
Koninklijke Philips Electronics N.V. Notice convening the annual meeting of shareholders

to be held on **Thursday, March 31, 2011, beginning at 10.00 A.M. (CET)** in **Hotel Okura Amsterdam**, Ferdinand Bolstraat 333, Amsterdam.

In short, the following agenda items are scheduled for this meeting of shareholders:

1. Speech President
2. Annual Report 2010, distribution to shareholders and discharge
3. Composition of the Board of Management
4. Composition of the Supervisory Board
5. Proposal to appoint the external auditor of the Company
6. Authorization of the Board of Management to
 - (i) issue shares or grant rights to acquire shares; and
 - (ii) restrict or exclude preemption rights
7. Authorization of the Board of Management to acquire shares in the Company
8. Any other business

The full agenda with the explanatory notes, the annual report, the financial statements and other supporting information and the binding recommendations of nominees including personal details, are available on the corporate website (www.philips.com/shareholder) and at the Company's offices (Amstelplein 2, 1096 BC Amsterdam). The latter documentation can also be obtained from The Royal Bank of Scotland N.V. ('RBS'), tel +31 20 464 3707 or by email: corporate.actions@rbs.com.

On February 17, 2011 the total number of shares Koninklijke Philips Electronics N.V. outstanding is 986,078,784 ordinary shares and the number of voting rights is 946,981,229.

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 31, 2011, at 10 a.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, 2011,



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 or intermediaries of Nederlands Centraal Instituut voor Giraal Effectenverkeer B.V. ('Participation Institution'). The designated registers which apply to holders of registered shares are the Company's share register at the Company's office in Eindhoven and the Company's share register at the office of Citibank in New York.

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 other than by proxy via www.rbs.com/evoting), should notify The Royal Bank of Scotland N.V. ('RBS'), Equity Capital Markets/Corporate Actions, tel +31 20 464 3707, not later than March 25, 2011, 5 p.m. (Dutch time). They must submit to RBS a confirmation by the Participating Institution or intermediary, in which administration they are registered as holders of the shares, that such shares were registered in its administration on 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 (available on www.philips.com/shareholder).
- 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 5246, 3600 ZN Mijdrecht, the Netherlands. It is also possible to vote via internet, 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 25, 2011, 5 p.m. (Dutch time).
- Holders of bearer shares can also give voting instructions via internet, 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 25, 2011, 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.

Amsterdam, February 17, 2011

The Board of Management