

IBA and Philips India to Introduce Proton Therapy Cancer Treatment in India

IBA and Philips sign an exclusive alliance to enhance access to proton therapy in India

New Delhi, India – 12 June 2015 - IBA (Ion Beam Applications S.A., EURONEXT), the world's leading provider of proton therapy solutions for the treatment of cancer and Royal Philips (NYSE: PHG, AEX: PHIA), a leader in image-guided therapies, today announced the signing of an exclusive agreement to enhance access to proton therapy in India.

The alliance combines IBA's strengths in proton therapy and Philips' expertise in clinical informatics and innovative imaging techniques for therapy planning and guidance.

Leveraging proton therapy and high quality imaging offers the potential to increase confidence in the diagnosis and treatment of cancer, reduce short- and long-term side-effects and potentially enhance the quality of life of the patient before, during and after treatment. Advanced MRI, PET and CT imaging technologies will help physicians better target proton beam delivery to destroy cancer cells whilst avoiding healthy tissue.

This agreement builds upon the collaboration between IBA and Philips India, which started in 2013, to build the Apollo Proton Therapy Center, the first proton therapy center in India

Mr. Olivier Legrain, Chief Executive Officer, IBA, said: "We are privileged that Philips India is supporting us in bringing cutting edge proton beam therapy to India. We are certain that this initiative will be a significant step in improving the quality of cancer treatment in the country. With this collaboration, IBA further strengthens its world leading position in proton therapy and stays at the forefront of delivering the latest in innovative cancer therapy to the Asia region. Globally, IBA has now sold 33 proton therapy centers, more than all other providers combined."

Mr. Sameer Garde, President, Philips Healthcare added: "We are very pleased to announce that Philips India and IBA are introducing the best-in-class proton beam therapy for cancer patients in India. We are confident that the future launch of the first proton therapy center in Apollo Hospitals, Chennai, will mark the beginning of a new phase in cancer treatment in the country and also the subcontinent".

Proton therapy is an important addition to cancer treatment in India given that the incidence of cancer is 70-90 per 100,000 people with children comprising nearly 5 per cent of these patients. Proton therapy is considered to be one of the most advanced treatments available in the fight against cancer. With the precision that proton therapy offers, it is possible to target the tumor more effectively while limiting the side effects of the treatment. Protons deposit the majority of their energy within a precisely

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controlled zone, directly in the tumor while limiting the impact on healthy tissues surrounding the tumor.

Proton therapy is particularly appropriate for the treatment of eye and brain cancers, tumors close to the brain stem and spinal cord as well as prostate, liver, lung cancers. Proton therapy is also extremely well-suited for the treatment of pediatric cancers.

The exclusive Philips-IBA agreement for India follows the framework agreement that Philips and IBA signed in September of last year. The framework agreement comprises research and development, marketing and sales of imaging and therapy solutions in oncology. The collaboration also enables both organizations to mutually leverage technologies and solutions: IBA benefits from Philips diagnostic imaging products offered to oncology care centers, while Philips will leverage IBA proton therapy solutions within its offering for customers in select markets around the world. As part of the framework agreement, Philips and IBA have already signed multiple country-specific collaboration agreements, each optimized for the local market needs.

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, 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 systems. 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 1100 people worldwide, IBA has installed systems across the world, from Europe and the US and to the emerging markets. IBA is listed on the pan-European stock exchange EURONEXT. (IBA: Reuters IBAB.BR and Bloomberg IBAB.BB) and more information can be found at: www.iba-worldwide.com

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 2014 sales of EUR 21.4 billion and employs approximately 108,000 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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