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Philips launches new brand campaign “Innovation That Matters to You” in Malaysia

- Invites all Malaysians to submit ideas at www.meaningfulinnovation.asia/malaysia that support truly meaningful innovation around Safer Cities and Healthy Homes
- Winning idea will become real-world project aimed at improving the quality of life of Malaysians

KUALA LUMPUR (Malaysia) – Philips Malaysia announced the launch of the Malaysian leg of its Asia-Pacific campaign to create healthy homes and safer cities with an idea donation drive called *Innovation that matters to you*. Underlining Philips’ commitment to develop meaning innovations to help improve the health and well-being of communities across Malaysia, the program will listen to the real needs of Malaysians through their ideas and by partnering with local stakeholders.

Under the program, all submitted ideas will be collected and sifted through by a panel of judges which includes Philips, Agensi Inovasi Malaysia (AIM) and University Putra Malaysia (UPM). The panel will shortlist six (6) selected ideas for public voting based on practicality and sustainability and the winning idea will be implemented by Philips Malaysia together with the public and stakeholders.

Officially launched by Philips Malaysia’s Chief Executive Officer, Naeem Shahab Khan, in the presence of local partners; Mark Rozario, Chief Executive Officer, AIM and Associate Professor LAr Dr. Nordin Abdul Rahman Director of University Community Transformation Centre (UCTC UPM); the Malaysian leg of the drive follows its successful implementation in Thailand, Indonesia, Korea and Singapore. During the launch event, guests experienced Philips innovations from its healthcare, Lighting, and Consumer Lifestyle businesses that were displayed.

Speaking at the launch, Khan said that the campaign is timely and is much needed today to help address challenges that Malaysians faced towards the need for healthier homes and safer cities.

“Today, cities already account for 70% of global energy consumption. Automobiles, which is a necessity in most countries not only consume scarce fuel, but kill 1.2 million people every year and injure or disable as many as 50 million more. Additionally, with rapid urbanization, ramping up security measures also becomes a priority,” he said.

Prof. Dr. Nordin further added that with growing prosperity, Malaysia has now become one of the most overweight countries in Southeast Asia, with one third of adults and children being affected. There is also an alarming rise in non-communicable and lifestyle diseases such as obesity, diabetes and hypertension among city dwellers.

“With such a significant rise in urban population, energy consumption, sedentary lifestyle and stress, there is a need to explore ways to improve infrastructure and services to create healthy homes and safer cities,” added Mark Rozario. “AIM always encourages open innovation where ideas are implemented to create wealth and positive social impact. Hence, Philips’ initiative is timely and has our full support” added Mark Rozario.

Khan added: “Philips believes that innovation is our core business and we are committed to developing meaningful solutions that makes people live healthier and happier. I am confident that the ‘Innovation That Matters To You’ program will identify meaningful innovations, through interactive engagements with the public and our partners, to help improve communities’ the quality of life across Malaysia.”

In the next six week leading up to 14 November, Malaysians can log in to www.meaningfulinnovation.asia/Malaysia to share their ideas on how to address issues under the two pre-selected sub-themes – *Healthy Homes* and *Safer Cities*.

The judging panel would shortlist ideas that best addresses health and well-being challenges impacting the Malaysian society. Of these ideas, three ideas from each sub-theme will be further shortlisted for public voting from 27 November to 10 December 2013.

“The winning idea which garners the most number of votes will be brought to reality by Philips. We look forward to our partnerships with the public, government bodies and relevant stakeholders to positively impact Malaysians with this program,” Khan said.

Here are the steps to contribute your ideas:

1. Contribute your idea for healthier homes and safer cities.
2. Six Ideas will be shortlisted by ‘Innovation That Matters To You’ campaign approved experts.
3. Take the initiative to share out your favourite idea to garner support.
4. One winning idea, as voted by you, by Malaysian, will be implemented by Philips.

Join our conversations on *#meaningfulinnovation* on Facebook, Twitter @PhilipsMY, and Instagram and visit <http://philips.to/innovationMY> to find out more.

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About Royal Philips:

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focused on improving people's lives through meaningful innovation in the areas of Healthcare, Consumer Lifestyle and Lighting. Headquartered in the Netherlands, Philips posted 2012 sales of EUR 24.8 billion and employs approximately 115,000 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 and oral healthcare. News from Philips is located at www.philips.com/newscenter