

PHILIPS

Lighting Strategy: Accelerating profitable growth

- Building on strength in existing businesses
- Shaping the future in new business areas

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Profitable growth programs

- Existing markets:
 - Environmental opportunity
 - Marketing Excellence
 - End user driven Innovation
- Leading key accounts
- Emerging regions
- New business:
 - LCD backlighting
 - LED components: Philips Lumileds Lighting
 - Solid State Lighting modules and systems



Lighting: We break-away from the past

- We accelerate growth on basis of strength
- We enter new and high-growth consumer applications
- We shape our future in Solid State Lighting

