



PHILIPS HEALTHCARE PHILANTHROPIC PRIORITIES 2010

Healthcare:

Philips supports healthcare programs that focus on improving the physical and mental health and wellbeing of those most vulnerable in the community, particularly programs for which reimbursement or payment is not easily available from governmental or third-party payers or other sources. Examples include:

- Programs that are dedicated to providing access to health care for the indigent and homeless
- Patient education programs
- Public health education programs
- Disease screening and early detection programs
- Public access defibrillation programs in schools, community centers and other public settings

Advancement of Healthcare in Key Care Cycles:

Philips also supports organizations whose primary mission is to advance the knowledge, technology and quality of health care in one of several key areas:

- Cardiovascular and Cerebrovascular Health
- Oncological Health

Philips has a particular interest in programs directed at ensuring that health care advances in these two areas are applicable to and benefit women.

Philips does not accept proposals for research grants as part of this charitable donations program.

Healthcare Education:

Philips recognizes that new, dedicated and well-trained health care workers will be critical to ensuring the quality of the health care in the coming years. Philips seeks to help meet these needs by supporting:

- College and university programs to educate new nurses, imaging technologists and related allied health professionals
- Educational organizations primarily dedicated to advancing the skills and competency of nurses, imaging technologists and related allied health professionals
- College and university programs that apply advanced technology to simplify and improve the education and training of clinicians

Philips does not accept proposals for grants to support scientific, educational or policymaking conferences or symposia under this charitable donations program.

Development of Young People:

Philips' primary concentration here is on programs that stimulate and sustain the interest of young people in science and math through high school. Examples include:

- Hands-on after-school science programs
- Science fairs/competitions
- Science classes, including chemistry, biology, astronomy, physics
- Science and math clubs
- Science museums and technology centers

Community Goodwill:

In order to strengthen the communities in which Philips employees live and work, we support charitable organizations local to our facilities that make our communities more livable, particularly those which receive inadequate public or private funding, such as:

- Schools, community colleges, youth development and after school programs serving primarily disadvantaged populations
- Abuse prevention programs
- Other critical public services