

# Innovation, Enterprise Informatics and Artificial Intelligence

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**PHILIPS**

# Innovation

# Creating value for stakeholders through high-impact innovation

€1.7bn  
>9% of sales  
in 2023, industry leading

~50% of sales  
from new and upgraded products  
launched in last 3 years

>50% of R&D workforce on  
software, data & AI

# Innovating sustainably with quality as highest priority



**People and  
patient-centric**



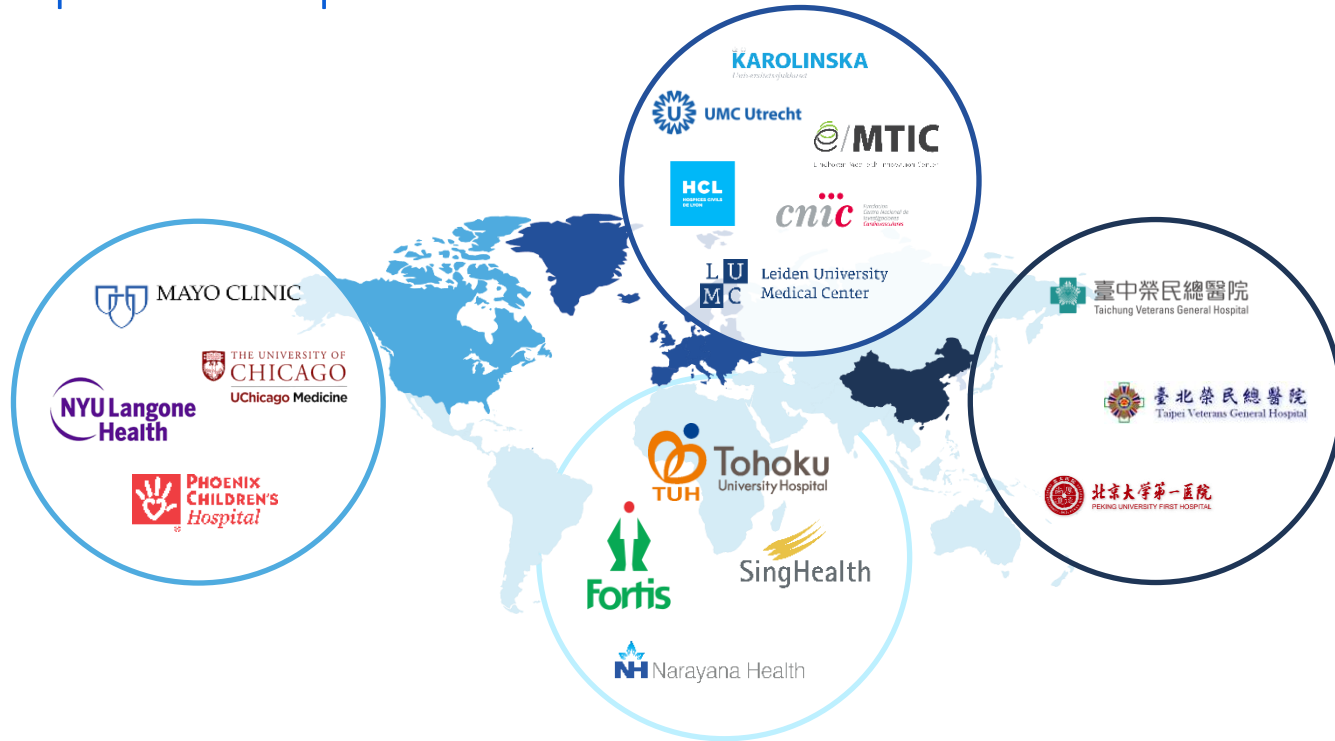
**Business-led**



**Scalable**



# Innovation is deeply clinically embedded through global partnerships





# MR SmartSpeed: delivering image and speed without compromise

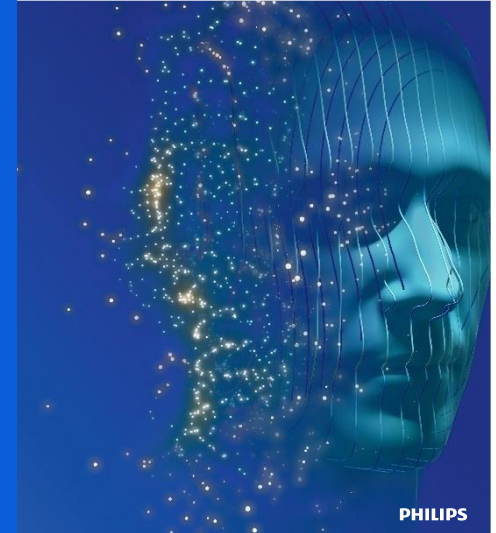
Co-developed with Leiden University Medical Center (LUMC), The Netherlands

- SmartSpeed increases MR capacity by reducing scan times
- No compromise in image quality and costs
- Improving patient satisfaction and accessibility

*“In our win-win partnership, Philips learns what works in clinical practice, while we benefit from improved operations”*



**Prof. Dr. M.A. van Buchem**  
Chairman of the Radiology  
Department LUMC



**3X**  
faster scan

**+65%**  
higher resolution

**97% compatibility**  
with clinical protocols



# Creating an open ecosystem with technology partners

“Organizations such as Philips will play an absolutely key role in the dissemination of AI in the future.

Patients and organizations trust technology providers with whom they have a relationship. It will be organisations such as Philips will provide the platforms that actually deliver it to end users”

**Dr. Rowland Illing**

*Director and CMO<sup>1</sup>, International Public Sector Health  
Amazon Web Services*





# Businesses are accountable to deliver innovation from creation to delivery

R&D spend

## Diagnosis & Treatment



Diagnostic Imaging



Ultrasound



Image-Guided Therapy

## Connected Care



Enterprise Informatics



Monitoring



Sleep & Respiratory Care

## Personal Health



Personal Health

90%

Driving quality through integrated innovation, design and sustainability

## Enterprise innovation

10%

Fundamental and breakthrough innovation, ventures and partnerships





# Externally recognized for innovation, design and sustainability

## Innovation thought leadership



**Clarivate Top 100  
Global Innovator™**  
11th year in a row



**Top-5 patent  
applicant in MedTech**  
with 753 AI patent  
applications

## Design excellence



**iF Design Award**  
53 designs awarded



**reddot winner 2024**  
best innovative product

**Best of the Best**  
Won by LumiGuide

## Sustainable innovation



**LexisNexis**  
Based on patent  
quality and impact

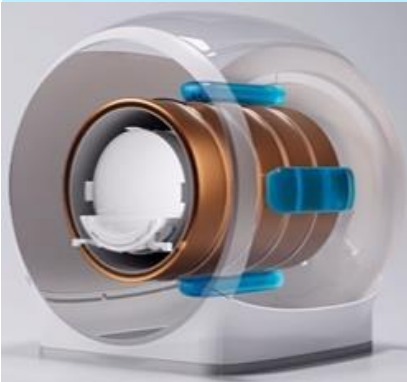


**Carbon leadership**  
Ranked among world's  
top companies



# Scalable: setting the standard across segments of care

BlueSeal MR



- Helium-free
- Installable everywhere
- AI-enabled
- >1400 systems installed

Azurion



- One more patient a day
- Industry leader cardiac care, extending to brain
- 5 million procedures a year on Azurion system

Patient Information Center iX



- Monitoring ecosystems across all acuity settings
- Up-to-minute data for 1,600 patients
- 1 in 2 hospitals use this PIC iX monitor in the US

OneBlade



- New hybrid shaving category
- 90% market share
- 100+ million blades & 50+ million handles sold

# Key takeaways

Innovating sustainably with quality as highest priority



## People and patient-centric

Ecosystem with clinical and technology partnerships



## Business-led

Businesses are accountable to deliver innovation from creation to delivery



## Scalable

Focused, standard-setting innovation with higher return

# Enterprise Informatics

# Largest vendor-agnostic Enterprise Informatics business

EUR 1.2 billion sales

~2x Philips growth

## Imaging informatics



Diagnosing patients by reviewing images

- #1 Radiology
- #1 Cardio
- #3 Pathology

## Clinical integration



Integrating and analyzing data from >1,200 medical devices

#1 Medical device integration (US)

## Telecare



Enable remote care delivery

- #1 eICU
- #1 Critical care EMR

# Scaling to unlock insights and deliver profitable growth

	Growth driver	Impact	Benefit
1	Migration to cloud	Simpler delivery, higher margins	Remote access and cybersecurity
2	AI-enabled automation	Strong competitive advantage	Better workflow and productivity
3	Open and vendor-agnostic	Broadest addressable market	Simpler customer IT integration

# Single software business with tailored operating model to innovate faster



# Artificial Intelligence



# We are leading in AI across the portfolio

AI-enabled  
imaging informatics



AI-enabled  
CT 5300



AI-enabled  
Azurion



- AI enables faster and more efficient clinical decisions for better patient outcomes
- In imaging informatics AI speeds up image processing, resolution and quality
- AI applications, such as MR SmartSpeed, are monetized as add-on subscriptions



Better care for more people

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