

# PHILIPS

sense **and** simplicity

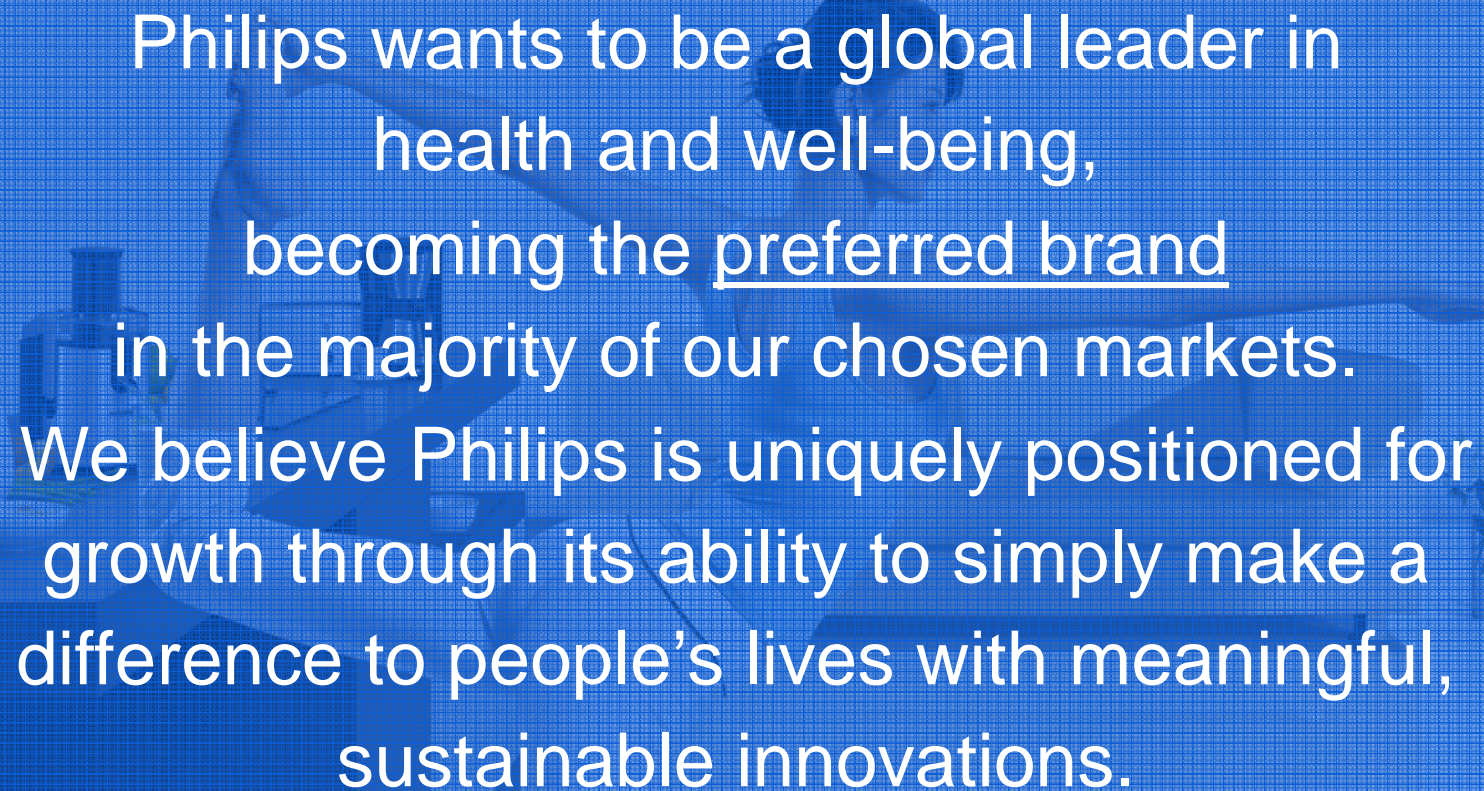
Partnership in Growth 2011

Steve Holic

Northwestern BAC April , 2011

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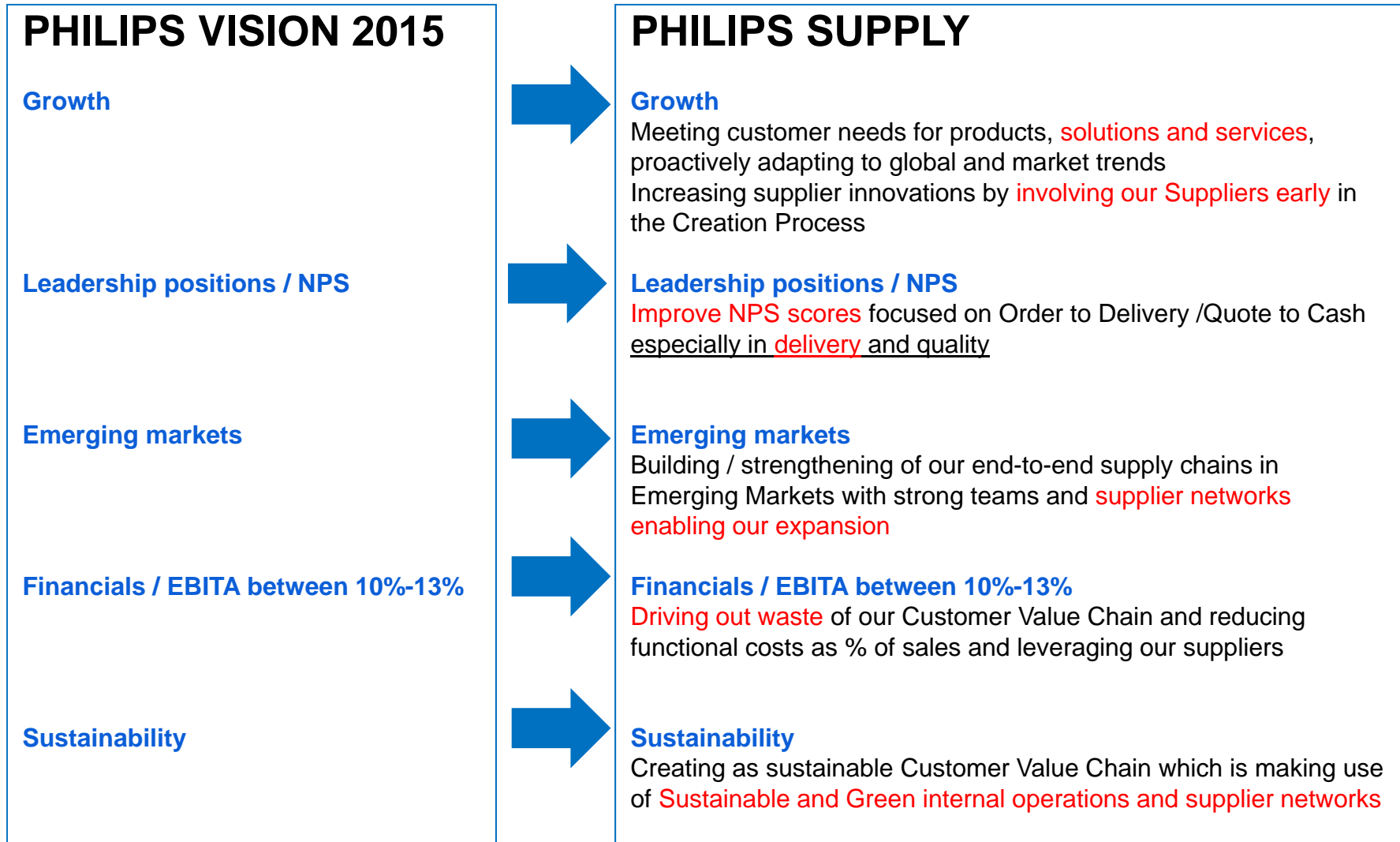
## Our ambition for 2015



Philips wants to be a global leader in health and well-being, becoming the preferred brand in the majority of our chosen markets. We believe Philips is uniquely positioned for growth through its ability to simply make a difference to people's lives with meaningful, sustainable innovations.

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## Question: How can Supply support Vision 2015?



**Answer: By creating a Customer Value Chain to drive Growth and NPS improvement**

# Partnership in Growth

Moving from Cost driven to Value driven  
Physical Distribution



Only People make it happen

