



## Press Information

February 4, 2014

### **Philips Airfryer now available in over 100 countries**

**Amsterdam, the Netherlands** – Launched just over three years ago, Royal Philips (NYSE: PHG, AEX: PHIA) today announced that the Philips Airfryer, an innovative kitchen appliance that enables consumers to prepare a variety of meals in a healthier way, is now available in more than 100 countries. With almost fifty percent share of the global market for 'light' fryers, Euromonitor has confirmed that Philips is the world's No1 low fat fryer brand<sup>1</sup>.

First launched in France, the United Kingdom and the Netherlands at the end of 2010, and most recently in North America and Japan, the Philips Airfryer is now a truly global proposition.

"The Philips Airfryer is a great example of how we are driving profitable growth, by taking global innovations and bringing them to market in a way that is highly relevant for local consumers," said Philips Consumer Lifestyle CEO, Pieter Nota. "Eating healthier is an important lifestyle trend that transcends markets and with our Airfryer, we are empowering millions of consumers to make healthier choices every day."

### **Global innovation with local relevance**

Philips is driving growth in kitchen appliances, by approaching global propositions from the perspective of the local consumer. Through in-depth consumer interaction, we identified many local dishes that can be prepared with the Philips Airfryer in a more healthy way. For example, a relevant dish in the Netherlands and the UK is French fries, in Japan, fried shrimp, in North America, chicken wings, in India, samosa. In each market, the Philips Airfryer includes a collection of recipes specific to local tastes.

### **Innovative Rapid Air Technology**

Conventional deep fat fryers use large amounts of oil to cook food. Depending on the dish, the Philips Airfryer requires no, or very little oil, instead, it uses patented Rapid Air technology, a combination of high-speed air circulation and a top grill. With this unique technology the hot air circulates around the ingredients at very high speed - cooking from all sides at once. Air-fried French fries for instance, contain up to 80% less fat than fries prepared in a deep fat fryer, without compromising on taste<sup>2</sup>.

<sup>1</sup> Source Euromonitor International Ltd; low fat fryers is per light fryers category definition; retail volume sales 2012 and 2013



<sup>2</sup> *This comparison relates to homemade French fries (as opposed to frozen French fries). Homemade French fries prepared in the Philips Airfryer can have a fat percentage as low as 1.5%.*

**For further information, please contact:**

**Elena Calamo Specchia**

Philips Group Communications

Tel: +31 06 25004735

E-mail: [elena.calamo.specchia@philips.com](mailto:elena.calamo.specchia@philips.com)

**Marieke van Wichen**

Philips Consumer Lifestyle

Tel: +31 (0)6 21163537

E-mail: [marieke.van.wichen@philips.com](mailto:marieke.van.wichen@philips.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 2013 sales of EUR 23.3 billion and employs approximately 115,000 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](http://www.philips.com/newscenter).