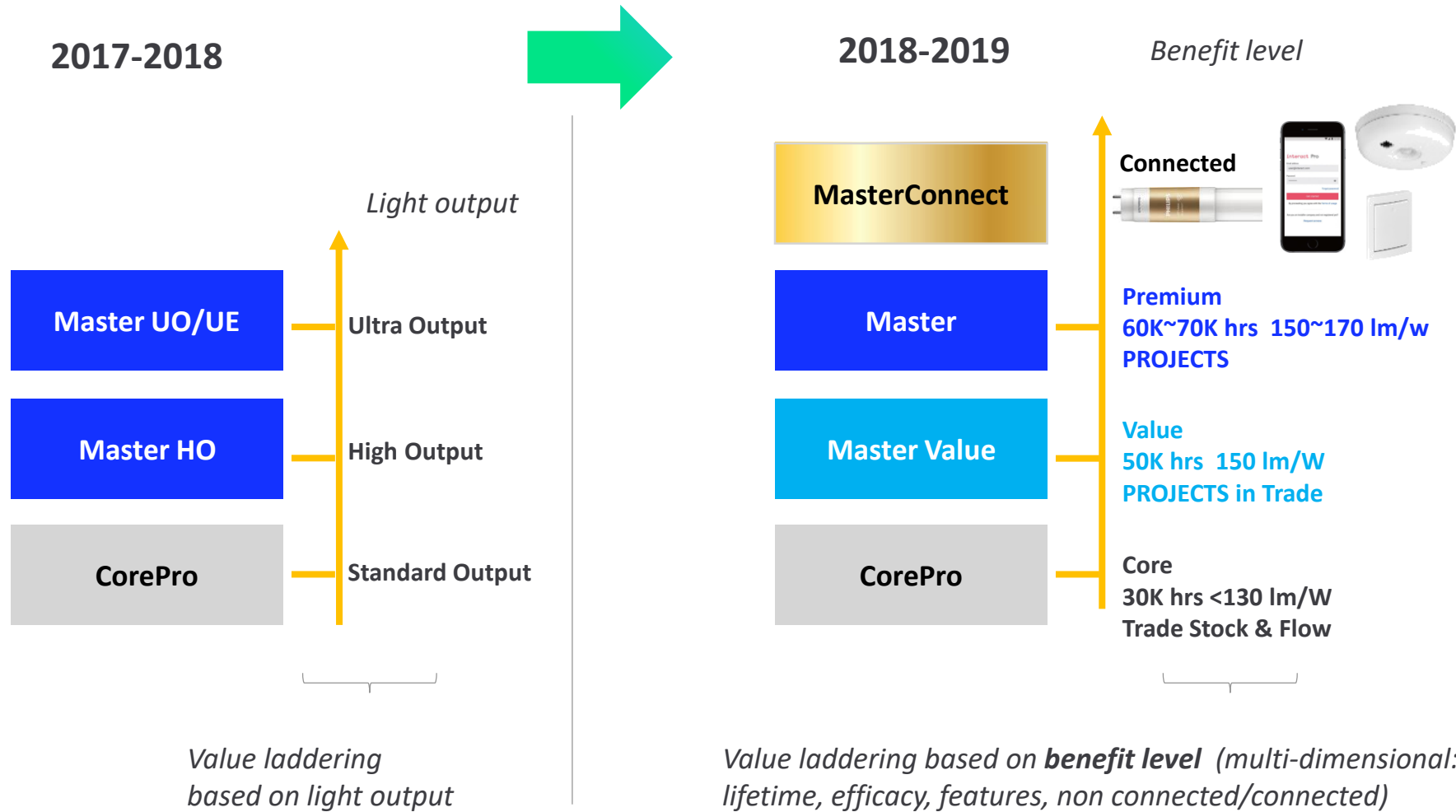




TLED novelties Q2 2019

TLED portfolio positioning: moving to multi-dimensional



T8 portfolio positioning - 2019 Q2



EM/Mains	HF	UN	
Statement product Master Ultra Efficient			70K hrs 170 lm/w 160D Plastic ROT
Best TCO and value driver Master Ultra Output High Output	Best TCO and value driver Master Ultra Output High Output	Best TCO and value driver Master Ultra Output	60K hrs 150~170 lm/w 160D Plastic ROT
Master Value Ultra Output High Output			50K hrs 150 lm/w 240D Non ROT
Best 'value-for-money' CorePro High Output Standard Output		Best 'value-for-money' CorePro High Output	30K hrs 110~120 lm/w 240D Non ROT

Updates Q2 2019:

- Master UE: 60K > 70K silent change, same 12NC
- Master UO: 150lm/w 50k > 160lm/W/60K, PIPO new 12NC
- Master HO: 170lm/w 50k > 170lm/w/60K silent change, same 12C
- Master Value UO and HO > new intro
- Master HF and UN 150lm/w 50k > 60K silent change, same 12NC



How to position within the Master range



Master



**Ultra
Efficient**

- Highest Output
+ Efficacy

= Best lumen package
+ best efficacy

**Ultra
Output**

- Highest Output

= Best lumen package

**High
Output**

- Highest Efficacy

= Best TCO

EU TLED T8 EM/Mains Professional



Lumen packages based on 4000K CCT

For projects via Trade

	MASTER			MasterValue		CorePro		PILA
2018								
	UE ROT G3 170lm/W 3700/2500lm 18.5/12.5W 5/4ft 70k hrs 220-240V Q3	UO ROT G5 150lm/W 3700/2500/1050lm 24/16/8W 5/4/2ft 50k hrs 220-240V Q4	HO ROT G6 170lm/W 3100/2100/1575lm 18.2/12.5/12W 5/4/3ft 50k hrs 220-240V Q3	UO Glass G1 150lm/W 3700/2500lm 24/16W 5/4ft 50K hrs 220-240V Q4		SO G9 110lm/W 2200/1600/800lm 20/16/8W 5/4/2ft 30k hrs 220-240V Q3	HO G1 110lm/W 2700/2000lm 24/18W 5/4ft 30k hrs 220-240V Q2	110lm/W 2200/1600/800lm 20/14,5/8W 5/4/2ft 25k hrs 220-240V
2019								
	UE ROT G3 170lm/W 3700/2500lm 21.5/14.5W 5/4ft 70k hrs 220-240V (the same 12NC)	UO ROT G6 160lm/W 3700/2500/1050lm 23/15.5/8W 5/4/2ft 60k hrs 220-240V (PIPO new 12NC, plans switched)	HO ROT G7 170lm/W 3100/2100/1575lm 18.2/12.5/12W 5/4/3ft 60k hrs 220-240V (the same 12NC)	UO Glass G2 150lm/W 3700/2500lm 5/4ft 50k hrs 220-240V Q2	HE Glass G1 150lm/W 3100/2100lm 5/4ft 50k hrs 220-240V Q2	SO G10 110lm/W 2200/1600/800lm 20/16/8W 5/4/2ft 30k hrs 220-240V	HO G2 110lm/W 2700/2000lm 24/18W 5/4ft 30k hrs 220-240V	110lm/W 2200/1600/800lm 20/14,5/8W 5/4/2ft 25k hrs 220-240V 865 versions

NEW



EU TLED T8 HF & Universal Professional



Lumen packages based on 4000K CCT

For projects via Trade

	HF – MASTER		UN – MASTER		UN – MasterValue		UN – CorePro	
2018								
	UO ROT G3 150 lm/W 2500/3700lm 16/24w 4/5ft 50k hrs Q2	HO ROT G4 150 lm/W 1050/2100/3100lm 8/14/20w 2/4/5ft 50k hrs Q2	UO G3 150 lm/W 2500/3700lm 16/24w 4/5ft 50k hrs					HO G1 125 lm/W 2000/2700lm 16/26w 4/5ft 30k hrs Q2
2019								
	UO ROT G4 150 lm/W 2500/3700lm 16/24w 4/5ft 60k hrs	HO ROT G5 150 lm/W 1050/2100/3100lm 8/14/20w 2/4/5ft 60k hrs	UO ROT G3 150 lm/W 2500/3700lm 16/24w 4/5ft 60k hrs			UO Glass G1 150 lm/W 2500/3700lm 16/24w 4/5ft 50k hrs tbc		HO G2 125 lm/W 2000/2700lm 16/26w 4/5ft 30k hrs

LED Tube - details



MASTER Value LEDtube EM/Mains T8 UO & HO

NEW FAMILY



The new generation of high performance LED tube

Full range of High performance LEDtube at attractive price points in a familiar look and feel

Intro 15th May 2019

PIPO information: PIPO Different

Product benefits

- Reduced operational cost thanks to lower energy consumption
- Lower maintenance cost thanks to >3 times longer lifetime than normal fluorescent tubes
- Fastest and easiest way to upgrade existing luminaire to LED technology; 100%- safe installation process
- **Uniform light spread with large beam angle 240D**
- **Optimized resistance to vibrations (glass platform)**

Features

- **Ultra Output: up to 3700lm**
- **High Output: up to 3100lm**
- High efficacy: **150lumen/Watt**
- Long lifetime **50,000 hours**
- **Up to 65% energy saving** compared to fluorescent tubes
- Retrofit to existing T8 lamps on EM ballast installations
- Full safety features and EM Protector safety device
- No mercury

Warning & Safety

- NOTES: The overall energy efficiency and light distribution of any installation that uses these lamps are determined by the design of the installation.
- 600mm is not Series compatible (for Series compatibility > Use Master range)



3000 / 4000 / 6500



50.000 hours



non-dimmable



240D
Non ROT

A++

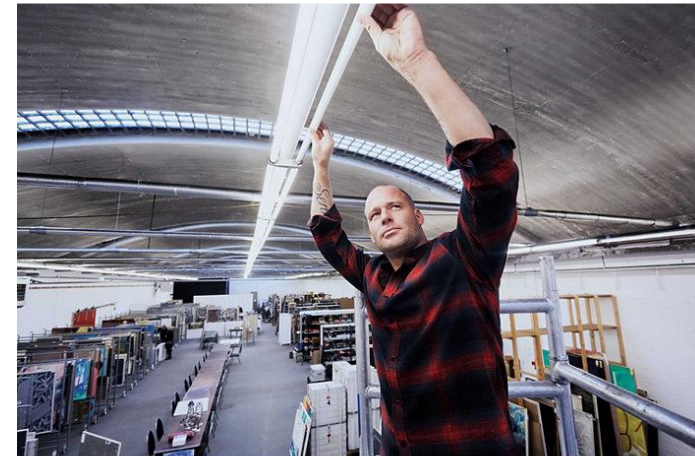


Applications

- Retail
- Industry
- Parking lots / covered car parks
- Warehouses / coldrooms / signage
- Transport and distribution areas
- Food & Museums

Main target

- **Small to Mid-size projects / attractive price points (Trade)**



MASTER Value LEDtube EM/Mains T8 UO & HO

NEW FAMILY



The new generation of high performance LED tube

Full range of High performance LEDtube at attractive price points in a familiar look and feel

PIPO information: PIPO Different

12nc	Material description	EOC	Lamp Wattage (W) Claim	Replaced Wattage (W)	CCT (K)	Life Time (Hours)	Lumen (lm)
			60				1,0
929002021402	MAS LEDtube VLE 1200mm HO 14W 830 T8	871869964685100	14	36	3000	50000	2000
929002021502	MAS LEDtube VLE 1200mm HO 14W 840 T8	871869964687500	14	36	4000	50000	2100
929002021602	MAS LEDtube VLE 1200mm HO 14W 865 T8	871869964689900	14	36	6500	50000	2100
929002022002	MAS LEDtube VLE 1200mm UO 16W 830 T8	871869964697400	16	36	3000	50000	2300
929002022102	MAS LEDtube VLE 1200mm UO 16W 840 T8	871869964699800	16	36	4000	50000	2500
929002022202	MAS LEDtube VLE 1200mm UO 16W 865 T8	871869964701800	16	36	6500	50000	2500
929002021702	MAS LEDtube VLE 1500mm HO 20.5W 830 T8	871869964691200	20.5	58	3000	50000	2900
929002021802	MAS LEDtube VLE 1500mm HO 20.5W 840 T8	871869964693600	20.5	58	4000	50000	3100
929002021902	MAS LEDtube VLE 1500mm HO 20.5W 865 T8	871869964695000	20.5	58	6500	50000	3100
929002022302	MAS LEDtube VLE 1500mm UO 24W 830 T8	871869964703200	24	58	3000	50000	3400
929002022402	MAS LEDtube VLE 1500mm UO 24W 840 T8	871869964705600	24	58	4000	50000	3700
929002022502	MAS LEDtube VLE 1500mm UO 24W 865 T8	871869964707000	24	58	6500	50000	3700
929002021102	MAS LEDtube VLE 600mm HO 8W 830 T8	871869964679000	8	18	3000	50000	1000
929002021202	MAS LEDtube VLE 600mm HO 8W 840 T8	871869964681300	8	18	4000	50000	1050
929002021302	MAS LEDtube VLE 600mm HO 8W 865 T8	871869964683700	8	18	6500	50000	1050

MASTER LEDtube EM/Mains T8 Ultra Output

Performance upgrade



The industry's leading performance LEDtube

The new Philips MASTER LEDtube UO range upgrades lifetime and efficiency to maintain performance leadership in the industry

PIPO information: PIPO Different

Product benefits

- Reduced operational cost thanks to lower energy consumption
- Lower maintenance cost thanks to >3 times longer lifetime than normal fluorescent tubes
- Fastest and easiest way to upgrade existing luminaire to LED technology; 100%- safe installation process
- **Shatterproof (plastic platform)**

Features

- **Ultra Output: up to 3700lm**
- Increased efficacy: **160lumen/Watt**
- Extra-long life of **60,000 hours**
- **Up to 60% energy consumption** compared to fluorescent tubes
- **Narrow beam angle 160D for optimized flux**
- **Rotating end caps**
- Retrofit to existing T8 lamps on EM ballast installations
- Full safety features and EM Protector safety device
- No mercury

Warning & Safety

- NOTES: The overall energy efficiency and light distribution of any installation that uses these lamps are determined by the design of the installation.



3000 / 4000 / 6500



60.000 hours



non-dimmable



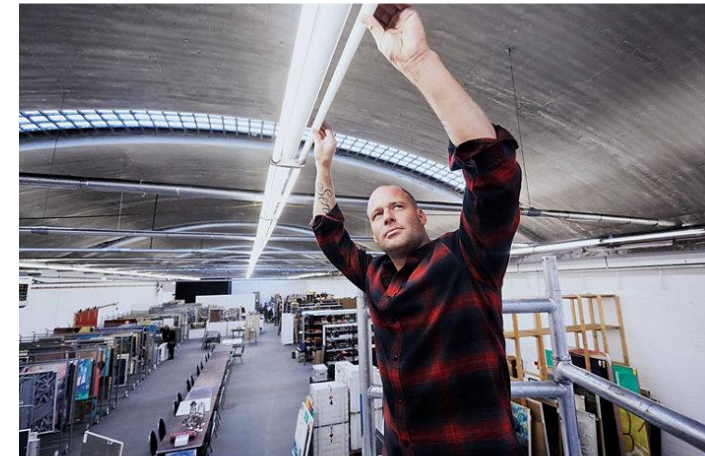
Rotatable end caps

Applications

- Retail (food)
- Industry
- Parking lots / covered car parks
- Warehouses / coldrooms / signage
- Transport and distribution areas
- Food & Museums

Main target

- End user projects (high specs level)
- **Demanding applications in terms of light output**



MASTER LEDtube EM/Mains T8 Ultra Output

Performance upgrade



The industry's leading performance LEDtube

The new Philips MASTER LEDtube UO range upgrades lifetime and efficiency to maintain performance leadership in the industry

PIPO information: PIPO Different

12nc	Material description	EOC	Lamp Wattage (W) Claim	Replaced Wattage (W)	CCT (K)	Life Time (Hours)	Lumen (lm)
929002020502	MAS LEDtube 1200mm UO 15.5W 830 T8	871869964721600	15.5	36	3000	60000	2300
929002020602	MAS LEDtube 1200mm UO 15.5W 840 T8	871869964723000	15.5	36	4000	60000	2500
929002020702	MAS LEDtube 1200mm UO 15.5W 865 T8	871869964725400	15.5	36	6500	60000	2500
929002020802	MAS LEDtube 1500mm UO 23W 830 T8	871869964727800	23	58	3000	60000	3400
929002020902	MAS LEDtube 1500mm UO 23W 840 T8	871869964729200	23	58	4000	60000	3700
929002021002	MAS LEDtube 1500mm UO 23W 865 T8	871869964731500	23	58	6500	60000	3700

MASTER LEDtube EM/Mains T8 High Output

Performance upgrade



The industry's leading performance LEDtube

The new Philips MASTER LEDtube HO range upgrades to higher lifetime
Maintains World's best in class efficiency product to reach best TCO proposition

PIPO information: PIPO same (silent change)

Product benefits

- Reduced operational cost thanks to lower energy consumption
- Lower maintenance cost thanks to >3 times longer lifetime than normal fluorescent tubes
- Fastest and easiest way to upgrade existing luminaire to LED technology; 100%- safe installation process
- **Shatterproof (plastic platform)**

Features

- **High Output: up to 3100lm**
- World best in class efficiency: **up to 170lumen/Watt**
- Extra-long life of **60,000 hours**
- **Up to 69% energy consumption** compared to fluorescent tubes
- **Narrow beam angle 160D for optimized flux**
- **Rotating end caps**
- Retrofit to existing T8 lamps on EM ballast installations
- Full safety features and EM Protector safety device
- No mercury

Warning & Safety

- NOTES: The overall energy efficiency and light distribution of any installation that uses these lamps are determined by the design of the installation.



3000 / 4000 / 6500



60.000 hours



non-dimmable



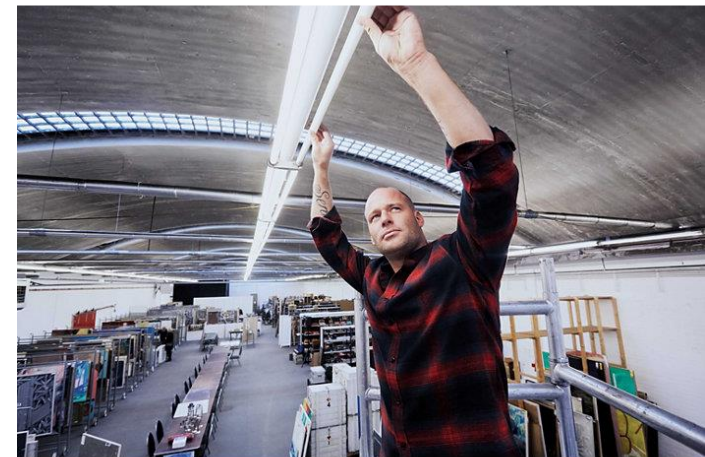
Rotatable end caps

Applications

- Retail (food)
- Industry
- Parking lots / covered car parks
- Warehouses / coldrooms / signage
- Transport and distribution areas
- Food & Museums

Main target

- End user projects (high specs level)
- **Demanding requirements in terms of energy saving**



MASTER LEDtube EM/Mains T8 High Output

Performance upgrade



The industry's leading performance LEDtube

The new Philips MASTER LEDtube HO range upgrades to higher lifetime
Maintains World's best in class efficiency product to reach best TCO proposition

PIPO information: PIPO same (silent change)

12nc	Material description	EOC	Lamp Wattage (W) Claim	Replaced Wattage (W)	CCT (K)	Life Time (Hours)	Lumen (lm)
929001922602	MAS LEDtube 1200mm HO 12.5W 830 T8	871869959235600	12.5	36	3000	60000	2000
929001922702	MAS LEDtube 1200mm HO 12.5W 840 T8	871869959237000	12.5	36	4000	60000	2100
929001922802	MAS LEDtube 1200mm HO 12.5W 865 T8	871869959239400	12.5	36	6500	60000	2100
929001922902	MAS LEDtube 1500mm HO 18.2W 830 T8	871869959241700	18.2	58	3000	60000	2900
929001923002	MAS LEDtube 1500mm HO 18.2W 840 T8	871869959243100	18.2	58	4000	60000	3100
929001923102	MAS LEDtube 1500mm HO 18.2W 865 T8	871869959245500	18.2	58	6500	60000	3100

600mm and 900mm will be upgraded in Q3

MASTER LEDtube EM/Mains T8 Ultra Efficiency

Performance upgrade



The World's best in class performance LEDtube

Philips MASTER LEDtube Ultra Efficiency range offers world's best in class TLED performance to offer best TCO over lifetime

PIPO information: silent change

Product benefits

- World's best in class efficiency (up to **172 Lm/W**)
- World's best in class lifetime (**70K hours**)
- **Best TCO over lifetime**
- Compatible with EM ballast or mains power
- Available in 1200mm and 1500mm versions, 2 CCT variants
- **Shatterproof (plastic platform)**

Features

- **Ultra Output: up to 3700lm**
- Efficacy: Up to **172 lumen/Watt**
- World's best in class lifetime **70,000 hours**
- **Narrow beam angle 160D for optimized flux**
- Up to 63% energy saving compared to fluorescent tubes
- Retrofit to existing T8 lamps on EM ballast installations
- **Rotating end caps**
- Full safety features and EM Protector safety device
- No mercury

Warning & Safety

- NOTES: The overall energy efficiency and light distribution of any installation that uses these lamps are determined by the design of the installation.



3000 / 4000 / 6500



70.000 hours



non-dimmable



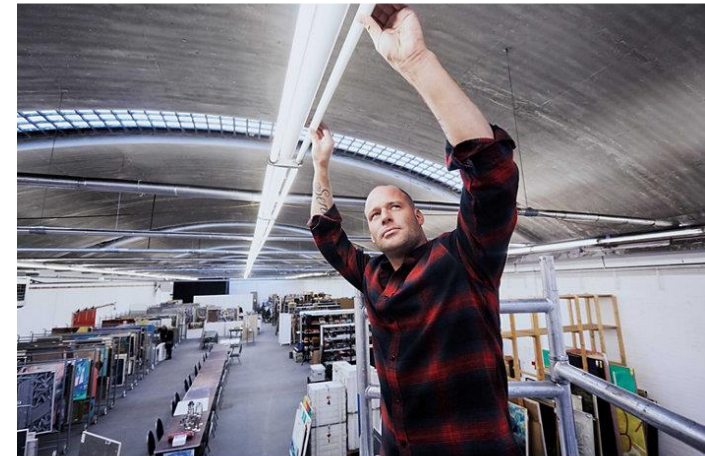
160



Rotatable end caps

Applications

- Specially designed for very long burning hour periods such as in industry applications, healthcare applications,...



MASTER LEDtube EM/Mains T8 Ultra Efficiency

Performance upgrade



The World's best in class performance LEDtube

Philips MASTER LEDtube Ultra Efficiency range offers world's best in class TLED performance to offer best TCO over lifetime

PIPO information: silent change

12nc	Material description	EOC	Lamp Wattage (W) Claim	Replaced Wattage (W)	CCT (K)	Life Time (Hours)	Lumen (lm)
929001376802	MAS LEDtube 1200mm UE 14.5W 840 T8	871869673150500	14.5	36	4000	70000	2500
929001376902	MAS LEDtube 1200mm UE 14.5W 865 T8	871869673152900	14.5	36	6500	70000	2500
929001377002	MAS LEDtube 1500mm UE 21.5W 840 T8	871869673154300	21.5	58	4000	70000	3700
929001377102	MAS LEDtube 1500mm UE 21.5W 865 T8	871869673156700	21.5	58	6500	70000	3700

MASTER LEDtube HF and Universal

The industry's leading performance LEDtube

The new Philips MASTER LEDtube HF and Universal range upgrades to higher lifetime

NEW FAMILY



PIPO information: PIPO same (silent change)

Updates Q2 2019:

- Master HF UO & HO 150lm/w 50k > 60K silent change, same 12NC
- Master UN UO 150lm/w 50k > 60K silent change, same 12NC



Signify