Royal Philips Third Quarter Results 2015 Information booklet

October 26th, 2015



Important information

Forward-looking statements

This document and the related oral presentation, including responses to questions following the presentation, contain certain forward-looking statements with respect to the financial condition, results of operations and business of Philips and certain of the plans and objectives of Philips with respect to these items. Examples of forward-looking statements include statements made about our strategy, estimates of sales growth, future EBITA and future developments in our organic business. By their nature, these statements involve risk and uncertainty because they relate to future events and circumstances and there are many factors that could cause actual results and developments to differ materially from those expressed or implied by these statements.

These factors include, but are not limited to, domestic and global economic and business conditions, developments within the euro zone, the successful implementation of our strategy and our ability to realize the benefits of this strategy, our ability to develop and market new products, changes in legislation, legal claims, changes in exchange and interest rates, changes in tax rates, pension costs and actuarial assumptions, raw materials and employee costs, our ability to identify and complete successful acquisitions and to integrate those acquisitions into our business, our ability to successfully exit certain businesses or restructure our operations, the rate of technological changes, political, economic and other developments in countries where Philips operates, industry consolidation and competition. As a result, Philips' actual future results may differ materially from the plans, goals and expectations set forth in such forward-looking statements. For a discussion of factors that could cause future results to differ from such forward-looking statements, see the Risk management chapter included in the Annual Report 2014.

Third-party market share data

Statements regarding market share, including those regarding Philips' competitive position, contained in this document are based on outside sources such as specialized research institutes, industry and dealer panels in combination with management estimates. Where information is not yet available to Philips, those statements may also be based on estimates and projections prepared by outside sources or management. Rankings are based on sales unless otherwise stated.

Use of non-GAAP Information

In presenting and discussing the Philips' financial position, operating results and cash flows, management uses certain non-GAAP financial measures. These non-GAAP financial measures should not be viewed in isolation as alternatives to the equivalent IFRS measures and should be used in conjunction with the most directly comparable IFRS measures. A reconciliation of such measures to the most directly comparable IFRS measures is contained in our Annual Report 2014. Further information on non-GAAP measures can be found in our Annual Report 2014.

Use of fair-value measurements

In presenting the Philips' financial position, fair values are used for the measurement of various items in accordance with the applicable accounting standards. These fair values are based on market prices, where available, and are obtained from sources that are deemed to be reliable. Readers are cautioned that these values are subject to changes over time and are only valid at the balance sheet date. When quoted prices or observable market data are not readily available, fair values are estimated using valuation models, which we believe are appropriate for their purpose. Such fair value estimates require management to make significant assumptions with respect to future developments, which are inherently uncertain and may therefore deviate from actual developments. Critical assumptions used are disclosed in our Annual Report 2014. Independent valuations may have been obtained to support management's determination of fair values.

All amounts are in millions of Euro's unless otherwise stated. All reported data is unaudited. Financial reporting is in accordance with the accounting policies as stated in the Annual Report 2014, unless otherwise stated.



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Financial performance Q3 2015: Group

Sales & order intake

- Comparable sales amounted to EUR 5.8 billion, up 2% year-on-year
- Comparable sales of Consumer Lifestyle grew by 6%; Lighting posted a 3% decline
- Healthcare comparable sales up 3%, comparable equipment order intake also up 2%

EBITA & Adjusted FBITA¹

- EBITA amounted to EUR 429 million, which included EUR 51 million restructuring and acquisition-related charges, EUR 31 million charges related to a legal matter and EUR 59 million related to the separation of the Lighting business
- Adjusted EBITA was EUR 570 million, or 9.8% of sales, versus EUR 474 million last year, or 9.1% of sales

Cost savings & Net Income

- Gross overhead cost savings of EUR 33 million. Annualized savings of EUR 322 million
- Net income of EUR 324 million, compared to net loss of EUR 103 million in Q3 2014
- EPS was EUR 0.34 compared to EUR (0.11) in Q3 2014

Asset management & ROIC

- Inventories amounted to 16.8% of sales²
- Free Cash inflow of EUR 58 million, compared to EUR 155 million inflow in Q3 2014
- ROIC, excluding charges related to the jury verdict in the Masimo litigation³ and the CRT antitrust litigation, was 9.7%, compared to 9.8% in Q3 2014

Other

• By the end of Q3, 66% of the EUR 1.5 billion share buy-back program was completed

Growing in a challenging market; Operational earnings improvement



Financial performance Q3 2015: Healthcare

Order intake¹

- Currency-comparable order intake increased 2%
- Imaging Systems achieved mid-single-digit growth and Patient Care & Monitoring Solutions posted low-single-digit growth. Healthcare Informatics, Solutions & Services recorded a double-digit decline

Sales

- Comparable sales increased 3% year-on-year
- Imaging Systems, Healthcare Informatics, Solutions & Services and Customer Services recorded mid-single-digit growth. Patient Care & Monitoring Solutions remained in line with Q3 2014

EBITA & Adjusted EBITA²

- EBITA amounted to EUR 253 million and included EUR 40 million restructuring and acquisition-related charges, largely relating to the Volcano acquisition, and EUR 31 million charges related to a legal matter
- Adjusted EBITA was EUR 324 million, or 12.3% of sales, compared to 12.0% last year. The increase was largely driven by cost productivity, partly offset by negative currency impacts and higher expenditure for growth initiatives and Quality & Regulatory

Net Operating Capital (NOC)

- Inventories as a % of sales³ increased by 40 basis points year-on-year, in preparation for additional sales volume in Q4 2015
- NOC increased by EUR 1.0 billion to EUR 9.0 billion on a currency comparable basis, largely driven by the Volcano acquisition

Resumption of order intake growth; Operational earnings improvement



Financial performance Q3 2015: Consumer Lifestyle

Sales

- Comparable sales increased 6% year-on-year
- Health & Wellness and Personal Care achieved double-digit growth, while Domestic Appliances recorded a low-single-digit decline
- Comparable sales in growth geographies and mature geographies showed mid-singledigit growth

EBITA & Adjusted EBITA¹

- EBITA was EUR 156 million, or 12.5% of sales
- Adjusted EBITA was EUR 156 million, or 12.5% of sales, compared to 10.6% in Q3 2014
 The improvement was mainly driven by higher volumes, product mix and cost productivity

Net Operating Capital (NOC)

- Inventories as a % of sales² decreased by 130 basis points year-on-year, driven by reductions in all businesses
- NOC increased by EUR 225 million to EUR 1.7 billion on a currency comparable basis, largely driven by higher working capital

Strong growth and continued margin improvement



Financial performance Q3 2015: Lighting

Sales

- Comparable sales were down 3% year-on-year
- Professional Lighting Solutions posted a low-single-digit decline. Light Sources & Electronics and Consumer Luminaires recorded a mid-single-digit decline.
- LED lighting sales grew 24% compared to Q3 2014 and now represent 44% of total Lighting sales. Conventional lighting sales declined 20% year-on-year

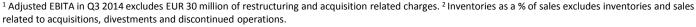
EBITA & Adjusted EBITA¹

- EBITA amounted to EUR 159 million, or 8.7% of sales, including EUR 15 million restructuring & acquisition-related charges
- Adjusted EBITA was EUR 174 million, or 9.5% of sales, compared to 9.1% last year, driven by improved cost productivity and gains on the sale of assets

Net Operating Capital (NOC)

- Inventories as a percentage of sales² decreased by 80 basis points year-on-year
- NOC decreased by EUR 1.4 billion to EUR 4.0 billion on a currency comparable basis, mainly due to the reclassification of the combined businesses of Lumileds and Automotive as assets held for sale in Q4 2014

Operational earnings continue to improve on lower sales volume





Financial performance Q3 2015: by geography

Growth Geographies¹

- Comparable sales were in line with Q3 2014, with growth at Consumer Lifestyle offset by a decline at Healthcare and Lighting. Growth in Central & Eastern Europe and Asia Pacific was offset by a decline in China and the Middle East & Turkey
- Healthcare comparable order intake decreased mid-single-digit, mainly due to a double-digit decline in China

North America

- Comparable sales increased by low-single-digit year-on-year. High-single-digit sales growth in Consumer Lifestyle and low-single-digit growth in Healthcare were offset by a mid-single-digit decline in Lighting
- Healthcare comparable order intake grew by mid-single-digit

Western Europe

- Comparable sales grew by mid-single-digit year-on-year. Healthcare grew by double-digit and Consumer Lifestyle by low-single-digit. Lighting declined by low-single-digit
- Healthcare comparable order intake grew by high-single-digit

Mature geographies drive overall sales performance



Key financials summary – Q3 2015

	Q3 2014	Q3 2015
Sales	5,194	5,836
Adjusted EBITA	474	570
EBITA	(62) ¹	429 ²
Financial income and expenses	(80)	(100)
Income taxes	50	(8)
Net income	(103)	324
Net Operating Capital	10,841	11,427
Net cash flow from operating activities	325	281
Net capital expenditures	(170)	(223)
Free cash flow	155	58

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Sales by sector - Q3 2015

	Q3 2014	Q3 2015	% nom	% comp
Healthcare	2,234	2,627	18	3
Consumer Lifestyle	1,114	1,246	12	6
Lighting	1,705	1,830	7	(3)
Innovation, Group & Services	141	133	(6)	15
Philips Group	5,194	5,836	12	2



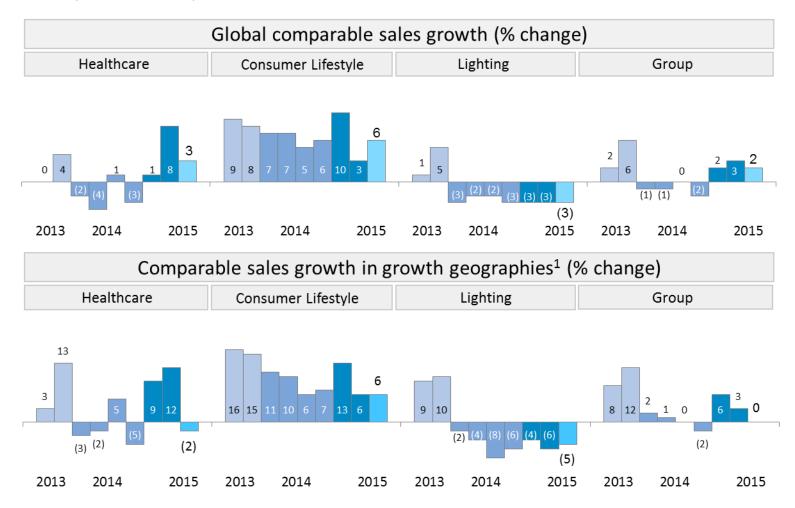
Sales by geography – Q3 2015

	Q3 2014	Q3 2015	% nom	% comp
Western Europe	1,326	1,435	8	5
North America	1,636	1,983	21	1
Other mature geographies	412	444	8	3
Growth geographies ¹	1,820	1,974	8	0
Philips Group	5,194	5,836	12	2



Sales growth development

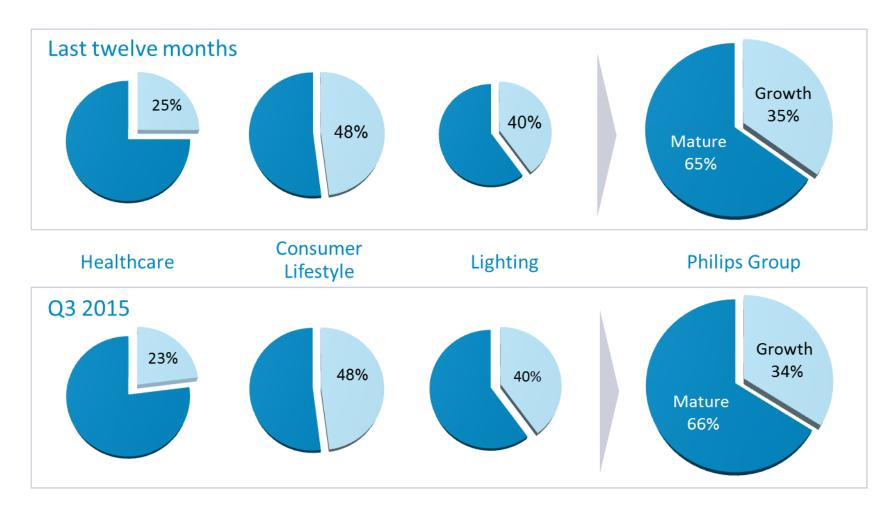
Trend Q3 2013 – Q3 2015





Sales in growth geographies¹

Last twelve months and Q3 2015





EBITA by sector - Q3 2015

	Q3 2	2014	Q3 2	2015
		as % of sales		as % of sales
Healthcare ¹	(151)	(6.8%)	253	9.6%
Consumer Lifestyle ²	114	10.2%	156	12.5%
Lighting ³	126	7.4%	159	8.7%
Innovation, Group & Services ⁴	(151)	-	(139)	-
Philips Group	(62)	(1.2)%	429	7.4%

¹ Q3 2014 includes EUR (3)M of restructuring related charges and EUR (415) million of other incidentals; Q3 2015 includes EUR (40)M of restructuring and acquisition related charges and EUR (31) million of other incidentals. ² Q3 2014 includes EUR (4)M of restructuring and acquisition related charges. ³ Q3 2014 includes EUR (30)M of restructuring and acquisition related charges; Q3 2015 includes EUR (15)M of restructuring and acquisition related charges and EUR (41)M of restructuring related charges and EUR (43) million of other incidentals; Q3 2015 includes EUR 4M of restructuring related gains and EUR (59)M of other incidentals. Note - Prior-period financials have been restated for the treatment of the combined businesses of Automotive and Lumileds as discontinued operations.



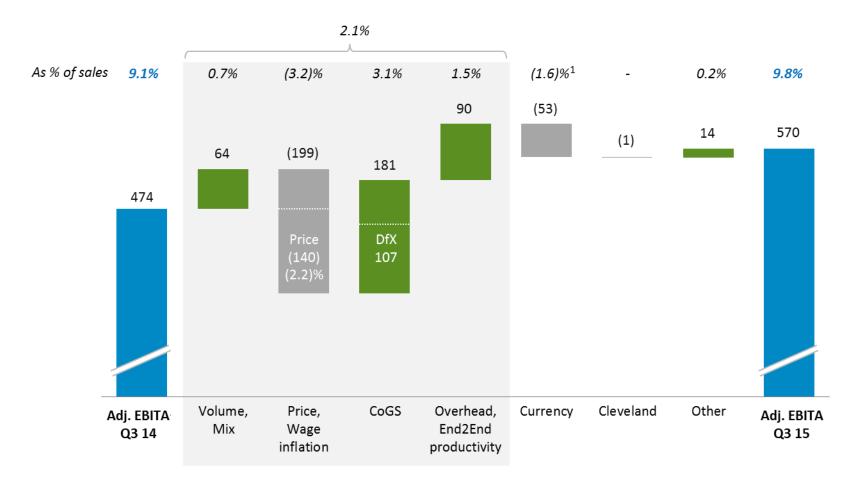
Adjusted EBITA by sector - Q3 2015

	Q3 2	2014	Q3 2	2015
		as % of sales		as % of sales
Healthcare ¹	267	12.0%	324	12.3%
Consumer Lifestyle ²	118	10.6%	156	12.5%
Lighting ³	156	9.1%	174	9.5%
Innovation, Group & Services ⁴	(67)	-	(84)	-
Philips Group	474	9.1%	570	9.8%

¹ Q3 2014 excludes EUR (3)M of restructuring related charges and EUR (415) million of other incidentals; Q3 2015 excludes EUR (40)M of restructuring and acquisition related charges and EUR (31) million of other incidentals. ² Q3 2014 excludes EUR (4)M of restructuring and acquisition related charges. ³ Q3 2014 excludes EUR (30)M of restructuring and acquisition related charges; Q3 2015 excludes EUR (15)M of restructuring and acquisition related charges and EUR (41)M of restructuring related charges and EUR (43) million of other incidentals; Q3 2015 excludes EUR 4M of restructuring related gains and EUR (59)M of other incidentals. Note - Prior-period financials have been restated for the treatment of the combined businesses of Automotive and Lumileds as discontinued operations.



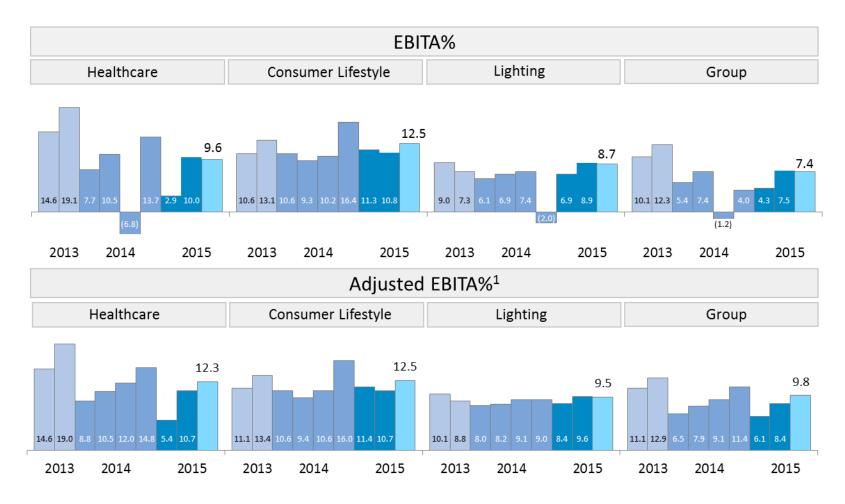
Accelerate! improved operational performance and offset headwinds in Q3 2015





EBITA and Adjusted EBITA margin development

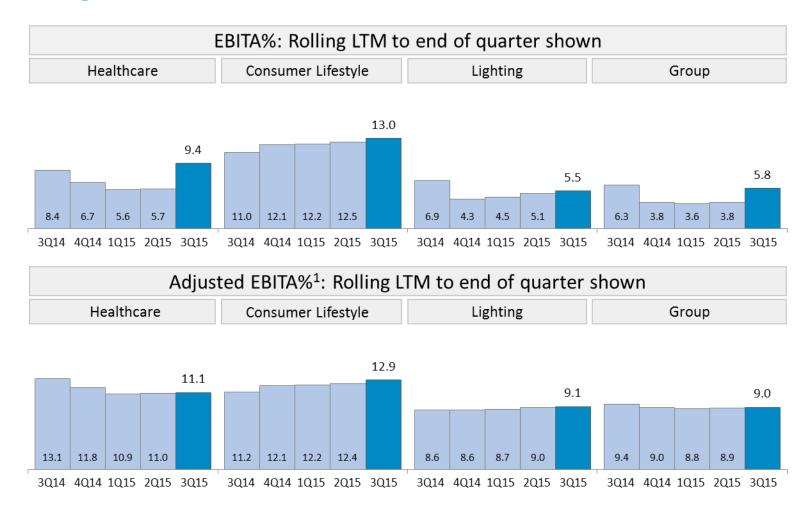
Trend Q3 2013 – Q3 2015





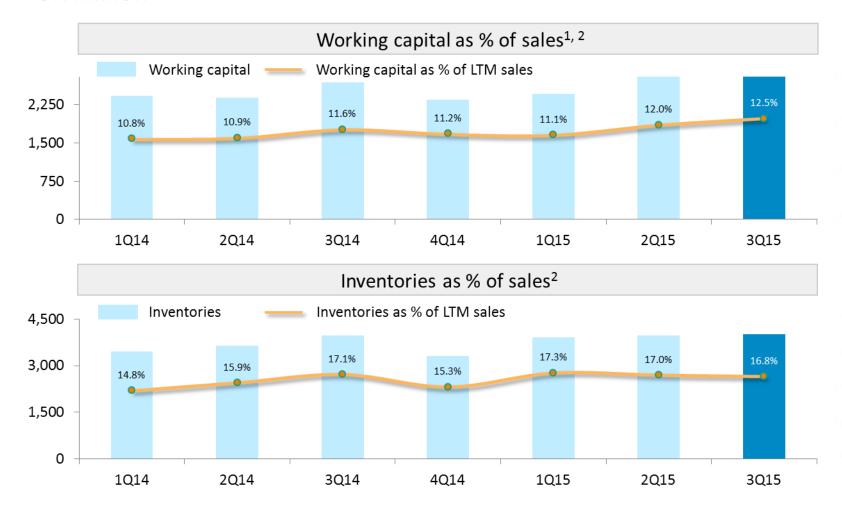
EBITA and Adjusted EBITA margin development

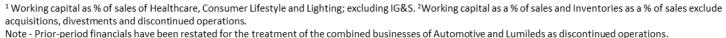
Rolling last 12 months





Working capital & inventories







Working capital per business sector





Free Cash Flow – Q3 2015

	Q3 2014	Q3 2015
Net income from continuing operations	(130)	236
Depreciation, amortization, and impairments of fixed assets	278	312
Interest income and expense/ Income tax expense	1	70
Net gain on sale of assets	(65)	(17)
Changes in working capital, of which:	40	(282)
- changes in receivables and other current assets	(301)	(152)
- changes in inventories	(113)	(205)
- changes in accounts payable, accrued and other liabilities	454	75
Decrease (increase) in non-current receivables, other assets and other liabilities	92	(57)
Decrease in provisions	476	(32)
Interest paid and received/ Income taxes paid	(170)	(147)
Others	(197)	198
Net cash flow from operating activities	325	281
Purchase of intangible assets/ Expenditures on development assets	(92)	(116)
Capital expenditures on property, plant and equipment	(95)	(135)
Proceeds from disposals of property, plant and equipment	17	28
Net capital expenditures	(170)	(223)
Free Cash Flow	155	58



Development of Return on Invested Capital (ROIC)



- ROIC
 - ROIC excl. the charges related to the CRT antitrust litigation¹
 - ROIC excl. the charges related to the Masimo litigation² and the CRT antitrust litigation

- ROIC was at 9.7% in Q3 2015, excluding the charges related to the CRT antitrust litigation¹
- This compares to 8.1% in Q2 2015 and to 9.8% in Q3 2014, excluding the charges related to the jury verdict in the Masimo litigation² and the CRT antitrust litigation
- The net operating capital prior to Q4 2014 still includes Lumileds and Automotive whereas the EBIAT of those businesses have been excluded from all periods shown

Notes:

Philips calculates ROIC % as: EBIAT/ NOC

Quarterly ROIC % is based on LTM EBIAT and average NOC over the last 5 quarters EBIAT are earnings before interest after tax; reported tax used to calculate EBIAT

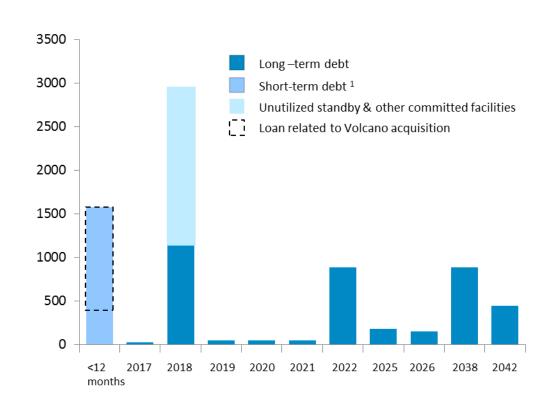


Philips' debt has a long maturity profile

Characteristics of long-term debt

- Total net debt position of EUR 4.5 billion
- Maturities up to 2042
- Average tenor of long-term debt is 11.5 years
- No financial covenants
- EUR 1.8 billion standby facility matures in February 2018

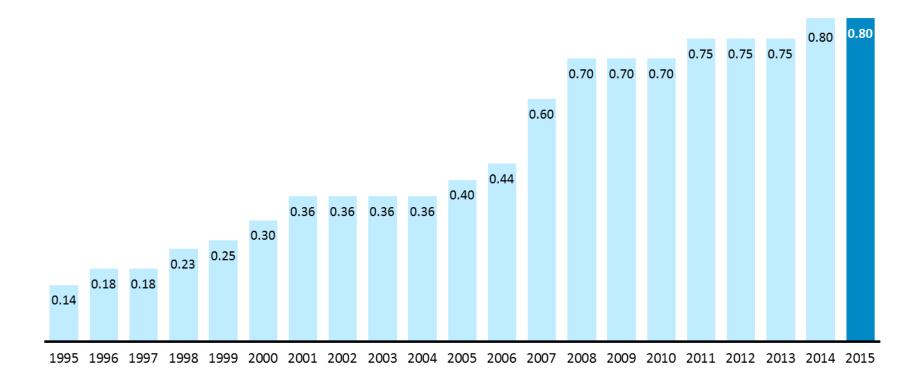
Debt maturity profile as of September 2015 Amounts in EUR millions





A history of sustainable dividend growth

EUR per share



We are committed to dividend-stability and a 40% to 50% pay-out of continuing net income



Update funded status pension plans (IFRS basis)

EUR million	Funded status (not reported)			eet position ported)
	June 2015	September 2015	June 2015	September 2015
Major plans	(1,125)	(1,176)	(1,710)	(1,790)
Minor plans	(227)	(227)	(227)	(229)
Total	(1,352)	(1,403)	(1,937)	(2,019)

- The total funded status decreased slightly due to negative equity markets performance.
- The balance sheet was impacted in Q3 by the increase of the deficit in the US. The balance sheet surpluses in the UK and Brazil are not recognized (asset-ceiling test).



Capital allocation

- Continue to invest in high ROIC organic growth opportunities to strengthen each business
- Disciplined but more active approach to M&A, with a focus on HealthTech, while continuing to adhere to strict return hurdles
- Committed to a strong investment grade credit rating
- Committed to dividend-stability and a 40% to 50% pay-out of continuing net income
- Complete the current EUR 1.5 billion share buyback program by October 2016



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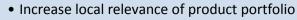




Accelerate! driving further change and performance

Customer Centricity





- Focused Business-to-Government sales channel; Develop digital and CRM capabilities
- Enhance sales capabilities for Solutions, Systems and Services
- Expansion into adjacent and new growth markets to drive growth

Resource to Win



• Increase performance adherence to plan per BMC (Business Market Combination) > 90%

- Targeted investments to drive value creation and extend market leadership
- Strengthen BMC capabilities with global tools, training and ways of working

End2End Execution

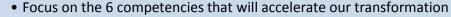


• Non-overhead productivity gains of 100 bps margin impact to be achieved by 2016

- Transform customer chains to 4 Lean business models
- Roll-out new integrated IT landscape
- Reduce Cost of Non Quality by 30%, Inventory reduction by 20%
- Accelerate innovation time to market by avg. 40%; Increase customer service to >95%
- EUR 1 billion via Design for Excellence (DfX) over the period 2014-2016

Growth and Performance Culture





- Run and measure monthly performance dialogues to take ownership for the transformation
- Build Philips University to increase learning and competency development
- Excellence practices to increase operational performance; Lean skills for all employees
- Increase Employee Engagement in markets by 300 bps

Operating Model



- Simplify and de-layer organization, reduce overhead costs by EUR 1.8 billion
- Implement the Philips Business System in the organization
- Continue to transform Finance, HR, and IT to increase productivity and effectiveness
- Align all employees to common performance management objectives

Supported by dedicated senior Transformation Leadership to ensure execution





Accelerate! is improving the way we do business

Enhanced sales capabilities in Healthcare India

In using Salesforce.com, we redesigned and simplified the sales process in Healthcare India. The new way of working and customercentric sales planning approach led to improved data transparency, a 50% increase in sales funnel visibility and an increase of 4 pts in win rate.





End2End transformation: Lighting Indonesia

The Lighting team successfully implemented a new business model for Systems in Indonesia. The new goto-market and customized offerings resulted in enhanced business-to-government sales capabilities and important customer wins, including a CityTouch order in Jakarta for more than 1.4 thousand light points.



Customer value chain: Consumer Lifestyle Iberia

By redesigning and simplifying End2End processes across the customer value chain, we improved the order fulfillment process in Consumer Lifestyle in Iberia. This resulted in a 15% increase in customer service levels and a 4% positive impact on sales to El Corte Ingles, one of our main customers in the region. We are working with other top customers to replicate this success.



Lean manufacturing: Image-Guided Therapy

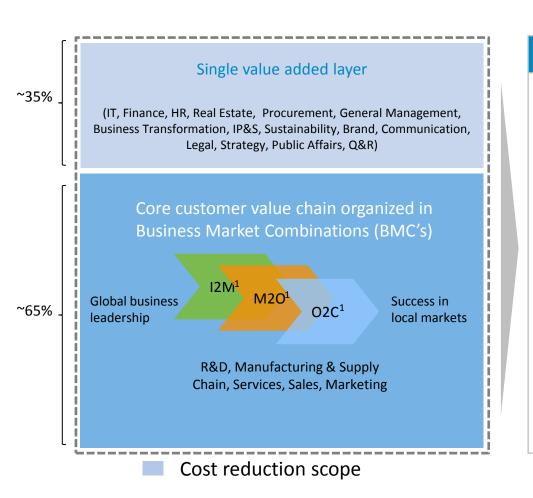
To optimize manufacturing processes at our Image-Guided Therapy facility in the Netherlands, we ran continuous improvement Kaizen events that led to a more than 45% reduction in manufacturing cycle-time and a 35% reduction in work-in-progress inventory for systems in the cabinets line.







Cost reduction program targeting overhead costs will bring EUR 1.8 billion in savings by 2016



Clear design principles

- Structural reduction of costs in the Single value added layer
 - Reduction of layers and optimization of span of control
 - Leverage shared services and centers of excellence
 - Simplified organization design and harmonized job descriptions
- Continued drive to optimize cost structure through operational excellence (Continuous Improvement, Lean)





New operating model enables additional overhead savings by 2016

	Cumulative gross savings		Increme	ental saving period	s in the	
EUR million	2011-2014	2015	2016	YTD 2015	2015	2016
	Actual	Plan	Plan	Actual*	Plan	Plan
TOTAL	1,335	1,600	1,800	209	265	200

 $^{^{\}ast}$ Represents incremental savings generated in the period. Equivalent to annualized gross savings of EUR 322 million in 2015

	Annual restructuring costs and investments				
EUR million	2011-2014	YTD 2015	2015	2016	
	Actual	Actual	Plan	Plan	
Restructuring	(456)	(12)	(75)	(50)	
Investments*	(433)	(134)	(185)	(140)	
TOTAL	(889)	(146)	(260)	(190)	

 Annualized overhead gross savings through the end of Q3 2015 amount to EUR 322 million. However, we expect overhead cost savings for the full year to be close to the target of EUR 265 million as the anticipated savings for Q4 are likely to be more than offset by an increase in IT costs due to phasing

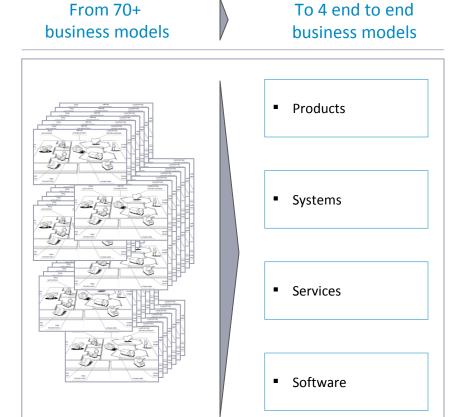


New operating model enables additional cost savings across the enabling functions and faster decision-making

^{*} Includes investments to enable overhead cost savings as well as investments on the overall execution of the Accelerate! transformation (see page 28 for a comprehensive review of the program)



Overhauling our business model architecture



- All Philips businesses to adopt one of four standardized business models
- Investments being made to standardize processes, data, and new IT backbone
- A single planning, performance and reward cycle across Philips
- Investing to create a culture for such a major change





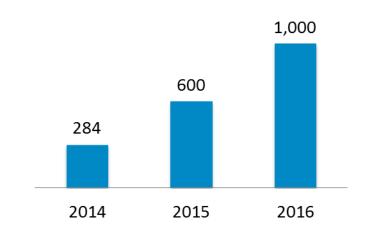
On track to achieve procurement transformation targets

Design for X; X = cost, quality, manufacturing etc.

- End2End approach to product creation, with one integrated procurement team, supply chain, R&D, marketing, finance and the supplier upfront to drive breakthrough cost savings through:
 - · Value engineering
 - · Re-design the purchasing value chain
 - Leveraging global spend
- Significant cost savings can be achieved in mature products, i.e. products being manufactured 5+ years, as well as new product introductions
- Funnel of opportunities targeting additional cumulative savings of EUR 1 billion over the period 2014 to 2016



EUR million



DfX challenges the value chain of products, drives decisions and follow-through



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The Philips Business System, our repeatable system to drive value

- Active portfolio management
- Improving customer centricity
- Relentless focus on operational excellence
 - Ensure Quality and Compliance
 - Drive operational excellence and speed
 - Reduce costs and eliminate waste
- Building our growth and performance culture





We leverage our unique strengths across businesses and markets

Philips Portfolio

Deep Market Insights

Technology Innovation

Global Footprint

The Philips Brand

Our People

- Global market leader in Lighting
- Top 3 Healthcare player
- Leadership positions¹ in over half of Group revenues
- Technology and know-how
- Strong IP
 positions
 (~71,000 patent
 rights)
- Regional R&D centers

- Loyal customer base in 100+ countries
- 35% of group revenues from growth geographies²
- World's 47th most valuable brand in 2015 compared to the 65th in 2004
- Brand value of USD 9.4 billion
- Employee
 Engagement
 Index³ exceeds
 high performance
 benchmark value
 of 70%
- Culturally diverse leadership team

Supported by a strong balance sheet



Continuing our multi-year Accelerate! journey to drive value creation

Accelerate!

Initiate new growth engines

- Invest in adjacencies
- Seed emerging business areas

Expand global leadership positions

- Invest to strengthen our core businesses
- Resource allocation to right businesses & geographies

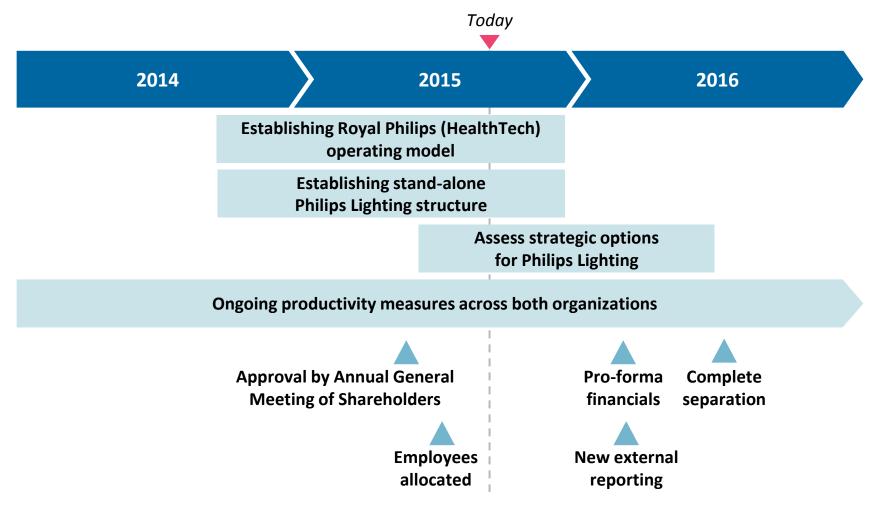
Transform to address underperformance

- Turnaround or exit underperforming businesses
- Productivity & margin improvements
- Rebuild culture, processes, systems & capabilities/
- Implement the Philips Business System

2011 2016



We are well on our way to creating two winning standalone companies





Creating two focused companies to capture highly attractive market opportunities

Strategic benefits of the separation

- Establishing two focused winning companies
- Immediate opportunities to capture growth in attractive end-markets in transition
- Unique portfolio, insights and capabilities

Royal Philips

Focused on the EUR 140+ billion HealthTech opportunity

Serving the Health Continuum

Leveraging strengths of Healthcare and Consumer Lifestyle

Philips Lighting

Focused on the EUR 65+ billion Lighting opportunity

Establishing stand-alone Lighting structure

LED Components & Automotive

EUR 14.4 billion sales 2014¹

EUR 7.0 billion sales 2014¹

Operational benefits of the separation

- Higher growth and profitability
- Improved customer focus in attractive markets
- Faster decision making
- Lean overhead structure, less management layers
- Focused management
- Focused balance sheets and capital allocation policies
- Enable investments in growth



Lighting: attractive and growing EUR 65+ billion market

Key macro trends drive lighting market growth



The world needs more light



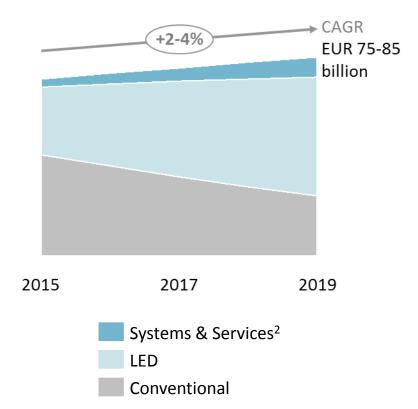
The world needs more energy efficient light



The world needs more digital light

Overall market expected to grow 2–4%, with significant underlying shifts

Global lighting market forecast¹





We are the clear global leader in lighting

Share of Lighting sales¹

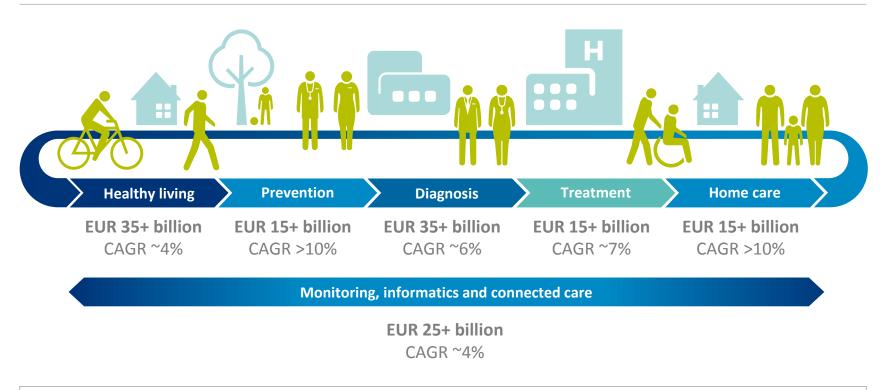


- Leading positions in conventional and key growth businesses
- Global reach with unmatched channel strength, brand value 3x higher than the next competitor
- Recognized track record of innovation and strong patent portfolio
- Leading the transformation to LED, Systems & Services



HealthTech: a EUR 140+ billion market opportunity

Philips indicative addressable market 2014¹ and approximate CAGR 2014–18



Mid to high-single-digit market growth



Profound market trends are driving the HealthTech opportunity

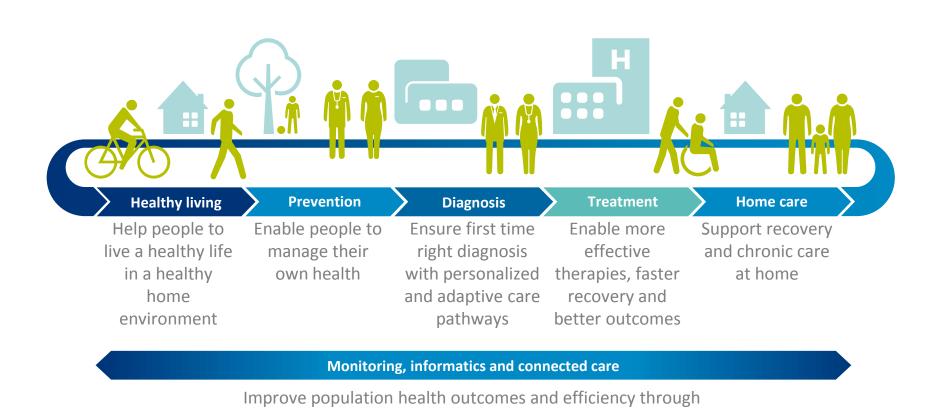


We see two major opportunities for Philips:

- "Industrialization of care": enabling providers to deliver lower-cost care and better outcomes
- "Personalization of care": driving convergence of professional healthcare and consumer health



We target healthcare customer and consumer needs along the Health Continuum



integrated care, real-time analytics and value-added services

PHILIPS

We have a unique position to tap into the HealthTech opportunity

We deliver **leading solutions** that improve **personalized health outcomes** and drive **better productivity** along the Health Continuum, building on our strengths:

Deep consumer and customer insights

Advanced technology and world class design capabilities

Deep clinical know-how and rich data sets

Broad channel access in home and clinical environment

Digital analytics and **clinical decision support** expertise

Trusted solutions partner with strong Philips brand

HealthSuite digital platform enabling solutions along the Health Continuum





We build off strong leadership positions

Healthy living



Global leader¹
Male electric
shaving



#1 in China

Prevention



Global leader
Power
toothbrush



Global leader

Mother &

Childcare

Diagnosis



Global top 3
Diagnostic
imaging



Global leader
Ultrasound

Treatment



Global leader
Image-guided
interventions

Home care



Global leader
Sleep &
Respiratory Care



#1 in North America

Home

Monitoring

Monitoring, informatics and connected care



Global leader

Patient Monitoring

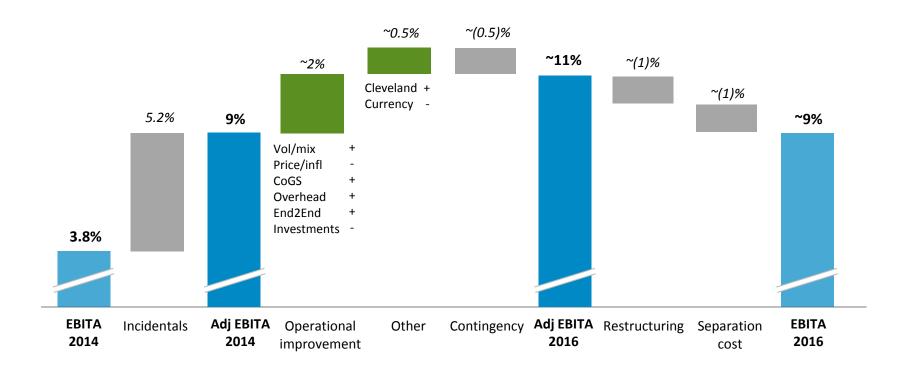


#1 in North America
Cardiology Informatics



Performance trajectory update

Our operational improvements support 2016 outlook; however macro risks and headwinds are increasing



We expect modest comparable sales growth and are focused on driving further operational EBITA improvement in 2016, while also investing in growth



Productivity programs continue to improve operational performance

(EUR million)	2014	2015	2016
Incremental gross overhead cost savings in the period	284	265	200
Procurement	284	~300	~400
End2End productivity gains	79	~80	~90
Restructuring and investments ¹	(240)	(260)	(190)



All savings numbers are gross numbers

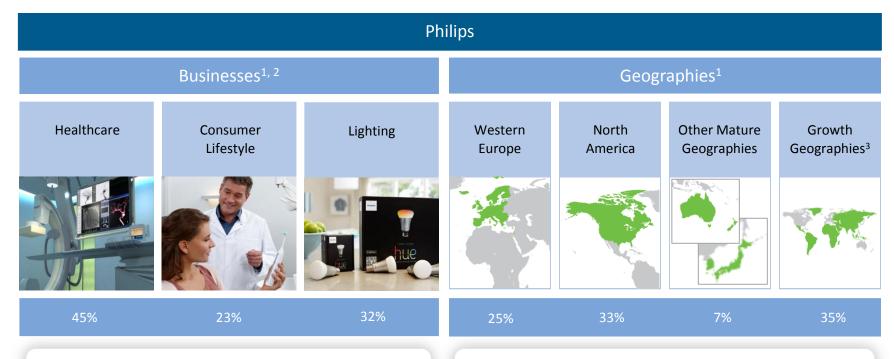


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Philips: A strong industrial company leading in health and well-being



Since 1891
€21.4 billon sales in 2014, 70% B2B
~106,000 employees in over 100 countries

50% of the portfolio has global leadership positions
€1.6 billon R&D spend in 2014 and ~71,000 patent rights
More than 1/4 of revenues from recurring revenue streams



¹ Based on sales last 12 months September 2015. ² Excluding Central sector (IG&S).

³ Growth geographies are all geographies excluding USA, Canada, Western Europe, Australia, New Zealand, South Korea, Japan and Israel.

Note - Prior-period financials have been restated for the treatment of the combined businesses of Automotive and Lumileds as discontinued operations.

Strong leadership¹ positions in many markets across the globe

Healthcare



Global Cardiovascular X-ray



Global
Patient
Monitoring



Global
Image-Guided
interventions



Global
Sleep and
Respiratory Care



*Global*Ultrasound

Consumer Lifestyle



Global
Rechargeable
Toothbrushes



Global
Male Electric
Shaving



Global Mother & Child Care



Regional
Kitchen
Appliances



RegionalAir Purification

Lighting



Global Conventional Lamps



Global LED Electronics



Global LED Lamps



Global Connected lighting



Global
Professional
Luminaires



Sustainability as a driver for growth

Success of EcoVision

Green Products represented around 52%¹ of sales in 2014, up from 39%¹ of sales in 2011, driven by investments in Green Innovation.

EcoVision targets for 2015

- 55% of sales from Green Products
- EUR 2 billion Green Innovation investments
- To improve the lives of 2 billion people
- To improve the energy efficiency of our overall portfolio by 50%
- To double the amount of recycled materials in our products as well as to double the collection and recycling of Philips products



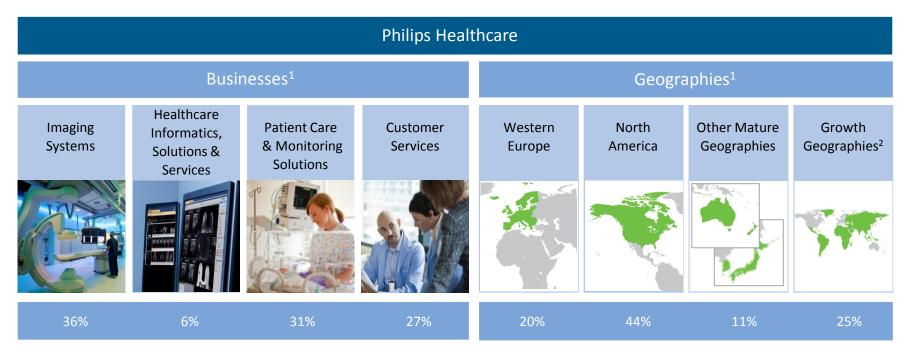
Recent accomplishments

- Received the 2015 "Champion for Change" award from Practice GreenHealth, the North American leading sustainable healthcare community
- Have been recognized 2015 Energy Star partner of the year by the US Environmental Protection Agency for outstanding contribution to environmental protection through energy efficiency
- Received the VBDO Responsible Supply Chain
 Management Award for the 7th time, ranking 1st among the 40 largest publicly listed Dutch companies
- Recognized, for the 3rd consecutive year, as a leader in the Carbon Disclosure Project on both disclosure and performance
- Cited top riser in Interbrand's annual ranking of the top 50 Best Global Green Brands, moving up nine places to the 14th position
- In the 2015 Dow Jones Sustainability Index, Philips became leader in the Industrial Conglomerates category, with top scores for Best in Class performance on Climate Strategy, Product Stewardship and Supply Chain Management



Healthcare

What we do. Where we are.



€9.2

Billion sales in 2014

39,000+

People employed worldwide in 100 countries

9%

of sales invested in R&D in 2014

450+

Products & services offered in over 100 countries

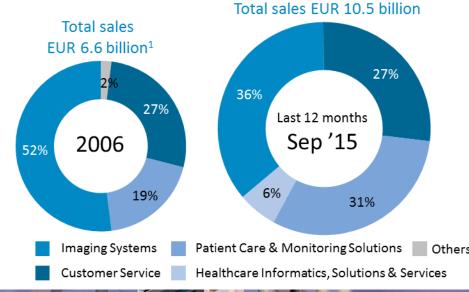


¹ Based on sales last 12 months September 2015.

² Growth geographies are all geographies excluding USA, Canada, Western Europe, Australia, New Zealand, South Korea, Japan and Israel.

Healthcare: Delivering integral, innovative solutions along the Health Continuum

- Collaborate with customers and across our businesses to provide better care at lower cost to more patients
- Redefine the delivery of care as a technology solutions partner
- Deliver all elements from diagnosis to treatment to patient recovery and care, from hospital to home, supported by informatics and consultancy







Our Healthcare businesses are well positioned on the Health Continuum

Healthy living

Prevention

Diagnosis

Treatment

Home care

- World-class innovation
- Deep clinical expertise and relationships
- Global access to healthcare providers
- Integrated solutions portfolio
- Trusted brand



Global top 3

Diagnostic

imaging



Global leader¹
Ultrasound



Global leader
Image-guided
interventions



Global leader
Sleep &
Respiratory Care



#1 in North America

Home

Monitoring

Monitoring, informatics and connected care



Global leader

Patient Monitoring

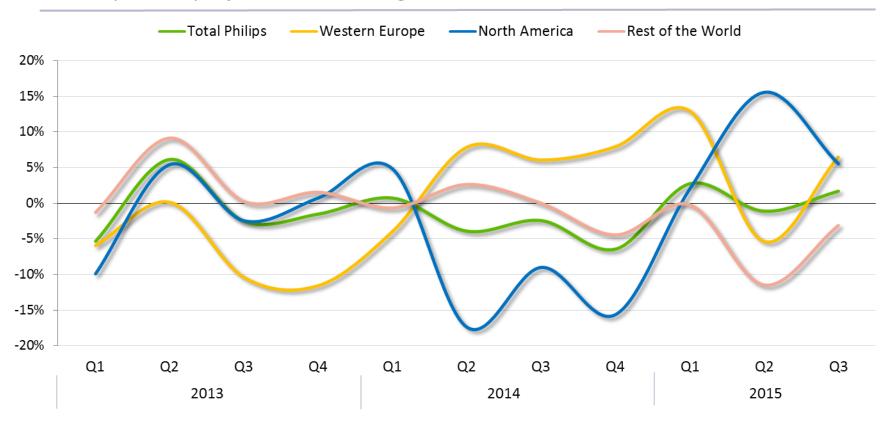


#1 in North America
Cardiology Informatics



Healthcare: order intake¹

Quarterly currency adjusted order intake growth

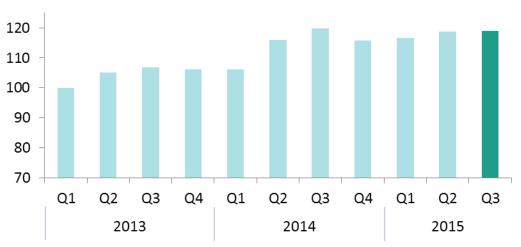


Currency adjusted order intake only relates to the Imaging Systems, Patient Care & Monitoring Solutions and the Healthcare Informatics, Solutions & Services businesses

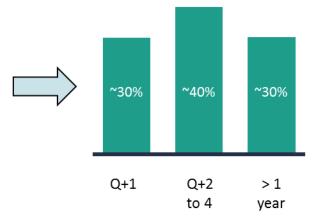


Healthcare: order book

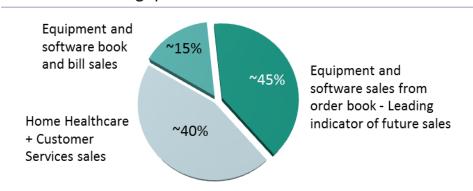
Indexed order book¹ development



Typical profile of order book conversion to sales



Quarter end order book is a leading indicator for ~45% of sales the following quarters

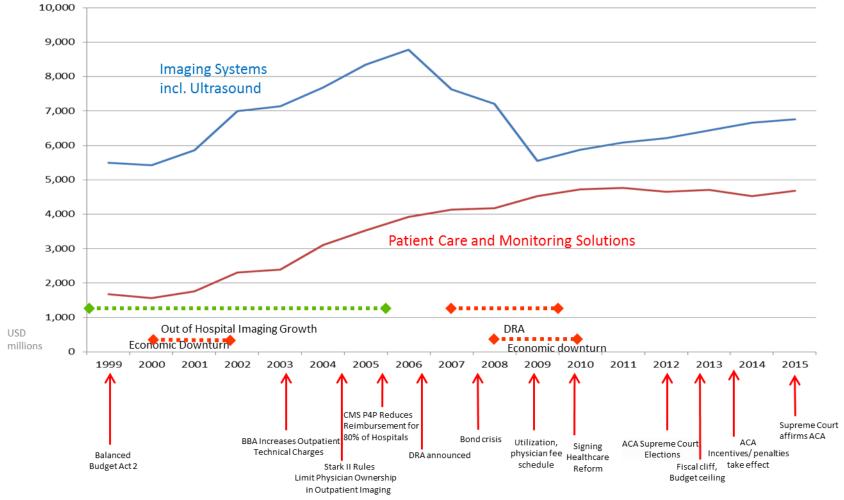


Approximately 70% of the current order book results in sales within the next 12 months



Healthcare historical market development

North America market size, growth and impacts





Consumer Lifestyle

What we do. Where we are.

Philips Consumer Lifestyle Businesses^{1, 2} Geographies¹ Personal Health & **Domestic** Other Mature Growth Western North **Appliances** Europe Geographies Geographies³ Care Wellness America 23% 17% 6%

€4.7
Billion sales in 2014

16,000+
People employed worldwide

of sales invested in R&D in 2014

55% of green product sales in 2014

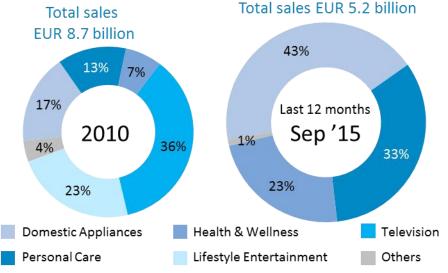


¹ Based on sales last 12 months September 2015. ² Other category (1%) is omitted from this overview.

³ Growth geographies are all geographies excluding USA, Canada, Western Europe, Australia, New Zealand, South Korea, Japan and Israel.

Consumer Lifestyle: Focusing on Personal Health and Well-being appliances and services

- Streamlined portfolio focused on Personal Health and Well-being
- Expand core businesses through locally relevant innovations, global platforms and geographical expansion of proven propositions
- Explore new business adjacencies in the domain of Personal Health and Well-being







Our Consumer Lifestyle businesses have strong positions on the Health Continuum

Healthy living

Prevention

Diagnosis

Treatment

Home care



Global leader¹
Male electric
shaving

#1 in China

Air



Global leader
Power
toothbrush



Global leader

Mother &

Childcare

- Actively addressing Healthy Living and Prevention
- Leveraging global scale and local relevance
- Market access in 100+ countries
- Leading consumer brand
- 250 million appliances sold into homes every year
- Strong capabilities can be leveraged into Home Care



We see significant opportunity for further growth, driven by two growth thrusts

Strengthening the core

Locally relevant innovations and global platforms



Our BMC¹ approach addresses consumer needs through locally relevant innovation and global scale Addressing geographical white spots



We continue our geographical expansion, addressing white spots with proven propositions

New business adjacencies

Addressing opportunities along the Health

Continuum



We see significant opportunities to innovate for consumers along the Health Continuum



We are further building our leadership positions in these categories

Personal Care



Male Grooming

- Maintaining #1 position in electric Male Grooming
- Further strengthening leadership in China; expanding into lower tier cities
- Strengthening relationship with large and loyal base of users through trading-up and recurring revenue activities



Beauty

- Strengthening #1 position in Intense Pulsed Light hair removal in 25 markets in Europe, Latin America, Asia and the Middle East
- VisaPure cleansing brush successfully launched in 21 markets. Philips skincare now available in more than 1,500 Health & Beauty stores
- Market leader in China and volume market leader in Europe for Hair Dryers

Health & Wellness



Oral Healthcare

- Further strengthening leadership position in the US, Japan and China
- Enhancing geographic growth with strong market share increase outside the US (e.g. DACH¹, Japan, UK, China, Russia)
- Sonicare DiamondClean continues to be successful with different editions delivering strong results



Mother & Child Care

- Strengthening geographic footprint with strong growth in key markets such as China, North America & Latin America
- #1 market position in many markets & sub-categories (e.g. bottles and soothers in the US, breast pumps in China, overall #1 in Russia)



We are further building our leadership positions in these categories





- Acquisitions and local product creation drive a significant increase of new product offers
- Global #1 brand in categories such as low fat fryer, juice extractor, food processor and overall home cooking & food preparation
- Leadership in key markets strengthened through local relevance: reached #1 position in blenders in Asia-Pacific and hand blenders in Asia-Pacific and Eastern Europe

Domestic Appliances



Garment Care

- Optimal Temp innovation (non-thermostat iron) confirms global leadership in steam generators
- Locally relevant innovations like steamers drive leadership in China and expand portfolio globally



Coffee

- After the introduction of Saeco Incanto Executive, further successful expansion to mid/high end range with Saeco Incanto
- Growing Senseo as the #1 European brand in Coffee machines in 2014
- Continued expansion of the alliance with Tchibo



Lighting

What we do. Where we are.

Philips Lighting Businesses¹ Geographies¹ **Professional Lighting Consumer Luminaires** Light Western North Other Mature Growth **Sources & Electronics** Solutions Geographies² Europe Geographies America 37% 7% 27% 35,000+ €6.9 5% 72%

in 2014

People employed worldwide in 60 countries

of sales invested in R&D in 2014

72% of green product sales in 2014



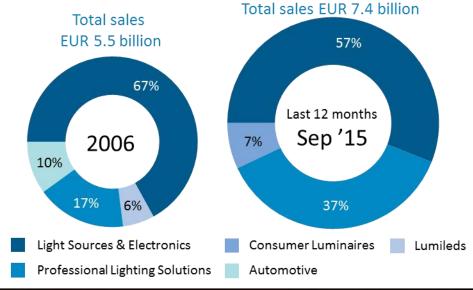
Billion sales

¹ Based on sales last 12 months September 2015.

² Growth geographies are all geographies excluding USA, Canada, Western Europe, Australia, New Zealand, South Korea, Japan and Israel. Note - Prior-period financials have been restated for the treatment of the combined businesses of Automotive and Lumileds as discontinued operations.

Lighting: Lead the way on the path to LED, systems & services

- Serve a large and attractive market driven by the need for more light and energy-efficiency
- Shape the future of digital lighting through game-changing innovation, and unique systems and services
- Accelerate the adoption of LED and help customers to realize the benefits of intelligent and connected lighting systems







We increase our focus towards the people we serve

Further strengthening global leadership in Lighting



- ~ 75%¹ of Lighting sales is B2B
- ~ 44%² of Lighting sales is LED lighting



Our strategy of connected lighting captures the attractive value of lighting

Global leader in the lighting industry



We are a global leader in this attractive market & consistently improve operational performance

Conventional lighting proactively managed



Our industrial setup is flexible to cater for the conventional market decline dynamics

LED lamps optimized for value creation



We continuously take cost out and differentiate in LED lamps

4 LED offers are designed for connectivity



We shape the connected lighting market

Systems & services as additional profit pool



Unique position to win in the fast-growing systems & services market

6 Path-to-Value on track



Clear Path-to-Value for 2016 and beyond



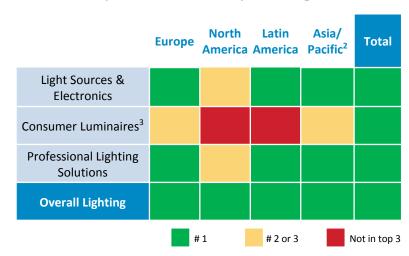
We are the global leader in lighting

We focus on three business groups

- Light Sources & Electronics
- Consumer Luminaires
- Professional Lighting Solutions, including:
 - Systems: interconnected lighting products (light sources, luminaires, controls), software and system integration
 - Services: advise, operate and/or maintain an installed lighting system through its lifecycle

Have leadership positions across all regions

Market share per Business Group and region – 2014¹

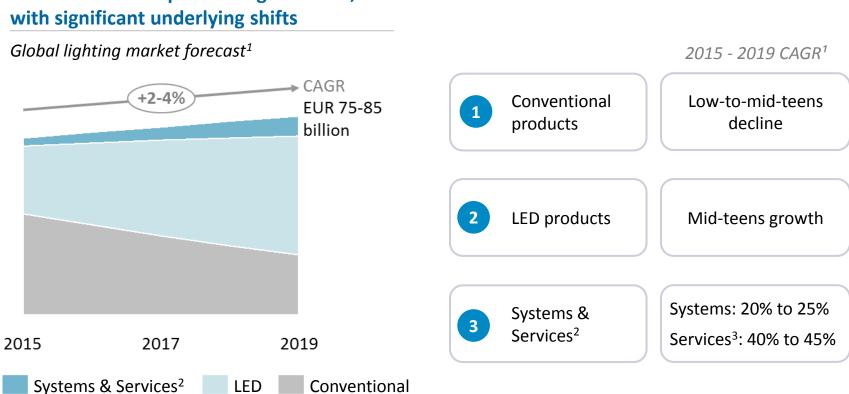


- · Largest lighting company in the world
- #1 in sold LED lighting
- #1 in connected lighting⁴
- Market share in LED is higher than in conventional



The overall lighting market is attractive with high-margin businesses driving value

Overall market expected to grow 2-4%,



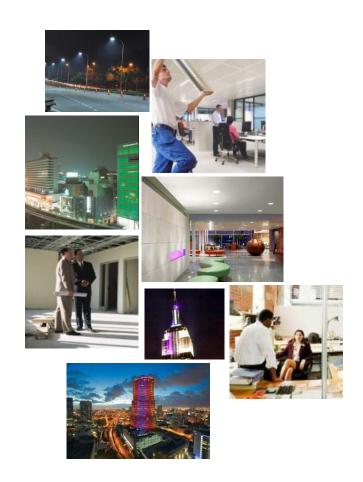


Non-residential construction market in mature geographies is a key growth driver

Around 30% of Philips Lighting sales driven by construction in Western Europe & North America (WE&NA)

Philips Lighting	Construction	Other	Total
Residential	6%	20%	26%
Commercial	45%	24%	69%
Other	0%	5%	5%
Total	51%	49%	100%

Construction	WE&NA	ROW	Total
Residential	2%	4%	6%
Commercial	28%	17%	45% /
Total	30%	21%	51%

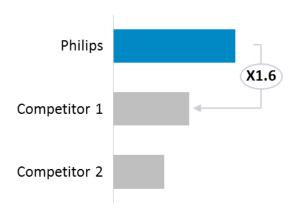




Performance remains strong in conventional and our industrial setup is flexible to cater to the market decline

#1 in conventional lamps and drivers

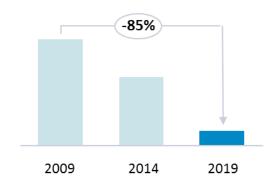
Market share1



- · Capture value by leveraging our:
- Global market presence
- Leading technology, trusted brand
- Extensive customer channels

We adapt capacity in response to market demand

of manufacturing sites, LS&E²



- Ability to adjust capacity with a 3-month lead time
- Closure of sites accelerated in line with market demand

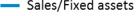
Measures deliver positive results

Free Cash Flow to sales ratio, conventional lamps and drivers



Fixed asset turnover ratio, conventional lamps and drivers





Total Fixed Assets (indexed)



We are the leading LED lighting company

Increased R&D investment in LED leading to improved results





LED sales increase (in EUR billion) LED as a % of Lighting sales





Increased focus on LED products & portfolio developments

- We lead the technological revolution by investing significantly in LED R&D
- Total LED sales ~ EUR 2.9 billion last 12 months September 2015
- LED revenue growth and cost productivity gains will improve profitability

Leveraging Intellectual Property

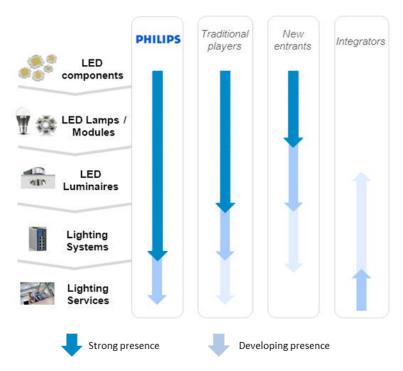
- Scope: LED Controls and Basic Optics
- Philips Lighting Patent Portfolio:
 - 90% LED and digital related
 - 10% Conventional related
- 1400 Rights licensed
- Licensing Program has more than 575 licensees



We are shaping the future of digital lighting

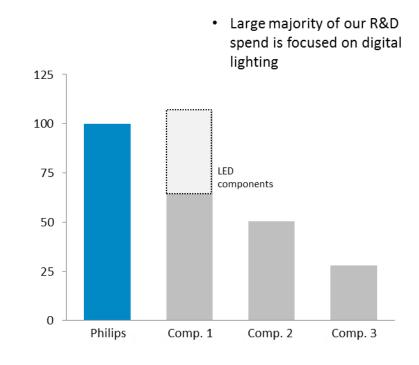
We have a unique competitive position in LED lighting

Market presence in the digital value chain¹:



We continue to invest on differentiation through innovation

Total Lighting R&D Spending Index (Philips = 100)²





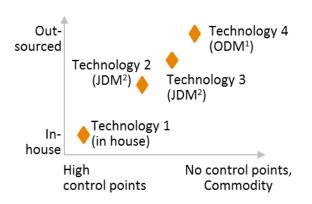
¹ Source: Latest competitors' annual reports, LEDs magazine, LEDinside.com.

² Source: Latest competitors' quarterly reports, internal estimates, excluding General Electric and Japanese lighting companies for lack of data.

LED lamps margins improve as we focus on cost down and differentiating innovations

Manufacturing model is optimized to reduce costs

Manufacturing model metrics (indicative)



- Selectively outsource technologies as they commoditize
- Innovative products and control points remain in house

Differentiation through innovation at all price points



 Replicates the effect of a dimmed halogen or incandescent lamp

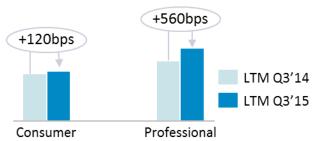


The classic LED bulb

- Produced and launched in Europe at <EUR 5
- Frosted incandescent look and feel through the use of glass bulb
- appl
- Ultra Output LEDtube
- Ultra efficiency for Office applications
- Direct retrofit, no installation hassle

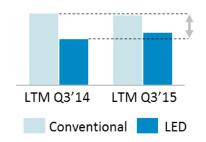
Measures are paying off both in Consumer and Professional

Adjusted gross margin LED Lamps



Gross margin difference of LED vs. Conventional lamps is narrowing

Adjusted gross margin

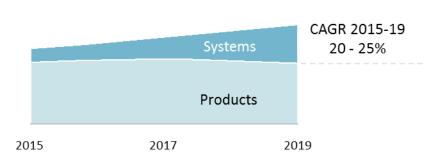




Double-digit growth in systems & services improves overall lighting market attractiveness

Systems will expand the addressable market by EUR 3 - 4 billion

Professional lighting solutions market forecast



Expected to represent 40% of the professional lighting solutions market by 2018

- · Leverage lighting assets in new ways
- Value beyond illumination and improved customer business performance

Data-enabled services will further expand the market by EUR 1 billion

Data-enabled services market forecast



Data transmitted through digital light points enables asset-light service offers

- Data can be analyzed to provide actionable insights
- Optimized management and monitoring of performance

Uniquely positioned to capture the high growth and accretive market opportunities of systems and services



Innovation, Group & Services

Group Innovation

Philips Group Innovation encompasses Group Funded Research and Innovation, Design and Emerging Businesses

IP Royalties

Royalty/licensing activities related to the IP on products no longer sold by the sectors

Group and Regional Costs

Group headquarters and country & regional overheads, as well as costs related to the separation of the Lighting business

Accelerate! Investments

Investments to support the transformation program

Pensions

Pension and other postretirement benefit costs mostly related to former Philips' employees

Service Units and Other

Global service units; Shared service centers; Corporate Investments, stranded costs of the Audio, Video, Multimedia and Accessories as well as the Lumileds and Automotive businesses, and other incidentals related to the legal liabilities of the Group



Appendix



Financial calendar 2016

January 26 Fourth quarter and annual results 2015

February 23 Annual Report 2015

April 25 First quarter results 2016

May 12 Annual General Meeting of Shareholders

July 25 Second quarter results 2016

September 13 Capital Markets Day

October 24 Third quarter results 2016



Depreciation and amortization

	Q3 2014	Q3 2015	FY 2013	FY 2014
Depreciation of property, plant and equipment	137	151	521	592
Amortization of software	7	11	39	32
Amortization of other intangible assets	77	87	393	332
Amortization of development costs	57	63	224	231
Philips Group	278	312	1,177	1,187



Gross capital expenditures & Depreciation by sector

	Gross CapEx ¹			Depreciation ¹		
	Q3 2014	Q3 2015		Q3 2014	Q3 2015	
Healthcare	28	37		38	53	
Consumer Lifestyle	23	23		26	30	
Lighting	14	22		37	38	
IG&S	29	53		36	30	
Group	94	135		137	151	



Gross capital expenditures & Depreciation by sector

	Gross CapEx ¹			Depreciation ¹			
	2013	2014		2013	2014		
Healthcare	131	127		160	148		
Consumer Lifestyle	135	109		108	113		
Lighting	117	84		160	212		
IG&S	99	117		93	119		
Group	482	437		521	592		



Development cost capitalization & amortization by sector

	Capitalization			Amortization		
	Q3 2014	Q3 2015		Q3 2014	Q3 2015	
Healthcare	41	56		42	44	
Consumer Lifestyle	11	12		6	11	
Lighting	1	6		9	8	
IG&S	41	13		-	-	
Group	94	87		57	63	



Development cost capitalization & amortization by sector

	Capitalization			Amortization			
	2013	2014		2013	2014		
Healthcare	252	221		154	166		
Consumer Lifestyle	43	57		37	32		
Lighting	31	23		33	33		
IG&S	24	96		<u>-</u>	<u>-</u>		
Group	350	397		224	231		



Restructuring, acquisition-related charges and other items

EUR million	1Q14	2Q14	3Q14	4Q14	2014	1Q15	2Q15	3Q15
Acqrelated charges	-	-	-	(1)	(1)	(24)	(23)	(38) ⁴
Restructuring	(21)	1	(3)	(46)	(69)	(6)	2	(2)
Other Incidentals	-	-	(415) ¹	16	(399)	(28)	-	(31) ⁵
Healthcare	(21)	1	(418)	(31)	(469)	(58)	(21)	(71)
Acqrelated charges	-	(1)	1	(1)	(1)	-	-	-
Restructuring	-	-	(5)	(3)	(8)	(1)	1	-
Other Incidentals	-	-	-	11	11	-	-	-
Consumer Lifestyle	-	(1)	(4)	7	2	(1)	1	-
Acqrelated charges	(2)	(2)	(8)	(7)	(19)	(1)	(2)	(1)
Restructuring	(28)	(20)	(22)	(156)	(226)	(24)	(10)	(14)
Other Incidentals	-	-	-	(55)	(55)	-	-	-
Lighting	(30)	(22)	(30)	(218)	(300)	(25)	(12)	(15)
Restructuring	-	(4)	(41)	(65)	(110)	(2)	8	4
Other Incidentals	-	-	(43) ²	(174)	(217)	(11)	(27)	(59) ⁶
IG&S	-	(4)	(84)	(239)	(327)	(13)	(19)	(55)
Total Acqrelated charges	(2)	(3)	(7)	(9)	(21)	(25)	(25)	(39)
Total Restructuring	(49)	(23)	(71)	(270)	(413)	(33)	1	(12)
Total Other Incidentals	-	-	(458)	(202) ³	(660)	(39)	(27)	(90)
Grand Total	(51)	(26)	(536)	(481)	(1,094)	(97)	(51)	(141)



