

PHILIPS

sense and simplicity



“Healthcare is a people business. To be sustainable, health organizations must communicate and connect with their customers through innovative approaches and fresh perspectives...”

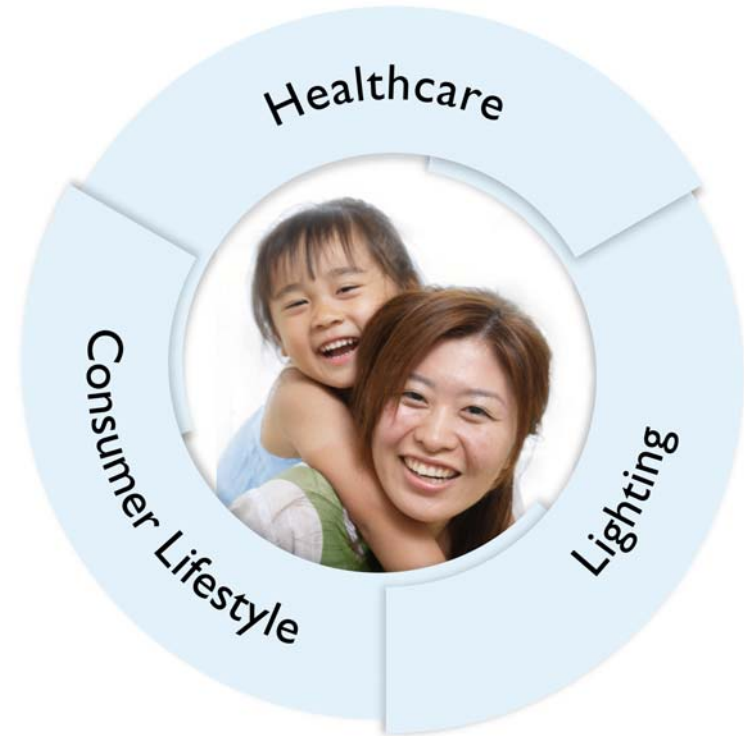
Top 7 Trends in Health Care, PricewaterhouseCoopers' Health Research Institute, 2007

Philips Healthcare

Philips

Simply focused on health and well-being

We improve the quality of people's lives through the timely introduction of meaningful innovations



1 million

Customers purchase
our products every day

A leader in
healthcare for
over 100 years

80,000+

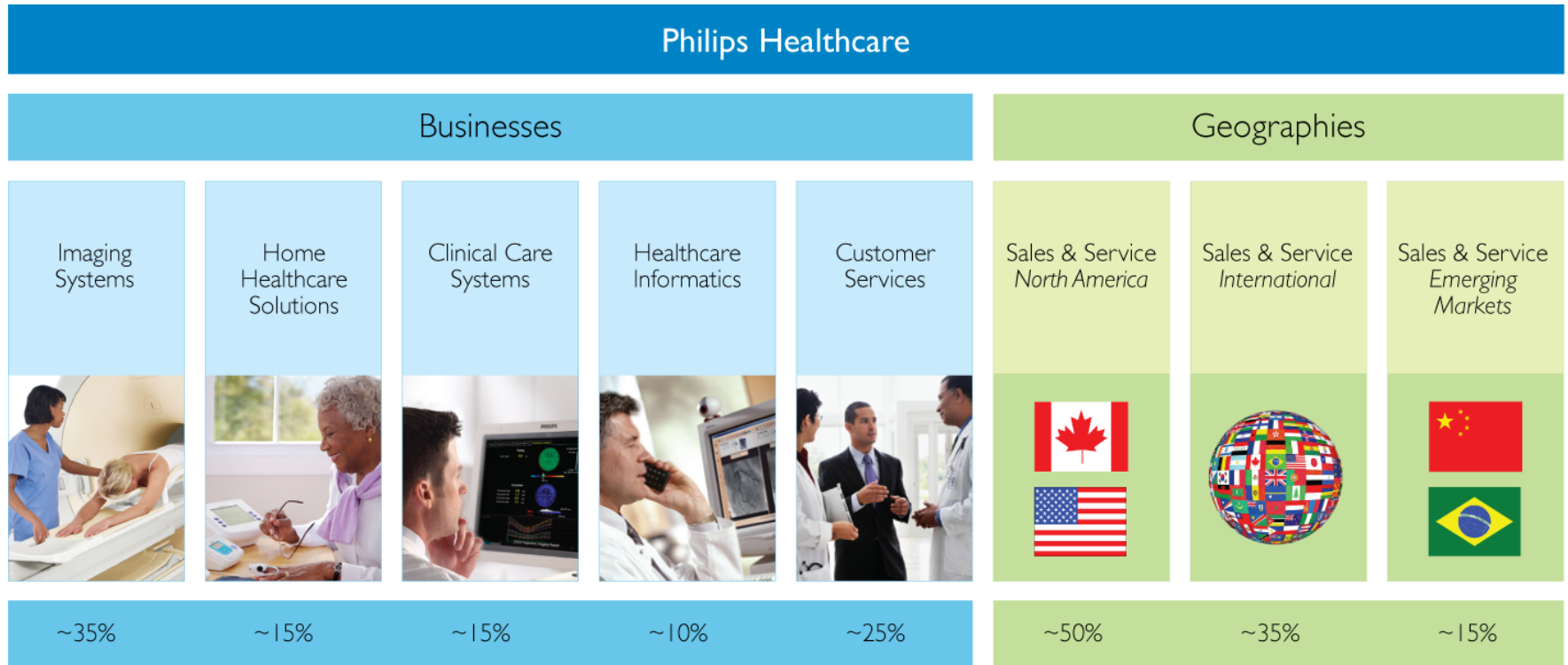
Technology patents

€26.7

Billion in sales

Depth and reach of Philips Healthcare

What we do. Where we are



€6.7

Billion in sales in 2007

35,000

People employed worldwide in 100 countries

11%

of system sales invested in R&D

450+

Products and services offered in over 100 countries

Key products and services of Philips Healthcare

Providing comprehensive support

Philips Healthcare

Businesses



Imaging Systems



Home Healthcare Solutions



Clinical Care Systems



Healthcare Informatics



Customer Services

- Cath Lab
- X-Ray
- CT
- MR
- SPECT
- SPECT/CT
- PET/CT

- Sleep Disorder Breathing
- Medical Alert Services
- Home Cardiac Monitoring
- Home Respiratory
- Senior Living

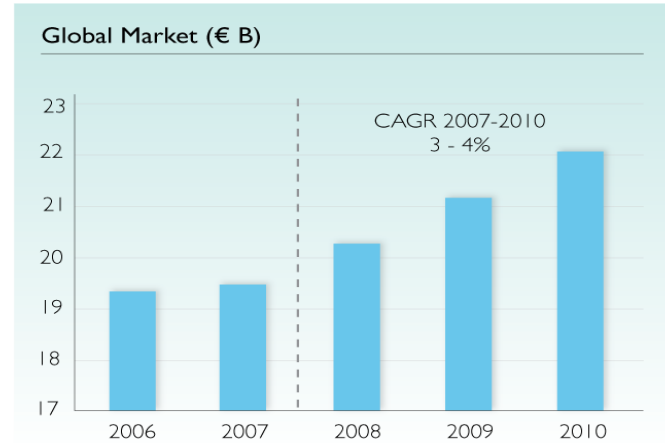
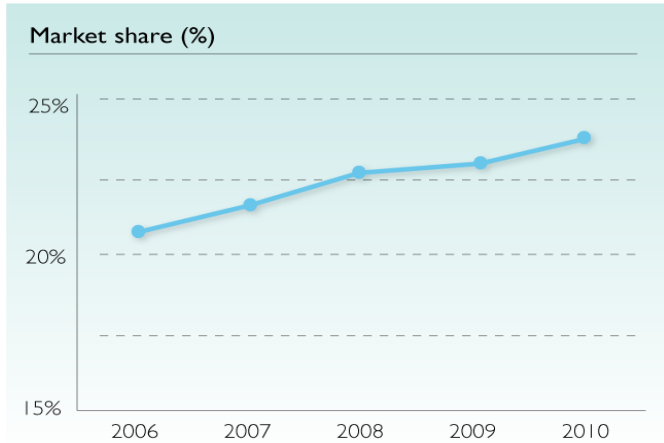
- Ultrasound
- Cardiac Resuscitation
- Ventilation
- ECG Solutions

- Anesthesia Informatics
- Cardiology Informatics
- Critical Care Informatics
- Clinical Decision Support Systems
- Maternal & Perinatal Monitoring Solutions
- Patient Monitoring Systems
- Radiology Informatics

- Ambient Experience
- Value Added Services
 - Planning
 - Start-up
 - Peak Usage
 - Renewal

We continue to gain share in growing markets

Imaging, Cardiac Care, Monitoring and Clinical IT Market



To accomplish Vision 2010, we focus on 3 areas

Focus Areas

Initiatives

Accelerate Growth




1. Increase presence in emerging markets
2. Expand mid / low-end product offering
3. Increase sales to home healthcare
4. Drive growth in healthcare informatics
5. Leverage patient/care provider brand

Increase Margins



1. Expand low cost country sourcing
2. Improve product reliability costs
3. Increase service productivity / effectiveness
4. Optimize market approach
5. Improve quote to cash

Capitalize on Acquisitions



1. Capture value from existing acquisitions
2. Pursue new acquisitions in strategic areas

The Philips healthcare difference

We start with the needs of **patients and their care providers** because understanding their experience ensures we create solutions that best meet their needs.



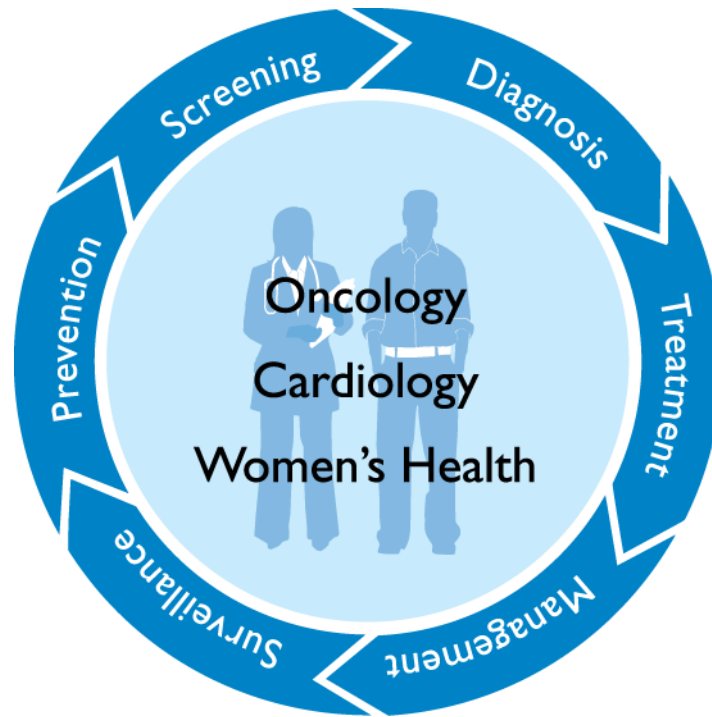
The Philips healthcare difference

We focus on their **specific medical needs**



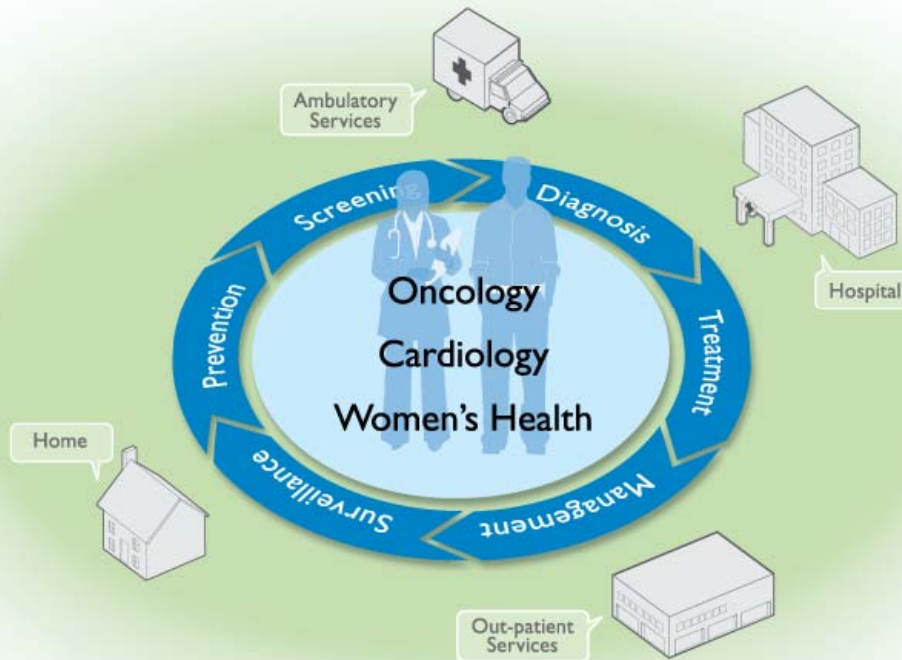
The Philips healthcare difference

throughout **the care cycle...**



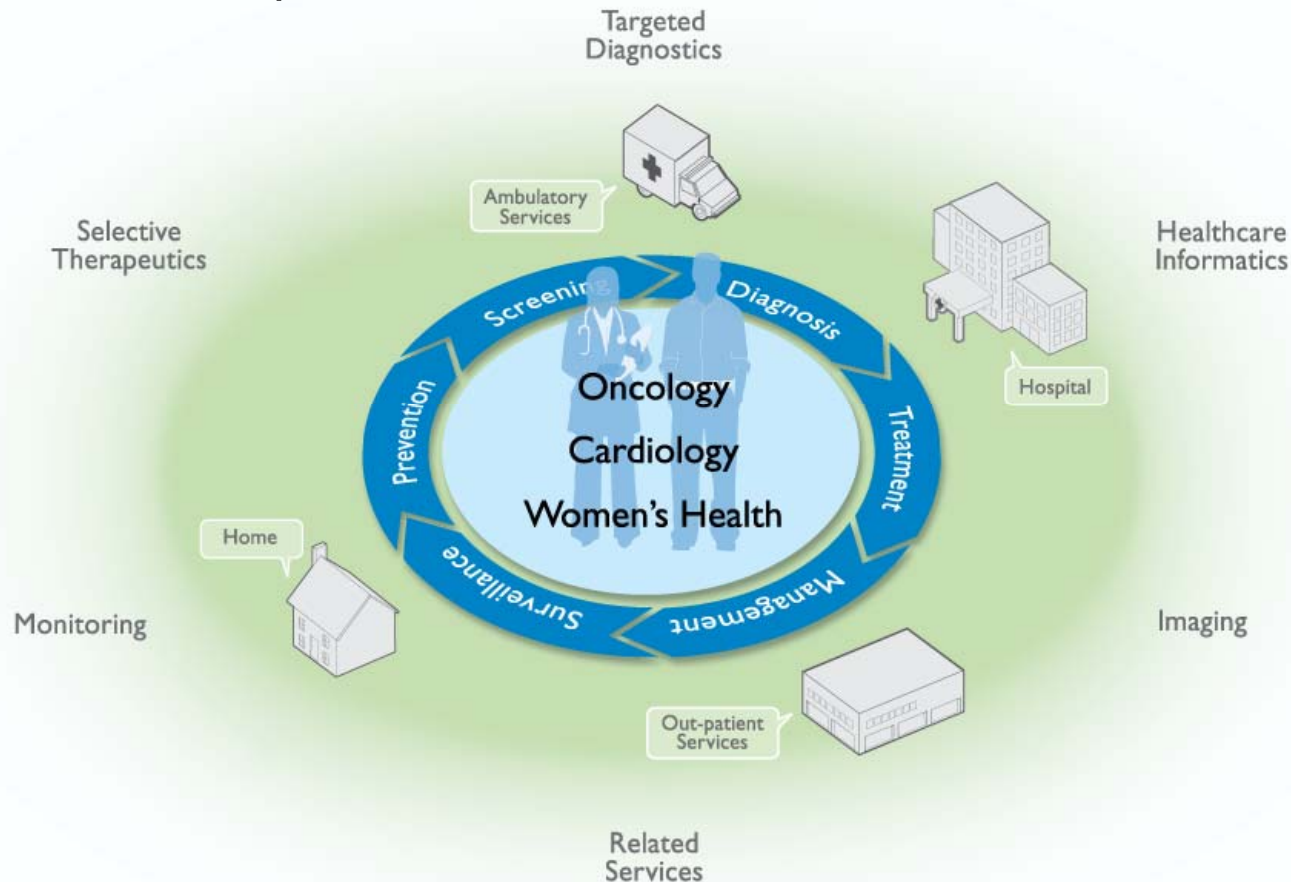
The Philips healthcare difference

wherever that **care occurs**.



The Philips healthcare difference

And we apply our **technology** to improve healthcare quality and reduce cost because **meaningful innovations** create value for patients and care providers.



Leading the way Transforming technologies

Today



Imaging

Early and accurate diagnosis



Clinical IT

Right information at the right time



Home Healthcare

- Emergency systems
- Remote monitoring of vital body signs
- Treating sleep disorders

Tomorrow



Image guided Intervention and molecular imaging

Better outcome, with minimal patient trauma or adverse side effects



Clinical Decision Support

Tools based on an understanding of disease pathways and user insights



Care Everywhere

- Ubiquitous Monitoring
- Home treatment
- Chronic disease management

The Philips care cycle approach is different Comprehensive support.

for the patient



- Faster, more accurate diagnosis
- Reduced stress and increased relaxation for patient and family
- Increase patient satisfaction and value

for the clinician



- Improved patient outcomes
- More focused time with patients to focus on disease management
- Increased job satisfaction

for the administrator



- Improved quality of care and patient safety
- Increased equipment utilization
- Improved revenue cycle
- Reduced costs

In conclusion

- We have established a unique position in a dynamic and growing market
- We have made progress in growing market share, extending our product portfolio and integrating acquisitions
- We are committed to achieving Vision 2010 through growth, margin expansion and acquisitions
- We see exciting growth opportunities ahead
- We have a bright future as one of the top Healthcare companies in the world

