

## Media Alert

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### **Philips strengthens senior leadership in Healthcare and Lighting in Asia Pacific**

**Asia Pacific, Singapore** – Royal Philips Electronics (NYSE:PHG, AEX: PHIA) today announced additions to its senior leadership team to capitalize the vast growth opportunities in the region and beyond. Arjen Radder has been appointed as General Manager Philips Healthcare Asia Pacific. In addition, Christoph Schell has been appointed as the President Philips Lighting in the Growth Markets. Both appointments were effective 1 January, 2013.

“The new senior leadership team members that we are bringing on board will continue to build on our successes and seize new growth opportunities across the ASEAN Pacific region,” said Ms. Harjit Gill, Chief Executive Officer of Philips ASEAN & Pacific. “The rapid urbanization that is accelerating growth beyond the tier-one cities only mean a heavier reliance and need for better healthcare and sustainable lighting solutions. This phenomenon brings about new business models and opportunities that will require the right senior leadership that will bring about the meaningful innovations from Philips and turn them into impactful solutions for both public and private sectors.”

Both Arjen and Christoph will be part of the ASEAN Pacific Executive Team.

#### **Philips Healthcare in Asia Pacific**

Arjen Radder is responsible for overseeing the Healthcare business across Asia Pacific and this includes countries like India, Japan, Korea, Australia, New Zealand and the ASEAN region. Arjen will report directly into Philips Healthcare’s Chief Executive Officer, Deborah DiSanzo who is based at Philips Healthcare’s headquarters’ in Andover, United States of America. He will also be a member of the global Healthcare Executive Team.

“I believe that Philips is well positioned to address the global challenges in healthcare,” said Arjen Radder, General Manager Philips Healthcare Asia Pacific. “My priority, in markets full of opportunities is to accelerate the local healthcare infrastructure by connecting customer needs to meaningful solutions. In that way, we can contribute to improving people’s lives. I am committed to providing strong leadership by empowering the teams throughout my region.”

The healthcare industry across the region is undergoing a phenomenal shift. Due to rapid aging population, population growth and increase in lifestyle related diseases, healthcare systems need to address the influx of issues that the populations around the region require. As the number of people over the age of 60 will grow to reach about 2 billion by 2050, the challenges facing the healthcare sector is significant. There is a need for growing economies to implement various innovative changes in their healthcare facilities to address the rising challenges

#### **Philips Lighting in Growth Markets**

Christoph Schell is responsible for overseeing the Philips Lighting business across the Growth Markets including ASEAN & Pacific, Japan, Korea, Russia and Central Asia, Middle East and Turkey, India, Pakistan and Africa.

“This new Growth Market combines countries with similar dynamics that enables Philips Lighting to accelerate business synergies and best practices under a central leadership team,” said Christoph Schell, President, Philips Lighting Growth Markets. “The close partnership with customers, go-to-market partners, governments, stakeholders and Original Equipment Makers play a pivotal role to the success of this new region. I will be working closely with the Growth Market sector marketing and local teams to strengthen these engagements as well as drive sales and marketing excellence.”

The lighting industry is undergoing a fundamental shift towards LED and other sustainable lighting solutions. As a global leader in Lighting, this critical inflection point enables Philips Lighting the opportunity to take a total solutions approach and offer integrated solutions including light source, luminaire, controls, system software and complimented turnkey engineering installation, maintenance and financing services. This total solutions approach acts as a catalyst to switch to LED and sustainable lighting solutions in cities, commercial properties, public roads and installations and into homes.

Christoph reports directly to Philips Lighting Chief Executive Officer Eric Rondolat based in Amsterdam, The Netherlands, and is also a member of the global Lighting Executive Team.

**For further information, please contact:**

Christina Celestine  
Philips Healthcare Communications  
Tel: +65 8518 5479  
E-mail: [christina.celestine@philips.com](mailto:christina.celestine@philips.com)

Elvin Ong  
Philips Lighting Communications  
Tel: +65 9829 2055  
E-mail: [elvin.ong@philips.com](mailto:elvin.ong@philips.com)

**About Royal Philips Electronics**

Royal Philips Electronics (NYSE: PHG, AEX: PHIA) is a diversified health and well-being company, focused on improving people’s lives through meaningful innovation in the areas of Healthcare, Consumer Lifestyle and Lighting. Headquartered in the Netherlands, Philips posted 2011 sales of EUR 22.6 billion and employs approximately 121,000 employees with sales and services in more than 100 countries. The company is a leader in cardiac care, acute care and home healthcare, energy efficient lighting solutions and new lighting applications, as well as male shaving and grooming, home and portable entertainment and oral healthcare. News from Philips is located at [www.philips.com/newscenter](http://www.philips.com/newscenter).