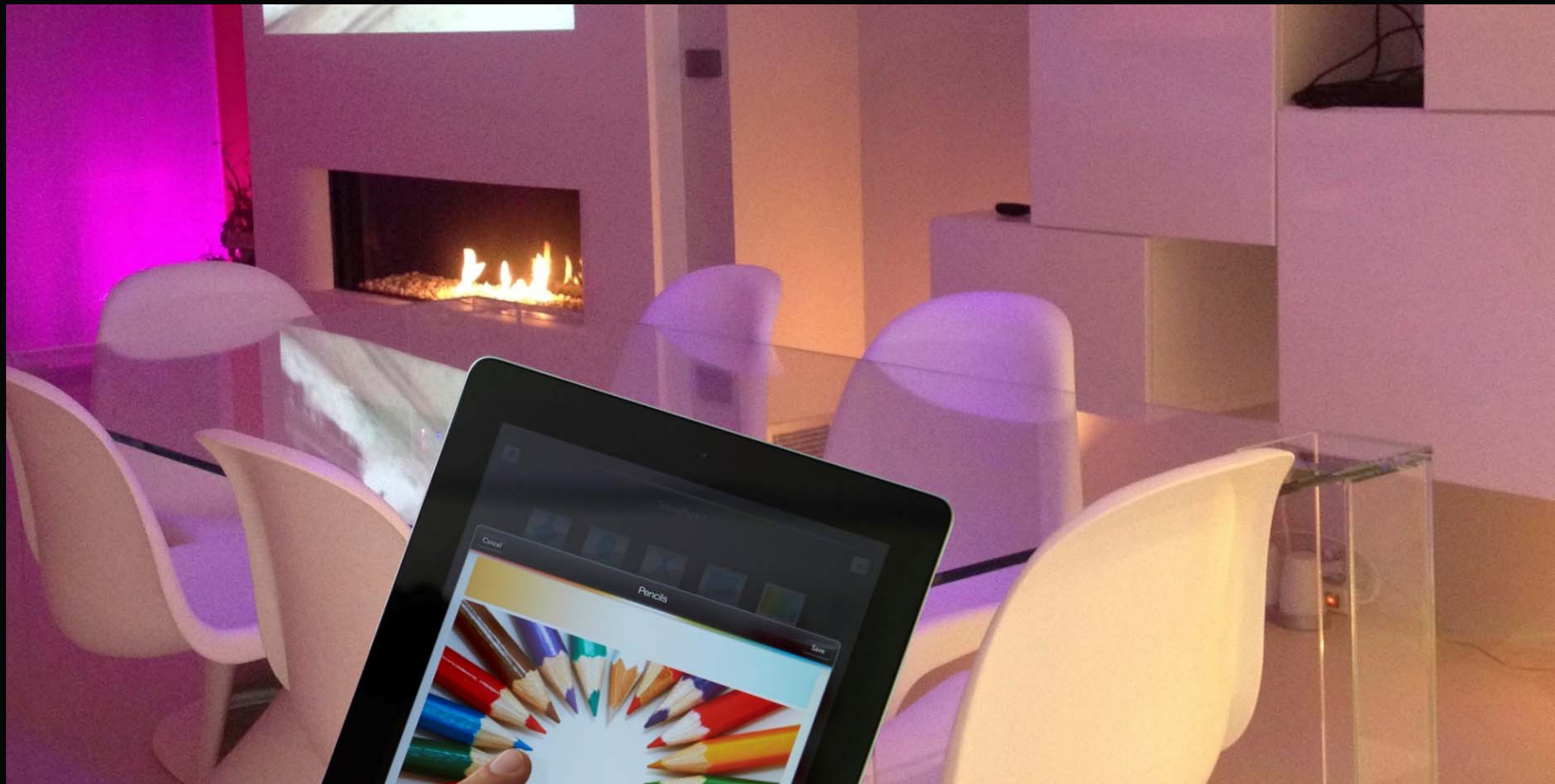


WHAT LIGHT CAN DO FOR YOU: CONNECTED LIGHTING

LEON VAN DE PAS, GENERAL MANAGER CONNECTED LIGHTING



Key takeaways

- We are shaping the future of Connected Lighting with **disruptive innovations**
- Our connected lighting innovations enable unprecedented **personalization of the lighting experience** at home, office and beyond
- Philips' hue connected lighting system for the home achieved **instant global recognition and adoption** in over 75 countries
- Our revolutionary new connected lighting system for offices **uses light as a pathway for information** to deliver value for our customers and enhance user comfort



SHAPING THE FUTURE OF CONNECTED LIGHTING

In the Office, now light is a pathway for information, enabling a more cost efficient use of resources



At Home, now everybody can personalize his lighting system with a simple push of a button



PHILIPS

hue

PERSONAL WIRELESS LIGHTING

PHILIPS

.....
IN THE FIRST TWO DAYS
.....



The New York Times

Mashable



WIRED

COOL HUNTING

GIZMODO

The Daily Telegraph

“Philips is making light
bulbs cool again”

Cult of Mac

“A lifechanger”

Forbes.com

THE SMARTEST THING SINCE THE LIGHTBULB

IN THE FIRST TWO WEEKS



▶ **3 MILLION**
embeds of our demo video on
third party websites

The bulbs were flying out of the stores!



 Over
1.5 million TWEETS
mentioning @tweethue

Numerous requests from retailers to get hold of hue

10,000 
organic Facebook Likes through meethue.com alone



Developer requests pouring in to be able to create third party apps

THE SMARTEST THING SINCE THE LIGHTBULB

PHILIPS

.....
IN THE FIRST TWO MONTHS
.....



Forbes.com
Product of the Year 2012

—————
**SALES
EXCEEDED
EXPECTATIONS**
—————



Ongoing coverage,
including CNN's
'51 coolest products
of 2012' ●



5 apps already created & released by the developer community



.....
meethue.com

THE SMARTEST THING SINCE THE LIGHTBULB

PHILIPS

IN THE FIRST TWO QUARTERS



Number 1 in
amazon.com[®]
listings for LED bulbs 

On sale in
21 markets



40 hue apps in
Apple app store

OVER
10,000
developers engaged



hue is installed in
75 countries

BRAND PREFERENCE
MEASURED AT OVER
26%

THE SMARTEST THING SINCE THE LIGHTBULB

PHILIPS

IN THE FIRST YEAR



TIME Ongoing media coverage in major publications **THE WALL STREET JOURNAL.**

Forbes.com
Product of the Year 2012

“PHILIPS IST ZURÜCK”
“PHILIPS IS BACK”
IFA

finalist in
T3 GADGET AWARDS 2013

200M VIEWS
of Apple 'Brilliant' ad featuring hue

TWO GLOBAL
packaging awards

...and on everyone's Christmas list

THE SMARTEST THING SINCE THE LIGHTBULB

WHAT HUE CAN DO FOR YOU



NYSE



If my stocks go up change lights to green, if they go down change to red



THE SMARTEST THING SINCE THE LIGHTBULB

PHILIPS

THANK **hue**

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PHILIPS

