
Binding Recommendations

- President and Chairman of the Board of Management
- Members of the Board of Management
- Members of the Supervisory Board

**In relation to the General Meeting of Shareholders
of Koninklijke Philips Electronics N.V. ('Royal Philips Electronics')
To be held on March 31, 2011**

Binding recommendation President and Chairman of the Board of Management

In accordance with article 10, paragraph 2 of the Articles of Association of Koninklijke Philips Electronics N.V. (the “Company”), the Supervisory Board has drawn-up the following binding recommendation of nominees for the position as President and Chairman of the Board of Management of the Company, the first nominated being proposed for appointment by the General Meeting of Shareholders of the Company to be held on March 31, 2011:

Nomination Mr F.A. van Houten

1. Frans van Houten, 1960, Dutch

Member of the Group Management Committee since October 1, 2010.

Mr Van Houten started his career with the company in 1986 in marketing and sales at Philips Data Systems and held several leadership positions within the company. He became CEO of Airvision, an in-flight entertainment startup in the United States in 1992, and was appointed vice president international sales and operations of Philips Kommunikations Industrie in Germany in 1993. In 1996 Mr Van Houten joined Philips’ Consumer Electronics division for which he led the region Asia Pacific, Middle East and Africa, based in Singapore.

In 2002, he became co-CEO of the Consumer Electronics division and was appointed member of Philips’ Group Management Committee in 2003. In 2004, Mr Van Houten was appointed CEO of Philips Semiconductors and in 2006 joined Philips’ Board of Management until the spin out and creation of NXP Semiconductors in September of that year. From 2006 up to 2009, Mr Van Houten was President/Chief Executive Officer of NXP. Thereafter, Mr Van Houten has led the project to separate ING Group’s banking and insurance operations as an advisor to ING’s management board.

Mr Van Houten was born in the Netherlands in 1960 and holds a Masters degree in Economics and Business Management from the Erasmus University in Rotterdam, The Netherlands.

2. Ron Wirahadiraksa, 1960, Dutch

Executive Vice President and Chief Financial Officer of Philips Healthcare

Binding recommendations members of the Board of Management

In accordance with article 10, paragraph 2 of the Articles of Association of Koninklijke Philips Electronics N.V. (the “Company”), the Supervisory Board has drawn-up the following binding recommendations of nominees for the position of member of the Board of Management of the Company, the first nominated being proposed for appointment by the General Meeting of Shareholders of the Company to be held on March 31, 2011:

Nomination Mr R.H. Wirahadiraksa

1. Ron Wirahadiraksa, 1960, Dutch

Executive Vice President and Chief Financial Officer of Philips Healthcare

Mr Wirahadiraksa joined Philips in 1987. After working in the Netherlands, Greece, Malaysia and the U.S., he became Chief Financial Officer at LG.Philips LCD in South Korea in 1999. At that venture, as President and Chief Financial Officer he shared operating leadership as Joint Representative Director with the Korean CEO. He led the 2004 Initial Public Offering of LG.Philips LCD on the Seoul and New York Stock Exchanges and other major funding transactions as well as handled several multi-billion dollar capital expenditure projects. Mr Wirahadiraksa became Chief Financial Officer at Philips Healthcare in 2008.

Mr Wirahadiraksa graduated with a Doctoral in Business Economics from The Free University of Amsterdam, the Netherlands. He also graduated as a Certified Registered Controller.

The proposal to appoint Mr Wirahadiraksa as member of the Board of Management is made in connection with the succession of Mr Sivignon as Chief Financial Officer.

2. Mr P.A.J. Nota, 1964, Dutch

Nomination Mr P.A.J. Nota

1. Pieter Nota, 1964, Dutch

Member of the Group Management Committee since August 1, 2010 and Chief Executive Officer of Philips Consumer Lifestyle, since September 1, 2010.

Mr Nota started his career at Unilever in the Netherlands, as a Brand Manager, in 1990. After becoming a Product Group Manager and National Account Manager, he became the Marketing Manager Innovations Europe for Unilever in the United Kingdom in 1996. From 1998-2002 he was the Marketing Director and Member of the Executive Board, of Unilever Poland, and from 2002-2005 he was the Marketing Director and Member of the Executive Board, of Unilever Germany. From 2005 to mid 2010 he was Executive Board Member and Chief Marketing & Innovation Officer of Beiersdorf AG, and was responsible for global Marketing, R&D and Sales, including a significant regional P&L responsibility.

Mr Nota was born in the Netherlands in 1964 and holds a degree in Business Administration.

2. Mr E.P. Coutinho, 1951, Dutch

Eric Coutinho is Member of the Group Management Committee, Secretary to the Board of Management and Chief Legal Officer.

Binding recommendations members of the Supervisory Board

In accordance with Article 19, paragraph 2 of the Articles of Association of the Company, the Supervisory Board has drawn-up the following binding recommendations of nominees for the position of member of the Supervisory Board of the Company, the first nominated being proposed for appointment by the General Meeting of Shareholders of the Company to be held on March 31, 2011.

Nomination Mr C.J.A. van Lede

1. Mr Van Lede was born in 1942 and has Dutch nationality. He has been a member of the Supervisory Board since 2003. Mr Van Lede is Chairman of the Supervisory Board of Heineken, executive member of the Boards of AirFrance/KLM, Sara Lee Corporation, Air Liquide and Senior Advisor of JP Morgan Plc.

In view of the business and management experience of Mr Van Lede, and the way he fulfils his role as a member of the Supervisory Board and as chairman of the Remuneration Committee, the Supervisory Board proposes to re-appoint Mr Van Lede.

As per December 31, 2010, Mr C.J.A. van Lede does not hold any shares in the Company.

2. Mr J.M.Thompson

Nomination Mr J.M.Thompson

1. Mr Thompson was born in 1942 and has Canadian nationality. He has been a member of the Supervisory Board since 2003. Mr Thompson is Chairman of the Board of Toronto Dominion Bank and a Director of Thomson Corporation.

In view of the experience in Anglo-American industry and financial institutions of Mr Thompson, and the way he fulfils his role as a member of the Supervisory Board and the Remuneration Committee and the Corporate Governance and Nomination & Selection Committee, the Supervisory Board proposes to re-appoint Mr Thompson.

As per December 31, 2010, Mr J.M.Thompson holds 1,000 shares in the Company.

2. Mr H. von Prondzynski

Nomination Mr H. von Prondzynski

1. Mr Von Prondzynski was born in 1949 and has German nationality. He has been a member of Supervisory Board since 2007. Mr Von Prondzynski is currently member of the Supervisory Board of Qiagen, independent director with Hospira, Inc., and Chairman and non-exective Member of the Board of Directors of Nobel Biocare Holding AG and HTL Strefa.

In view of the experience in the medical business of Mr Von Prondzynski, and the way he fulfils his role as a member of the Supervisory Board and the Audit Committee, the Supervisory Board proposes to re-appoint Mr Von Prondzynski.

As per December 31, 2010, Mr H. von Prondzynski holds 3,010 shares in the Company.

2. Mr J.P. Tai

Nomination Mr J.P. Tai

1. Mr Tai was born in 1950 and has American nationality. Mr Tai is at present member of the Board of Directors of NYSE Euronext, MasterCard Incorporated, CapitalLand Ltd., Cassis International Pte. Ltd. and Brookstone Inc. (chairman).

Mr Tai is active in a number of professional, international and civic organizations in Singapore and the United States. These activities include: member of the Bloomberg Asia Pacific Advisory Board and member of the Harvard Business School Asia Pacific Advisory Board.

Mr Tai is former vice-chairman and CEO of DBS Group Holdings Ltd. and former managing director in the Investment Banking Division of J.P. Morgan & Co.

In view of his knowledge and experience in financial and economic aspects of international businesses, the Supervisory Board proposes to appoint Mr Tai as a member of the Supervisory Board.

As per December 31, 2010, Mr J.P. Tai does not hold any shares in the Company.

2. Mr M.J.G.C. Raaijmakers

Mr Raaijmakers was born in 1944 and has the Dutch nationality. He is professor emeritus in Corporate Law of Tilburg University. He is former Legal Advisor of the Company.

As per December 31, 2010 Mr M.J.G.C. Raaijmakers does not hold any shares in the Company.

February 2011
