



Press Release

January 20, 2020

Signify organizational structure to adapt to industry transition further, strengthening customer centricity

Eindhoven, the Netherlands – [Signify](#) (Euronext: LIGHT), the world leader in lighting, announces it intends to adapt its organizational structure to enable a stronger customer focus and enhanced specialization, to further increase execution speed.

“We are taking the next step in our transformation, addressing customer expectations for higher levels of service, faster time to market and digital interfacing,” said Eric Rondolat, CEO of Signify. “With this new structure, we will focus our business around our customers and create one global operations team to drive customer and business excellence. We’ll serve our customers better, faster and simpler, driving sustainable innovation.”

Signify intends to move to three divisions from the current four business groups. The three divisions are as follows:

- Division Digital Solutions (formerly BG Professional) offers LED products, systems and services for the Internet of Things to our customers in the professional segment. This division will continue to be led by Harsh Chitale.
- Division Digital Products (combines BG LED and BG Home). This division offers LED electronics, LED lamps, LED luminaires and connected products, including Hue and Wiz, to consumers, professional customers and OEM partners. By bringing together its entire consumer LED portfolio, Signify can better manage this lighting category for its channel partners. This division will be led by Rowena Lee.
- Division Conventional Products continues to focus on conventional lamps and electronics for consumers and customers in the professional segment. It is organized separately to bring a clear distinction between conventional and digital offerings. This division will be led by Maria Letizia Mariani.

The changes are expected to take effect in the second quarter of 2020 and are subject to Works Council proceedings, depending on local legislation.

Signify has been leading the transformation in the industry by making light digital, connected, smart and sustainable. It has successfully built a stand-alone company that is operating in a sustainable way, committed to becoming carbon neutral in the course of 2020.

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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 2018 sales of EUR 6.4 billion, we have approximately 27,000 employees and are present in over 70 countries. We unlock the extraordinary potential of light for brighter lives and a better world. We have been named [Industry Leader](#) in the Dow Jones Sustainability Index for three years in a row. News from Signify is located at the [Newsroom](#), [Twitter](#), [LinkedIn](#) and [Instagram](#). Information for investors can be found on the [Investor Relations](#) page.