As a technology company, we innovate for people with one consistent belief: there is always a way to make life better. Over the past decade, we have transformed into a focused leader in health technology. With our understanding of many of the longer-term challenges our world faces, we see major opportunities to apply our innovative competencies in the areas of personal health, diagnosis and treatment and connected care.

As a leading health technology company, our purpose is to improve people’s health and well-being through meaningful innovation, positively impacting 2.5 billion lives per year by 2030, including 400 million underserved lives.

Roy Jacobs, 
CEO Philips
Maternal outcomes are worsening and cost keeps rising

The USA has the highest maternal mortality across developed countries

380K Preterm births
9.8% of births in the US

#1 surgery in the US is C-section
(32% of pregnancies, ±1M a year, double the WHO recommendation)

±100B USD spent annually on maternal health care

27B USD for Preterm Births

30% high risk
Pregnancies with a continuous increase due to lifestyle issues and increasing older maternal age

52% of maternal mortality happens in the post partum phase

Sources: March of Dimes - preterm birth data (<37wks gestation), ACOG guidelines – post natal care visit rates
# Improving maternal and infant health, requires starting timely prenatal care, awareness and education

<table>
<thead>
<tr>
<th>Early identification of pregnancy</th>
<th>Timely prenatal care &amp; compliance</th>
<th>Education &amp; awareness</th>
<th>Adopting Healthy behaviors</th>
<th>Health Plan benefit utilization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Most health plans know too late when someone is pregnant – sometimes only after birth</td>
<td>32% of women on Medicaid only start with care in the 2nd trimester, resulting in 40% higher chance of preterm birth</td>
<td>Health literacy plays a crucial role during pregnancy</td>
<td>30% don’t use any supplementation, which in most cases would be prenatal vitamins. With many women lacking intake of nutrients</td>
<td>16% of women indicate a need to understand health plan benefits available to her (with 29% of women &lt;20 years)</td>
</tr>
<tr>
<td>Limiting opportunity for support with preventative care from the first trimester onwards</td>
<td>40% of women do not attend any postnatal care visits</td>
<td>Babies born to women with low health literacy have a higher frequency of being born before 34 weeks and / or having low birth weight</td>
<td>7.1% of women smoke during pregnancy, both at high and low intensity (with up to 20% for women on Medicaid)</td>
<td>Leading to a lack of resource utilization as women are not aware of them or now where to find them</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Black Hispanic</td>
<td>Under 25</td>
<td>High School or less</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Philips has a strong legacy in Pregnancy solutions

Philips clinical & consumer propositions support expecting moms & families every step of the journey

Pregnancy
- Pregnancy+ Engagement App
- Lumify Portable Ultrasound for remote care
- Obstetrics and gynaecology ultrasound
- Intellispace Perinatal Obstetrics information management solution
- Mobile Obstetrics Monitoring Kit
- Philips Reacts Remote care Ultrasound platform
- Biotel Care High risk pregnancy monitoring

Labor & delivery
- Obstetrics Maternal and Fetal monitoring

Postpartum
- Baby+ Engagement App
- Avent Breast pumps & baby bottles

Consumer

Clinical (supporting health systems and independent OB practices)
Pregnancy+
Worldwide leading pregnancy app to track your baby's development.

10.2M
Yearly global downloads
With 1.5M yearly in the US

45%
of users are on Medicaid

50%
of users are Commercially insured

4.8 rating from 45,970 Ratings

43%
Of all first-time pregnant moms

Highly-engaged & curious user base
Opening the app 1-2 times a day
4 – 10 minutes in-app per session

Step by Step: all 42 weeks beautifully illustrated
+ Daily info, blogs, articles, guides, tips
+ New, personalized content for each day of pregnancy
+ Live 3D foetus model

Healthy lifestyle support
Daily pregnancy info, diet, exercise and labour info.

Most recommended App by midwives and paediatricians
Our mission is to deliver global solutions that through **Content**, **Community** and **Care**, support parents and parents-to-be for a more informed, more connected, and healthier journey to parenthood.

**PREGNANCY+ IS TRUSTED BY THESE GLOBAL PARTNERS**
Pregnancy+ will support Medicaid-eligible women throughout their journey

1. Early access to pregnant women
Engage with women early in their pregnancy journey to connect with them for support and care.

2. Drive education and awareness
Utilize the Pregnancy+ app to support your members in having a health pregnancy, understanding the need of prenatal care and being care compliant.

3. Increase benefit and resource utilization
Leveraging the broad Pregnancy+ user base, the custom articles link to health plan / Medicaid benefits or state resources, improving traffic and utilization.

Pregnancy+ for Medicaid/Health plan members is available for a PMPM fee for each active member on the platform.

to be more compliant, be better educated and get access to benefits throughout pregnancy and beyond
We will engage early with pregnant women

(Users typically download pregnancy +6-10 weeks into pregnancy)

Most women download Pregnancy+ early in their first trimester. This gives us unique access and reach to support women in their pregnancy journey.

Customer targeted articles, and content will only be available to members. During the initial onboarding, women can unlock the additional care if they are Medicaid-eligible.

Collecting a variety of Social Determinants of Health Data through our early intake survey - to help understand who is accessing and get unique insights into their behavior and needs.
Increase download rate with Pregnant individuals through social campaigns

Social Media outreach

We will use Social Media campaigns to focus on Medicaid Eligible individuals to drive higher download rates with these audiences

Diverse and inclusive imagery

We will use photographs and graphics which speak to a broad audience to ensure we connect with pregnant individuals from diverse backgrounds.
Customized articles

Inform & Educate your members with curated articles of your choice

Articles will be customized to inform pregnant individuals of topics such as:

1. Daily inspiration for moms to check their physical and mental health
2. Awareness on healthy choices as way to prevent birth defects (nutrition, vaccination, exercise, personal care)
3. Promoting awareness on preventable pregnancy conditions, diseases and prevention.
4. Locally relevant support channels (home visiting programs, lactation support, vaccination locations)

Increase uptake to programs & resources to improve Maternal & Infant Care

Customer offers access to local programs and resources (e.g., quit smoking programs, nutrition support, mental support).

Pregnancy+ can support Medicaid-eligible persons to increase the awareness and uptake.
Drive traffic to state websites

Do I Qualify for NJ Pregnancy Medicaid?

Help is on the Way!

Many women dealing with an unplanned pregnancy want to know if they qualify for Medicaid – especially if they do not have health insurance.

Proper coverage while expecting is essential regardless of the choice you make about your body. NJ Family Care covers prenatal care, labor and delivery, postpartum services for sixty days, and your child for one year after birth. Abortion services are also included.
We deploy in a "sticky card" at the top of the timeline to give easy access to support

With the ability to measure which resources are clicked on the most
We will create specific content topics*

For our customers, we survey individuals in the App and identify their top 3 most important topics for pregnant individuals, e.g.:

• Breastfeeding, being prepared for when the baby comes and knowing where to get support
• Mental Health, what can you do yourself and where can you go for help
• Understanding state benefits and how to apply for them

*content topics will contain a series of articles (3 to 5), covering multiple interactions over time
User insights and analytics

Pregnancy+ collects aggregated population health data and can send ad-hoc surveys for rich data

Onboarding insights
- Who is seeing onboarding and who are the new members who are signing up.
  - Advertisement conversion (reach, impressions, click through rate)
  - Socio-demographic characteristics of new members

App usage statistics
- How are users interacting with the app, what do they engage with and interests them the most
  - Daily / Monthly active users (DAU/MAU)
  - Overall app retention rate of members
  - Reading behavior of articles (most read, most engaging etc.)
  - Article performance (Impressions, click through)

Ad-hoc Quantitative & Qualitative input
- Using the built-in survey tools to get quick access to deeper insights and users needs.
  - Organization / services awareness surveys
  - Most important user needs
  - Self-report impact on behavior, satisfaction with service, net promoter score etc.
  - Customizable towards the needs of our customers
Capturing a broad range of SDOH data from app analytics and turn-key survey moments

Pregnancy+ will collect population health data and send ad-hoc surveys to pull in rich data

**Recruiting**
- Social Campaign Conversion
- Week of pregnancy, insurance type
- Socio-demographic characteristics

**Pregnancy+ Usage data**
- **Daily usage statistics**
  - Daily / Monthly active users
  - Retention rate, bounce rate etc.
  - Engagement with notifications
  - Reading behavior of articles (most read, most engaging etc.)

**Onboarding (<12wks)**
- Social determinants of health
  - Maternal Age
  - Due date
  - Ethnicity
  - Plus optional questions:
    - Pre-existing conditions
    - Previous pregnancy complications
    - Substance use (drug, alcohol, tobacco)
    - Education level
    - Community/family support
    - Marital status

**Interim Pregnancy surveys**
- Ad-hoc Quantitative & Qualitative input
  - Self report impact on behavior, compliance data (start of care, missed appointments), satisfaction with service, net promoter score etc.
  - Customizable towards the needs of Customer
Expected Savings

- **Pre-term births**
  - National cost $26B with 380,000 cases
  - 10-15% require NICU care
  - Average cost of $144,000 per NICU case
  - With every 1,000 pre-term births avoided annually
  - Expected savings are $68M-$144M (Ideal target is 5-10%)

- **C-Sections**
  - $25,000 per occurrence and a contributing factor of deaths