

The purpose of this guide

Leveraging our Philips AED Solutions proposition for lay responders

At Philips, we offer a leading portfolio of automated external defibrillator (AED) solutions that help professional and lay responders save lives every day. In combination, these solutions give us a powerful and differentiated AED proposition for our customers, one that makes Philips their preferred partner during an emergency.

Communicating this proposition effectively for customers is key to building a clear perception of Philips in the complex AED market and across a wide array of sales channels. Doing so consistently will help us drive near-term growth and expand into new categories that fit our capabilities and our customer needs.

The aim of this guide is to help you create internal and external communications that are aligned to our strategy, story and key differentiators to successfully build our brand. It provides you with practical, ready-to-use messaging to help you deliver our resuscitation proposition in a clear, concise, compelling and consistent way. It is designed to make it easier to explain what we do, what we stand for and what differentiates Philips. Incorporating this messaging into all our online sites, sales presentations and marketing collateral will help us leverage our AED proposition to build competitive advantage and drive success in our markets.

Intended users

The intended users are members of the marketing team including the extended marketing team (e.g. writers, PR agency, ad agency, etc.), as well as reviewers of marketing materials.

Distribution

This is a confidential internal document. It is not intended for distribution outside the marketing and review teams. For example:

- Use this document to guide creation of sales tools.
- Use this document to assist with reviewing marketing materials.
- Do not distribute this document in its raw form to the sales organization.

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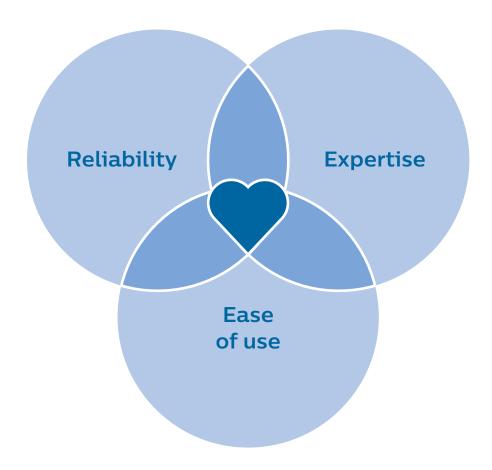
The landscape

The need today

Cardiovascular disease is a leading cause of global mortality, accounting for almost 17 million deaths annually, or 30% of all global mortality. The survival rate from sudden cardiac arrest (SCA) is less than 1% worldwide and close to 5% in the United States. More than half the victims of the most common cause of SCA can survive when treated with CPR and shock from a defibrillator within 3 to 5 minutes of collapse.

It is crucial that AEDs be close at hand, ready to go and designed to be easy to use.

AEDs are used during moments of crisis. For the end users – as well as for the customers purchasing AEDs for schools, religious groups, small businesses, corporations or municipalities – the promise that Philips, an experienced partner, will be with them every step of the way will offer a **sense of support, strength** and **reassurance**.



References: 1. World Health Organization. World health statistics 2018: monitoring health for the SDGs, sustainable development goals. https://apps.who.int/iris/bitstream/handle/10665/272596/9789241565585-eng.pdf?ua=1. Accessed August 12, 2019. 2. Mehra R. Global public health problem of sudden cardiac death.

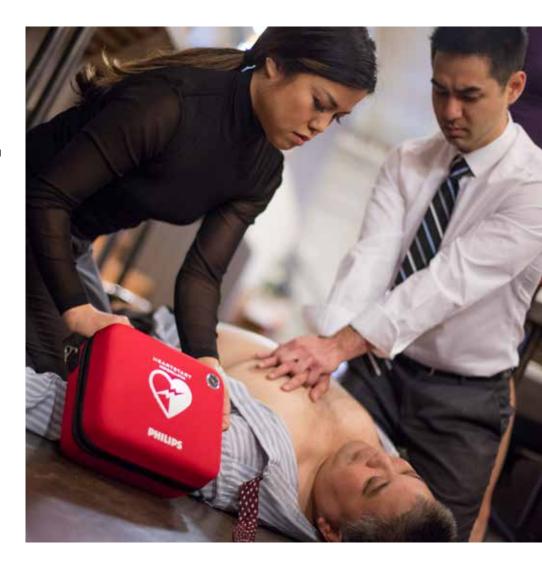
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What we offer

Philips AED Solutions provide an end-to-end solution from initial placement to postinstallation support.

Most people have never been in a position to administer an AED. When the moment arrives, it is easy to panic. A calm voice walking you through the process step by step means you are never alone. With Philips AED Solutions, you can have an expert by your side.

AED Solutions are designed for ease of use and reliability, with real-time guidance and support – all brought to you by Philips, the trusted global leader in emergency care resuscitation.



Our core positioning (internal positioning)

Insights

We spoke with internal and external stakeholders to arrive at our core positioning. The insights gleaned from the discovery process highlight key messages that are most likely to spur action:

- **Ease of use and reliability** Simplicity and ease of use are top of mind for customers.
- **Philips name and reputation** Philips is universally respected as a global leader in emergency care resuscitation.
- **End-to-end solution** Customers want to know that they will have a reliable partner every step of the way.

"Two things that really get the conversation going is Philips name recognition and simplicity. Philips is established, we are a market leader, we bring experience and trust. Customers know they can rely on us."

- Jeff Adams Philips Midwest Region District Manager



Our core positioning

When every minute counts, Philips AED Solutions are

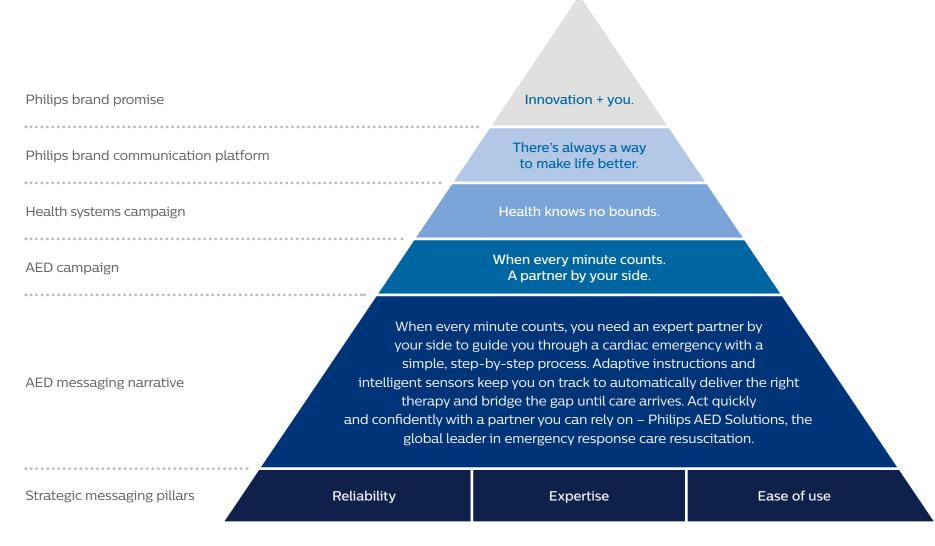
a partner by your side.

With expert guidance and support,

Philips AED Solutions are here when you need us most.

Side by side. Step by step.

Messaging hierarchy



AED Solutions: benefit clusters





Reliability

When an event occurs, it is easy to panic. With Philips AED Solutions, you have a reliable, expert partner guiding you through the process with voice commands and prompts every step of the way.

Expertise

Philips is not just the world leader in AEDs, we're also a leader in providing products and services designed to help you establish and maintain a successful AED program, including postevent support.

Ease of use

Designed for the ordinary person in the extraordinary moment, Philips AED Solutions allow anyone, with little or no training, to treat the most common cause of sudden cardiac arrest (SCA) by delivering a shock quickly and effectively, wherever SCA happens.

AED Solutions: narrative

AED Solutions: elevator pitch (~50 words)

When every minute counts, you need an expert partner by your side to guide you through a cardiac emergency with a simple, step-bystep process. Adaptive instructions and intelligent sensors keep you on track to automatically deliver the right therapy and bridge the gap until care arrives. Act quickly and confidently with Philips AED Solutions, partnering with you in the shared mission of helping to save lives.

AED Solutions: elevator pitch (~100 words)

Cardiovascular disease is a leading cause of global mortality, accounting for almost 17 million deaths annually, or 30% of all global mortality. The survival rate from sudden cardiac arrest (SCA) is less than 1% worldwide and close to 5% in the United States. More than half the victims of the most common cause of SCA can survive when treated with CPR and shock from a defibrillator within 3 to 5 minutes of collapse.

When every minute counts, you need an expert partner by your side to guide you through a cardiac emergency with a simple, step-by-step process. Adaptive instructions and intelligent sensors keep you on track to automatically deliver the right therapy and bridge the gap until care arrives. Act quickly and confidently with **Philips AED Solutions, partnering with you in the shared mission of helping to save lives.**

Side by side. Step by step.

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AED products: narratives and talking points

Philips HeartStart HS1/OnSite AED: benefit clusters



Reliability

Ready to act. Ready to go.

Designed for the ordinary person in the extraordinary moment, Philips
HeartStart OnSite defibrillator is ready to act and virtually ready to go. It allows anyone, with little or no training, to treat the most common cause of sudden cardiac arrest (SCA) by delivering a shock quickly and effectively, wherever SCA happens.

Expertise

Start quickly. Treat confidently.

With access to the right equipment and support, you can help save a life. The OnSite defibrillator guides you through the process of treating a victim of suspected sudden cardiac arrest. The OnSite AED provides real-time guidance through step-by-step voice commands and CPR guidance.

Ease of use

Easy as 1-2-3

We've equipped OnSite with integrated SMART Pads that will provide feedback to the AED so it can adapt its voice instructions to your actions and your pace. The system won't announce the next step until you are ready. Prompts are repeated and rephrased and include additional instruction to aid understanding.

Philips HeartStart HS1/OnSite AED: elevator pitch (~50 words)

Designed for the ordinary person in the extraordinary moment, Philips HeartStart OnSite defibrillator is ready to act and virtually ready to go. It allows anyone, with little or no training, to treat the most common cause of sudden cardiac arrest (SCA) by delivering a shock quickly and effectively, wherever SCA happens. When every minute counts, Philips HeartStart OnSite is a partner by your side.

Philips HeartStart HS1/OnSite AED: elevator pitch (~100 words)

With access to the right equipment, training and support, you can help save a life. The Philips HeartStart OnSite defibrillator guides you through the process of treating a victim of suspected sudden cardiac arrest (SCA). The OnSite AED provides real-time guidance through step-by-step voice commands and CPR guidance.

Designed for the ordinary person in the extraordinary moment, OnSite is ready to act and virtually ready to go. It allows anyone, with little or no training, to treat the most common cause of sudden SCA by delivering a shock quickly and effectively, wherever SCA happens.

When every minute counts, Philips HeartStart OnSite is a partner by your side.

Philips HeartStart HS1/OnSite AED

Talking points

- Is virtually ready to use the moment it arrives
- Arrives with Adult SMART Pads and batteries already installed with Ready-Pack configuration
- Guides you through every step with voice commands, from pad placement to performing CPR
- Guides you through the frequency and depth of chest compressions and breaths
- Can be converted as a trainer with installation of special pads cartridge
- Is positioned inside the carry case with a spare Adult SMART Pads cartridge in place with Ready-Pack configuration
- Conducts a series of automatic self-tests daily, weekly and monthly, including testing the pads

Narrative

Philips HeartStart OnSite is designed for the ordinary person in the extraordinary moment. Adult SMART Pads and batteries are already installed with Ready-Pack configuration so OnSite is virtually ready to go the moment it arrives. Voice commands guide you every step of the way, from pad placement to performing CPR. It advises you about the frequency and depth of chest compressions. OnSite conducts a series of automatic self-tests daily, weekly and monthly, including testing the pads so you can be assured when the moment comes, you will have a partner by your side.

Philips HeartStart FRx defibrillator: benefit clusters



Reliability

Designed to work where you need it

Lightweight, rugged and reliable, the Philips HeartStart FRx defibrillator can withstand rough handling, extreme temperatures, and dusty environments. Rigorous testing has shown it can withstand loads up to 500 kg (1100 lbs.) and drops from 1.22 m (4 ft.).

Expertise

Patented technology. Proven therapy.

When treating an infant or a child, simply insert the optional Infant/Child Key and the FRx defibrillator adjusts instruction and shock energy. Real-time, step-by-step voice commands, audible metronome and CPR guidance assist you along the way.

Ease of use

Ease of use

Preconnected SMART Pads II can be used for both adults and children. Once initiated, the FRx is easy to maintain. It performs a series of automatic self-tests, daily, weekly and monthly to check pad readiness and verify functionality and calibration of circuits and systems. It can go up to four years between battery replacements.

Philips HeartStart FRx defibrillator: elevator pitch (~50 words)

The Philips HeartStart FRx defibrillator features intuitive, step-bystep voice instructions, including CPR guidance, and an audible metronome to help guide basic life support (BLS) responders while treating a suspected cardiac arrest. The FRx has an optional Infant/ Child Key; simply insert it and the defibrillator adjusts instruction and shock energy. Preconnected SMART Pads II can be used for both adults and children, so you don't waste a single second changing pads. Rugged, lightweight and reliable, it can withstand rough handling and extreme temperatures. When every minute counts, Philips HeartStart FRx is a partner by your side.

Philips HeartStart FRx defibrillator: elevator pitch (~100 words)

Philips HeartStart FRx defibrillator features intuitive, step-by-step voice instructions, including CPR guidance, to help guide basic life support (BLS) responders while treating a suspected cardiac arrest. An audible metronome and voice commands help you time compressions and ventilations at specified intervals during CPR. The FRx features a lightweight, rugged design that can withstand rough handling and extreme temperatures.

The FRx has an optional Infant/Child Key; simply insert it and the defibrillator adjusts instruction and shock energy. Preconnected SMART Pads II can be used for both adults and children, so you don't waste a single second changing pads.

Once initiated, the FRx is easy to maintain. It performs a series of automatic self-tests, daily, weekly, and monthly to check pad readiness and verify functionality and calibration of circuits and systems. It can go up to four years between battery replacements. When every minute counts, Philips FRx is a partner by your side.

Philips HeartStart FRx defibrillator

Talking points

- Is lightweight, rugged and reliable
- Includes features to help guide the treatment of sudden cardiac arrest with easy setup, clear voice commands and a real-time metronome
- Has CPR instructions for infants and children under 25 kg (under 55 lbs.) or 0 to 8 years old, and adults and children more than 25 kg (more than 55 lbs.) or older than 8 years
- Has an optional Infant/Child Key; simply insert it and the defibrillator adjusts instruction and shock energy
- Includes preconnected SMART Pads that can be used for both adults and children; SMART Analysis automatically assesses heart rhythm and only delivers a shock if the victim's rhythm is determined to be treatable by the Philips advanced algorithm
- Performs a series of automatic self-tests, daily, weekly and monthly to check pad readiness and verify functionality and calibration of circuits and systems

Narrative

The Philips HeartStart FRx defibrillator features intuitive, step-bystep voice instructions, including CPR guidance, to help guide basic life support (BLS) responders while treating a cardiac arrest. SMART Analysis determines if a shock is needed, and the SMART Biphasic shock waveform is effective at treating cardiac arrest. An audible metronome and voice commands help you time compressions and ventilations at a specified interval during CPR. The FRx has an optional Infant/Child Key; simply insert it and the defibrillator adjusts instruction and shock energy. The FRx performs a series of automatic self-tests, daily, weekly and monthly to verify functionality.



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