

PHILIPS

Welcome to the
Financial Analysts Meeting

Forward Looking Statements

Forward Looking Statements

This document contains certain forward-looking statements with respect to the financial condition, results of operations and business of Philips and certain of the plans and objectives of Philips with respect to these items, in particular the outlook paragraph in this report. By their nature, forward-looking statements involve risk and uncertainty because they relate to events and depend on circumstances that will occur in the future. There are a number of factors that could cause actual results and developments to differ materially from those expressed or implied by these forward-looking statements. These factors include, but are not limited to, levels of consumer and business spending in major economies, changes in consumer tastes and preferences, changes in law, the performance of the financial markets, pension costs, the levels of marketing and promotional expenditures by Philips and its competitors, raw materials and employee costs, changes in exchange and interest rates, changes in tax rates and future business combinations, acquisitions or dispositions and the rate of technological changes, political and military developments in countries where Philips operates and industry consolidation. Statements regarding market share, including as to Philips' competitive position, contained in this document are based on outside sources such as specialized research institutes, industry and dealer panels in combination with management estimates. Where information is not yet available to Philips, those statements may also be based on estimates and projections prepared by outside sources or management. Rankings are based on sales unless otherwise stated.

Use of non-GAAP Information

In presenting and discussing the Philips Group's financial position, operating results and cash flows, management uses certain non-US GAAP financial measures. These non-US GAAP financial measures should not be viewed in isolation as alternatives to the equivalent US GAAP measure(s) and should be used in conjunction with the most directly comparable US GAAP measure(s). A discussion of the non-US GAAP measures included in this document and a reconciliation of such measures to the most directly comparable US GAAP measure(s) are contained in this document.

Use of fair value measurements

In presenting the Philips Group's financial position, fair values are used for the measurement of various items in accordance with the applicable accounting standards. These fair values are based on market prices, where available, and are obtained from sources that are deemed to be reliable. Readers are cautioned that these values are subject to changes over time and are only valid at the balance sheet date. When a readily determinable market value does not exist, fair values are estimated using valuation models which we believe are appropriate for their purpose. They require management to make significant assumptions with respect to future developments which are inherently uncertain and may therefore deviate from actual developments. In certain cases, independent valuations are obtained to support management's determination of fair values.

Agenda of today

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|----------------------|---|
| 09:30 – 10:00 | Registration |
| 10:00 | Opening
Alan Cathcart
Investor Relations |
| 10:00 – 10:45 | Philips Medical Systems Strategy
Steve Rusckowski
CEO of Medical Systems |
| 10:45 – 11:10 | Global Market trends and developments
Paul Smit
SVP of Strategy & Business Development |
| 11:10 – 11:30 | Break |

Agenda of today

- 11:30 – 12:00** **PMS business in North America**
Brent Shafer
CEO Global Sales and Service – North America
- 12:00 – 12:30** **PMS business in mature and emerging markets**
Kevin Haydon
CEO of Global Sales & Service Region International
- 12:30 – 13:00** **Ultrasound and Monitoring**
Barbara Franciose
CEO of Ultrasound & Monitoring
- 13:00 – 14:00** **Lunch**

Agenda of today

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| 14:00 – 14:30 | Margin Expansion
Scott Weisenhoff
CFO of Medical Systems |
| 14:30 – 15:00 | Healthcare Informatics
Oran Muduroglu
CEO of Healthcare Informatics |
| 15:00 – 15:30 | Customer Services
Greg Sebasky
CEO of Global Customer Service |
| 15:30 – 16:00 | Sense and Simplicity in In Vitro Diagnostics
Henk van Houten
SVP Research |
| 16:00 – 16:15 | Wrapping up PMS strategy and closing Q&A
Steve Rusckowski |
| 16:15 – 16:30 | Closing remarks
Pierre-Jean Sivignon |

