

PHILIPS

Handheld Diagnostics Program

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Lighting and Innovation Analysts' Day
September 28, 2007

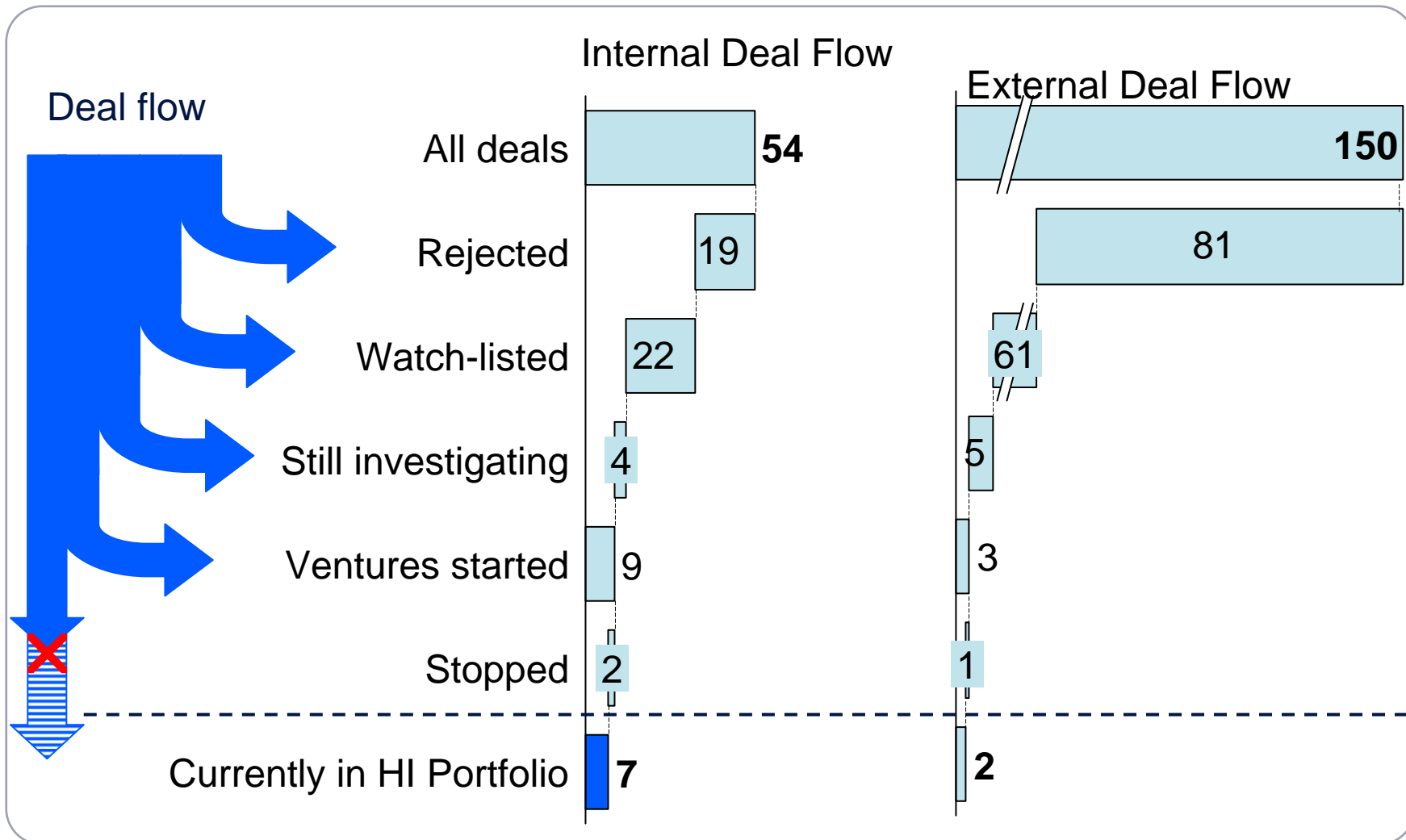
Key Success Factor: Healthcare Incubator Team

We handpick Individuals that bring

- Domain knowledge & network
- Start-up experience
- Strategic Marketing skills
- General Leadership skills

Team	<ul style="list-style-type: none"> • Total team • On payroll of Healthcare Incubator • Contractors from Corporate Technologies 	<p>51 22 29</p>
Healthcare Experience	<ul style="list-style-type: none"> • Total HC/Lifescience experience • CEO experience • Venture / start-up experience • Deal-making and VC experience 	<p>> 300 years > 60 years > 30 years > 60 years</p>
International Network	<ul style="list-style-type: none"> • International advisory boards • International advisory board members • International network in In-Vitro-Diagnostics, Pharma, Biotech, Clinical Science, Academic Hospitals, Venture Capital etc. 	<p>3 23</p>

Selection process similar to venture capital practice



Handheld Roadside Drugs-of-Abuse Testing

From current situation

Unlike for alcohol screening, systematic testing for drugs of abuse is technology limited



To future scenario

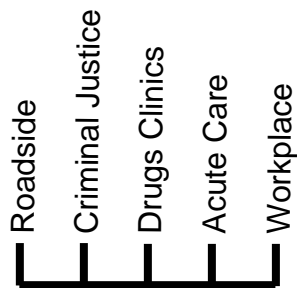
Philips-Cozart handheld solution allows for through-the-window roadside screening for up to 8 drugs of abuse



Market Needs:
Reliable
Fast (1 min.)
Easy to Use

Handheld Drugs-of-Abuse Testing due to launch in 2009

Specific Markets

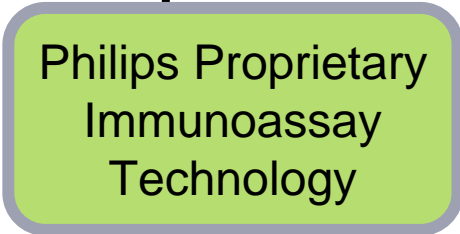


Potential market of EUR 300 m. for Handheld Drugs of Abuse Venture

Application



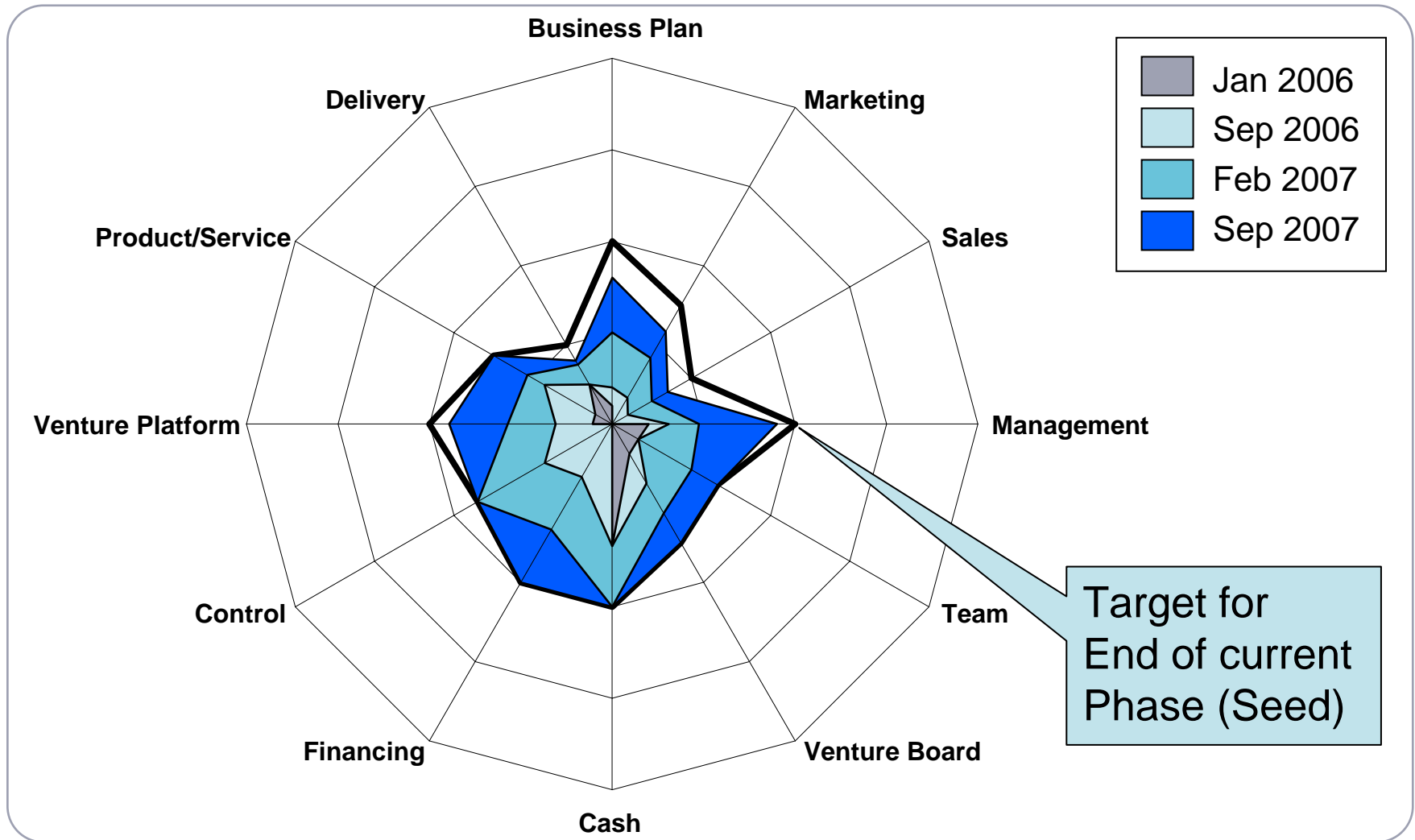
Platform



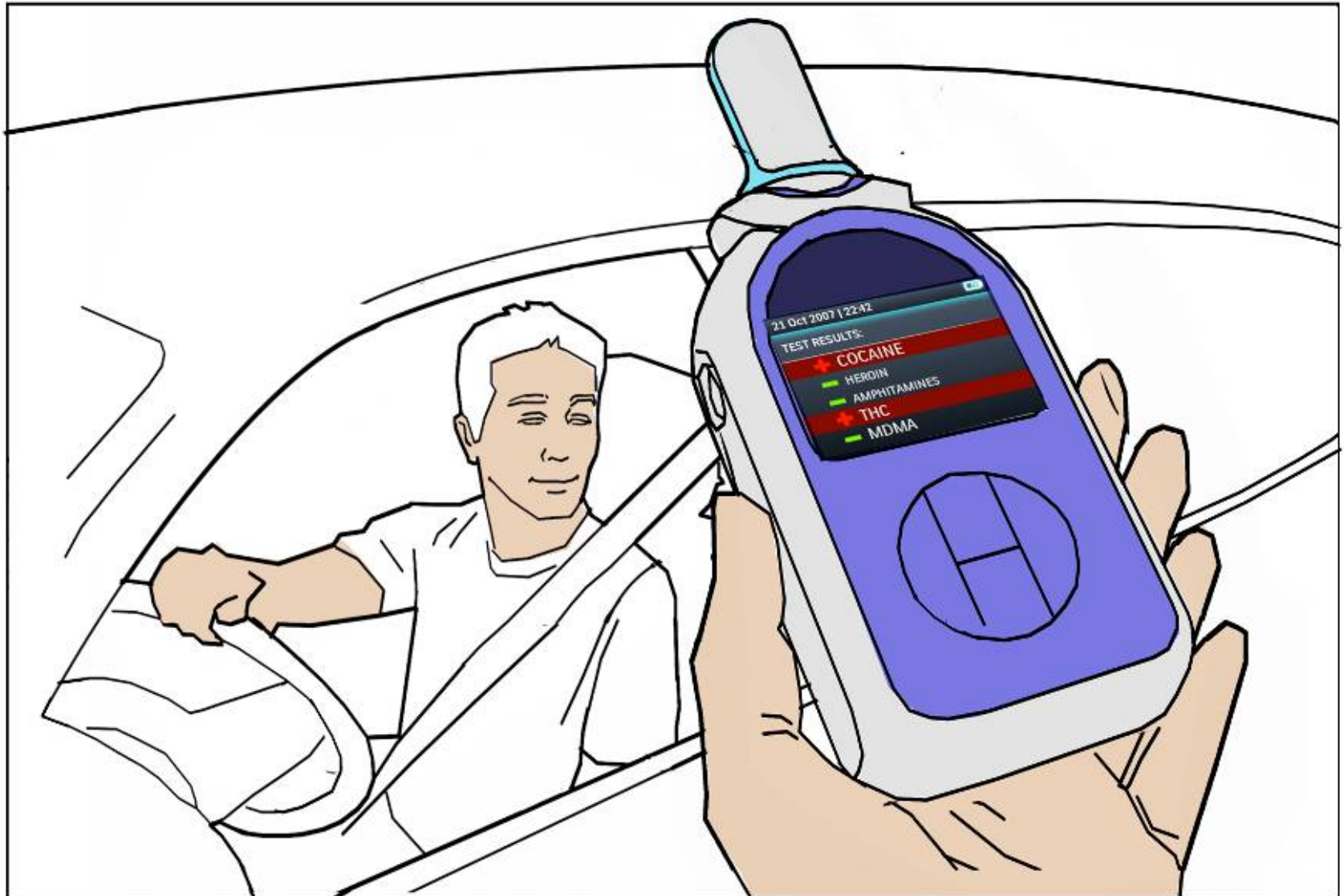
Uniqueness

Philips proprietary (>100 patent applications) technology allowing easy to use, fast and reliable diagnostics in a handheld solution

Bell-Mason Score for Handheld Roadside Drugs-of-Abuse Testing



Handheld Roadside Drug-of-Abuse Testing



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sense and simplicity