

# PHILIPS

sense **and** simplicity

## Wrap Up

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## Key takeaways

- We have **successfully reorganized, over-delivering on cost synergies** and acting decisively to **address margin issues in TV**. We are coming out of the recession **stronger**
- We are executing our strategy to build a **leading Health & Well-being business**. We will focus on generating **profitable growth** through the upcoming **markets recovery**. The key drivers will be: investments in **Innovation** and **Emerging Markets**



