

PHILIPS

sense and simplicity

Philips

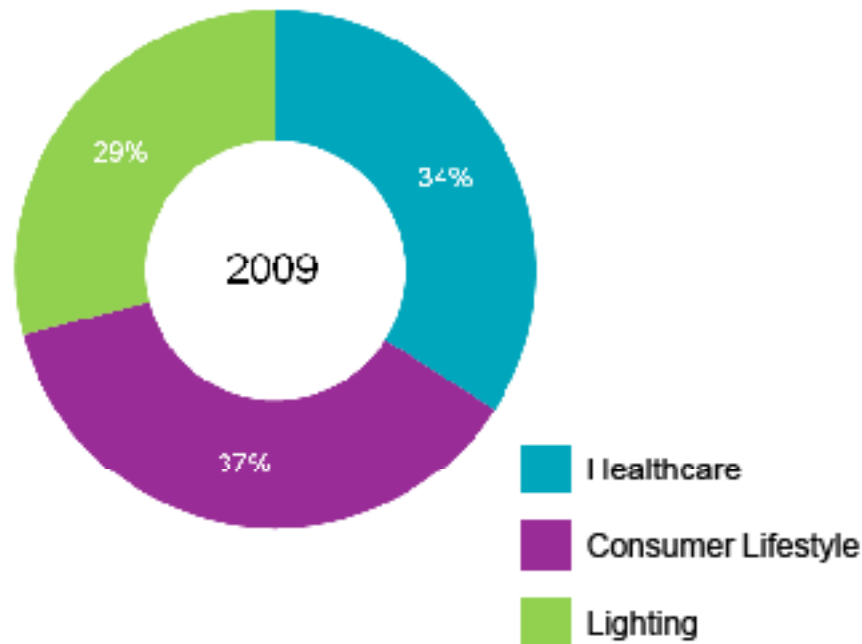
Healthcare

Patient Care and Clinical Information

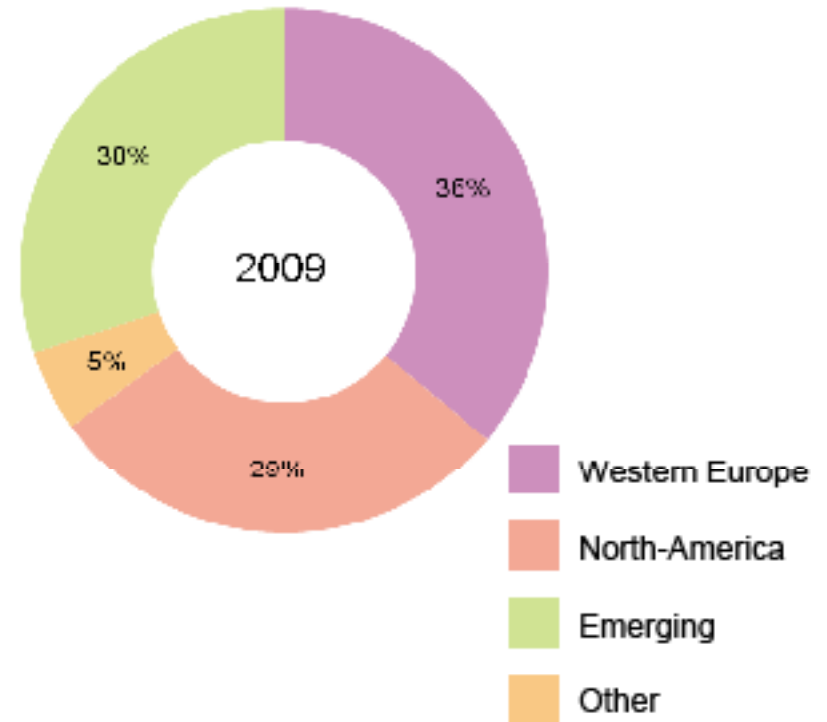
Building the leading company in health & well-being

A balanced portfolio from every perspective

Balanced spread of business sectors
(actual sales split)



Balanced regional spread
(actual sales split)



We strengthened our market positions

We have leadership positions in many markets

Healthcare



Global
Cardio-vascular



Global
Patient Monitoring



Global
Cardiac resuscitation



Global
Radiation Oncology Systems



Regional
Ultrasound



Global
Home Healthcare

Consumer Lifestyle



Global
Male dry shaving and grooming



Global
Mother and Child Care



Regional
Power Toothbrushes



Regional
Female depilation



Regional
Garment care



Regional
Hair care



Regional
Coffee



Regional
Food

Lighting



Global
Consumer Luminaires



Global
Professional Luminaires



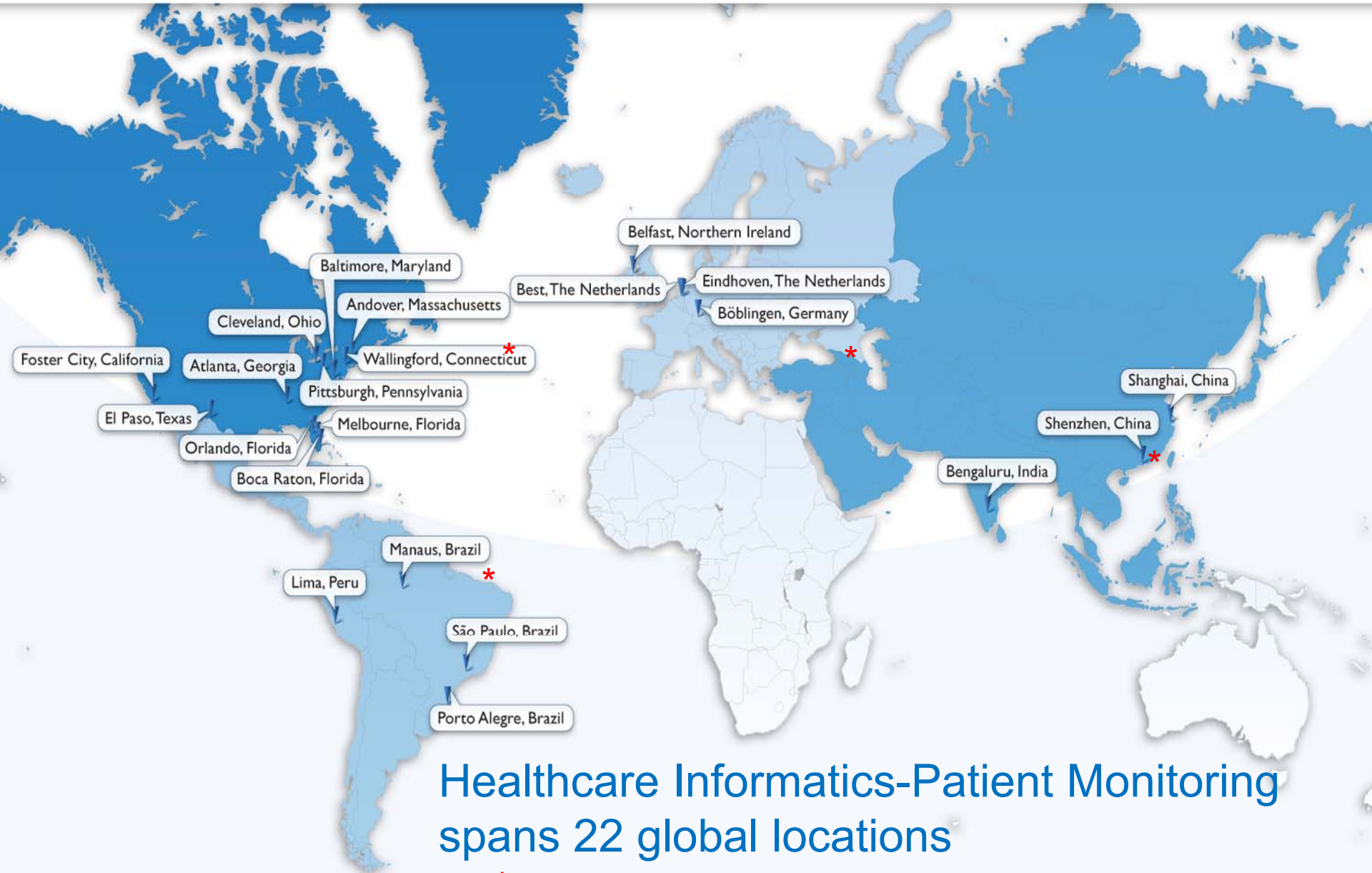
Global
Lamps



Global
Automotive Lighting



Global
Lighting Electronics



Healthcare Informatics-Patient Monitoring spans 22 global locations

* Manufacturing Location (significant)

OPSI is a “three step” process:

1. Slotting calls

- Weekly calls (on order level)
- Involvement of operational stakeholders (e.g.: project managers, order desk, factory order managers)
- Discuss and manage the scheduling of the orders
- The output of this step helps the input of the S&OP meetings

2. S&OP meetings

- Monthly meetings (on Region / Key Markets level)
- Involvement of Supply Chain, Finance and Business Line Management
- Review the performance of past period and discuss / agree the forecast for the coming period
- The output of this step is the input of the OPSI meeting

3. OPSI meeting

- Monthly meeting
- Involvement of Business Executives
- Review of performance of the past period and forecast for the coming period

OPSI Success factors

- Three step approach:
 - Starting on order level
 - Interdependency of the steps
 - Big preparation phase:
- Involvement of Finance
- Structured process (on-going improvement through the last 3 years)
- **Commitment of C level Management**

Why is the OPSI Process Important?

- Align expectations between the CxOs
 - For us, the CEO, CFO, COO, and the GMs.
- **NO SURPRISES !!!!**
 - Alignment between the operational plan and the financial plan
 - Alignment between the Field and the Factories
 - Alignment between Sales and Service
- A monthly opportunity for everyone to listen and ask questions.
- An opportunity to discuss escalations.
- An opportunity to discuss BIG DEALS.