

PHILIPS

sense and simplicity

Home Healthcare Solutions

Brent Shafer

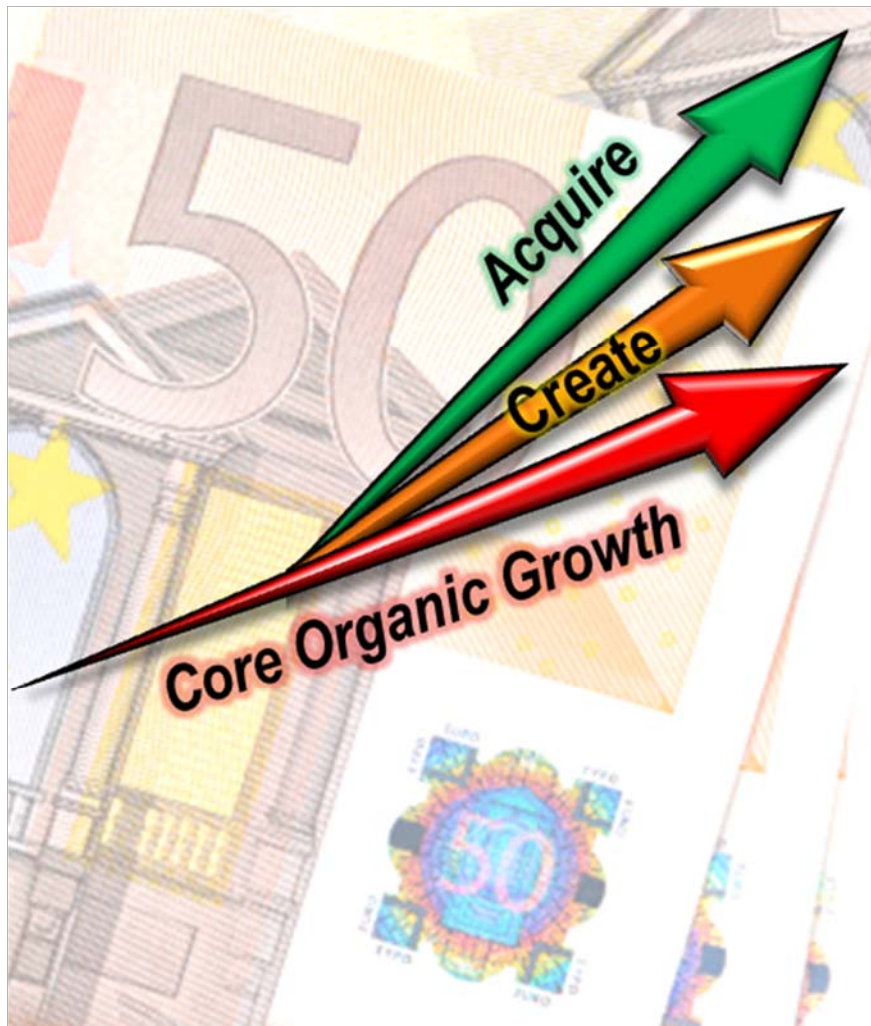
EVP and GM Home Healthcare Solutions

PHILIPS

Bringing health care home



Strategy: Build from the core



2010 '11 '12 '13 '14 2015

- Strong positions in growing markets
- Accelerating growth
 - Sleep and respiratory
 - Globalization/growth geographies
 - Hospital to home differentiation

Strong positions in €5B growing markets

Sleep



Recovering position

- Global device leadership
- Many undiagnosed patients
- Significant co-morbidities
- Patient compliance critical
- Sleep diagnostics and therapy, masks, software

Market size €1.7B
Market growth 6-8%

Respiratory Care



Continued high growth

- Global leadership
- Large patient populations
- Innovation opportunities
- Growth geography opportunities
- Ventilation, oxygen, respiratory drug delivery

Market size €1.4B
Market growth 6-8%

Home Monitoring



Strategically positioned

- NA leadership
- Growth in aging population
- Global expansion opportunity
- Hospital to home
- PERS, remote patient monitoring, medication dispensing

Market size (NA) €1.6B
Market growth (NA) 4-6%

Strategy execution proof points

People Focused. Healthcare Simplified



People focused



Care cycle driven



Care anywhere



Meaningful innovation



OSA •
COPD •
Congestive Heart Failure • Asthma
Aging with dignity



Awareness/Education
Screening/Diagnosis
Treatment
Management
ReSupply
Payor



Enabling people with chronic conditions to live their best lives whether at home or on-the-go



AutoAlert • Alice PDx
• SystemOne • GoLife
• EncoreAnywhere
• Trilogy • EverGo
EverFlo • UltraFill
• I-neb

Global leader in sleep therapy systems for OSA

- #1 market leader
- Global release is now complete
- Full range of solutions

Market Drivers

- Quietest platform
- Ease of use
- Patented and clinically validated therapy
- Connectivity to physicians, providers and patients helps improve compliance outcomes



Improving our position in masks

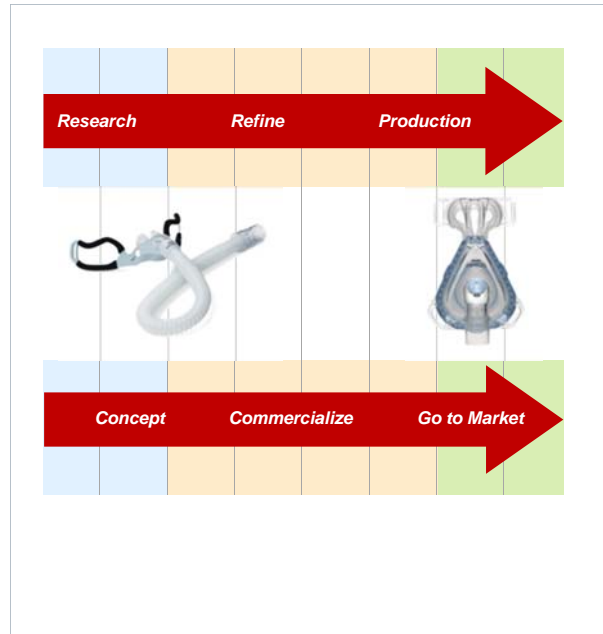
Innovation Leadership



Increased Investments in Breakthrough Innovations

GoLife – First sleep therapy mask built exclusively for men

Expand R&D Pipeline



Leverage our World Class Research & Design Capability

Robust pipeline beyond 2011

Invest in Market Replenishment



medSage Acquisition

- Help provider customers
- generate recurring revenue
 - realize operational efficiencies
 - resupply masks to patients

Respiratory Care continues to outpace the market

Home Ventilation



Airway Clearance



Oxygen Therapy



Respiratory Drug Delivery



Trilogy/BiPAP

- #1 in NIV
- Trilogy success
- Hospital to Home

CoughAssist

- #1 position
- Neuromuscular patient focus

EverFlo/EverGo

- #2 position
- Strong range of ambulatory products

Nebulizers

- #1 position
- I-neb - proprietary technology

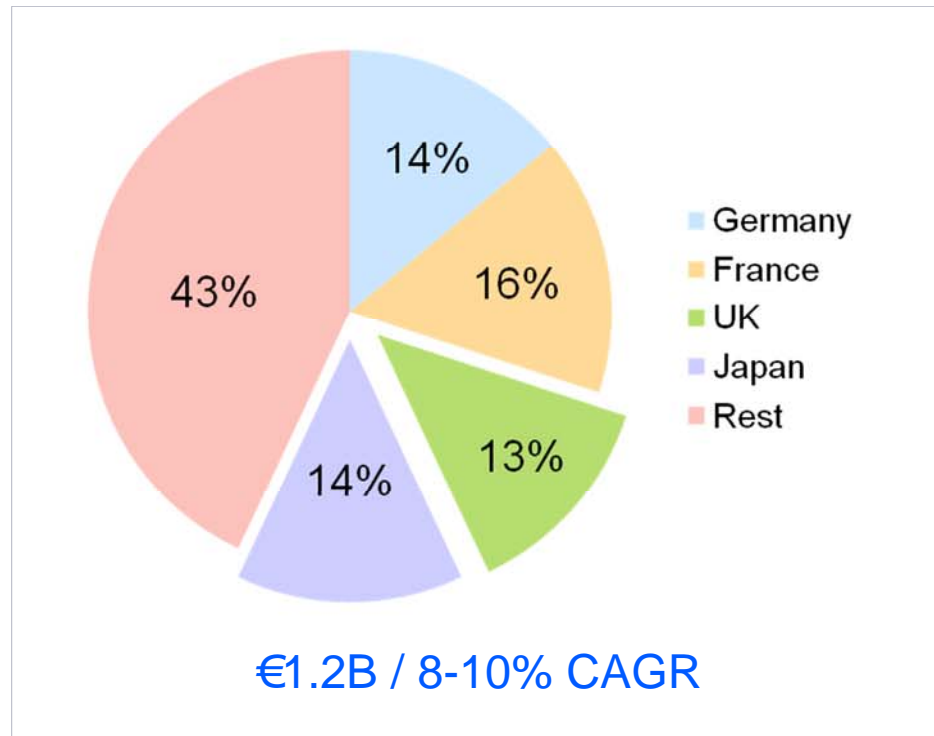
- Double digit growth in 2010 in all segments
- Strong market leadership position
- 3rd leading cause of death in US; 210M COPD patients worldwide
- Strong global portfolio to balance US market pressures



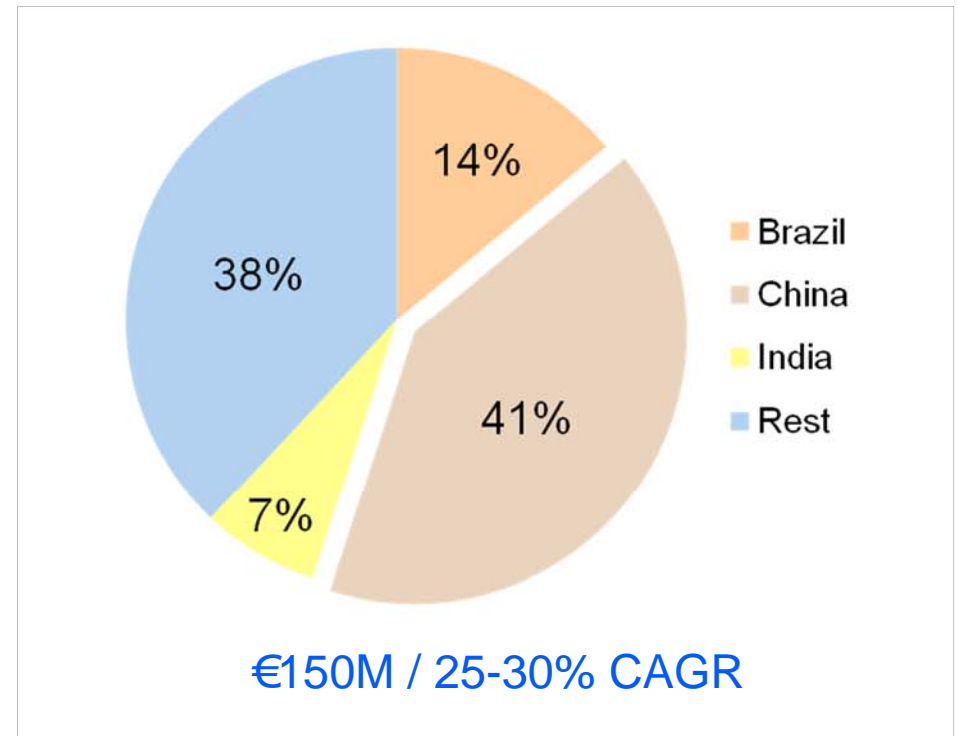
HHS outside North America

€1.4B opportunity is large and growing in the double digits

Mature Geographies



Growth Geographies



UK

Maximizing market coverage & impact; position for the future

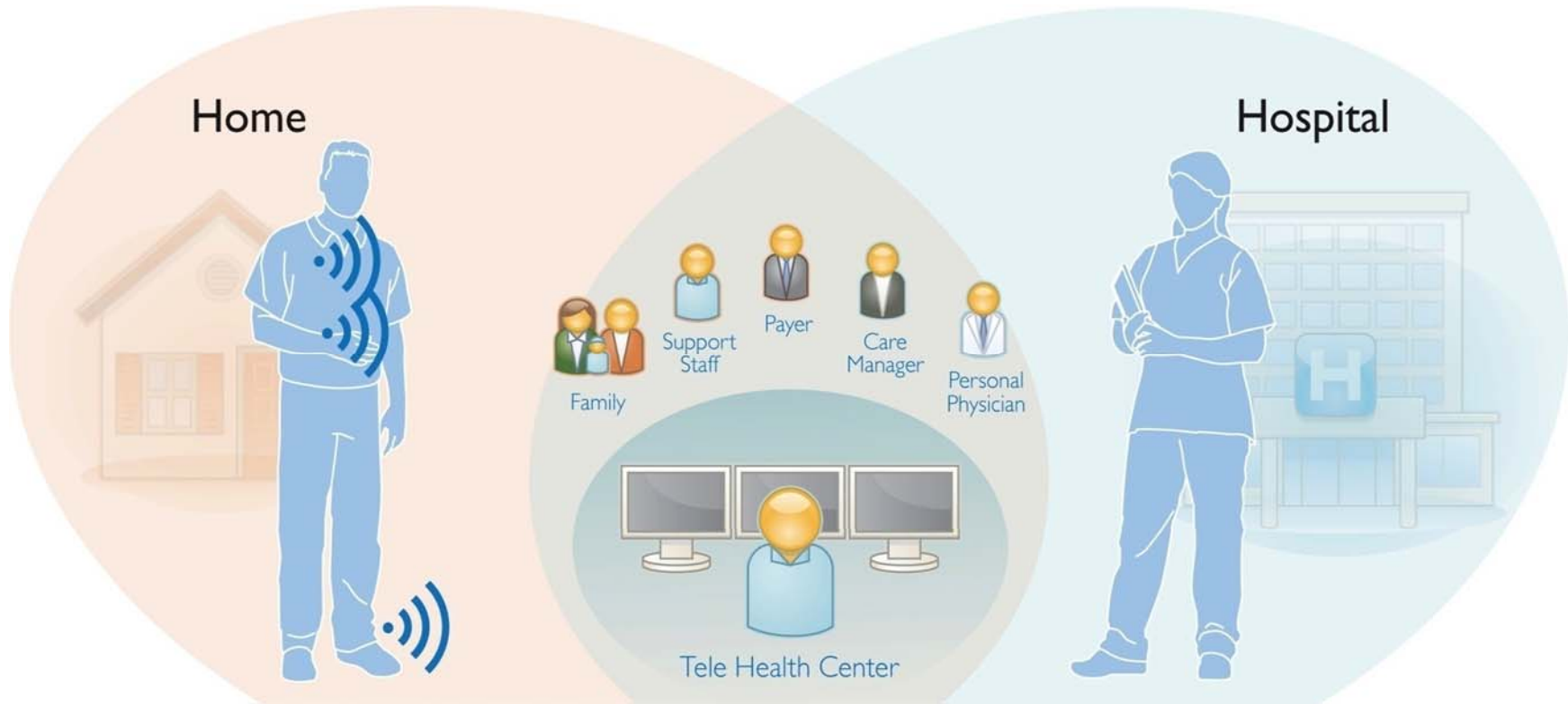
Japan

Leveraging sleep & respiratory position; future expansion in monitoring

China

Capitalizing on sleep & respiratory portfolio; positioned for the future

Hospital to home



Chronically ill patients and their families

All members of the care team



Successful care transitions and managing patients with chronic conditions requires coordination

Key takeaways

Strong positions in growing markets

Accelerating growth

- Sleep and respiratory
 - Leadership in sleep therapy; investing in masks
 - Leadership in respiratory; double digit growth
- Globalization/growth geographies
 - Growing at or above the markets
- Hospital to home differentiation



