

Investor presentation

January 29, 2024



Important information



Forward-looking statements and other important information

This document and the related oral presentation, including responses to questions following the presentation, 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. Examples of forward-looking statements include statements made about our strategy, estimates of sales growth, future Adjusted EBITA*), future restructuring and acquisition related charges and other costs, future developments in Philips' organic business and the completion of acquisitions and divestments. Forward-looking statements made about our strategy, estimates of sales growth, future Adjusted EBITA*), future containing words such as "anticipates", "assumes", "believes", "estimates", "should", "will", "will likely result", "forecast", "outlook", "projects", "may" or similar expressions. By their nature, these 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 statements.

These factors include but are not limited to: Philips' ability to gain leadership in health informatics in response to developments in the health technology industry; Philips' ability to transform its business model to health technology solutions and services; macroeconomic and geopolitical changes; integration of acquisitions and their delivery on business plans and value creation expectations; securing and maintaining Philips' intellectual property rights, and unauthorized use of third-party intellectual property rights; ability to meet expectations with respect to ESG-related matters; failure of products and services to meet quality or security standards, adversely affecting patient safety and customer operations; breaches of cybersecurity, challenges in connection with Philips' trategy to improve execution and other business performance initiatives; the resilience of our supply chain; attracting and retaining personnel; challenges to drive operational excellence and speed in bringing innovations to market; compliance with regulations and standards including quality, product safety and (cyber) security; compliance with business conduct rules and regulations including privacy and upcoming ESG disclosure and due diligence requirements; treasury and financing risks; tax risks; reliability of internal controls, financial reporting and management process; global inflation. As a result, Philips' actual future results may differ materially from the plans, goals and expectations set forth in such forward-looking statements. For a discussion of factors that could cause future results to differ from such forward-looking statements, see also the Risk management the philips semi-annual report 2023.

Israel

2

The risk factors discussed in Philips' Annual Report 2022 (section 6.3) include the strategic risk that the company's global operations are exposed to geopolitical and macroeconomic changes. The current situation in Israel further increases economic and political uncertainty and may affect the company's results of operations, financial position and cash flows. Philips is present in Israel with several subsidiaries, mainly in Diagnosis & Treatment and Connected Care, that are primarily involved in manufacturing and research and development (R&D) activities. Please refer to our 2022 Country Activity and Tax Report (p. 37) for further information on our activities in Israel.

Respironics

Philips has recognized a provision related to the voluntary recall notification in the US/field safety notice outside the US for certain sleep and respiratory care products, based on Philips' best estimate for the expected field actions. Future developments are subject to uncertainties, which require management to make estimates and assumptions. Actual outcomes in future periods may differ from these estimates and affect the company's results of operations, financial position and cash flows. Furthermore, Philips is a defendant in several class-action lawsuits and individual personal injury claims and is in the process of finalizing a consent decree with the FDA. Given the uncertain nature of the relevant events, and of their potential financial and operational impact and associated obligations, if any, the company has not made any legal provisions in the accounts for these matters, except for the following. In the first quarter of 2023, Philips Respironics recorded a provision in connection with an anticipated resolution of the economic loss class action pending in the US. The provision is subject to final court approval of the negotiated settlement agreement and is based on Philips' best estimate for the expected settlement agreement and is based on Philips' best estimate for the expected settlement agreement and is on the provision is subject to final court approval of the negotiated settlement agreement and is based on Philips' best estimate for the expected settlement agreement and is on the expected number of claims ultimately filed pursuant the settlement once it is approved. Actual outcomes in future periods of the above matters may differ from these estimates and affect the company's results of operations, financial positions and cash flows.

Third-party market share data

Statements regarding market share, contained in this document, including those regarding Philips' competitive position, 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, market share statements may also be based on estimates and projections prepared by management and/or based on outside sources of information. Management's estimates of rankings are based on order intake or sales, depending on the business.

Market Abuse Regulation

This slide deck contains inside information within the meaning of Article 7(1) of the EU Market Abuse Regulation.

Use of non-IFRS Information

In presenting and discussing the Philips Group's financial position, operating results and cash flows, management uses certain non-IFRS financial measures. These non-IFRS financial measures should not be viewed in isolation as alternatives to the equivalent IFRS measure and should be used in conjunction with the most directly comparable IFRS measures. Non-IFRS financial measures do not have standardized meaning under IFRS and therefore may not be comparable to similar measures presented by other issuers. A reconciliation of these non-IFRS measures to the most directly comparable IFRS measures is contained in this document. Further information on non-IFRS measures can be found in the Annual Report 2022.



Company overview

Creating value with sustainable impact Path to value creation



PHILIPS

It is our purpose to improve people's health and well-being through meaningful innovation

Philips at a glance



EUR 18.2bn¹ in sales; ~70% from #1 or #2 positions

~40% of sales from recurring revenues

~9% of sales invested in R&D

5

Active in >100 countries, ~70k employees

100% carbon-neutral in operations since 2020

Global sales footprint¹ North America 42% Western Europe 21% Other mature geographies 9% Growth geographies² 28%

1. 2023 full-year | 2. Growth geographies consist of all geographies excluding USA, Canada, Western Europe, Australia, New Zealand, South Korea, Japan and Israel Note: Leadership in Philips-addressable markets

We see significant opportunities in the attractive HealthTech segments where we operate



Addressable market, EUR billion



Aging population, growing demand for care

Higher costs and labor shortages drive productivity need

Increasing need for insights from growing health data

Shift to ambulatory monitoring, imaging and treatment

Increasing spend on personal health and care

Strong position across our portfolio of businesses



Diagnosis & Treatment ~50% of sales (2023 full-year)



Diagnostic

Imaging



Ultrasound



Image Guided Therapy



Connected Care

 \sim 30% of sales

Enterprise Informatics



Monitoring

ng Sleep & Respiratory Care

Personal Health

20% of sales

Personal Health

Systems, smart devices, software and services, powered by AI-enabled informatics

Supporting precision diagnosis and minimally invasive treatment in a growing number of therapeutic areas such as cardiology, peripheral vascular, neurology, surgery, and oncology Ambulatory, home-based and in-hospital monitoring and workflow solutions fueled by advanced interoperability and patient data insights

Connecting patients and caregivers across care settings, delivering clinical, operational and therapeutic solutions

Broad range of consumer solutions to support people in proactively managing their health and wellbeing

Market-leading capabilities integrating platforms, informatics, and services

Diagnosis & Treatment at a glance



EUR 8.8bn¹ **Image Guided Diagnostic Imaging** Ultrasound Therapy adjusted EBITA margin \sim 39% of sales \sim 22% of sales \sim 39% of sales #1 Systems employees Top 3 player #1 Cardiac and Devices

Total

sales

11.6%¹

~28k

Helium-free Mobile MR

The world's first and only Mobile helium-free MR operations

0 helium refill costs over lifetime, 900 kg lighter magnet¹

Complete scans nearly 3 times faster with no loss in image quality²

1. Compared to SENSE Imaging

9

2. Compared to SENSE imaging. On average, measured across a sample of sites from Philips MR Installed Base



Spectral CT

34% decrease in diagnosis time¹

26% decrease in follow-up scans²

 Analysis by CARTI Cancer Center, Little Rock, AR, USA.
Analysis by LSU, New Orleans, LA, USA. Results from case studies are not predictive of results in other cases. Result

other cases may va

10



EPIQ Elite 10.0 Ultrasound

40% boost in performance and throughput¹

25% lower power consumption²

11

Enhanced workflow 84% of users reported avoiding rescans³

 Compared to our previous generations without nSIGHT Plus| 2. Compared to its predecessor, the iU22. 3. When comparing VM10 performance to VM7



Azurion 7

Image Guided Therapy platform

17% time saving per procedure¹

28% post-procedure lab time reduction¹

New biplane configuration provides superb positioning capability

 Results are specific to the institution where they were obtained and may not reflect the results achievable at other institutions

12



Connected Care at a glance



Total			
EUR 5.1bn ¹ sales	Enterprise	Monitoring	Sleep &
7.2% ¹	Informatics		Respiratory Care
adjusted EBITA margin	~22% of sales	~60% of sales	~17% of sales
~18k employees	#1 Imaging leader in PACS and interoperability	#1 in Hospital #1 in Ambulatory	#2 Globally

Philips BioTelemetry

4.6x more patients

with atrial fibrillation detected by MCOT compared to ILR alone¹

8x lower costs achieved

with improved detection rates and reduction of secondary stroke risk due to new anticoagulant use in subjects with MCOT-patch-detected atrial fibrillation¹

14



Medic G, Kotsopoulos N, Connolly MP, et al. Mobile cardiac outpatient telemetry patch vs implantable loop recorder in cryptogenic stroke patients in the US – cost-minimization model. Med Devices (Auckl). 2021;14:445-458.

IntelliVue

Dynamic care solution

15

Alarm fatigue: 40% total alarm reduction¹

Workflows: Reduced time to process from 5 minutes to 3.9 seconds²

- 1. Team-Based Interventions to Reduce the Impact of Nonactionable Alarms in an Adult Intensive Care Unit. Justin Yeh 1, Ruth Wilson, Lufei Young, Lisa Pahl, Steven Whitney, Kevin C Dellsperger, Pascha E Schafer
- Results from baseline and post time & motion studies conducted by Philips and Jackson Health internal teams in the high acuity units (ED, TICU, CCU) | 2.



Philips HealthSuite Imaging

Cloud-based PACS on AWS

High-speed remote access for diagnostic reading

Integrated reporting and Alenabled workflow orchestration

accelerated time to diagnosis



Scaling largest multi-vendor Enterprise Informatics business

Philips Image Management

70+ AI-powered clinical apps

50% productivity improvement¹

Interoperability and surveillance

1000+ unique medical devices connected

Tele care solution

20+ years experience in eICU remote care management Expanding leadership in radiology, cardiology, and pathology

End-to-end business set up to scale

Growing ~2x faster than Philips EUR 1.5bn revenues by 2025

1. Results following implementation of a unified radiology workspace with enterprise disaster recovery back-up system at Campus Biomedico University Hospital, Rome, Lazio, Italy.

Note: "Largest Enterprise Informatics business" in Philips addressable markets



Personal Health at a glance



Total			
eur 3.6bn ¹ sales	Oral Healthcare	Personal Care	Mother & Child Care
16.6% ¹ adjusted EBITA margin	~35% of sales	~54% of sales	~11% of sales
~9k employees	#2 in Oral Healthcare	#1 in Male Grooming	#2 in Infant Feeding

Lumea IPL 9900 Series with SkinAl

Smart hair removal device for face & body

12 months of hair-free skin¹

90% accuracy

19

of SkinAI features, which provide virtual skin analysis and treatment guidance

 Median hair reductions after 12 treatments: 86% on lower legs, 70% on bikini, 67% on armpits





Responsible and sustainable business for Philips and customers

ESG focus

- Carbon-neutral in our operations since 2020
- Partnering with customers/suppliers on 1.5 °C target
- Leading in sustainable innovation (Helium-free MR, etc.)
- Circular revenues from 16% to 25% of sales by 2025
- 2 billion lives improved by 2025¹ of which 300 million in underserved communities

ESG ratings and recognition

ecovadis

Top 3% of the companies assessed



Top health technology company in the 2023 DJSI



First Dutch company among world's 15 best reputed companies



CDP's 'A List' for the 11th year in a row



ESG highlights

Selected achievements highlighting progress towards our goals



First HealthTech company to have entire value-chain CO₂ emissions targets approved by SBTi

100% carbon-neutral in operations since 2020

21

1.9 billion lives improved, >220 million million in underserved communities

39% gender diversity in workforce with ~30% in senior management positions help by women



Patient safety and quality leadership elevated to Executive Committee

Extension of supplier risk management to deeper tiers, and diversified sourcing of high-risk components





Reinvigorating patient and people-centric culture



Accountability & empowerment

Patients and people at the heart of everything we do

Execution focus and simplicity

Transparency, growth mindset



Injecting HealthTech expertise

78%

Executive hires with Health Tech and healthcare background

50%

of non-executive hires in 2023 came from Health Tech

Our experienced and passionate executive team





CEO **Roy Jakobs** Dutch/German



Personal Health Deeptha Khanna Singaporean



North America Jeff DiLullo American



Innovation & Strategy Shez Partovi Canadian



CFO Abhijit Bhattacharya Indian



Connected Care Julia Strandberg American

Diagnosis



Greater China Andy Ho Chinese/Canadian



Patient Safety & Quality Steve C de Baca American



Human Resources **Heidi Sichien** Belgian



FSG & CLO Marnix van Ginneken Dutch



& Treatment Image-Guided-Therapy

Bert van Meurs Dutch





International Markets³ **Edwin Paalvast** Dutch





Company overview Creating value with sustainable impact

Path to value creation

Our four key strengths to build on



Leading positions

- ~70% of sales from #1 or #2 positions
- Leading innovation; hardware, software and services
- Strong professional and personal health (home) positions

High customer intimacy

- Preferred strategic and innovation partner
- 300+ partnerships, ~EUR 1.5Bn orders/year
- ~40% recurring revenue

Innovation aligned to customer needs

- Solutions across imaging, therapy and monitoring
- Enhanced clinical and operational productivity
- Largest Enterprise Informatics – multi-vendor

Strong purpose, brand and ESG

- Improved 1.9Bn lives '23 and 11Bn brand value
- Carbon-neutral, circularity, sustainable innovation
- 85% of products Ratings & Reviews
 4.3 (out of 5)

Creating value with sustainable impact



Enabled by culture of accountability and strong HealthTech talent and capabilities



Strategy of focused organic growth



Patient-, people-centric and scalable innovations



Execution as value driver

- Patient safety & quality as highest priority
- Reliable supply chain
- Simplified operating model

Focused organic growth



Accelerate growth in attractive	Image-Guided-Therapy	Ultrasound
leadership segments	Monitoring	Personal Health
Scale to unlock insights	Enterprise Informatics	
Improve operational excellence & services	Diagnostic Imaging	
Address recall and restore business position	Sleep & Respiratory Care	

Leveraging attractive leadership positions to drive growth





~70% of Philips revenue

Integrated acquisitions



Scale enterprise informatics, unlocking access and insights from combined data pools of imaging and monitoring

Integrates with systems & devices

Vendor-agnostic

Unlocks data to generate AI-insights

Supports hospital & remote workflows

Improves staff productivity

Scale informatics

3k+ Sites with Philips Radiology PACS

20M+ Patients with device to EMR connectivity per year

15k+ ICU beds with remote population health management

Driving operational excellence and services in Diagnostic Imaging





Innovation model for focused scalable innovation "Fewer, better, bigger"

Focus on segments with right to win

- Significant R&D investments
- Re-target and resource to scale high-impact innovations
- Business model and service innovation (Emaas/Saas)

~9% R&D of sales (vs. ~7.5% industry average)

>EUR1.7 billion¹,

Empower business execution

- Tailor innovation to segment we serve
- Focused, fewer projects, scaling innovation faster
- People and patient centric design, experience

90% business-led 10% corporate



Execution with decisive action as key value driver



Patient safety and quality as highest priority	Reliable end-to-end supply chain	Simplified operating model
Culture, accountability, competencies	End-to-end value chain by business	End-to-end, P&L-accountable business
Patient safety and quality at heart of innovation	Leadership and competencies	Simplification, de-layering, less KPIs
Expanded patient safety and quality program	Product pruning and (re)design	Reduction of 10k roles
Finalize Respironics recall	Strategic supplier management	Leadership and talent

Philips Respironics Recall



Progress to date

Remediation of >99% of sleep therapy devices complete¹; ventilators ongoing

FDA feedback received on testing and analysis for sleep therapy devices²

Reached agreement to resolve economic loss class action in the US

Philips agrees with FDA on terms of consent decree

483 remediation in progress

33

Started serving new patients with sleep therapy devices outside the US

Priorities ahead

Finalize recall and testing

Manage litigation, DoJ investigation

Comply with terms of consent decree

Gradually restore position

1. Over 99% of the sleep therapy device registrations that are complete and actionable have been remediated | 2. Following ongoing communications with the FDA, Philips Respironics has agreed to implement additional testing to supplement current test data on PE-PUR foam. The FDA stated that current testing is extensive and conducted with independent parties and expressed no concerns with its validity or objectivity. Philips Respironics is in discussions with the FDA on the details of further testing. Note: More information on the Respironics recall can be found here:

Patient safety and quality as highest priority



Examples of our progress in 2023

Patient safety and quality as highest priority Elevated Patient Safety and Quality to the Executive Committee; driving cultural change

~50% reduction in the number of Quality Management Systems since inception of program

Stepped up investments in systems, competencies and capabilities:

- strengthened Design Controls capabilities and talent
- implemented RIM¹ system for improved compliance, agility, and regulatory management
- improved competencies in Regulatory Affairs, with focus on leadership in AI & software

Improvement in CAPA² closures; strengthened processes, capabilities & governance

Towards a reliable end-to-end supply chain



Examples of our progress in 2023

Reliable end-to-end

supply chain

Moved to customer centric end-to-end supply chain teams aligned to the businesses

~75% PCBAs redesigns completed

2,100+ reduced risk for high-risk components vs 700+ year-end 2022

De-risked all high-risk components identified at year-end 2022

~20% increase in service level driven by logistics improvement

Improving order-to-delivery lead-time

Simplified, more agile operating model



Examples of our progress in 2023



Simplified operating model

New operating model live for 9 months, completed re-alignment of workforce, roles and reporting lines; enabled more effective ways of working across the company

Reduced workforce by ~8K, ahead of 7K planned and on track to 10K roles by 2025

Started journey to reinvigorate our culture

~900 talents with a HealthTech background attracted in 2023, including ~20 leaders in executive roles; will continued to inject HealthTech expertise
Execution with decisive action as key value driver 2024 focus areas





37

Patient safety and quality as highest priority

Conti and in

> 65% impro

Invest RIM sv

Respir



supply chain



tinued focus on cultural shift improving competencies	Leverage our regional end-to-end supply chain for increased agility and resilience	Leverage effective ways of working across the company	
% reduction in # of QMS and oved CAPA management	Strengthen planning and delivery for improved inventory management	Further simplification of operating model ¹	
stment in systems and capabilities; system across entire company	Continued focus on reducing lead-times and improving service levels	Continue to reinvigorate culture; further inject HealthTech talent	
pironics recall and consequences	Further reduce technical debt, portfolio pruning		



Company overview Creating value with sustainable impact Path to value creation





1. Excluding restructuring costs, acquisition-related charges and other one-time charges and gains

39 *) Excluding provisions charged to sales of EUR 174 million in Q4 2023 mainly in connection with the Respironics consent decree





Confident in delivering the plan for 2023-2025, with further performance improvement in 2024



Outlook excludes the impact of ongoing litigation and the investigation by the US DoJ related to the Respironics field action

Driving organic growth and margin improvement







Productivity initiatives¹ to deliver EUR 2.0 billion in the 2023-2025 period

Productivity initiatives ¹ (in millions of EUR unless otherwise stated)		FY 2023 Actuals	2023 – 2025 target
Operating Model	 Simplified operating model with reduction of 10k roles R&D prioritization, reduction of Corporate Research End-to-end supply chain, simplifying planning, and eliminating duplications 	496	920 – 1,050
Procurement	 Bill-of-material savings via redesign, value analysis, engineering Reductions in warehousing, transportation and consulting 	219	550 - 600
Other productivity	 Manufacturing footprint optimization and service productivity R&D platform simplification and footprint optimization GBS and hyper-automation S&RC rightsizing 	241	400 - 450
		EUR 956 million	EUR 2.0 billion



Margin increase from productivity, pricing & supply chain improvements – cumulative drivers 2023-2025

Adj. EBITA margin^{1,2}



1. Outlook excludes the impact of ongoing litigation and the investigation by the US DoJ related to the Respironics field action | 2. Investments in patient safety and quality and supply



1. The program has been executed through a number of forward purchase transactions and (in the fourth quarter of 2021 and January 2022) open market purchases. The open market repurchases under the program have been concluded and the remaining forward transactions are expected to be settled in 2024. Further information

Our context...

Attractive HealthTech Market

- 3-6% revenue CAGR
- Mid-to-high-teens margins
- Megatrends, sustainable healthcare

Strengths

- Leading positions, innovation
- High customer intimacy
- Strong purpose, brand, ESG

Creating value with sustainable impact

Challenges

- Strategy implementation
- Innovation model
- Quality
- Supply chain reliability
- Complex operating model

...our future



Focused organic growth and scalable innovation

- Expand leadership positions in Image-Guided-Therapy, Ultrasound, Monitoring, and Personal Health
- Scale Enterprise Informatics
- Improve Diagnostic Imaging, restore S&RC Patient-, peoplecentric, scalable innovation

Execution as main value driver

- 1. Patient safety & quality highest priority
- 2. Reliable supply chain
- 3. Simplified operating model

Culture of accountability and HealthTech capabilities

Value creation

- Medium-term 2025: mid-single-digit growth, low-teens Adj. EBITA margin, EUR 1.4-1.6 billion FCF
- 2025+: mid-single-digit growth, mid-to-high teens Adj. EBITA margin, >EUR 2 billion FCF

Note: Outlook excludes the impact of the ongoing litigation and the investigation by the US DoJ related to the Respironics field action



Historical financial performance summary



Key data (in millions of EUR unless otherwise stated)	2021	2022	2023
Sales	17,156	17,827	18,169
Comparable sales growth	(1)%	(3)%	6%*
Income from operations	553	(1,529)	(115)
Financial expenses, net	(39)	(200)	(314)
Investments in associates, net of income taxes	(4)	(2)	(98)
Income tax expense	103	113	73
Income from continuing operations	612	(1,618)	(454)
Discontinued operations, net of income taxes	2,711	13	(10)
Net income	3,323	(1,605)	(463)
Adjusted EBITA ¹	2,054	1,318	1,921
as a % of sales	12.0%	7.4%	10.6%*
Adjusted income from continuing operations attributable to shareholders ² per common share (in EUR) - diluted	1.65	0.92	1.25

1. Excluding restructuring costs, acquisition-related charges and other one-time charges and gains; 2. Shareholders in this table refers to shareholders of Koninklijke Philips N.V.

47

*Excluding provisions charged to sales of EUR 174 million in Q4 2023 mainly in connection with the Respironics consent decree comparable sales growth was 7% and Adjusted EBITA as a % of sales was 10.5%

Balanced capital allocation policy



Organic Return on Invested Capital^{1,2}



Mergers & acquisitions (in billions of EUR unless otherwise stated)



Share repurchase (in billions of EUR unless otherwise stated)



1. Organic ROIC excludes acquisitions over a five years period and other items defined as material and of the same nature as the items excluded from Adjusted EBITA such as pension settlements, significant tax charges and benefits, and one-time legal and other provisions; ROIC % = LTM EBIAT/ average NOC over the last 5 quarters; 2. Organic ROIC 2019 and 2021 restated to reflect discontinued operations; 3. Organic ROIC in 2019 includes value adjustments of capitalized development costs and the impact of IFRS 16 lease accounting standard

Dividends



© Koninklijke Philips N.V.