

# 4 Our strategic focus

## 4.3 Accelerate! journey continues

In 2011 we set out on our Accelerate! journey of change and performance improvement. Designed to transform Philips into an agile and entrepreneurial company, Accelerate! is all about delivering meaningful innovation to our customers in local markets – and doing so in a fast and efficient way.

The program has three main thrusts:

- *transform to address underperformance*
- *expand global leadership positions*
- *initiate new growth engines*

We are now in the fifth year of this transformation process, and our Path to Value is clearly mapped out:

### Accelerate! roadmap



For 2016, we continue to expect modest comparable sales growth and we will build on our 2015 operational performance improvement. Taking into account ongoing macro-economic headwinds and the phasing of costs and sales, we expect improvements in the year to be back-end loaded.

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