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## Information on attending the Annual Meeting 2010

The Board of Management has determined that for the Annual General Meeting of Shareholders of Koninklijke Philips Electronics N.V. to be held on Thursday, March 25, 2010, at 2 p.m., in the Okura Hotel Amsterdam, Ferdinand Bolstraat 333, Amsterdam, Netherlands, with respect to common shares the persons who will be considered as entitled to vote and/or attend the General Meeting of Shareholders, are those persons who on March 3, 2010, after processing of all settlements per this time ('Registration Time') have these rights and are registered as such in a (sub)register designated by the Board of Management. The (sub)registers for bearer shares are the administrations held at the Registration Time by the banks and brokers which are according to the Dutch Securities Depository Act ('Wet giraal effectenverkeer') participating institutions ('aangesloten instelling') of Nederlands Centraal Instituut voor Giraal Effectenverkeer B.V. ('Participation Institution'). The registers which apply to holders of registered shares are mentioned in the letters sent to the holders of registered shares.

Holders of common shares who either in person or by proxy wish to attend the general meeting, have to register for the general meeting as follows:

- Holders of bearer shares who either in person or by proxy wish to attend the general meeting (other than by proxy via the Shareholders' Communication Channel or than by proxy via [www.rbs.com/evoting](http://www.rbs.com/evoting)), should notify The Royal Bank of Scotland N.V. ('RBS'), Service Desk, tel +31 20 464 3707, not later than 5 p.m., March 19, 2010. They must submit a confirmation by the Participating Institution, in which administration they are registered as holders of the shares, that such shares are registered and will remain registered in its administration up to and including the Registration Time, whereupon the holder will receive an admission ticket for the general meeting. Holders of shares who wish to attend by proxy have to submit the proxy at the same time.
- Holders of bearer shares who have received a voting instruction form via the Shareholders Communication Channel and want to use this form to vote at the General Meeting of Shareholders, have to return this form, duly filled in and executed to Proxy Services, Antwoordnummer 55012, 3640 VB Mijdrecht, the Netherlands. It is also possible to vote via internet, [www.proxyvote.nl](http://www.proxyvote.nl); in such case a shareholder has to register by using the code printed on the voting instruction form. The voting instruction form has to be received, either in hard copy or via the internet, on March 19, 2010, 5 p.m. (Dutch time).
- Holders of bearer shares can also give voting instructions via internet, [www.rbs.com/evoting](http://www.rbs.com/evoting). Upon casting their vote on this website, the holders give proxy to ANT Trust & Corporate Services N.V. in Amsterdam, to vote on their shares at the General Meeting of Shareholders. Voting instructions have to be received on March 19, 2010, 5 p.m. (Dutch time).
- Holders of registered shares who either in person or by proxy wish to attend the general meeting, have to notify the Company in the manner set forth in the letters sent to them.