

PHILIPS

sense and simplicity

Winning in Southeast Asia and India

Wayne Spittle, General Manager Healthcare APAC

Winning in Southeast Asia and India focus

- Southeast Asia and India are large growth geographies where we are investing
- Growing double-digit and improving margins in the region
- Innovating through clinical and business solutions

Southeast Asia and its key challenges

The Southeast Asia region is made up by 14 distinct countries (including India)



- Home to ~30% of the world population and to ~40% of the world's most economically challenged
- Rapid economic, demographic and epidemiological transition
- Increasing lifestyle diseases
- Rapidly expanding health care infrastructure
- Lack of trained medical professionals

India	Thailand		
Bangladesh	Malaysia	Vietnam	Philippines
Sri Lanka	Brunei	Indonesia	Laos
Nepal	Singapore	Myanmar	Cambodia

Different countries, different levels of maturity

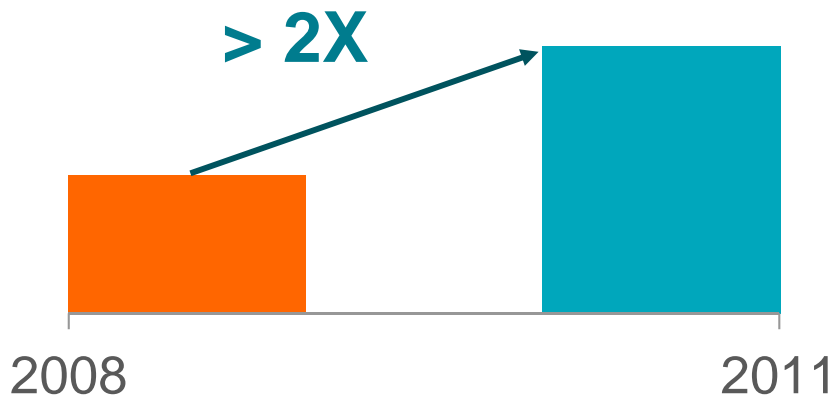
Advanced markets Singapore, Brunei Malaysia, Thailand	Developing India	Fast growing Vietnam, Indonesia, Philippines	Next emerging Myanmar, Cambodia, Laos
<ul style="list-style-type: none"> • Established health care systems • Strong private health care systems • Medical tourism • Strong political drive to establish rural health care 	<ul style="list-style-type: none"> • Growing affluence, increasing insurance coverage • Expansion of large hospitals and nursing homes • Public Private Partnerships (PPP) accelerate affordable quality health care 	<ul style="list-style-type: none"> • Government driving to improve health care • Social health insurance scheme in place • Many new hospitals or upgrade projects • Lack of trained medical professionals 	<ul style="list-style-type: none"> • Small markets but rapidly growing • Underdeveloped health care markets • Governments recognize the need to improve health care • Investments in health care ramping up

Highly under-penetrated markets will continue to drive double-digit growth for medical equipment markets across the region

Doubling orders and 3% share gain since 2008

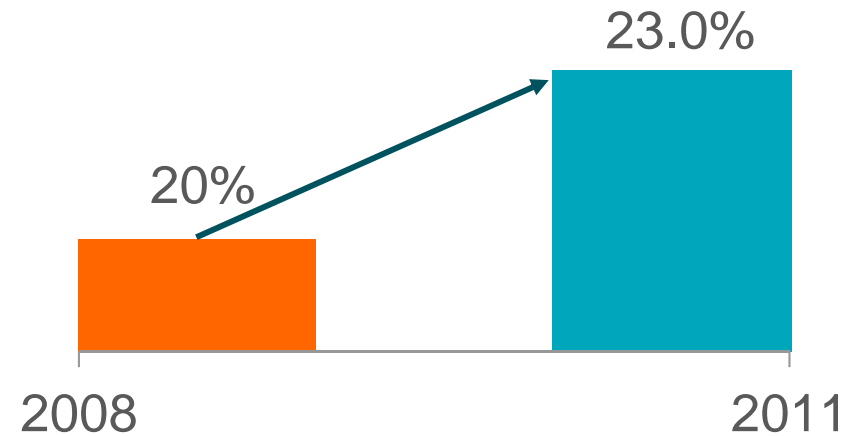
We are growing faster than the market in Southeast Asia

Philips order intake: 2008-2011



Southeast Asia region

Philips market share development in addressable market: 2008-2011



Southeast Asia region

Source: COCIR, Millennium, Clear State

Five years of double-digit growth in orders

Achieving market leadership positions

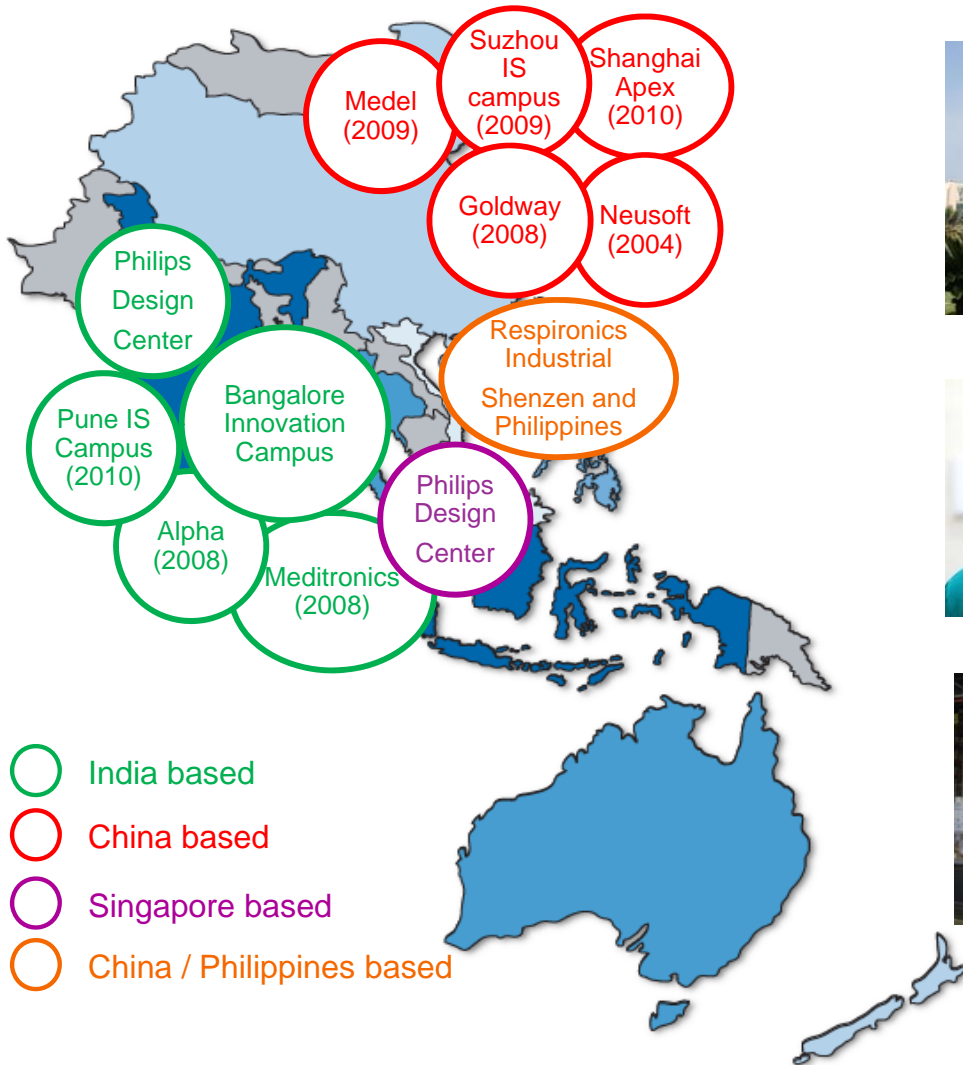
Market leader in 10 categories across Southeast Asia region

High-end MRI and CT (selected countries)	Patient monitoring systems
Cardiovascular systems	Resuscitation defibrillators
Interventional cardiology and co-leader in interventional radiology	Oncology simulation and planning
Cardiac and high-end radiology ultrasound systems	Home Healthcare Sleep and Respiratory
Critical care	Ambient Experience

Acknowledged and awarded across Southeast Asia region

- 2011: Frost & Sullivan award for **Best Cardiology Treatment** company of the year
- 2010: Frost & Sullivan award for **Best Cath Lab Equipment** provider of the year
- 2010/2009 Excellence in Healthcare Awards for **medical imaging leadership** by Frost & Sullivan
- **World-class customer care** service center in India for remote servicing
- Top **R&D center** in **Bangalore**, India

Significantly investing in our regional footprint



Philips innovation campus in Bangalore

- > 2,500 leading researchers
- Innovation to address specific local disease challenges



Singapore training center

- 2,500 health care professionals trained annually



Commercial footprint

- Tripled customer-facing staff
- Grew channel network >50%
- Grew customer service staff >65%
- Advanced remote services
- Spare parts hubs

Delivering break-through value solutions

Further building out our cardiology leadership with an affordable cath lab portfolio developed in India for global markets



New range of value ultrasound solutions fully leveraging our India and China footprint



In 2011, we introduced >45 distinct new products to Southeast Asia

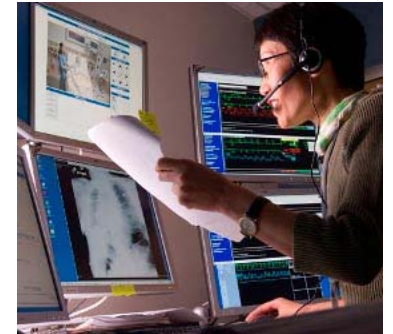
Improving patient and economic outcomes

Philips partners with Parkway Pantai Hospital group and Fortis to deliver clinical informatics solutions to optimize scarce regional capacity of ICU* nurses and physicians across the region

- Philips clinical informatics solutions deliver actionable decision support everywhere it matters
- Expanding bed monitoring by greater than 65% per year

Clear benefits for nurses and patients

- Improving care for the most critical patients
- More efficient use of scarce ICU care givers



Innovation to simplify the workflow and improve patient and economic outcomes

* Intensive Care Unit

Partnership to offer turnkey solutions

National Kidney and Transplant Institute (NKTI) in the Philippines



Innovative partnership approach to deliver an integrated radiology institute

Partnership to redefine care to rural India

Philips partners with RAD-AID and PGIMER* on a Women's Healthcare Outreach Program to create a model for preventive health care for rural areas in India

- ~80,000 breast cancer cases diagnosed each year in India
- 70% report in advanced disease stage; poor survival rate
- In 2012, Philips launched **Asha Jyoti**

Clear benefits for Indian women

- Screening women at their doorstep for breast cancer, osteoporosis and cervical cancer in a single visit



Meaningful innovation to define a new model for preventive care in rural areas

* Post Graduate Institute for Medical Education and Research (PGIMER).

Partnerships with the leading hospital chains



Long-term partnerships with leading hospital groups, governments and institutions to deliver meaningful innovation to specific clinical and business needs in Southeast Asia

Key takeaways

We established a solid track record

- Five years of double-digit growth order intake and improving margins
- We are growing faster than the market
- Margin improvement year-on-year
- Achieved key market leadership positions across Southeast Asia

Philips is well-positioned for growth in Southeast Asia

- Long-term partnerships
- Meaningful clinical and business innovation
- Locally relevant solutions



