# sense and simplicity

Partnership in Growth 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.

## Question: How can Supply support Vision 2015?

#### **PHILIPS VISION 2015** PHILIPS SUPPLY Growth Growth Meeting customer needs for products, solutions and services, proactively adapting to global and market trends Increasing supplier innovations by involving our Suppliers early in the Creation Process **Leadership positions / NPS Leadership positions / NPS** Improve NPS scores focused on Order to Delivery /Quote to Cash especially in delivery and quality **Emerging markets Emerging markets** Building / strengthening of our end-to-end supply chains in Emerging Markets with strong teams and supplier networks enabling our expansion Financials / EBITA between 10%-13% Financials / EBITA between 10%-13% Driving out waste of our Customer Value Chain and reducing functional costs as % of sales and leveraging our suppliers **Sustainability Sustainability** Creating as sustainable Customer Value Chain which is making use of Sustainable and Green internal operations and supplier networks

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

