

# Agenda of today

- 09:30 – 10:00**      **Registration / Coffee**
- 10:00 – 10:05**      **Opening**  
*Alan Cathcart*  
*Senior Vice President – Investor Relations*
- 10:05 – 11:20**      **Sustainable value creation in CE**  
*Rudy Provoost*  
*CEO Philips Consumer Electronics*
- 11:20 – 11:40**      **Break**
- 11:40 – 13:00**      **Sustainable profitable growth in DAP**  
*Andrea Ragnetti*  
*CEO Philips Domestic Appliances & Personal Care*  
*CMO Royal Philips Electronics*
- 13:00 – 14:15**      **Lunch**

# Agenda of today

- 14:15 – 15:15**      **Philips a market driven company**  
– **Global Marketing Management**  
*Andrea Ragnetti*  
– **Retail Management as a vehicle for value creation**  
*Rudy Provoost*
- 15:15 – 16:00**      **Adding value through Innovation & Emerging Businesses  
and the Corporate Center**  
*Gerard Ruizendaal*  
*Head Corporate Strategy and Corporate Control*
- 16:00 – 16:15**      **Closing remarks**  
*Pierre-Jean Sivignon*  
*CFO Royal Philips Electronics*