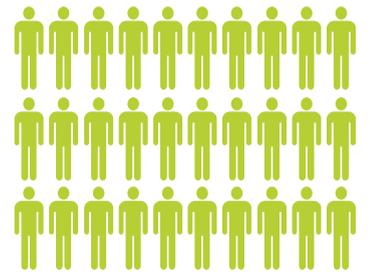
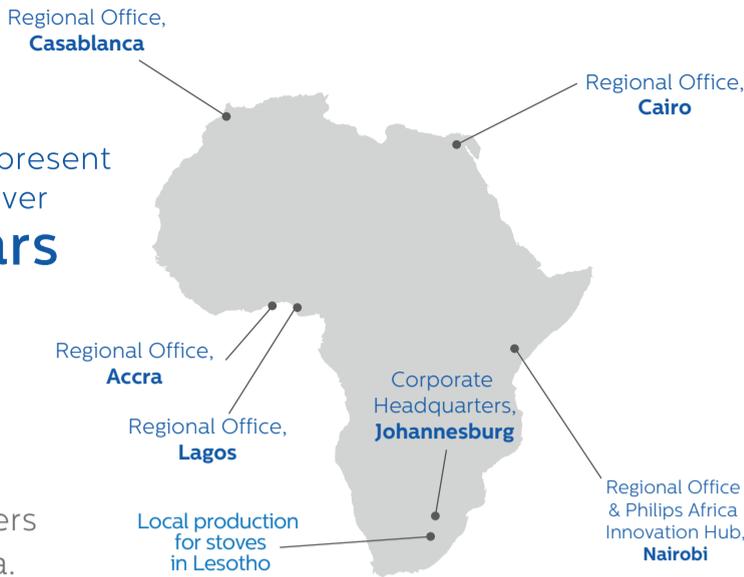


Philips in Africa

Notable Locations

Philips has been present in Africa for over **100 years**

150 distributor partners throughout Africa.



500+ employees

Enhancing Life in Africa

With innovations addressing local needs, Philips aims to enhance life in Africa. By partnering with local talent and organizations, Philips is committed to enlarging its business footprint in Africa while improving the lives of millions.

Meaningful Innovations Addressing the Key Challenges Facing Africa Today

Healthcare

Philips Healthcare focuses on four key areas: maternal and child health, noncommunicable diseases (NCDs) (specifically breast, cervical cancer and cardiac health), large-scale infrastructure rehabilitation and clinical training.

Philips' expertise in large-scale revitalization projects of healthcare infrastructure



Providing ultrasound systems and infant warmers specifically designed for the African clinical environment

Over 2,500

Continuing focus on training of the clinical workforce; over 2,500 healthcare professionals trained since 2011



Engaging in stakeholder dialogues and clinical partnerships



Focused on reducing maternal and neonate mortality

3 million deaths in Africa from preventable or treatable NCDs



NCDs set to raise by **25%** in the coming decade

Lighting

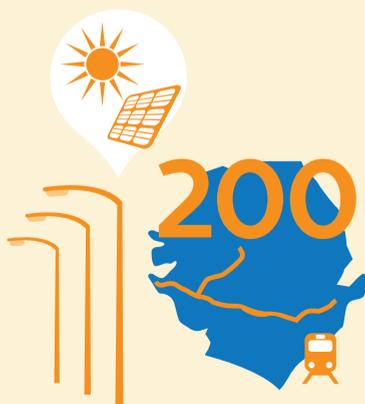
More than 600 million Africans currently have no access to electricity. Philips' off-grid LED solutions powered by solar energy illuminate the most remote areas and provide energy-efficient lighting.

100

community light centres being installed across Africa

Save 80 megawatts

Enabling South Africa to save 80 megawatts with 1.8 million LED lamps



Providing 200 solar street lighting systems for railway crossings in Sierra Leone

Consumer Lifestyle

Philips brings relevant Africa-specific innovations addressing primary needs.



Developed smokeless cook stoves reducing fuel costs and improving health

AVENT



Philips AVENT provides many educational initiatives and breastfeeding solutions in close cooperation with hospitals



Healthy eating: Philips AirFryer creates great-tasting food with 80% less fat

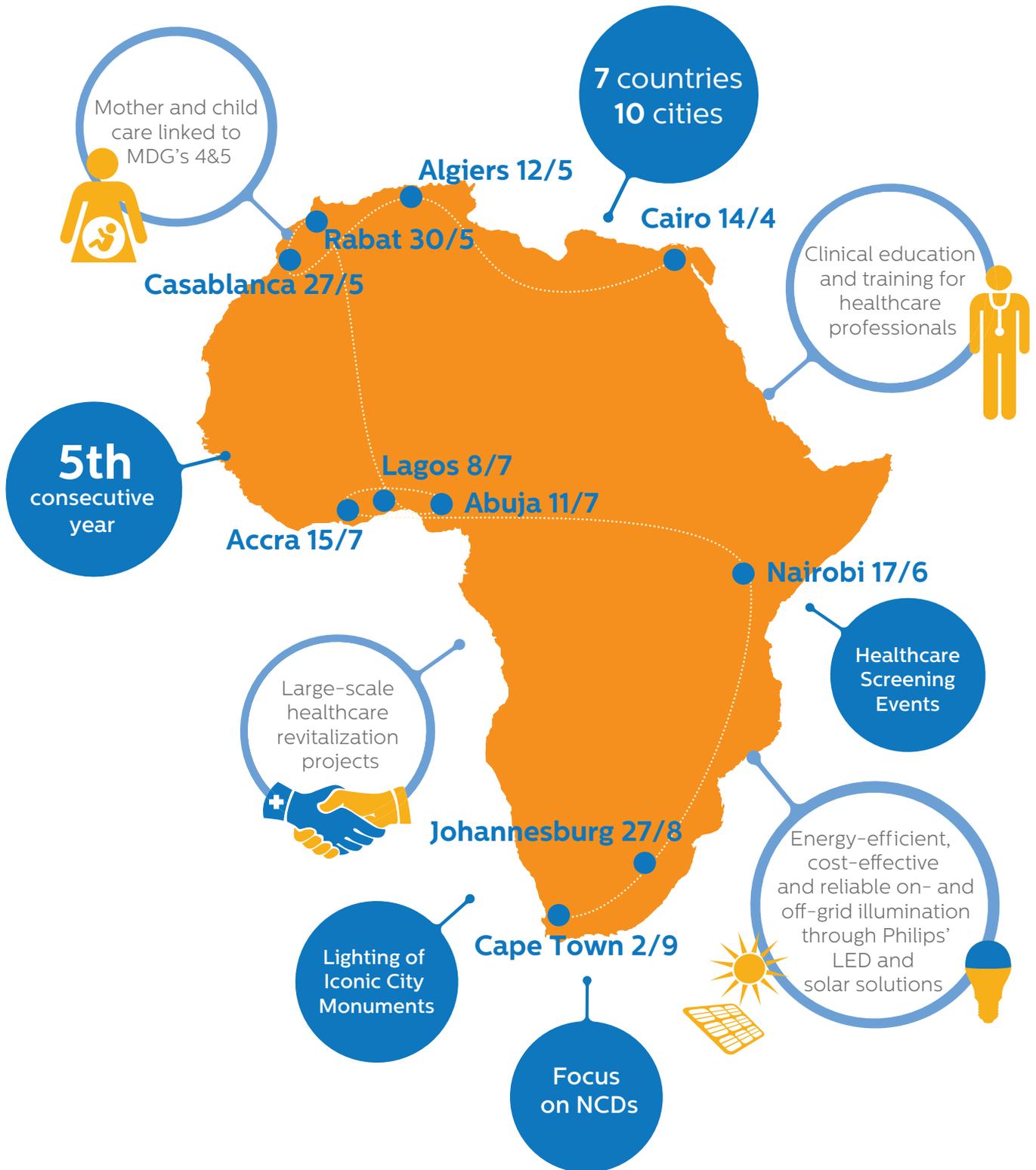


A shaver for the black African male; cuts above skin level, addressing issues of ingrown hairs and bumps

Cairo to Cape Town Roadshow 2014



The Cairo to Cape Town Road Show is an important vehicle for Philips to raise awareness on how healthcare and lighting solutions can enhance life in Africa. During the road show, Philips engages in a dialogue with customers, governments, NGOs and media on the key challenges facing Africa today.



www.philips.com/africaroadshow

Royal Philips (NYSE: PHG, AEX: PHIA) is a diversified health and well-being company focused on improving people's lives through meaningful innovation in the areas of Healthcare, Consumer Lifestyle and Lighting. Headquartered in the Netherlands, Philips posted 2013 sales of EUR 23.3 billion and employs approximately 115,000 employees with sales and services in more than 100 countries. The company is a leader in cardiac care, acute care and home healthcare, energy-efficient lighting solutions and new lighting applications, as well as male shaving and grooming and oral healthcare. News from Philips is located at www.philips.com/newscenter.

twitter @PhilipsPR