

PHILIPS

Royal Philips of the Netherlands is a diversified Health and Well-being company, focused on improving people's lives through meaningful innovation. The company is a leader in cardiac care, acute care and home healthcare, as well as oral healthcare.



► Philips InfraCare

The Market

In China, leveraging leading global technological platform in HealthTech and with solid local innovation capacity and deep local insights, Philips is committed to delivering meaningful innovations to help Chinese society to respond to key challenges of aging population and urbanization and improve people's lives.

The world is facing the challenges of growing and aging populations, the increase in chronic diseases and rapid urbanization, which are putting increasing pressures on the healthcare system to create new models of care along the health continuum to deliver better and affordable care. In the meantime, consumers are increasingly proactive to monitor and manage their own health. The professional health care and consumer end-markets are converging. Philips has already built leading positions in many HealthTech businesses, for example, oral healthcare, healthcare informatics, ultrasound diagnostics, cardiac care and home healthcare. Philips is uniquely positioned to help reshape and optimize population health management by leveraging connected technologies and big data and

delivering care across the health continuum, from healthy living and prevention to diagnosis, minimally invasive treatment, recovery and home care.

Achievements

From 2011 to 2015, Philips received the "Super-brands China" award for five consecutive years.

In 2014, Philips was awarded as the Most Innovative High-tech Enterprise - Multinational Corporation TOP10 by the world leading science magazine Scientific American Chinese edition.

In 2013, Philips was honored as one of the Most Innovative Companies by two leading business magazines, The Economic Observer and Global Entrepreneur.

In 2011, Philips was awarded as one of the Top Ten Most Innovative Companies in China by Global Entrepreneur.

From 2006 to 2010, Philips Research China was selected as one of the top R&D centers for 5 consecutive years by Global Entrepreneur.

History

Established in 1891 in Eindhoven, the Netherlands, Philips & Co. was founded to meet the growing demand for light bulbs. In the 1920s, Philips products were introduced into China.

In 1985, Philips founded the first joint venture in China.

In 1999, Philips established Philips (China) Investment Co., Ltd.

In september 2004, Philips launched its "sense and simplicity" brand promise, which marked a new way forward for the company. "Sense and simplicity" reflected Philips' commitment to be a market-driven company that provides products and services that fulfill the promise of being "designed around you, easy to experience and advanced".

In 2008, Philips simplified its organization structure, focusing on people's health and well-being by providing products and solutions in the areas of Healthcare, Consumer Lifestyle and Lighting.

In 2010, Philips defined China as a "home" market,



► Philips Sonicare Diamond Clean toothbrush



► Philips ultrasound system, EPIQ

which means China market was getting important in global markets.

In 2013, Philips unveiled its brand positioning that builds on the company's legacy of creating innovations that matter to people. As part of its new positioning, Philips introduced the new brand line "innovation and you", which is rooted in Philips' strong belief that innovation is only meaningful if it is based on a deep understanding of people's needs and desires.

In september 2014, Philips announced to sharpen strategic focus by establishing two market-leading companies in lighting solutions and in HealthTech.

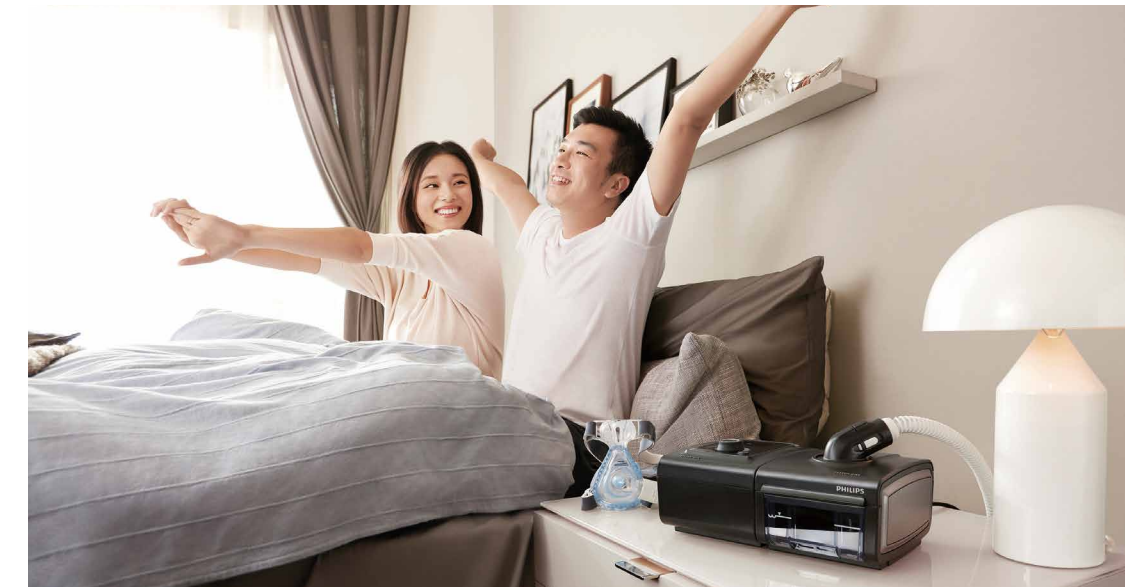
The Products

Philips InfraCare is the latest innovation to help improve lives by reducing chronic pain and promoting an active life. The InfraCare features innovative infrared halogen lamp technology. The special optics, filter and the powerful halogen lamps have been optimized to ensure that the warmth is evenly distributed over the treatment area.

Philips Sonicare Diamond Clean toothbrush creates a powerful flow between the teeth. It effectively removes the dental plaque and dirt, leaving healthy and clean teeth. The five brushing modes and dual charging mode show consideration from Philips Sonicare.

Philips latest premium ultrasound system, EPIQ is equipped with nSIGHT platform of precision imaging and AIUS (anatomical intelligence, ultrasound) for effective and intelligence examination. The new system significantly improves the diagnostic ability for difficult patients, and also delivers a new level of clinical efficiency and confidence. Moreover, the increase of reproducibility as well as the reduction of variance among individuals brings more comprehensive clinical solutions.

Philips Respiration System One 60 Series has 6 ventilations for patients with different levels of obstructive sleep apnea hypopnea syndrome



► Philips Respiration System One 60 Series

(OSAHS). With 5 smart technologies, this series provides 'personal tailor' solution for the patient.

Recent Developments

In september 2014, Philips announced to sharpen strategic focus by establishing two market-leading companies in lighting solutions and in HealthTech. The company will capitalize on the convergence of professional health care and consumer end-markets across the health continuum, from healthy living and prevention to diagnosis, treatment and home care. In China, leveraging leading global technological platform, and with solid local innovation capacity and deep local insights, Philips is committed to delivering meaningful innovations to help Chinese society to respond to key challenges of aging population and urbanization and improve people's lives.

Recent Promotion

Through years of brand communication, Philips brand equity of "Innovation and you" has penetrated deeply into Chinese consumers' minds. In the process of transforming to be a leading company in HealthTech, we need to further detail and strengthen our brand equity and thus enhance our brand value. Through Chinese consumers' insight study, we understand that the true value of pursuing health is for the better life and health is the cornerstone.

Philips brand has launched a series of brand campaigns themed "With HealthTech, there is always a way to make life better". The brand OVC demonstrates touching and essential "making life better" moments of a family. All these moments are contributed by Philips continuous innovation on HealthTech, from daily healthy living, professional healthcare, to home healthcare. On social media, centering around the theme "meaning of life, value of health", we inspired the discussion with consumers. We developed six story telling videos based on consumers' voice, which tell diversified

lives of different people and their unique life values. No matter what the meaning of our life is, we believe it is health that supports us to achieve our goals. Besides, Philips brand cooperates with the exclusive government media Xinhua News net and several business media, like CBNweekly, The Economic Observer, China Business and etc., to develop a series of columns in which professionals will be invited to analyze and discuss the status and situation of Chinese health and solutions to achieve Chinese health. Philips brand also cooperates with Documentary Channel for developing a series of documentary videos called "Doctor's Tao" to show health care provider's philosophy towards health in the face of life and death.

Brand Values

At Philips, we want people to be healthy, live well and enjoy life. We are a technology company that cares about people. We listen, discover and challenge, to deliver meaningful innovation to you. Philips brand is committed to innovating for implementing this vision and brings people better lives.

Things you did not know about Philips

Philips actively carries out social responsibility programs in China, focusing on three areas: healthcare, environment and education. So far Philips has been fulfilling our social commitment in China for 18 years; more than 225,000 impoverished people, among which 85,500 are children, benefited from our CSR efforts; Philips has invested RMB37.52 million in education area in China, building 17 primary Hope schools and 359 libraries, providing financial support for training of 555 teachers, and helping 850 impoverished children back to school. Besides, Philips built 23 Philips Future Spaces in earthquake regions and 12 health stations in rural areas throughout China.