

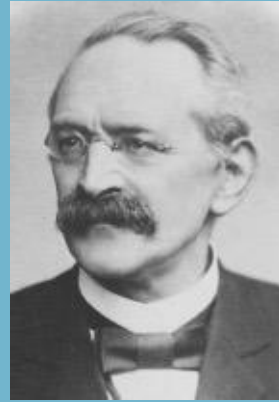
Delivering innovation that **matters to you**

Press event – Belgium press
CVC Eindhoven
September 20, 2017

Philips, a born innovator

For over 125 years,
we have been
improving people's
lives with a steady
flow of ground-
breaking innovations

The founding fathers of Philips



Frederik



Gerard



Anton

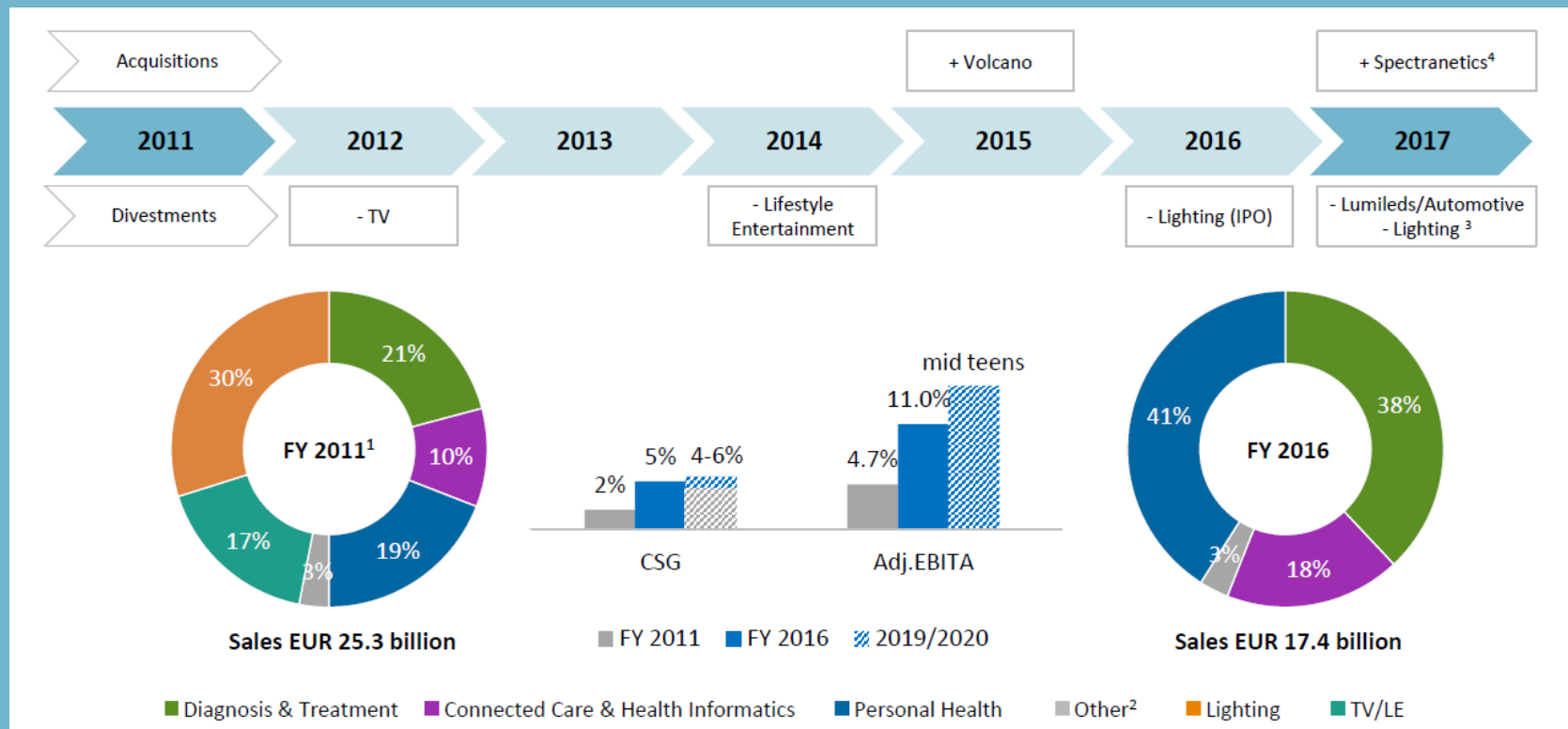


We strive to make the world
healthier and more sustainable
through innovation

We're aiming to **improve the lives** of

3 billion
people a year
by 2025

Grown into focused HealthTech leader



Royal Philips in 2016



EUR 17.4
billion sales

More than 1/4
of sales from solutions

5%
comparable
sales growth

~71,000
employees in over 100 countries

Our businesses



Personal Health businesses



41% of Group sales

Diagnosis & Treatment businesses



38% of Group sales

Connected Care & Health Informatics businesses



18% of Group sales

Sales of EUR 17.4 billion

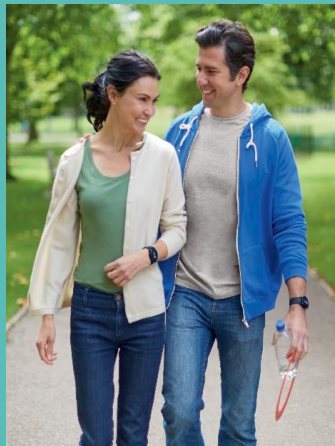
Trends in health technology



Shift to value-based healthcare will reduce waste, increase access and improve outcomes



Care shifting to lower-cost settings and the home



Increasing consumer engagement in their own health



Digitization of healthcare



Moving into seamless care

Healthcare landscape transformation

Accelerating migration to affordable-healthcare structure



From 100 Belgian hospitals to
max. 25 hospital networks
- 12 in Flanders
Structure by end 2017

400.000+ citizens per hospital
network



Networks of regional care
integrated care landscape
**Defined mid 2017 –
implemented by 2020**

covering 100.000 citizens per
integrated care organisation



Pact between government and
health(care) stakeholders
**Added services that add
supplemental value do customer**

“Care to change, change to care”

Healthcare information revolution

Towards integrated information landscape plan 2020

egezondheid Plan e santé



Integrated patient-centric
information by connected
medical information structure
and infrastructure
(epr – ehr – care-collaboration)



Interoperability platforms for
the integrated care landscape
Electronic prescription, hubs,
datalinking
(Vitalink, Intermed, Brusafe),



Mobile health
facilitating new collaboration
and new care-models
Integrated care networks
Pilots with security – privacy



We are on a journey to transform Philips into a **health technology leader**

Technology

Health technology

Product

Solution

Transaction

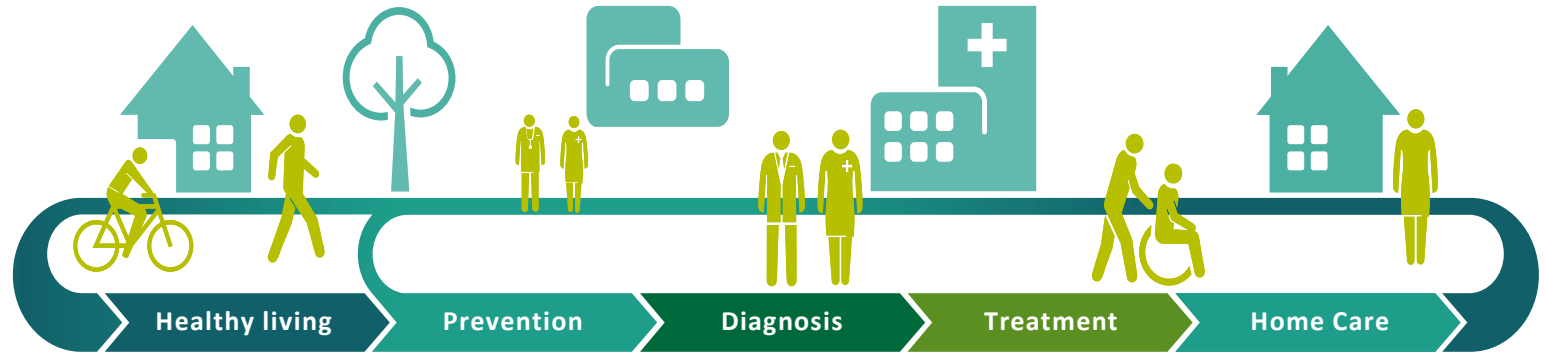
Partnerships

Fragmented

Health continuum



We innovate across the Health Continuum



Improving peoples live
through meaningful innovation



Philips unique approach to the health continuum

We target healthcare consumer and patient needs along the health continuum



Providing propositions for healthy living



Enable more effective therapies, faster recovery and better outcomes



Connecting care in the home to improve quality of life

Main drivers for transformation within Philips



Transition to **Value based care** and **Population Health**



Digital Platforms for **Data-driven solutions**

Precision Medicine
and **Personalized Treatment**



Networked care
with active patient
engagement





Digital technologies enable **Precision Medicine**

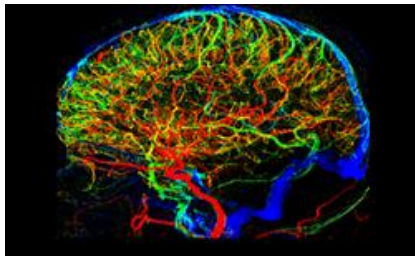
Wide (longitudinal) data

Continuous monitoring over time



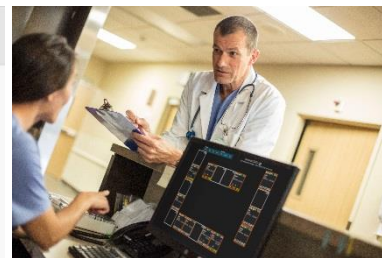
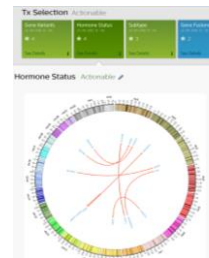
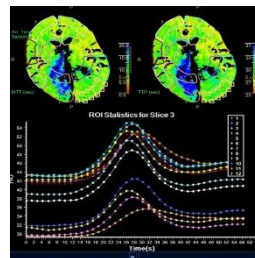
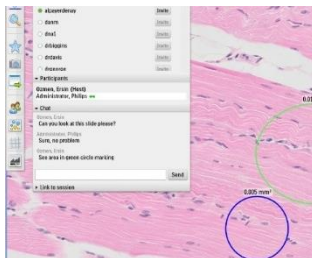
Deep data

More detailed information than ever before



Dense data

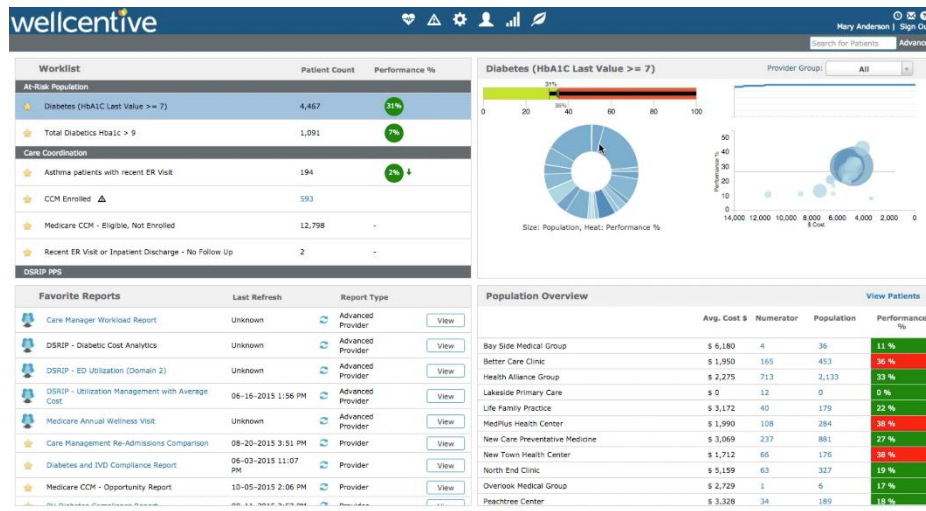
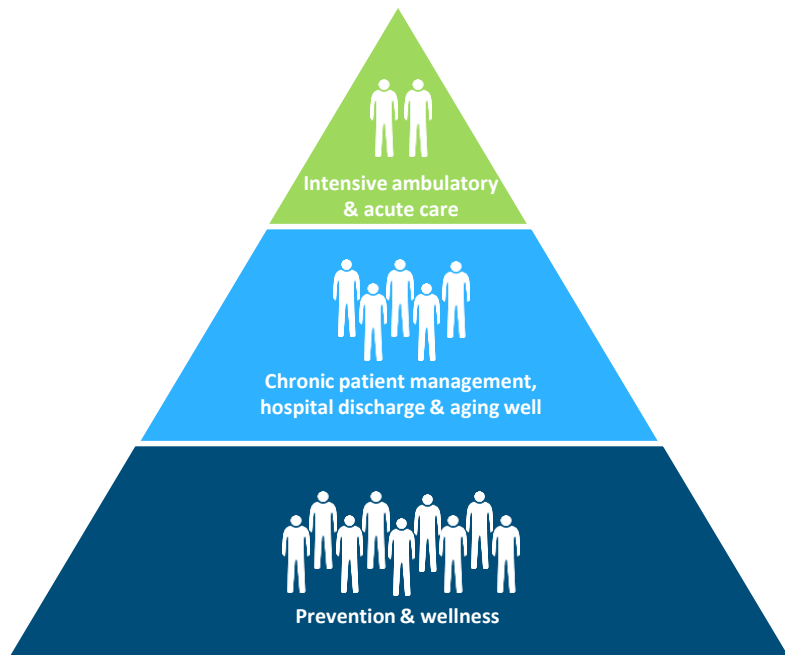
Big data pattern recognition





Value-based care requires **Population Health Management**

Impactful health programs tailored to groups within a population



Fueled by data aggregation and analytics turned into clinical and behavioral actions



Virtual Care: Empowering patients with chronic conditions to self-manage at home

Care costs

-34%

Re-admissions

-75%

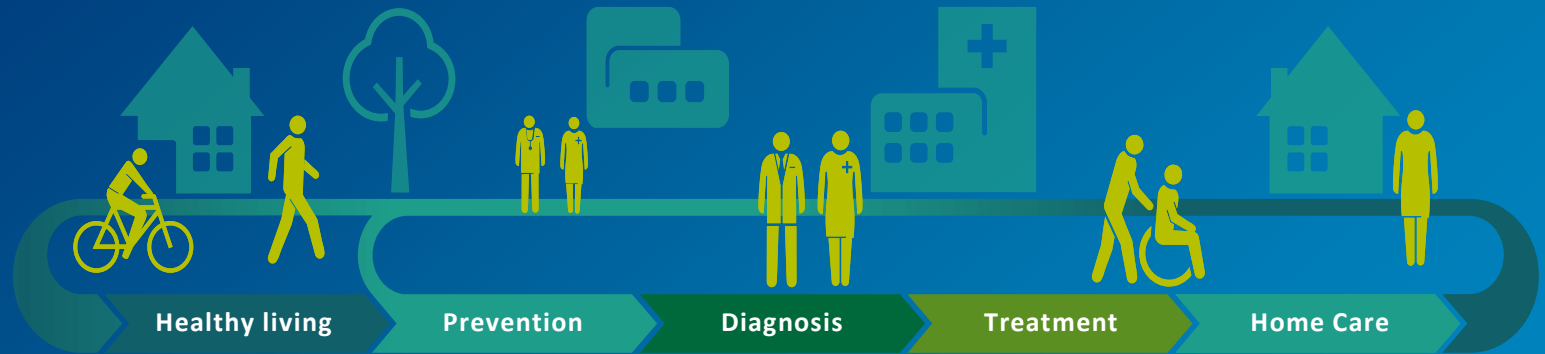
Length of Stay

-50%

Hospitalizations

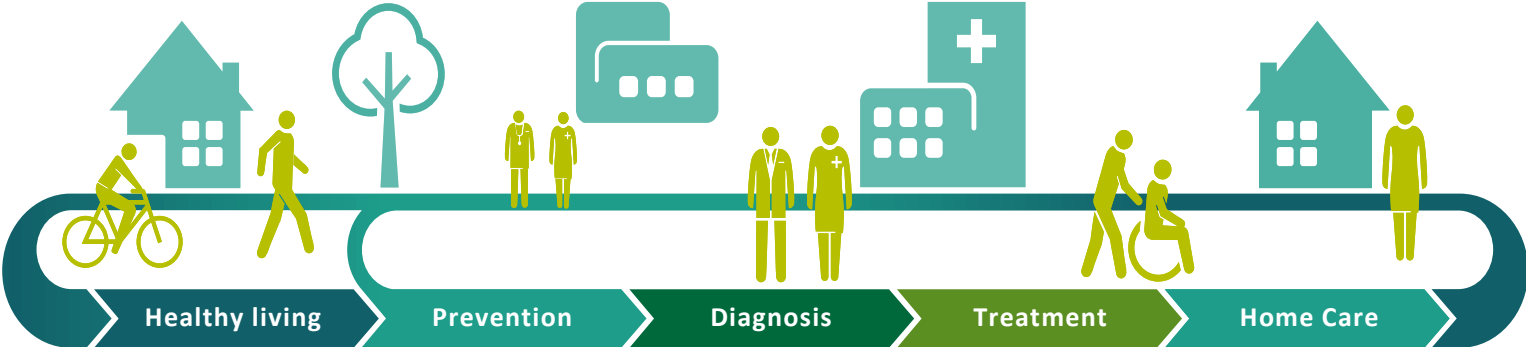
-49%





Meet the Philips solutions for
Health and healthcare

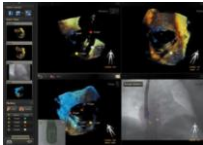
A walk throught Philips solutions



Healthy living



Prevention at 'Point of Care'



Diagnostics



Connected care



Interventional solutions



Care coordination



Therapiecompliance



Therapy-guidance



