Today's Agenda

WHO WE ARE — 01
INNOVATION IN PHILIPS AR/AI — 02
HEALTHCARE CHALLENGES — 03
PHILIPS CONTINUUM OF CARE & NUMBERS — 04
PHILIPS ISRAEL — 05
DATA CHALLENGES — 06
HEALTHCARE INFORMATICS — 07
HOSPITAL OF THE FUTURE — 08
SUMMARY — 09

Who we are

WHO WE ARE

01

INNOVATION IN PHILIPS AR/AI

02

HEALTHCARE CHALLENGES

03

PHILIPS CONTINUUM OF CARE & NUMBERS

04

PHILIPS ISRAEL

05

DATA CHALLENGES

06

HEALTHCARE INFORMATICS

07

HOSPITAL OF THE FUTURE

08

SUMMARY

09

PHILIPS

Innovation in Philips AR/AI

LV

120/3 (70)

Remote support

Healthcare systems worldwide
are under increasing pressure

PHILIPS

Chronic diseases continue to be on the rise

Staff shortages are rampant and only expected to grow

Healthcare providers seek to reduce inefficiencies and cost

1 in 3

adults worldwide have one or more chronic conditions

Preventive Medicine Reports 2018

47% of physicians feel burned out

64% of nurses feel burned out

Medscape 2022
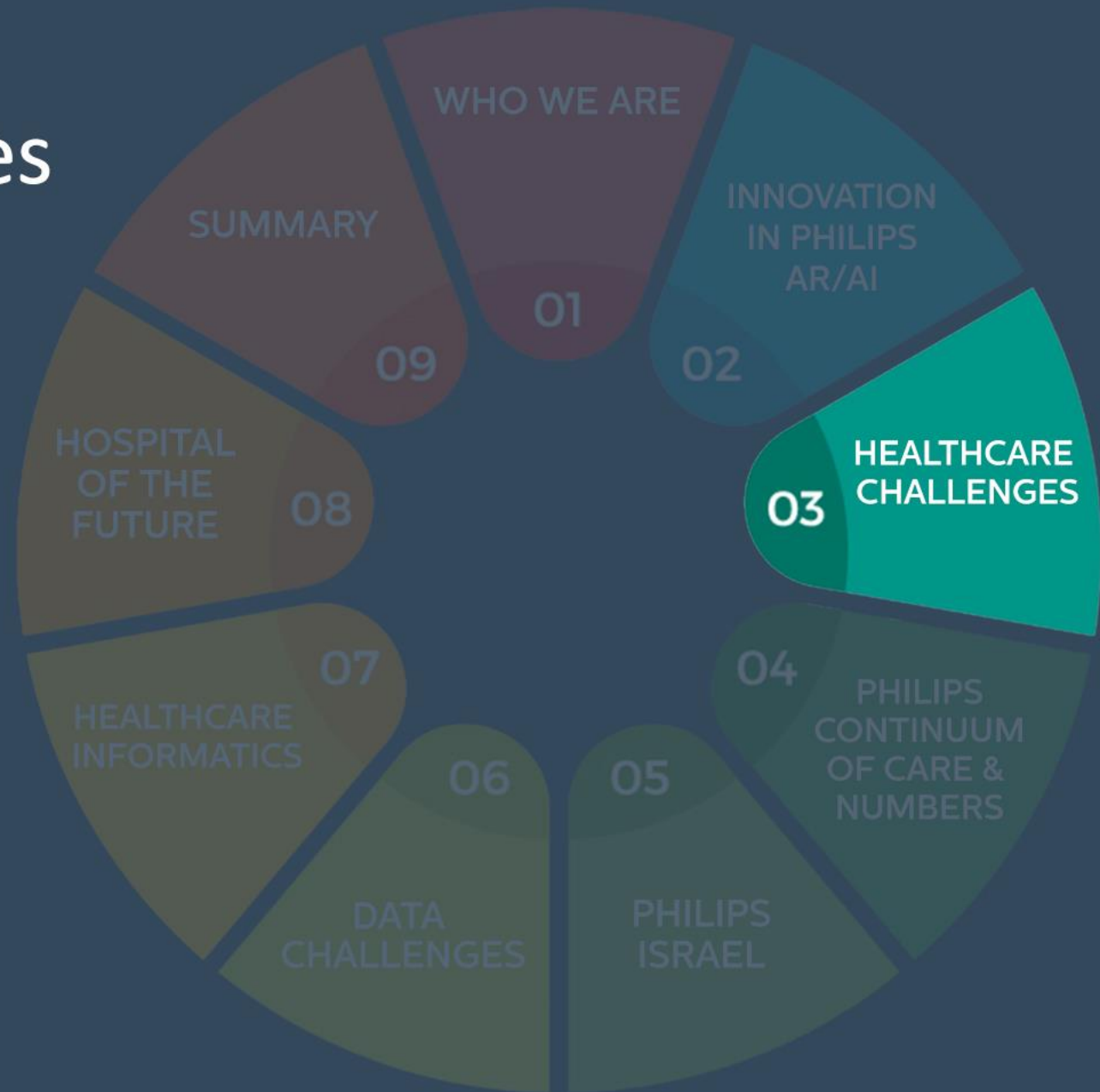
25%

of healthcare spending is considered waste

JAMA 2019

Four profound trends
are shaping the future of health technology

Global resource constraints

Aging populations and the rise of chronic illnesses

Increasing consumer engagement

Digitalization

Taking on the healthcare challenge

At Philips, we take a holistic view of people's health journeys, starting with healthy living and prevention, precision diagnosis and personalized treatment, through to care in the home - where the cycle to healthy living begins again.

Healthy living → Prevention → Diagnosis → Treatment → Home care

Connected care and health informatics
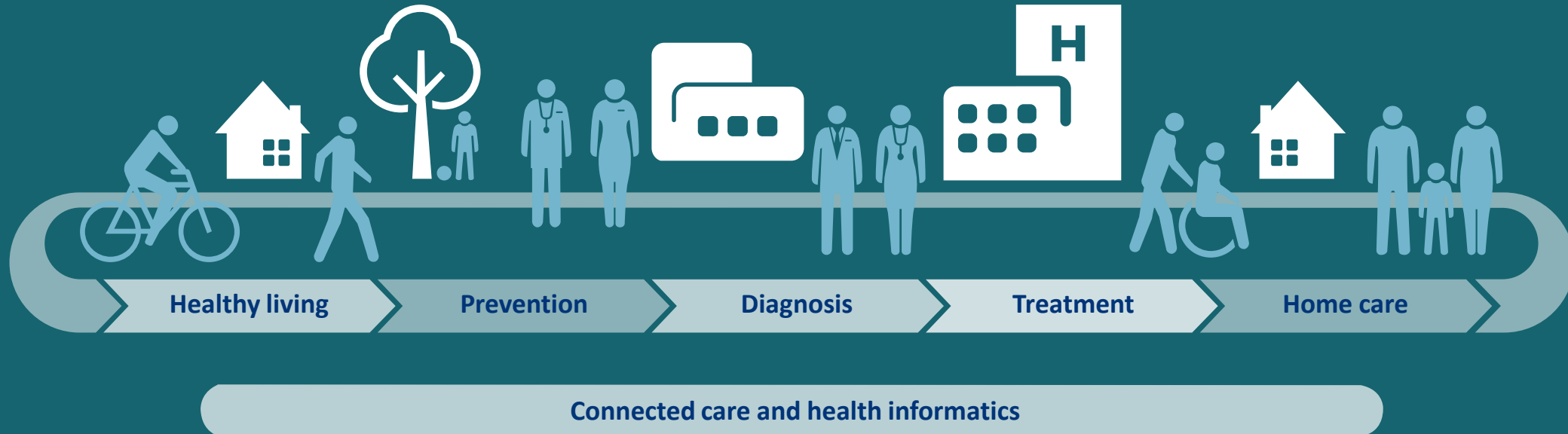
Philips in Numbers

PHILIPS

1.87 billion
Lives improved

$12.8 USD **billion**
brand value

€18.2 EUR **billion**
Sales in 2023

56,000
patent rights

33,000
trademarks

920
new patents in **2023**

Clarivate Top 100 Global Innovator™
for 10th year in a row

~40%
of sales from recurring revenues

10.5%
of sales invested in R&D

Philips Israel Portfolio
Expanding our capabilities in health technology

Precision diagnostic

CT / AMI
(Haifa)

Design and Manufacturing Center for Computed Tomography and Nuclear Medicine (AMI) Systems, as well as Detection Technologies and Clinical Solutions. 40+ year record in setting standards of CT technology through meaningful innovation.

US
(Beer-Sheva, Ramat-Gan)

DIA imaging analysis
AI-powered applications automates the analysis of ultrasound images.

Connected Care

Enterprise Informatics
(Haifa, TLV, Raanana)

- **ICAP** - Enterprise-wide customer interface, with clinical depth and adaptive intelligence/AI
- **PACS Vue -** Healthcare Information Solutions for radiology and enterprise imaging IT systems
- **Oncology Informatics & Genomics -** Expansion into oncology and cardiology

IGT
Image Guided Therapy

iGT iApps – Online Transcatheter Image Processing

IIG
Market Israel

- Health Systems Commercial Sales
- Personal Health Commercial Sales
- Customer Support

Ventures & Acquisitions

- **Sanara Ventures -** Healthcare VC Incubator
- **Sweetch (PHS) -** Diabetes Management Application
- **Append Medical, CVAid, IBEX, CyberMDX, Insightec -** Investments & collaborations
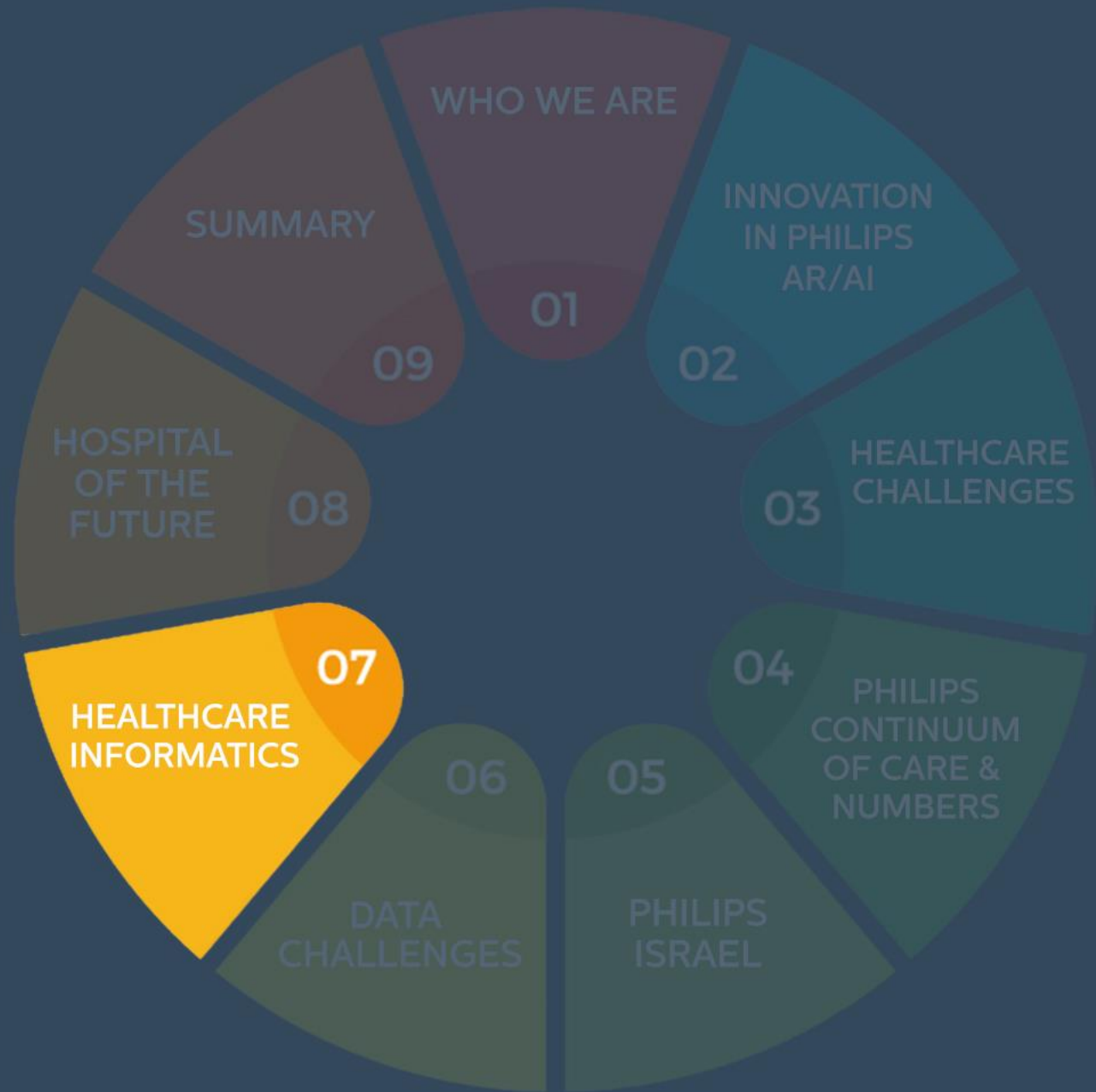
Data Challenges

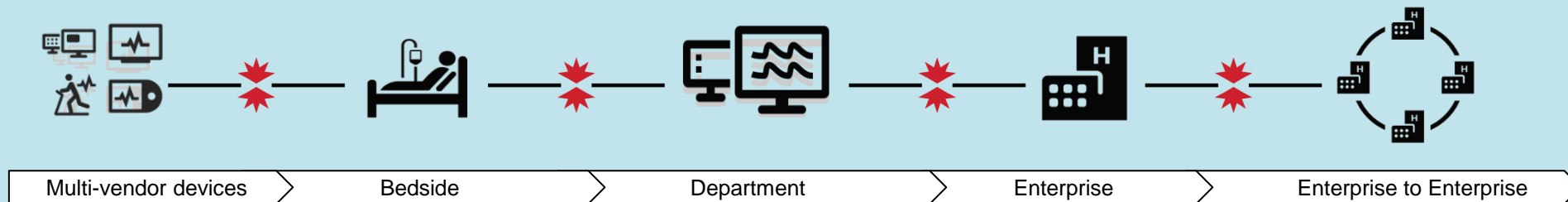# Industry transformation

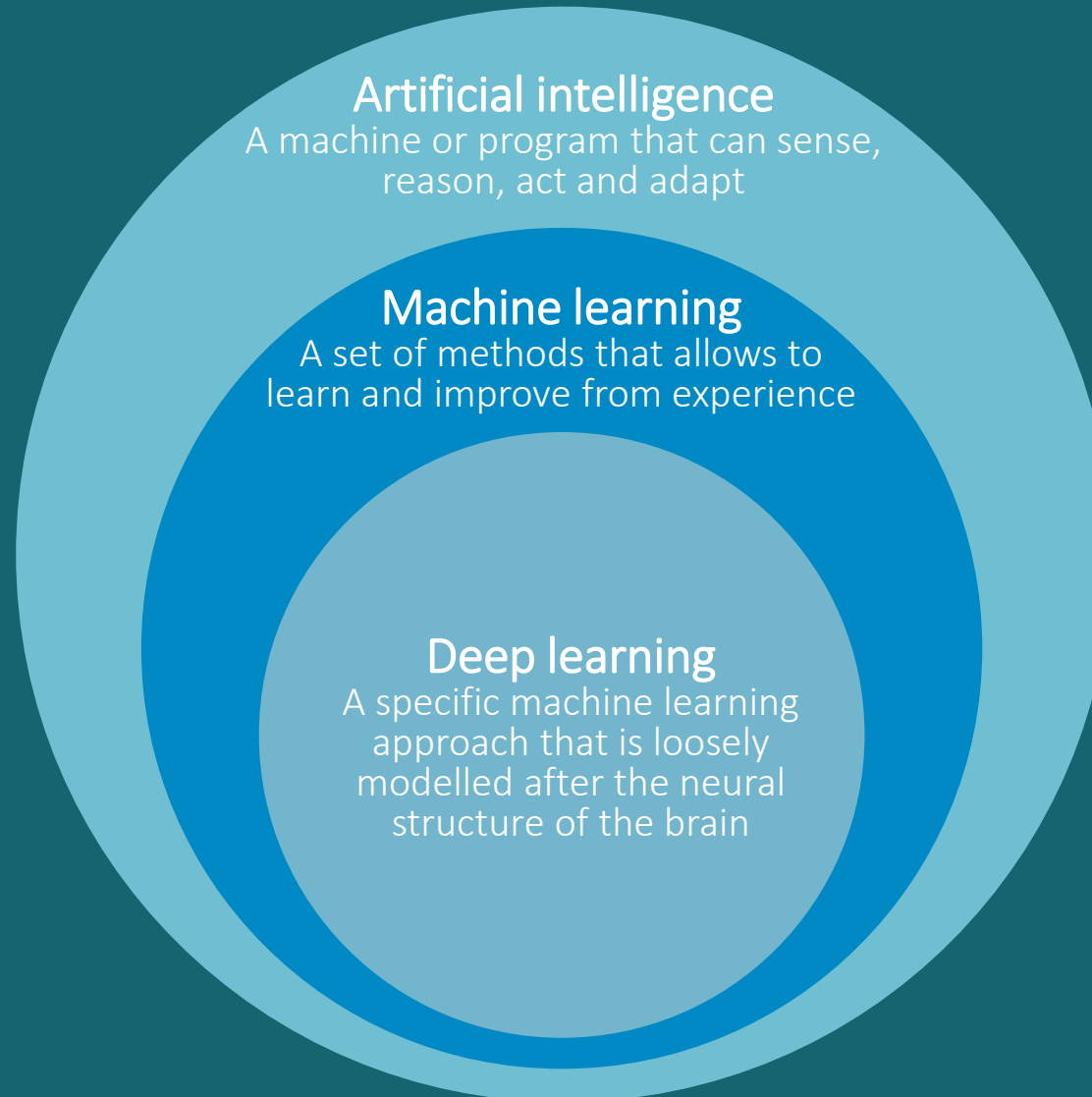
1650

1990

today

Parallels in healthcare

Despite advances, our progress in healthcare
is too often slowed by…

Systems that can't communicate, data that gets locked in silos,
and clinicians who can't see the full picture fast enough

| Multi-vendor devices | Bedside | Department | Enterprise | Enterprise to Enterprise |

Valuable information can get stuck between different vendor systems,
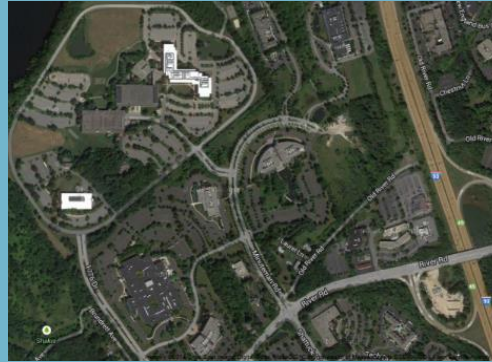departments, and enterprises, slowing the flow of the information you need.

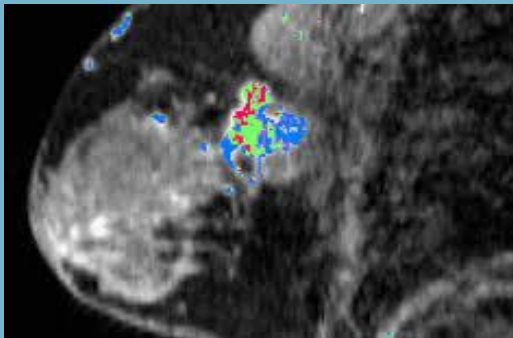# How AI, machine learning and deep learning are related to each other

PHILIPS

Artificial intelligence
A machine or program that can sense, reason, act and adapt

Machine learning
A set of methods that allows to learn and improve from experience

Deep learning
A specific machine learning approach that is loosely modelled after the neural structure of the brain

Source: Intel

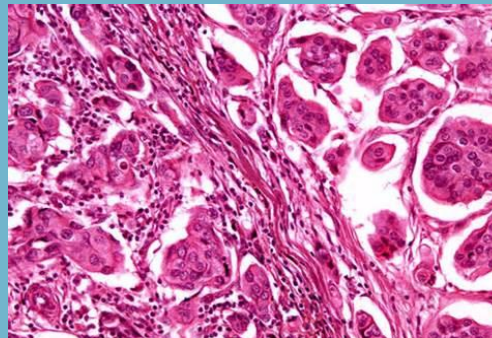# A progressively deeper view of cancer

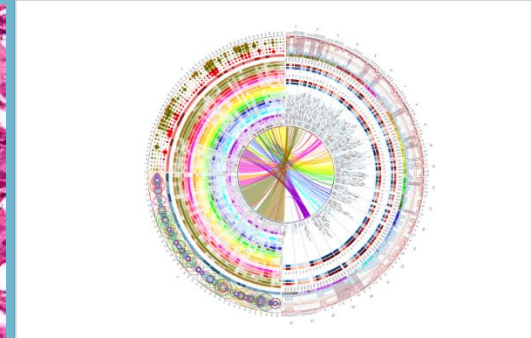Satellite View
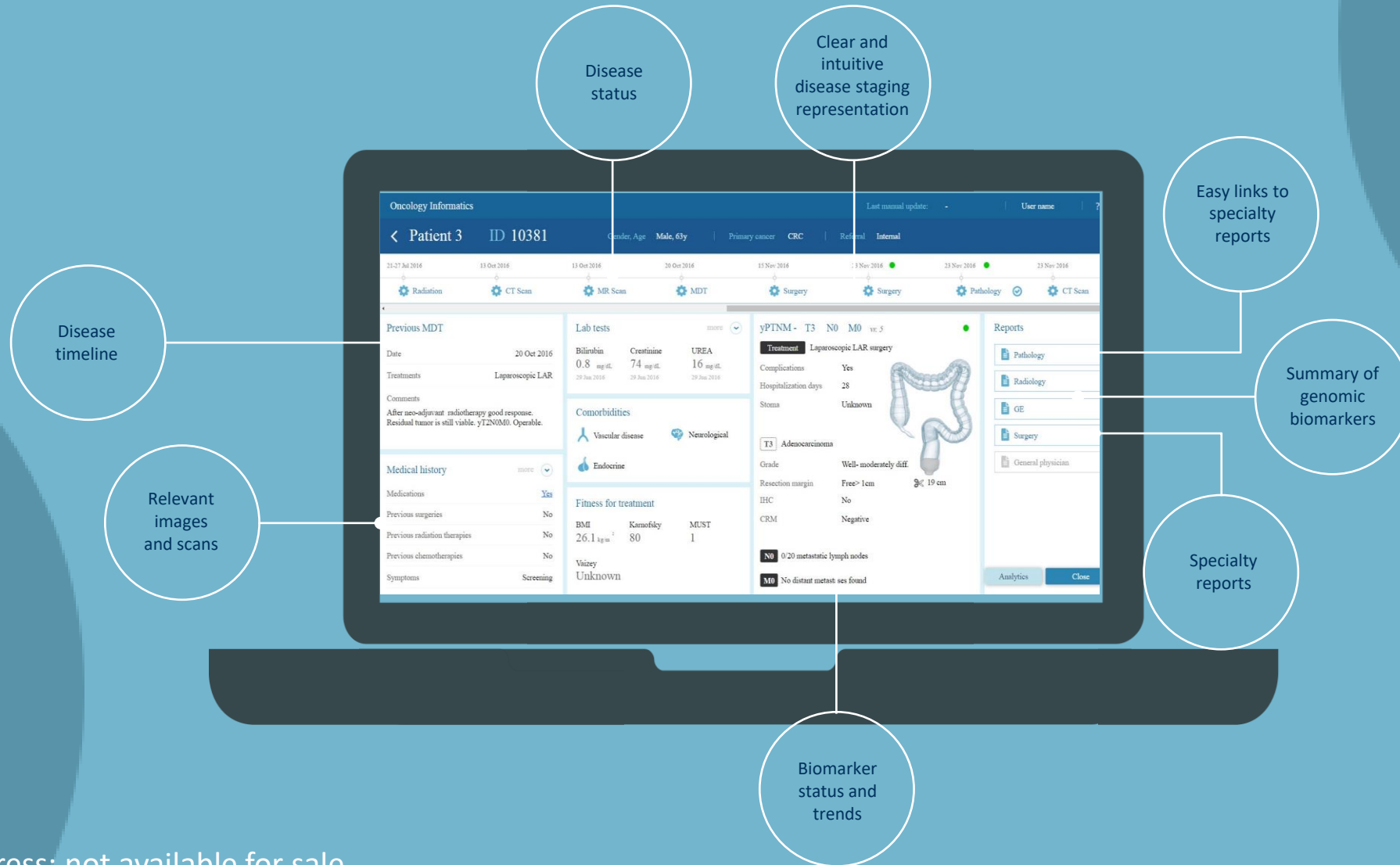

Airplane View

Street View

Imaging Systems

Digital Pathology

Genome Informatics

Enables most tailored and well-informed therapy for cancer patients
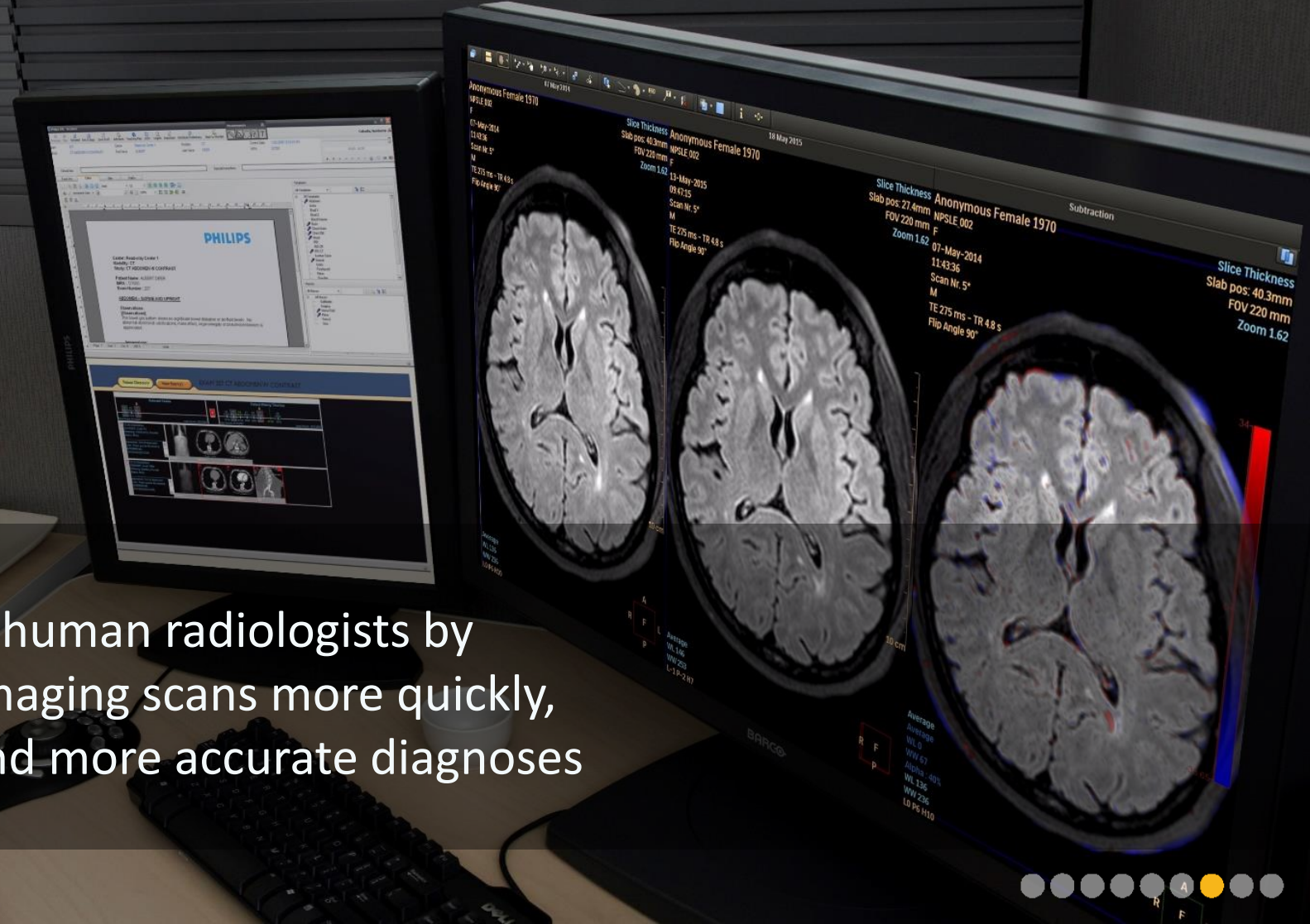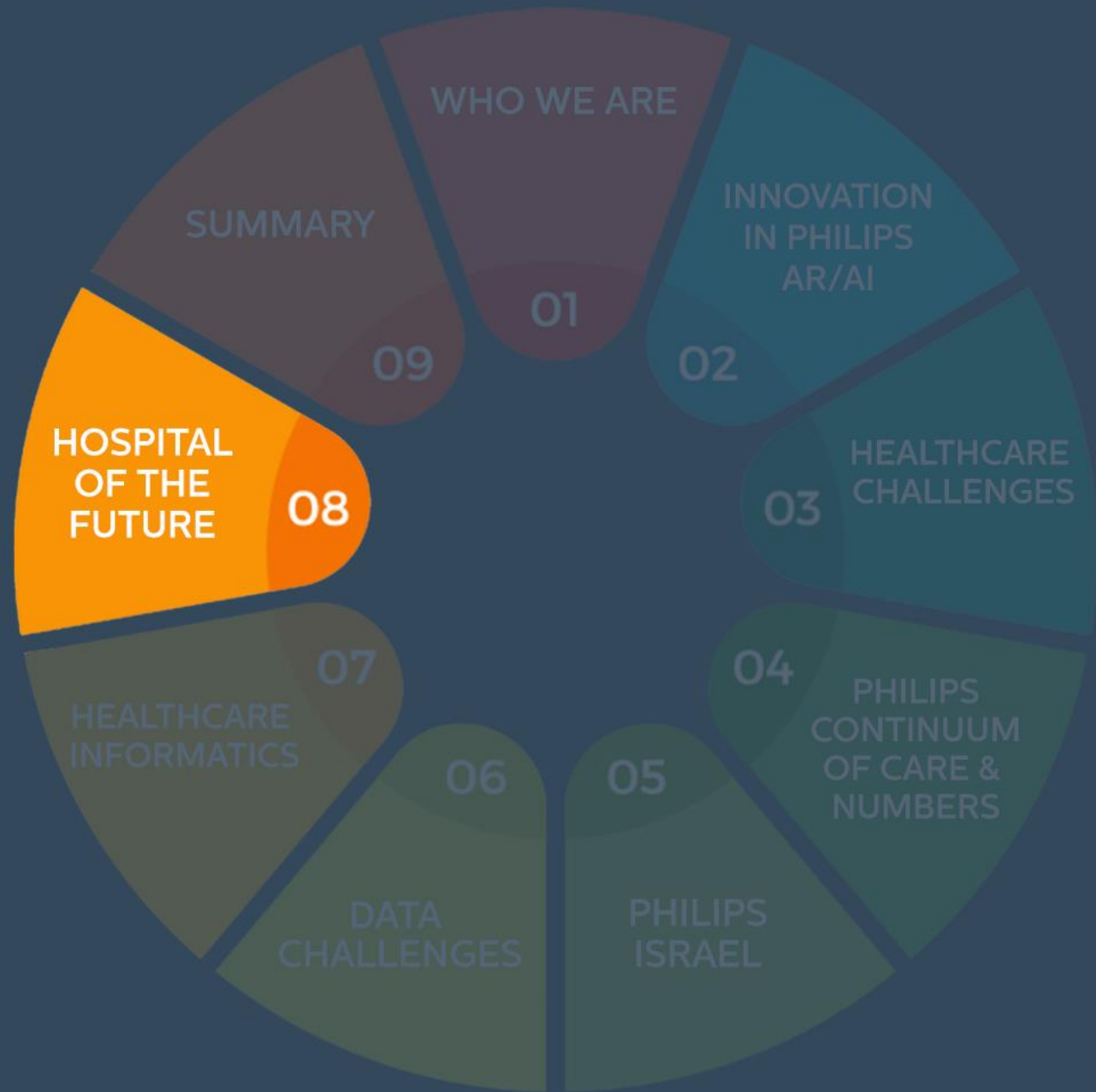
Rich clinical context
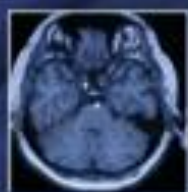
First time right, precision medicine

AI can supplement the skills of human radiologists by identifying subtle changes in imaging scans more quickly, potentially leading to earlier and more accurate diagnoses

The hospital of the future

is a network with flexible capacity, connected by a single digital infrastructure: critically ill patients are cared for in (remotely supported) ICUs; regular care takes place in connected health hubs in the community; while the at-risk patient population is monitored remotely and more engaged with their health than ever before.

Jeroen Tas
Chief Innovation & Strategy Officer, Philips

The hospital of the future is a **Network with flexible capacity**, connected by a **single digital infrastructure**

To summarize…

- We are in a Virtual / Digital / AR-AI era- 4th industrial revolution.

- Precise, personal, predictive, pro-active future.

- 24/7 holistic and coordinated.

- Efficient allocation of scarce resources/patients demand quality of life .

- Multi vendor challenges.

- Change is the new WoW.

- Decentralized hospitals, outpatient clinics and home care.

PHILIPS