

Press Information

June 20th, 2013

Philips and dcinex partner to grow Digital Cinema Xenon business in Europe

CineEurope, Barcelona, Spain - Philips is pleased to announce that dcinex has been selected as a key value added reseller of Philips digital cinema xenon lamps in the pan-European market. As a leader in supplying end-to-end solutions and services to cinema exhibitors, dcinex will help expand Philips' xenon lamp sales to key European customers.

"We are very happy to have dcinex represent Philips Xenon lamps in the European market", states Ana Simonian, Global Director of Sales of Cinema Xenon Lamps at Philips Lighting. "dcinex is leader in providing innovative services to cinema exhibitors throughout Europe. The partnership between dcinex and Philips will create new growth opportunities for both parties."

"Our key mission is to be a solution provider for cinema operators and to provide the best solution for a specific need. We are happy to complete our product portfolio with the Philips Xenon lamps, as it adds a competitive, extensive and reliable product range to our existing offer in Xenon lamps", states Till Cusmann, Vice-President Exhibitor Services.

About dcinex:

dcinex™, based in Liège, Belgium, is the leading Pan-European provider of fully integrated and best in class solutions for movie operations. The company operates three business lines: Exhibitor Services, Content Services and Consulting. Exhibitor Services provides end-to-end solutions, from equipment financing, sales, installation and maintenance to training and support services for movie theaters. Content Services offers a complete range of post-production, mastering and transcoding services, as well as Pan-European physical and electronic delivery and digital rights management. Consulting Services advises cinema operators, local authorities, real estate firms and corporate investors providing a.o. cinema design and lay-out, project management, feasibility studies as well as market research, expert witness and due diligence.

About Royal Philips:

Royal Philips (NYSE: PHG, AEX: PHIA) is a diversified health and well-being company, 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 116,000 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.

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