



Breaking News: new owner for Philips AED Business Unit

We are excited to announce that the Philips AED Business Unit is moving forward as an independent entity. Bridgefield Capital, a US-based investment firm, will build an entirely new company around the Emergency Care division, incorporating complementary products and solutions. This marks a new chapter for the global market leader in AEDs, which will continue to use the Philips brand name for the next 15 years. This ensures the continuity and trusted quality that everyone has come to rely on.

Proven strategy for success

This move aligns with Philips' successful strategy of divesting business units. For decades, Philips has demonstrated that independence leads to accelerated growth and innovation. Notable examples include global industry leaders such as TSMC in semiconductors, NXP (formerly Philips Semiconductors), ASML in the chip industry, Signify (formerly Philips Lighting), and, most recently, Versuni (formerly Philips Domestic Appliances). In each case, independence has resulted in companies becoming leaders in their market segments.

Future outlook under Bridgefield Capital

This strategic move will bring enhanced focus to:

- Accelerated innovation: Greater focus on product development and technological advancement.
- Process optimisation: More efficient manufacturing and improved supply chain operations.
- Increased agility: Better response to local and regional needs.
- Product portfolio expansion: Strengthening the global position in emergency care.
- Joseph Mathews, Managing Director of Bridgefield Capital, comments: "We are proud to welcome the Philips Emergency Care Business as an independent



company. With its strong foundation and proven track record, we are committed to driving new growth and innovation together with the organisation and its partners."

AED360-ProCardio's role and commitment

As Europe's largest AED distributor and long-standing strategic partner of Philips, we have been closely involved in this significant development from the outset. The increased focus and flexibility will enable us to contribute even more effectively to our shared mission: saving lives through optimal availability of AEDs and emergency care equipment.

Looking ahead

We congratulate Philips and Bridgefield Capital on this strategic move. This development will enable us to provide even better support to our customers and further increase our impact in the market. We look forward to continuing and expanding our successful partnership.