

PHILIPS

sense and simplicity

Royal Philips Electronics
Consumer Lifestyle Analysts' Day

PHILIPS

sense **and** simplicity

Opening

Stewart McCrone
Head of Investor Relations

December 4, 2008

Agenda of today

09:30 – 10:15	Registration & Networking
10:15 – 10:20	Opening Stewart McCrone <i>Head of Investor Relations</i>
10:20 – 10:45	Update on the Philips Group Gerard Kleisterlee <i>President & CEO Royal Philips Electronics</i>
10:45 – 11:00	Break
11:00 – 12:00	Consumer Lifestyle Today Andrea Ragnetti <i>CEO Philips Consumer Lifestyle</i>
12:00 – 12:45	Financial Strategy Paul Verhagen <i>CFO Philips Consumer Lifestyle</i>
12:45 – 14:00	Lunch

Agenda of today

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|----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 14:00 – 15:00 | Marketing Strategy
Egbert van Acht
<i>CMO Philips Consumer Lifestyle</i> |
| 15:00 – 15:45 | Consumer Lifestyle Tomorrow
Andrea Ragnetti
<i>CEO Philips Consumer Lifestyle</i> |
| 15:45 – 16:00 | Break |
| 16:00 – 16:30 | Panel Q&A
Andrea Ragnetti, <i>CEO Philips Consumer Lifestyle</i>
Paul Verhagen, <i>CFO Philips Consumer Lifestyle</i>
Egbert van Acht, <i>CMO Philips Consumer Lifestyle</i> |
| 16:30 – 16:50 | Philips Update on Financial- and Other Matters
Jan van Leeuwen
<i>Head of Corporate Control</i> |
| 16:50 – 16:55 | Closing Remarks
Pierre-Jean Sivignon
<i>CFO Royal Philips Electronics</i> |



Forward Looking Statements

Forward-looking statements

This document and the related oral presentation, including responses to questions following the presentation may contain certain forward-looking statements with respect to the financial condition, results of operations and business of Philips and certain of the plans and objectives of Philips with respect to these items. We caution readers that no forward-looking statement is a guarantee of future performance and that actual results could differ materially from those contained in the forward-looking statements. Examples of forward-looking statements include statements made about our strategy, estimates of sales growth, future EBITA and cost savings and future developments in our organic business as well as the benefit of future acquisitions, and our capital position. By their nature, forward-looking statements involve risk and uncertainty because they relate to future events and circumstances and there are many factors that could cause actual results and developments to differ materially from those expressed or implied by these forward-looking statements.

These factors include but are not limited to domestic and global economic and business conditions, the successful implementation of our strategy and our ability to realize the benefits of this strategy, our ability to develop and market new products, changes in legislation, legal claims, changes in exchange and interest rates, changes in tax rates, pension costs, raw materials and employee costs, our ability to identify and complete successful acquisitions and to integrate those acquisitions into our business, our ability to successfully exit certain businesses or restructure our operations, the rate of technological changes, political, economic and other developments in countries where Philips operates, industry consolidation and competition. As a result, Philips' actual future results may differ materially from the plans, goals, and expectations set forth in such forward-looking statements.

Additional risks and factors are identified in our Annual Report for the fiscal year ended December 31, 2007 and our Annual Report on Form 20-F filed with the U.S. Securities and Exchange Commission (the "SEC"), which is available on the SEC's website at www.sec.gov. Readers should consider the disclosures in that Report and any additional disclosures that we have made or may make in documents that we have filed or furnished to the SEC or may file with or furnish to the SEC or other regulatory authorities.

Any forward-looking statements made by or on our behalf speak only as of the date they are made. We do not undertake to update forward-looking statements to reflect any changes in expectations with regard thereto or any changes in events, conditions or circumstances on which any such statement is based. Statements regarding market share, including as to Philips' competitive position, contained in this document are based on outside sources such as specialized research institutes, industry and dealer panels in combination with management estimates. Where information is not yet available to Philips, those statements may also be based on estimates and projections prepared by outside sources or management. Rankings are based on sales unless otherwise stated.

US GAAP basis of presentation

The financial information included in this document is based on US GAAP, unless otherwise indicated. As used in this document, the term EBIT has the same meaning as Income from operations (IFO).

Use of non-GAAP Information

In presenting and discussing the Philips Group's financial position, operating results and cash flows, management uses certain non-US GAAP financial measures, like: comparable growth; EBITA; NOC; net debt (cash); and cash flow before financing activities. These non-US GAAP financial measures should not be viewed in isolation as alternatives to the equivalent US GAAP measures. In our Quarterly report, Annual report or form 20-F we've included a reconciliation of such non-US GAAP financial measures to the most directly related US GAAP measures.

Use of fair value measurements

In presenting the Philips Group's financial position, fair values are used for the measurement of various items in accordance with the applicable accounting standards. These fair values are based on market prices, where available, and are obtained from sources that are deemed to be reliable. Readers are cautioned that these values are subject to changes over time and are only valid at the balance sheet date. When a readily determinable market value does not exist, fair values are estimated using valuation models, which we believe are appropriate for their purpose. They require management to make significant assumptions with respect to future developments which are inherently uncertain and may therefore deviate from actual developments. Critical assumptions used are disclosed in the financial statements. In certain cases, independent valuations are obtained to support management's determination of fair values.

