



IBA and Philips Step Up Commercial Collaboration in the Brazilian Proton Therapy Market

Sao Paulo, 14th of June 2017 – Building on their collaborative achievements since 2014 to provide advanced diagnostic and therapeutic oncology solutions, IBA (Ion Beam Applications S.A.), the world’s leading provider of proton therapy solutions, and Royal Philips (NYSE: PHG AEX: PHIA), a leader in health technology, today announced that they are stepping up their combined efforts for proton therapy in Brazil.

Both companies agree to step up joint sales and marketing activities in Brazil, for the promotion of Philips's imaging and clinical informatics solutions in oncology, and IBA's proton therapy solutions. By merging their respective expertise in image guidance and therapy, Philips and IBA continue to co-innovate in diagnostic and therapeutic oncology solutions, with the ultimate objective of enabling more effective and personalized cancer care.

The Brazilian market for superior medical imaging solutions and advanced forms of radiotherapy treatment such as proton therapy is a key focus for both partners. The commercial collaboration between Philips and IBA has already led to the successful execution of proton therapy contracts in Europe, Asia and the Middle-East.

“There is a strong willingness to strengthen and accelerate the strategic partnership between our companies, and focus our efforts to rapidly expand markets such as Brazil,” said **Mauro Ferreira, Vice President of Sales LATAM at IBA**. “During the last three years our achievements have clearly demonstrated the benefit of the relationship between our two organizations; keeping us at the forefront of innovation in cancer treatment.”

“Our aim in oncology is to improve patient outcomes and enhance quality of life, combined with the best possible patient experience” said **Renato Garcia Carvalho, Country Leader at Philips Brazil**. “With our combined technologies and services for informed and confident decision making, imaging, precision planning and targeted patient-specific therapy; IBA and Philips enable many possibilities. We are delighted with the progress we have made in bringing advanced proton therapy to more people. We look forward to continuing our joint innovative efforts, to make a real difference in cancer care.”

IBA and Philips offer unique integrated solutions for proton therapy and molecular imaging centers. They are currently installing state-of-the-art proton therapy solutions at three compact proton



therapy centers in the UK, one compact center in the Middle East, and one large proton therapy center in India. Depending on the proton therapy center, the installed solution can include IBA's proton therapy systems, such as; the Proteus®ONE* and Proteus®PLUS, and Philips' imaging and clinical informatics solutions, such as Philips' Big Bore CT and PET CT systems and Philips' Pinnacle3** Treatment Planning System.

About IBA

IBA (Ion Beam Applications S.A.) is a global medical technology company focused on bringing integrated and innovative solutions for the diagnosis and treatment of cancer. The company is the worldwide technology leader in the field of proton therapy, considered to be the most advanced form of radiation therapy available today. IBA's proton therapy solutions are flexible and adaptable, allowing customers to choose from universal full-scale proton therapy centers as well as compact, single room solutions. In addition, IBA also has a radiation dosimetry business and develops particle accelerators for the medical world and industry. Headquartered in Belgium and employing about 1,500 people worldwide, IBA has installed systems across the world.

IBA is listed on the pan-European stock exchange NYSE EURONEXT (IBA: Reuters IBAB.BR and Bloomberg IBAB.BB).

More information can be found at: www.iba-worldwide.com

**Proteus®ONE and Proteus®PLUS are the brand names of the Proteus®235.*

***Pinnacle3 version P14*

About Royal Philips

Royal Philips (NYSE: PHG, AEX: PHIA) is a leading health technology company focused on improving people's health and enabling better outcomes across the health continuum from healthy living and prevention, to diagnosis, treatment and home care. Philips leverages advanced technology and deep clinical and consumer insights to deliver integrated solutions. The company is a leader in diagnostic imaging, image-guided therapy, patient monitoring and health informatics, as well as in consumer health and home care. Philips' wholly owned subsidiary Philips Lighting is the global leader in lighting products, systems and services. Headquartered in the Netherlands, Philips posted 2015 sales of EUR 24.2 billion and employs approximately 105,000 employees with sales and services in more than 100 countries.

News about Philips can be found at www.philips.com/newscenter.



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