

PHILIPS

Wrap-up

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Conclusion

We improve people's lives

- Marketing Excellence: Brand foundation
- End user driven innovation

Building on strength – securing financial results

- China
- Key account management
- Business to Business
- Supply excellence

Thinking the future – profitable growth

- Automotive, Special Lighting & UHP
- Solid State Lighting
- People:
 - New business models, faster change
 - New capabilities, new culture, diversity
 - Cross boundary cooperation



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

