

PHILIPS The foundations of Philips were laid in 1891 when Anton and Gerard Philips established Philips & Co. in Eindhoven, the Netherlands. Philips empowers people to benefit from innovation by delivering on their brand promise of “sense and simplicity”. This brand promise encapsulates their commitment to deliver solutions that are advanced, easy to use, and designed around the needs of all their users. Philips wants to be a global leader in health and well-being, becoming the preferred brand in the majority of their chosen markets.