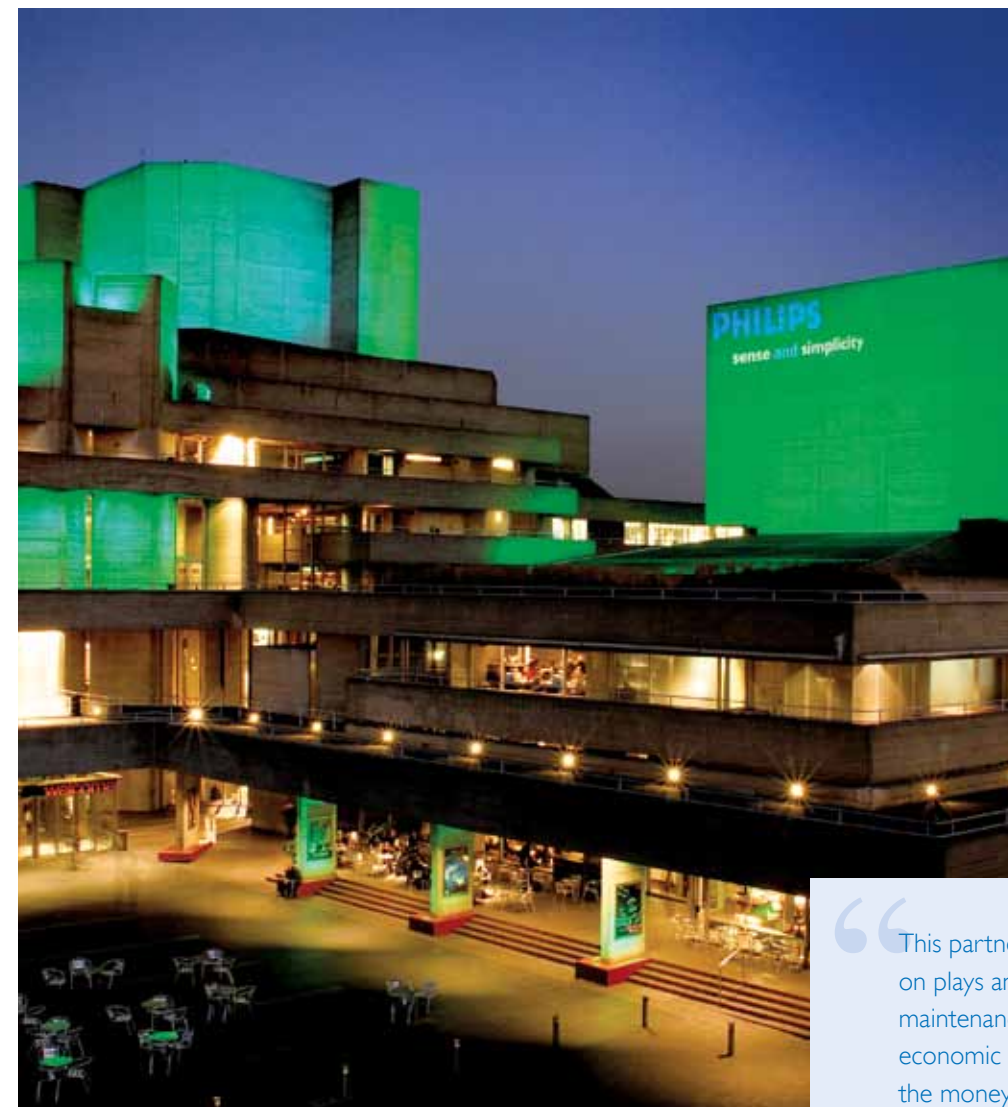
## Enhancing people's working environment

Tower 42, London

The occupants of level 12 in London's tallest office building, Tower 42, have benefited from significantly lower energy consumption due to the application of a Philips energy-efficient LED lighting solution. Level 12 of Tower 42 now features the UK's first office space to be entirely illuminated by LED lighting – achieving a significant energy saving of around 40% over more conventional technologies. The offices also feature multi sensors which automatically reduce light in relation to daylight levels and can detect occupancy in the building.



“We evaluated a number of options for the lighting on Level 12 and the combination of LED lighting and controls proposed by Philips offered the best overall energy performance and life-cycle costs.”  
Tower 42's Building Services Manager John Gentry



## Reducing energy consumption in London

The National Theatre, London

The National Theatre consumed significant amounts of energy each year from lighting. To meet the requirements of the CRC Energy Efficient Scheme to improve energy efficiency and reduce carbon dioxide, Philips was called in. We replaced the venue's lighting scheme with a dynamic, state-of-the-art design.

Our Philips LED lighting solution provides an endless colour palette with which to paint the famous 'fly towers', to create a spectacular aura. In addition to the visual aspect, the solution delivers a 70% reduction in the energy needed to illuminate the building and has resulted in an estimated annual saving of £100,000 in energy bills.

“This partnership will enable us to spend more on putting on plays and performances and less on electricity and maintenance. It's an investment that would be justified on economic grounds, but it's hard for arts organisations to find the money. Thanks to this partnership we can do so. We are immensely grateful for Philips' far-sighted approach.”  
Nick Starr, Executive Director of the National Theatre



## The first petrol station in Europe lit with 100% LEDs

Morrisons, Illingworth

Morrisons came to Philips with a brief to create an energy efficient and cost efficient lighting solution for its 24 hour petrol site in Illingworth. Philips LED lighting now illuminates the entire Morrisons' site – from canopy and car wash, right through to signage and the forecourt kiosk, including chiller cabinets, complete with movement detection for maximum energy savings. This has enabled Morrisons to achieve approximately 64% in energy savings.

“We wanted to ensure that within the fuel bay, the petrol pumps were clearly illuminated. Everything is visible, pumps, people, columns and cars. We were extremely impressed with the new LED scheme which has shown that illumination levels are almost the same as those achieved using conventional light sources.”  
Ian Jagger, Group Electrical Services & Environmental Engineering Manager, for Morrisons.

# Consumer Lifestyle

Today, Philips is one of the biggest global players in consumer lifestyle with a diverse health and well-being portfolio.

## Philips Number 1s:

- Electric shavers
- Electric male grooming
- Female depilation
- Blenders
- Juicers
- Ironing
- Sonic toothbrush brand recommended by dental professionals

In light of the economic downturn, people's behaviour has changed slightly – there is more emphasis on entertaining, relaxing and personal care in the home rather than outside it. In addition, the pursuit of personal health and well-being is a big trend in the UK, with people being more concerned than ever about a healthy lifestyle for themselves and their family, whether that is about a better work-life balance, a nutritious diet or more exercise.

People want to look and feel good whilst benefiting from the latest technology at home and on the move. Philips understands these desires, making many innovative products, from toothbrushes to TVs, coffee machines to sports headphones and juicers to beauty products, all designed to make everyday life simpler and more enjoyable.



## Healthy fast food

Chips and fried foods are extremely popular in the UK, however in recent years many people have been denying themselves and their families their favourite treats as they are so fattening. But now, Philips has got the answer! The air fryer is a revolution in home cooking that requires less oil than ever to 'airfry' a variety of home dinner favourites, such as chips, wedges, chicken and thai fish cakes, in record time. It works by using Philips patented Rapid Air Technology, which combines fast-circulating hot air with a grill to create tasty treats including chips with up to 80% less fat compared to those cooked in a traditional fryer.

“I've been very impressed with this piece of equipment. It isn't cheap but it is extremely good at giving results that taste great and cause a minimum of fuss. I suspect this airfryer will become a very much valued part of my kitchen armoury from now on.”

Review on Amazon

## Salon technology in the home

Drawing on Philips' knowledge as a leader in lighting, combined with its experience in the female depilation market, Philips has invented Lumea. Lumea uses innovative light-based technology called Intense Pulsed Light (IPL), derived from technology used in professional beauty salons, to prevent hair re-growth. Lumea is a cordless, easy to use device which can be used by women at home, at a fraction of the cost of going to a beauty salon, to ensure they are smooth all the time.



“In my practice, patients are always requesting an easier solution for hair removal – Philips has found a solution. I think Lumea is an accessible, easy-to-use tool that is safe and effective for at-home use.”

Dr Vic Narurkar, Consulting Dermatologist



## Expert oral care everyday

Up to 90% of the population is likely to experience a form of gum disease at some stage in their life, which, if left untreated, can ultimately lead to tooth loss or complicate other medical conditions. Brushing teeth properly however is the key to healthy gums, so Philips has launched the Sonicare Flexcare+ sonic toothbrush which is clinically proven to improve gum health in just two weeks.

“With superior brushing technology it is possible to banish any sign of gum disease in just a few weeks... In addition to using Sonicare FlexCare+, which delivers unrivalled cleaning power; it is important to brush regularly, particularly after meals, to use a fluoride toothpaste, to cut back on sugar... and to quit smoking.”

Professor Robin Seymour, a leading periodontist from Newcastle University.



# Sustainability

EcoVision 5 is what we call Philips' sustainability targets. These have been set by us, as Philips believes it can make a positive impact on individuals, communities and governments. These targets broaden Philips' approach to sustainability well beyond the ecological footprint, in line with the company's health and well-being strategy.

## EcoVision 5 Targets 2015:

- Bringing care to more than 500 million people by 2015
- Improving energy efficiency of Philips products by 50% of product portfolio, compared to 2009
- Doubling the global collection and recycling amounts of our products, as well as doubling the amount of recycled materials in Philips products by 2015, compared to 2009

## Sustainability in UK manufacturing sites

All Philips UK factories and operations are part of the EcoVision 5 programme. The sites are dedicated to limiting their impact on the environment as well as emissions into air and water, cutting back energy and water consumption and reducing waste disposal. All the sites are ISO14001 registered and comply with the Lean and Six Sigma process management systems to continually reduce waste in manufacturing.

## Philips product packaging

Philips Green Products can reduce costs, energy consumption and CO<sub>2</sub> emissions – offering a significant environmental improvement, at least 10%, in one or more of the Philips Green Focal Areas.



# Corporate Social Responsibility

In 2010, Philips launched a global community project that aimed to share our insights and expertise into health and well-being. The initiative is called SimplyHealthy@Schools. Partnering with local schools, Philips employees help encourage pupils to lead healthier lives, through a fun day of workshops, while installing our latest classroom lighting systems to enhance the learning environment.



So far over 500 schools around the world have taken part in the project. SimplyHealthy@Schools is set to grow and is the company's leading CSR initiative.

Philips launched the project in the UK with Epsom and Ewell High School in Surrey. Working alongside the school's teaching staff, Philips employees ran four workshops – all specifically designed to highlight the importance of a healthy lifestyle in an engaging and interactive way.

“I had a very positive fulfilling experience myself. The pupils exceeded my expectations too. I could do this over and over and I am so glad I took part.”  
Charity Tungande, credit controller  
Philips Consumer Lifestyle

From visiting the school it was apparent that the science labs were in need of desperate repair as they hadn't been updated in over 30 years. Knowing the importance of lighting in a learning environment, Philips installed 'SchoolVision' – a first in the UK.

SchoolVision is a specifically designed Philips lighting system for classrooms. It uses different

lighting levels to help to create the ideal lighting for specific activities in the classroom.

Harvard University discovered a third receptor in our eyes which is linked to hormone levels that make us feel alert or calm. This receptor responds to different levels of light. Blue light encourages the feeling of being more alert and focused, while a 'redder' light can give the feeling of calm. Based on this concept the SchoolVision system has four lighting settings – Energy, Calm, Normal or Focus which teachers can select. The colour and brightness of the lighting can help change the entire mood of the classroom and in turn have a positive effect on the pupils' concentration.

A 12 month independent research study led by Hamburg University concluded that reading performance increased by 35% while restlessness decreased by 77%. Philips hopes that the same positive results will be seen at Epsom and Ewell High School.

“When students need to concentrate or be energised we've seen that they prefer to be taught in the SchoolVision lab... Thank you Philips.”  
Alex Russell, Headmaster,  
Epsom and Ewell High school.





# Our people

Philips is a dynamic and vibrant organisation which offers each of its employees an engaging and liberating environment to contribute and grow in.



Philips is able to deliver this success by enabling its employees to express and use their many talents in their day-to-day roles; through equipping, empowering and ultimately allowing them to shape their own working environment and forge their own successful career path.

Philips recognises that not all people want to lead the company, but understands the importance that all employees are given the opportunity to reach their own personal goals and potential.

#### Talent and recruitment

Philips continually seeks talented individuals at all levels, including graduates looking to take the first crucial step in their careers. Capability alongside a positive attitude and a willingness to adapt to change quickly defines the criteria for a successful career in Philips.

The 4 D's are at the core of everything Philips does, they are apparent in how decisions and priorities are made. They allow everyone at Philips to make a significant contribution towards reaching the strategic goal of transforming Philips into a leading health and well-being brand.

#### Learning and development

Philips looks to employees to take an active approach in managing their own learning and development. Philips has an integrated

approach to learning – enabling people to develop in line with the needs of the business and their role, or to enrich their own individual skills. There is a wealth of virtual options such as webcasts, podcasts and articles offered in addition to classroom, online and leader-led programmes. Coaching and mentoring is also a key feature in keeping employees' skills and competencies up to date.

#### Engagement, ambassadors and sharing in success

Philips has engaged ambassadorial people who put their energy and effort into their day to day work as they set about delighting their customers. A series of employee recognition and appreciation awards acknowledge people who live and breathe the Philips values.

Success is linked to engagement – Philips also has a generous share incentive plan so employees can share in the financial prosperity of the business.

Exciting career opportunities can be found at [www.philips.co.uk/about/careers](http://www.philips.co.uk/about/careers)

**Delight Customers** – we anticipate and exceed customer expectations

**Depend on Each Other** – by working as one Philips we deliver more value

**Develop People** – we get the best from ourselves and each other

**Deliver Great Results** – we continually raise the bar

# Sites in the United Kingdom & Ireland



## Guildford

**Function:** Head office in the UK, covering Healthcare, Lighting and Consumer Lifestyle

**Contact details:**  
 Guildford Business Park,  
 Guildford, Surrey GU2 8XH  
 Tel: +44 (0)800 3316015

[www.philips.co.uk](http://www.philips.co.uk)



## Dublin

**Function:** Head office in Ireland, covering Healthcare, Lighting and Consumer Lifestyle

**Contact details:**  
 Newstead, Fonthill Industrial Park,  
 Dublin 22  
 Tel: +353 (0)1764 0277



## Belfast

**Product:** Philips Cardiovascular Information Management System (CVIS)

**Function:** Development, customer operations, marketing and clinical applications for Philips CVIS

**Contact details:**  
 Channel Wharf, Old Channel Road,  
 Belfast BT3 9DE Northern Ireland  
 Tel: +44 (0)2890 461200



## Glemsford

**Product:** Mother and childcare, baby products

**Function:** Manufacturing

**Contact details:**  
 Philips AVENT, Lower Road,  
 Glemsford, Sudbury,  
 Suffolk, CO10 7QS  
 Tel: +44 (0)1787 267008



## Hamilton

**Product:** SOX lamps and commercial luminaires

**Function:** Manufacturing

**Contact details:**  
 Philips Lighting, Wellhall Road,  
 Hamilton, ML3 9BZ  
 Tel: +44 (0)1698 493201



## Chichester

**Products:** Home respiratory care, respiratory drug delivery

**Function:** Sales, marketing, customer service, research and development, quality / regulatory, product assembly, business development, European warehouse and storage

**Contact details:**  
 Philips Respironics, Chichester Business Park,  
 City Fields Way, Tangmere, Chichester,  
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