

PHILIPS

sense and simplicity

Philips places its customers at the heart of its product innovations by understanding their needs and aspirations. Focusing on the health and well-being domain, the company serves professional and consumer markets through three overlapping sectors: healthcare, lighting and consumer lifestyle. Throughout its portfolio, it demonstrates its innovation capacity by translating customer insight into technology and applications that improve the quality of people's lives.



Market

As a world leader in healthcare, lifestyle and lighting, Philips integrates technologies and design into people-centric solutions, based on fundamental customer insights and the brand promise of "sense and simplicity". Headquartered in the Netherlands, Philips employs approximately 116,000 employees in more than 60 countries worldwide. With sales of € 23 billion in 2009, the company is a market leader in cardiac care, acute care and home healthcare, energy efficient lighting solutions and new lighting applications, as well as lifestyle products for personal well-being and pleasure with strong leadership positions in flat TV, male shaving and grooming, portable entertainment and oral healthcare. 1 million Philips products are sold every day. (Source: Philips). Philips' brand value has increased by 7% in 2010, outpacing the average of 4% in the Interbrand,

Best Global Brands ranking, Philips has remained the 42nd most valuable brand in the world in 2010 with a brand value of US\$ 8.7 billion. Research and development is a vital part of its business and the company invests € 1.6 billion – more than 7% of sales – into it. It currently has 48,000 patent rights, 35,000 registered trademarks and 56,000 design rights. It also runs one of the largest design organisations in the world with eight studios across three continents. Philips is the world's largest healthcare company, being number one in: Monitoring systems, Automated External Defibrillators, Cardiac Ultrasound, Cardiovascular X-ray, Philips is number one in lamps in Europe, Latin America and Asia Pacific and number two in North America; in Automotive lighting, Philips is leading in Europe, Latin America, Japan and Asia Pacific. Philips is number one in the electric shavers and male grooming category globally and one of the leading flat-TV brands globally.



Achievements

Philips Romania won the award "The Most Trusted Brand 2010", in two categories "Environment" and "Kitchen Appliances". This is the third year in a row Philips has won the award for "kitchen appliances" in the study conducted by Reader's Digest (European Trusted Brands Survey). In the category "Environment", Philips Romania has won both editions. During the seven editions of the High Impact Brands study – conducted since 2003 by Synovate research company- Philips has won first place in the field of consumer electronics & domestic appliances goods. Philips has been awarded with the Superbrands status in 2006 and 2010/2011, as recognition of its achievements and business results in Romania. Winning 50 design awards each year, Philips' worldwide design branch won 22 iF product design awards in 2009 alone. In 2009, IEEE, the world's largest professional association, has honored Philips with an IEEE Milestone Award given to significant innovation that have stood the test of time for at least 25 years – for its contribution to developing the Compact Disc (CD).

1891 Anton and Gerard Philips set up Philips & Co. in Eindhoven, the Netherlands. It begins by manufacturing carbon-filament lamps.	1914 The company opens a research lab, which results in its first innovations in x-ray and radio technology. Four years later, a medical x-ray tube is introduced, marking its entry into healthcare.	1927 Philips opens in Bucharest its first radio equipment factory; by 1932, it is the largest producer of radios in the world.	1939 Its first electric shaver is introduced and the company now employs 45,000 people.	1963 Philips introduces the first Compact Audio Cassette.	1983 A technological and cultural landmark, the Compact Disc is launched, illustrating Philips' dedication to innovation.
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Product

Philips manufactures products across three core areas: healthcare, lighting and consumer lifestyle. Through combining human insights and clinical expertise, Philips aims to improve patient outcomes while lowering the burden on the healthcare system. As the world's leader in Lighting, Philips provides advanced energy-efficient solutions for all segments: road lighting, office & industrial, hospitality and home. Philips is also leader in lighting applications and technologies such as LED technology. In the Consumer Lifestyle sector Philips holds leading positions in many areas such as mother and childcare brand Philips AVENT, and electrical shavers. The Sonicare toothbrush is also the number one recommended brand by dental professionals worldwide. Consumer Lifestyle's leadership business include: Domestic Appliances, Shaving & Beauty, Health & Wellness, Television, Audio and Video Multimedia, and Peripherals and Accessories.



Recent Developments

Philips believes in sustainability as a driver for growth. Green Product sales represented around 30% of sales in 2009, three years ahead of the 2012 target. The launch of EcoVision5 program is a clear example of business growth through sustainability. In 2010-2015 Philips aims to: bring care to 500 million people, improve energy efficiency of the overall portfolio by 50% and double the recycled materials in products as well as to double the collection and recycling of Philips products. Philips priorities in healthcare sector include moving towards a leadership position in Imaging Systems and growing the Home Healthcare business – by launching a new Philips Respiration sleep therapy product range and the introduction of a next generation medical alert service. The Consumer Lifestyle segment generated € 8.5 billion sales in 2010 and Philips employed 18,000 people worldwide. Philips launched in 2010 its most advanced premium electric shaver to date, the SensoTouch 3D, which allows men to choose between a dry and a wet shave. At IFA 2010, Europe's largest consumer lifestyle trade show, Philips launched a range of products including coffee appliances, televisions, blu-ray players and domestic appliances. Philips' priorities for the Lighting division include launching new professional solutions, develop and market new forms of versatile and energy efficient LED innovations and maximize the profitability of conventional lighting business.

1995 The company sells its millionth Philips shave electric shaver.	1997 In co-operation with Sony, Philips introduces the DVD which becomes the fastest growing home electronics product in history.	2004 Philips unveils its new brand promise of "sense and simplicity", which marks a commitment to being a truly people focused company.	2010 Philips announces Vision 2015 strategic plan focused on growth and strengthening leadership in health and well-being.
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Promotion

Philips' view of technology is that it should be as simple as the packaging that contains it. Digital revolution has its backside; for instance, 30% of network connecting products and 48% of digital cameras are brought back because people find them too complex. A research study conducted by Philips in 2003 shows that people share this view. The company interviewed 1,650 consumers and 180 clients and the results showed that people want to enjoy technology advantages without any complication. Philips responds this need of simplicity by offering solutions that need "a simple push of a button". Built on this promise, Philips launched a new range of products focusing on "simplicity" as a main driver of innovation.



Brand Values

The Philips brand promise to customers and consumers is "sense and simplicity". In a world where complexity increasingly touches every aspect of people's daily lives, Philips is committed to understanding the needs and aspirations of real people in order to deliver innovative solutions that are advanced and easy to experience – and that ultimately improve the quality of their lives.

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Things you didn't know about PHILIPS

- Every day, 1 million people buy a Philips product.
- Philips lights many international landmarks, including the Hermitage Museum in Saint Petersburg, the Eiffel Tower, Buckingham Palace, and national landmarks such as Sighisoara medieval town, Romanian Academy Bucharest, Culture Palace Iasi, Avram Iancu Square Cluj and many more.
- Although most people know Philips for TVs and shavers, Philips also holds leading positions in the lighting and healthcare markets: it is market leader in cardiac care, acute care, home healthcare and energy efficient lighting.
- One in every three automobiles worldwide uses Philips lighting.
- Philips' ArenaVision sports lighting equips more than half of the world's major football stadiums, offering viewers advanced lighting solutions.