



## Press Information

23<sup>rd</sup> October 2023

### **Philips Avent and Groupe Mutuel announce new partnership, giving expectant parents access to vital pregnancy resources through the Pregnancy+ app**

**Hamburg, Germany** – [Royal Philips](#) (NYSE: PHG, AEX: PHIA), a global leader in health technology, today announced a new partnership with Groupe Mutuel, a leading Swiss health insurance provider. Families insured by Groupe Mutuel will gain free access to the premium version of the Philips Pregnancy+ app, which includes exclusive content from experts and relevant information to support and guide them throughout their pregnancy journeys.

A first in Europe, Philips has customized the Pregnancy+ experience for Groupe Mutuel policy holders, curating the content so it is tailored for their customers. Next to free access to the Premium version, expectant families will also have the option to purchase Philips Avent products, such as bottles and breast pumps, at discounted prices, with breast pumps also reimbursed by Groupe Mutuel.

Philips Avent and Groupe Mutuel are both committed to maternal and women's health. The partnership means that together they can further support women during their pregnancy journey, helping mothers enjoy and embrace this time in their lives.

#### **Pregnancy+ app**

The Philips Pregnancy+ app is the most downloaded pregnancy app in the world, with over 70+ million downloads globally and ranked first among the best pregnancy apps worldwide for 2023, by Forbes<sup>1</sup>.

Its mission is to help parents navigate pregnancy from the moment they discover they are pregnant to childbirth. Featuring expert advice, pregnancy-related guides and lifestyle information, healthcare tips and interactive 3D models, the app actively enables parents and family members to track their baby's development and feel supported with key information at relevant stages throughout pregnancy, to promote a happy and healthy journey for all involved.

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<sup>1</sup> <https://www.forbes.com/health/womens-health/pregnancy/best-pregnancy-apps/>



The premium subscription includes video courses by global pregnancy experts covering a range of topics including mental health, breastfeeding, Q&A sessions with experienced midwives, pre- and postnatal yoga guidance, breathing exercises, and interactive tools such as a kick counter.

Parents can also follow baby's development, with 42 weeks of beautifully created 3D images that include info related to weekly development.

"This partnership is an important step in helping us achieve our mission to improve the health and well-being of every mom-to-be and their baby," said Marci El-Deiry, Business Leader, Mother and Child Care and Women's Health at Philips. "By working with like-minded partners, like Groupe Mutuel who are focused on improving maternal health for women, we can add additional value directly to customers with our tailored resources."

Sophie Revaz, COO at Groupe Mutuel, adds: "We are very proud to collaborate with Philips. Through Pregnancy+, we are bringing real, added value to our pregnant policyholders. In today's world, we need to do more for women's health and with the app and through digitalization, we are taking a step in the right direction".

Starting from October 23rd 2023, Groupe Mutuel policy holders can unlock the premium subscription on the Pregnancy+ app via their Groupe Mutuel app and explore the exclusive content and discounts available to them.

#### **For further information, please contact:**

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##### **About Royal Philips**

Royal Philips (NYSE: PHG, AEX: PHIA) is a leading health technology company focused on improving people's health and well-being through meaningful innovation. Philips' patient- and people-centric innovation leverages advanced technology and deep clinical and consumer insights to deliver personal health solutions for consumers and professional health solutions for healthcare providers and their patients in the hospital and the home. Headquartered in the Netherlands, the company is a leader in diagnostic imaging, ultrasound, image-guided therapy, monitoring and enterprise informatics, as well as in personal health. Philips generated 2022 sales of EUR 17.8 billion and employs approximately 71,500 employees with

sales and services in more than 100 countries. News about Philips can be found at <http://www.philips.com/newscenter>

## **About Groupe Mutuel**

With over 2,900 employees throughout Switzerland, Groupe Mutuel is at the service of 1.36 million private customers and 28,000 companies. As the only comprehensive insurer in Switzerland, Groupe Mutuel is the reference partner in the field of health and retirement benefits for private and corporate customers. Its overall turnover exceeds CHF 5.3 billion. Thanks to tailored solutions, whether in basic insurance or supplemental insurance, it is the third largest health insurer in Switzerland. Groupe Mutuel also offers an extensive range of products in individual retirement benefits and patrimony insurance. Based in Martigny, the insurer provides companies of all sizes solutions with loss of earnings in the event of illness, accident insurance and occupational pension plans. In the field of health insurance for companies, Groupe Mutuel is ranked fifth nationwide. [www.groupemutuel.ch](http://www.groupemutuel.ch)