

PHILIPS

sense **and** simplicity

Solar lighting solutions for Africa

October, 2009



Sustainable Energy Solutions for Africa (SESA)

- SESA is a Dutch government PPP initiative, linked to Sub-Saharan Africa.
The aim is to help in providing sustainable lighting, cooking and water purification solutions for this area, where huge numbers of people have no access to mains electricity
- Philips Role is to develop and sells affordable products that people need and want, supports main distributors, and undertakes new business models, all based on its core competences.
- Partners – typically Ministry of Foreign Affairs (DGIS), NGOs (Non-Governmental Development Organizations) – will provide and fund non-exclusive market development. This will include awareness creation, entrepreneurial training, finance mechanisms support, program and country project management
- To provide 10 Million people in Sub-Saharan Africa with affordable, appropriate and sustainable energy solutions by 2015. As part of this aim, Philips is announcing important new product lighting solutions.

Boost up pull for Philips Off Grid Lighting Solutions

We recently signed up to a new global initiative launched by UNEP and GEF to accelerate the uptake of low-energy light bulbs and efficient lighting systems.

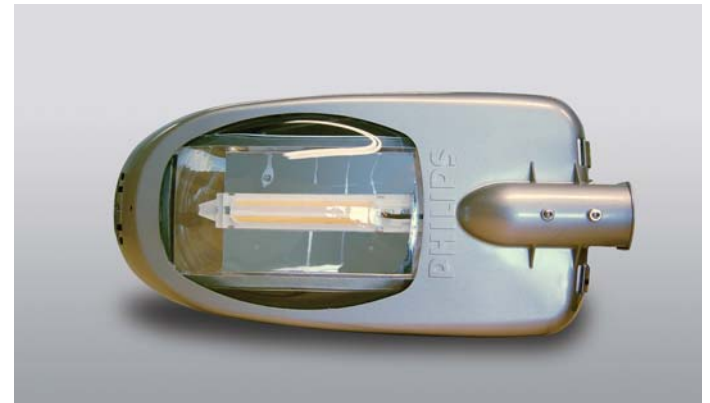
The Platform aims to reduce electricity consumption in developing economies. It is also aimed at replacing fuel-based lighting systems, such as kerosene, which can cause health-hazardous indoor air pollution.



Solar Street lighting Aurora (Fortimo)

Features & Benefits

- Fully Solar powered & functional in areas without electricity
- Provides up to 20 hours light between charges
- Each system effectively lights 32m x 8m
- High light levels 3-7 lux (from 6 meters height)
- High Quality White light RA >70
- Long life LED - low maintenance costs
- Two settings available – Dusk to Dawn and Evening mode
- Energy management for a long lifetime



Aurora update

Product to be released by Miribel. Exp Nov 2009
(25w 1800lm fixed output. 4500lm version expected Q2 2009)

Production release – Assembly SA – target end of 2009
(Solar on grid and off grid versions)

Dimmable versions in 2nd wave Date tbd

Dynamo Multi LED Torch & U Day



Mini Uday



A new generation of lanterns is being developed





Solar Reading Light (SRL)

(1st solution to kick-off)

Design concept

- Read / write in the same time
- Powered by 1 lo-pw LED
- IP55 Solar charging panel





Fixed home lighting solutions

- Solar Home System



PHILIPS



Confidential

October, 2009

Key Challenges in Launching the Solar Range

- **Premium Quality**
- **Affordability**
- **Strong Distribution Network**
- **AfterSales Service (Example : Batteries' Replacement)**

PHILIPS

sense **and** simplicity

Thank You for your attention

