

# PHILIPS

sense **and** simplicity

## Healthcare Summary

Steve Rusckowski  
CEO Philips Healthcare

# PHILIPS

We remain focused on three areas

- Accelerating Growth
- Increasing Margins
- Capitalizing on Acquisitions

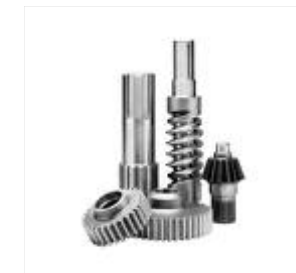
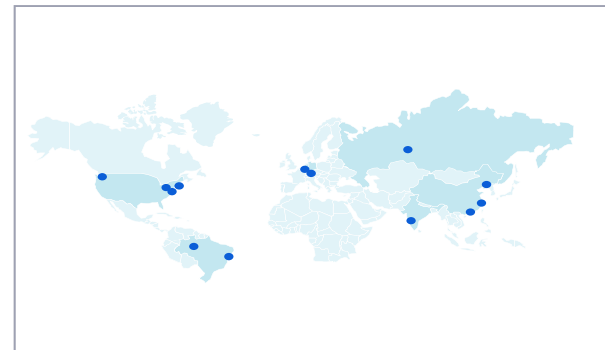
## Accelerating growth

- Expanding product portfolio to address new market opportunities with exciting solutions
  - *Move towards leadership position in imaging*
- Delivering innovative sleep, monitoring and respiratory care solutions in the home
  - *Grow Home Healthcare*
- Leveraging our leadership position in patient monitoring, clinical informatics, and clinical decision support
- Expanding service offerings
- Executing emerging market strategies
- Driving unique care cycle driven strategies



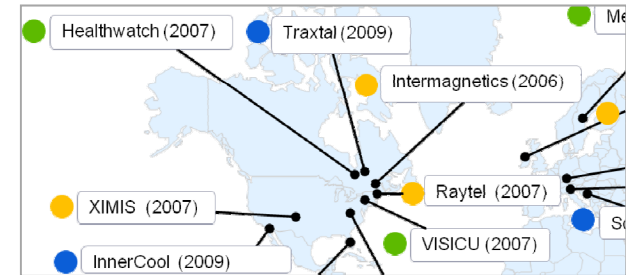
## Increasing margins

- Executing fixed cost reduction in industrial and geographic operations
- Streamlining operating costs throughout the organization
- Driving enterprise change through transPHorm programs...
  - Reducing material cost through low cost country sourcing
  - Establishing a flexible and responsive supply chain
  - Achieving cost reduction through purchasing excellence
  - Improving service productivity and effectiveness
  - Optimizing market approach



## Capitalizing on acquisitions

- Integrating and driving over 20 acquisitions from the last four years
- Adding further acquisitions that expand our business portfolio
  - [Traxtal](#)
  - [InnerCool](#)
- Exploring acquisition opportunities that support our strategy and create value



## Conclusion

- Short-term growth returns with improving outlook in developed countries and continued rapid expansion in emerging markets
- Margins further expand by leveraging progress in fixed cost reduction, pro-active cost management, and operational improvements
- Longer term growth and margins will exceed historic levels through product, business, and geographic portfolio investments
- Future opportunities continue to be supported by long-term societal drivers for healthcare



**PHILIPS**

# Q&A

Steve Rusckowski



