

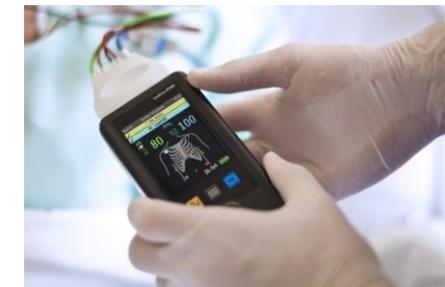
Creating the future of Healthcare through meaningful innovation

Mike Mancuso, CEO Healthcare Patient Care and Clinical Informatics



Key takeaways

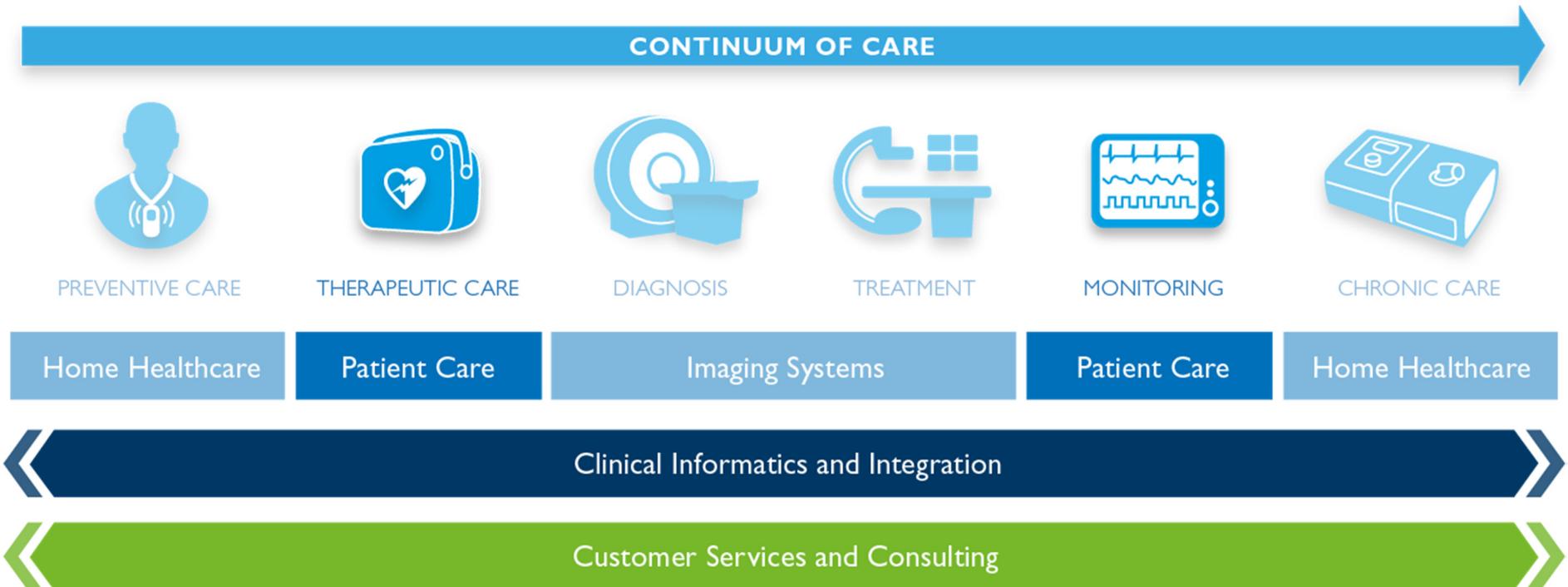
- We shape industry direction and create the future of health care as a leader
- We combine experience in clinical and informatics technology to deliver innovative solutions to the industry
- We drive value through new solutions development and End2End optimization
- We are driving profitable growth in new markets and new care areas



Philips Healthcare Guiding Statement

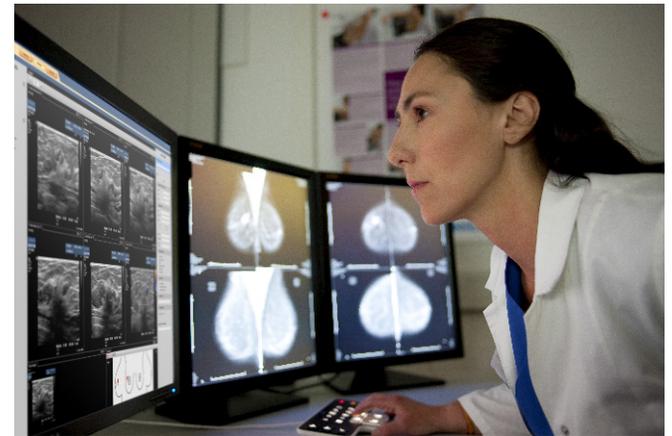
We are dedicated to creating the future of health care and saving lives.

We develop innovative solutions across the continuum of care in partnership with clinicians and our customers to improve patient outcomes, provide better value and expand access to care.



Market trends

- Rapidly digitizing health care system
- Growing need for:
 - Informatics and clinical decision support applications
 - Access to data wherever patients and clinicians are located
 - Business intelligence tools, big data, cloud computing
- Expanding use of mobility/wireless/telehealth solutions across the continuum of care
- Move from treating adverse events to preventive and wellness programs



Business innovation

Market size € 9B, Market growth 4-6%

Patient Monitoring



Market Size €2B, Growth 4%

Value Segment Solutions



Market Size €0.5B, Growth 7%

Enterprise Imaging & Clinical Informatics



Market Size €2.8B, Growth 4%

Therapeutic Care¹



Market Size €3B, Growth 4%

Mother & Child Care²



Market Size €1B, Growth 5%

¹ Includes Automated External Defibrillators (AED), emergency care solutions, therapeutic temperature management, anesthesia care, and respiratory care

² Includes Obstetrical Ultrasound and maternal/fetal monitoring, infant warming, well-baby care and NICU/PICU monitors

Clinical innovation that matters

Pervasive



Intellivue Monitoring

- Comprehensive monitoring portfolio, from bedside monitors to wearable patient monitors such as the MX 40
- Provides access to patient data and clinical decision support
- 190 million patients are monitored each year with Philips

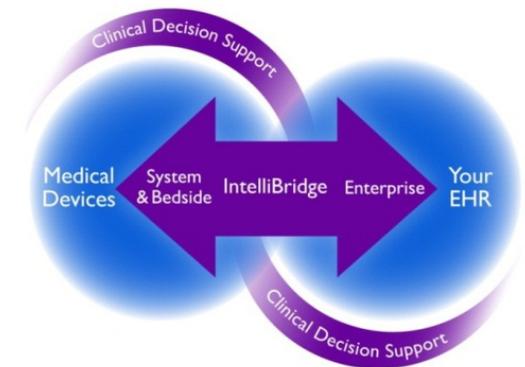
Wireless



Intellivue Mobile Caregiver

- First PCCI mobile app available on iTunes
- Provides near real-time waveforms and parameters to an Apple device
- Third-party applications available

Connected



IntelliBridge Products

- One integration point for all hospital devices and systems
- Provides industry-leading interoperability
- Reduces cost and complexity, while providing access to data

Clinical Informatics

Clinical Informatics: Using health care devices, data and software to provide access, analysis, interpretation, and presentation of data for patient care

- We are #1 in cardiology informatics
- We store over 390 million imaging studies worldwide
- Over 10 petabytes of Philips-generated image data are available to clinicians
- Database of more than two million patient records
- More than 12% of ICU beds are remotely monitored



2012 Industry Design Awards



AuntMinnie.com

F R O S T & S U L L I V A N



reddot design award

md buyline



Best Radiology Software

Differentiated Excellence Awards - Ambulatory Patient Monitoring

Zenith Award – Top five company in Respiratory Care

Product Differentiation Award for Ambulatory Patient Monitoring

#1 in DECG and Radiology PACS

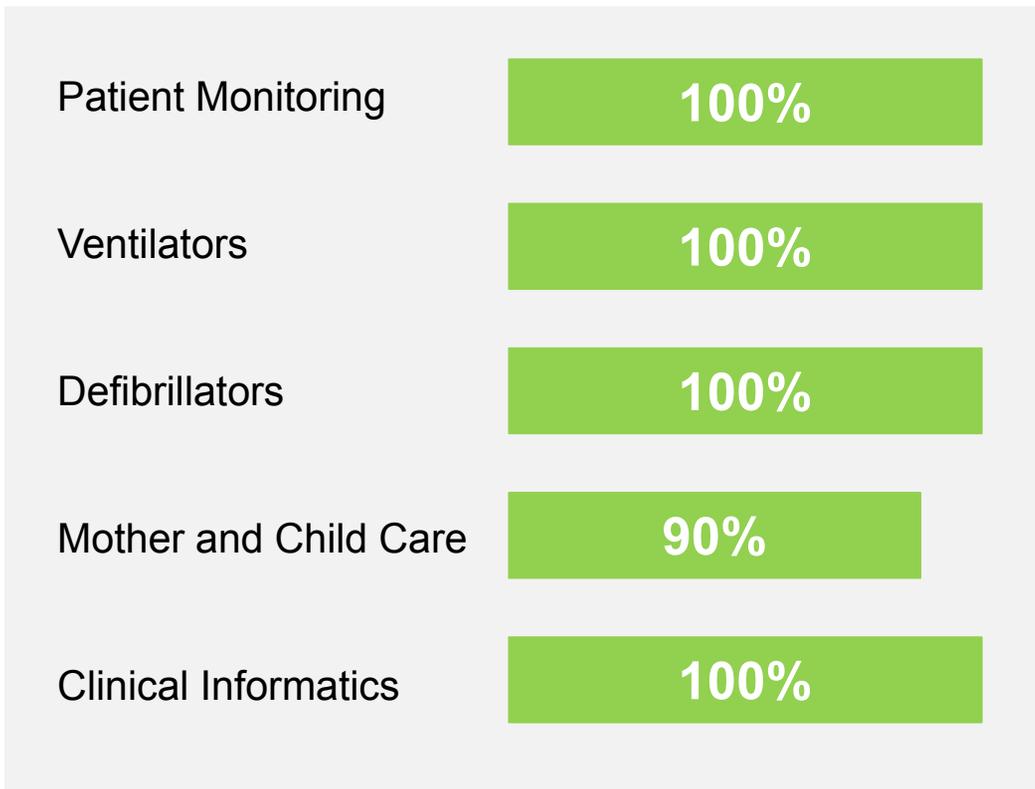
#1 in Patient Monitoring – all “overall” metrics

#1 in Diagnostic and Cardiology Ultrasound

Strong value segment portfolio

The Value Segment Portfolio¹ – Over 12 new products in 2012

Market Size €540M /Growth 7%



- Solutions span the continuum of care
- Significant sales growth in ALL value segments
- Surpassed all sales growth targets
- Goldway sales outside of China 35%
- #1 in Patient Monitors in:
 - Brazil
 - China
 - India

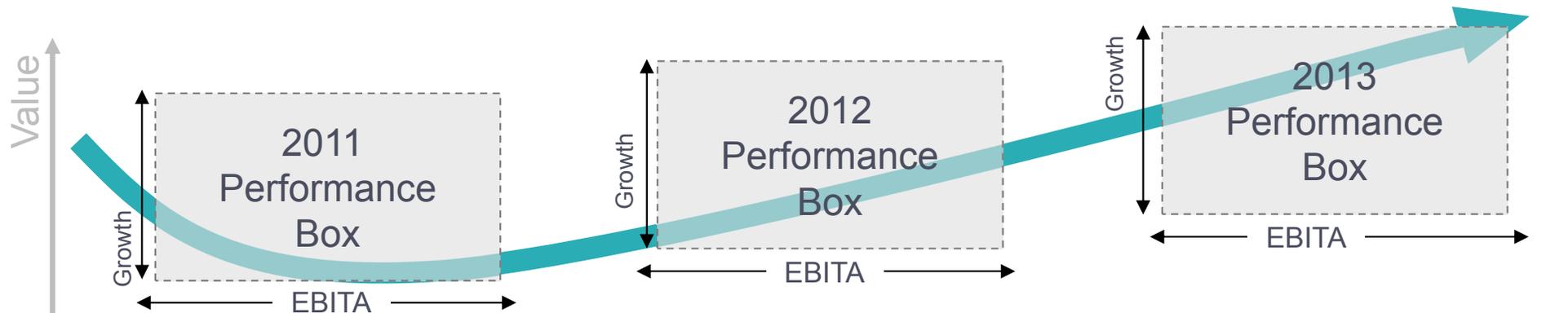
¹ Percentages represent completion of the value portfolio

Why we win

- Only company in the world focused on patient monitoring solutions, leading in market share, innovation and margins
- The best clinical informatics solutions in the industry and we continue to innovate
- The best systems integration solutions, providing intelligent information when, where and how it's needed
- Work with our customers and partners to provide solutions across the continuum of care in both mature and value segments



Progressing on our Path-to-Value



Laying the foundation to improve performance

- ✓ Double-digit order intake and sales growth
- ✓ Highest margins in the industry
- ✓ Investing in R&D and introduced 40 new solutions
 - 10% increase in investment 2011
 - 10% increase in investment 2012
- ✓ Investing in growth geographies, adding resources
 - 50% increase in investment 2011
 - 200% increase in investment, 2012, China, clinical informatics, therapy devices

Accelerating performance improvement

- ✓ Highest margins in the industry
 - ✓ Gained share and extend leadership positions
 - ✓ Successfully launched 21 new solutions in 2012
 - ✓ Accelerated seamless interoperability
 - ✓ Fully integrated acquisitions
 - ✓ Invested in growth geographies
 - ✓ Invested in End2End IT landscape
- ✓ = Areas of ongoing focus in 2013

Transform Healthcare through Accelerate!

- Gain share and extend by introducing new solutions
- Accelerate seamless interoperability
- Deliver return on investment in R&D and customer facing resources
- Deliver value from past acquisitions
- Build software and services capabilities in regional hubs
- Invest in End2End IT landscape
- Continue to create a Growth and Performance culture

Key takeaways

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