



## Press Release

August 14, 2018

### **Philips LED is Close to the Consumers Heart and Mind**

*Consumers remain loyal to Philips LED since the company promoted the transition to LED lighting in 2011 for Indonesian market – winning the annual Top Brand Award for seven year-in-a-row.*

**Jakarta, Indonesia** – Signify (Euronext: LIGHT), the world leader in lighting, today announced that the company's global lighting brand, Philips, has once again been awarded Top Brand in LED lights category in 2018. In these seven year-in-a-row wins since 2012, only one year after its official launch, Philips LED has continuously proven its unmatched combination of being energy efficient, having various lighting types and colors, and comforting for the eyes.

Country Leader for Signify's business/operations in Indonesia Rami Hajjar said, "We are proud with the recognition of our most trusted LED lighting brand, Philips, in the consumers' mind. The Philips brand stands for quality and energy efficiency in light, and we are excited that these propositions have won their heart when it comes to their lighting need."

Philips LED has set the quality standard for LED lights amidst the influx of poor quality LED lighting products in Indonesia. Philips LED lights use up to 90% less energy than conventional lights and are able to provide a consistent quality of light over time. They also last around 15 times longer than conventional lights; this means that changing to LED will bring greater benefit for consumers without having to worry to change their lights yearly. Furthermore, all Philips LED lights now come with Eye Comfort criteria that delivers comfortable brightness that is easy on the eyes. This means that consumers will enjoy high quality of LED light that has no flicker, no glare and even distribution, making eyes comfortable and relaxed. Philips LED light has also a high color rendering index which ensures that objects are seen in their true, natural colors.

"There are lots of lighting brands in the market and consumers should choose carefully when it comes to LED lights. Having the Top Brand Award in LED lights category gives consumer reference on which brand they should choose. As a distributor, we are proud that we provide our customers only with high quality standard LED light: Philips," said Jack Limit, a Distributor for Philips brand.

The Top Brand survey 2018 phase two took place from May to June, involving face-to-face interviews with 12,000 respondents in 15 major cities including, among others, are Jakarta, Bandung, Surabaya, Medan, Denpasar, Pekanbaru, Makassar, and Manado. From the survey, Philips LED gained a Top Brand Index (TBI) rating of nearly 75%, leaving other brands in the category based on measurement of top of mind, last used and future intention to use.

Signify became the new company name of Philips Lighting as of May 16, 2018. The legal name of Signify will be adopted in Indonesia in the beginning of 2019.

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**About Signify**

[Signify](#) (Euronext: LIGHT) is the world leader in lighting for professionals and consumers and lighting for the Internet of Things. Our [Philips](#) products, [Interact](#) connected lighting systems and data-enabled services, deliver business value and transform life in homes, buildings and public spaces. With 2017 sales of EUR 7.0 billion, we have approximately 30,000 employees and are present in over 70 countries. We unlock the extraordinary potential of light for brighter lives and a better world. News from Signify is located at the [Newsroom](#), [Twitter](#) and [LinkedIn](#). Information for investors can be found on the [Investor Relations](#) page.