

Press Release

HEALTHY AIR SURVEY COMMISSIONED BY PHILIPS REVEALS SENTIMENTS AROUND AIR QUALITY AND ALLERGY AWARENESS OF SINGAPOREANS

- *The average Singaporean falls ill between 2 to 5 times a year and more than 30% are unsure if their sickness is due to an illness or allergy*
- *Less than half of Singaporeans who suffer from chronic respiratory conditions are taking active medical action or visiting a specialist*
- *7 out of 10 Singaporeans believe poor indoor air quality affects their rest, rating July and September as the worst period for air quality*
- *Singaporeans are investing in the wrong tools to address air quality at home, with combined ownership of humidifiers and dehumidifiers at 59% as compared to air purifiers at 39%*

SINGAPORE, NOVEMBER 6 2017 – [Royal Philips](#) (NYSE: PHG, AEX: PHIA), a global leader in health technology, in partnership with Rakuten AIP, Asia's leading market research firm, unveiled findings of its Healthy Air Survey to better understand Singaporeans and their attitudes on air quality and allergy awareness. The survey spanned across 250 households in Singapore and was executed in two phases, comprising of quantitative and qualitative data collection, targeting households with members suffering from asthma or other respiratory conditions, as well as households with babies or pregnant family members.

Findings of the Healthy Air Survey were released in conjunction with Philips' latest product launch of its **Philips Air Purifier Series 3000i (AC3259/30) connected air purifier**, also debuting a **first-to-market air purifier partnership with Air Matters** for an app which can be used with the Philips Air Purifier Series 3000i to manage and reduce exposure to allergen triggers. The partnership integrates the functionality of the Philips Air Purifier Series 3000i within the app, allowing users to check the indoor air quality index and control the air purifier's power and settings via the app remotely, as well as receive reminders on changes in air quality and filter replacement reminders as well.

Singaporeans Passive About Air Quality Management Despite Major Concerns

Key findings of the survey indicate that while air quality is a concern for 77% of Singaporeans, most are passive towards their respiratory health, with less than half of respondents visiting a specialist to address respiratory concerns. This stems from a lack of understanding of chronic respiratory conditions as well as misinformation around tools available to mitigate or manage their environments.

It was revealed that the average Singaporean falls ill between 2 to 5 times a year and 31% are unsure if their symptoms are caused by an illness or allergy. Despite this, Singaporeans recognize the importance of clean air as part of overall health, with 70% believing that good air quality improves the health of everyone in the household. However, the survey revealed a misconception on useful devices to improve indoor air quality, with more Singaporeans owning humidifiers rather than air



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purifiers (46% and 39% respectively) with the belief that humidifiers help remove dust and ease respiratory conditions.

As seen from the Philips Healthy Air Survey, one of the main barriers to greater adoption of air purifiers among Singaporeans is the lack of understanding what air purifiers are and their purpose. 45% of respondents said that they are unknowledgeable about air purifiers, while 44% find it too costly and 41% were doubtful of its results – only 3 in 10 Singaporeans were willing to invest in an air purifier.

Dr. Chiang Wen Chin, President, Asthma and Allergy Association said, “While humidifiers add water into the air, it is not necessary for Singaporeans to humidify their home in this climate – especially since humidity is about 70 – 80 percent. Instead, a HEPA air purifier can help to remove these allergens from the living environment and reduce airborne allergens such as dust mites, viruses and bacteria that can trigger allergic reactions and asthma.”

Connected Care For A Healthier Home

In a first-to-market collaboration for air purifiers with leading air quality data and service provider Air Matters, Philips debuts the new **Philips Air Purifier Series 3000i (AC3259/30)**, a connected air purifier featuring a revolutionary AeraSense technology paired with a connected app to provide consumers with real-time air quality and allergen information and management advice.

“Poor indoor air quality is known to aggravate the symptoms of allergic diseases as long term exposure to allergens can lead to chronic respiratory conditions like asthma. With the increase of rhinitis in children over the last decade, half of Singaporean families with babies have become more concerned about air quality and how it can lead to children developing allergies or asthma,” said **Dr. Chiang Wen Chin, President, Asthma and Allergy Association**.

While many are aware of common allergens found in homes, it is a little known fact that mold spore such as Aspergillus is a major trigger of allergy and even Asthma¹ – a worrying fact given our humid climate. Choosing an air purifier with a dehumidification function like the Philips Air Purifier 3000i helps to reduce humidity to get rid of allergens such as mold spore.



“At Philips, we aim to empower consumers with solutions to make it easier and more sustainable to live a healthier life at home. Our heritage in healthcare combined with consumer understanding enables us to bring consumers breakthrough product innovations in collaboration with industry experts to help them take control of their personal health by narrowing the gap between professional and personal healthcare,” said **Ms. Aw Ee Ling, Senior Marketing Manager, Personal Health, Philips Singapore**.

The Philips Air Purifier Series 3000i (AC3259/30) comes with **three automatic modes** – a General Mode, Bacteria, Virus Mode and Allergen mode, in addition to five manual modes that range from extra-quiet ‘Sleep’ setting to the extra-powerful ‘Turbo Speed’ mode. Specially designed for allergy

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sufferers, the special auto Allergen mode features a unique algorithm to detect and react to potential allergen risks by boosting the air purifier's airflow to effectively remove harmful airborne allergens, which may trigger asthma¹. The air purifier also features **VitaShield IPS multi-layer filtration technology**, which is certified by the European Centre for Allergy Research Foundation (ECARF) and Airmid to remove 99.97% of airborne particles. Air is purified through an extra thick **NanoProtect HEPA Filter** and **active carbon filter** that removes ultrafine particles as small as 0.02 nanometers (100 times smaller than PM2.5), as well as common airborne allergens, bacteria and viruses, and harmful gases such as formaldehyde, TVOC and odor.

Simple everyday activities such as dusting and vacuuming can cause allergens to become airborne. The Philips Air Purifier Series 3000i (AC3259/30) contains **AeraSense, a professional-grade air quality sensor** that detects even the slightest changes in air and automatically boosts the air purifier to effectively reduce the level of airborne particles, effectively covering large areas up to 95 m². AeraSense also indicates real-time PM2.5 and **Indoor Allergen Index** levels via a large numerical display on a scale of 1 – 12.

With the **Air Matters app**, one can monitor both real time PM2.5 levels and Indoor Allergen Index, regulate the settings and the speed of their air purifier, and receive information on the filter status. Additionally, the Air Matters app also stores historical data on air quality levels and provides health advice for users, enabling them to correlate their symptoms with peaks in allergen levels.

The **Philips Air Purifier Series 3000i (AC3259/30)** retails at **S\$999** but is currently available at a special price of **S\$899** at [Philips](#), as well as from selected electronic stores, major departmental stores and authorized dealers. Visit <http://www.philips.com.sg/air> to view the full range of Philips Air Purifiers, which start from S\$299. Check out the latest promotions for the **#GiftofCleanAir** campaign on Philips social media channels at [Philips Home & Living](#) Facebook page and @Philipssg on Instagram.

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About Royal Philips

Royal Philips (NYSE: PHG, AEX: PHIA) is a leading health technology company focused on improving people's health and enabling better outcomes across the health continuum from healthy living and prevention, to diagnosis, treatment and home care. Philips leverages advanced technology and deep clinical and consumer insights to deliver integrated solutions. Headquartered in the Netherlands, the company is a leader in diagnostic imaging, image-guided therapy, patient monitoring and health informatics, as well as in consumer health and home care. Philips' health technology portfolio generated 2016 sales of EUR 17.4 billion and employs approximately 70,000 employees with sales and services in more than 100 countries. News about Philips can be found at www.philips.com/newscenter.

¹Richard A. Sharpe et al. J Allergy Clin Immunol 2015;135:110-22

²Asthma and Allergy Foundation of America: Asthma Facts and Figures. September 2015. Available from: <http://www.aafa.org/page/asthma-triggers-causes.aspx>