

# Breast Care Solutions.

For women. For health.  
For life.



## „Breast Care“ press event – July 15, 2009

12:30 pm	<b>Welcome to Siemens Healthcare introduction and overview</b> (Wolfram Trost)
1:00 pm	<b>Visit of the Solution Center</b> (Sofia Wittmann)
2:00 pm	Coffee Break
2:15 pm	<b>Breast Care solutions and innovations – presentation</b> (York Kröger / Dr. Axel Hebecker)
3:15 pm	Coffee Break
3:30 pm	<b>Visit of the SP Presentation Center new ABVS-Ultrasound scanner</b> (Scott Northrup / Dr. Axel Hebecker)
4:45 pm	<b>Magnetic Resonance – factory tour and life scan</b> (Boris Tolkien / Birgit Hasselberg)
6:00 pm	Transfer to hotel
7:00 pm	Transfer from hotel to dinner location
Ca. 10:00 pm	End of 1 <sup>st</sup> day, travel to hotel

## „Breast Care“ press event – July 16, 2009

9:30 am	Travel from hotel to University Hospital
10:00 am	<b>Reference Hospital Visit</b> <b>Gynecological Hospital of the University of Erlangen</b> (Prof. Dr. Matthias Beckmann / Prof. Dr. Rüdiger Schulz-Wendtland)
12:00 pm	Lunch
1:00 pm	End of press trip

**Siemens Healthcare Sector**  
**THE integrated healthcare company**

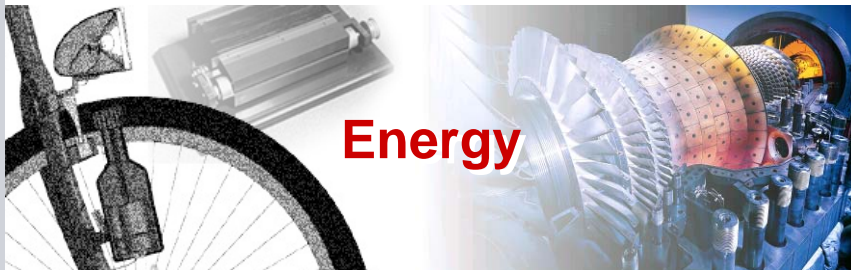
**Who helps me reliably to provide  
patient care at its best?**



## Siemens' innovations have changed the world



From the first electronic controls –  
to fully automated factories



From the invention of the dynamo –  
to the world's most efficient gas  
turbines



From the first views inside the body –  
to full-body 3D scans

# Healthcare is one of Siemens' core businesses

## Sectors

### Industry

- Drive Technologies
- Industry Automation
- Building Technologies
- Mobility
- Lighting (OSRAM)
- Industry Solutions



### Energy

- Fossil Power Generation
- Renewable Energy
- Oil & Gas
- Energy Service
- Power Transmission
- Power Distribution



### Healthcare

- Imaging & IT
- Workflow & Solutions
- Diagnostics

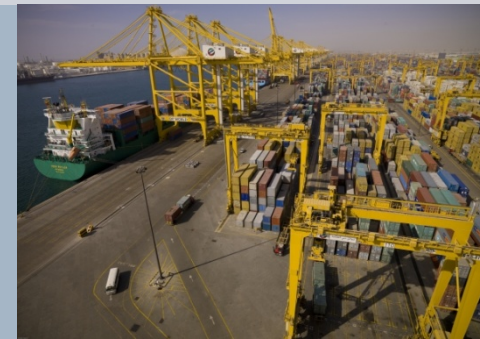
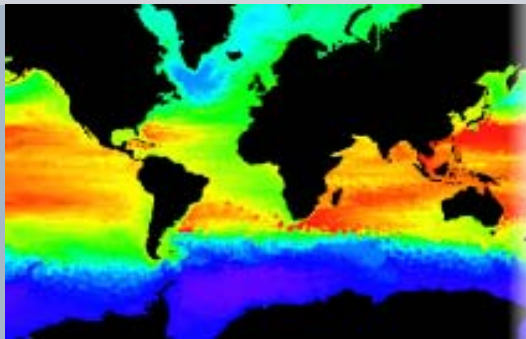


## Cross Sector businesses

Siemens IT Solutions and Services

Siemens Financial Services

# Megatrends – the world's toughest questions



## Climate Change

- The average global surface temperature has increased by 0.76° C compared to the 18th century
- 11 of the 12 years between 1994 and 2005 rank among the 12 warmest since weather observations began
- Greenhouse gas emissions haven risen dramatically since industrialization. Today we face the highest CO<sub>2</sub> concentration in the atmosphere for the past 350,000 years.

## Globalization

- From 1950 to 2004, the volume of global trade has increased 27.5-fold.
- The number of global players has grown from 17,000 in 1980 to over 70,000 today.
- Ocean freight has increased over the past four decades from less than 6,000 billion ton-miles to over 27,500 billion ton-miles a year.

## Megatrends – the world's toughest questions



### Urbanization

- 2007: for the first time in history, more people live in cities than in rural areas.
- Today: 280 million people live in megacities (> 10 million residents)
- 2030: 60 % of the world's population will live in cities
- Urban conglomerations contribute a high share of a nation's economic output: Tokyo provides 40% of Japan's GDP, Paris generates 30% of France's GDP.

### Demographic Change

- Average life expectancy worldwide will increase to 72 years in 2025 from 46.6 years in 1950.
- World population will grow from more than 6 billion now to 8 billion by 2025
- 95% of the global population growth is taking place in developing countries.
- The 65+ generation will nearly double worldwide by 2030 (from 7% to 12%)

## Trends in Healthcare determine our direction

### Market trends

- Growing and aging population
- Emerging rural healthcare
  
- Cost pressure (e.g. Deficit Reduction Act)
- Financing problems
- New structure of competitors
  
- Disease orientation
- Healthcare IT

### Need for improved healthcare

- Increased demand for healthcare services
  
- Solutions for overall cost reductions
- Improved processes and workflows
  
- New applications and clinical pathways
- Flexible and customer-specific IT solutions

# Healthcare Sector – overview

## Sector profile

The Siemens Healthcare Sector is one of the largest suppliers of healthcare technology in the world. It offers solutions for the entire supply chain under one roof – from prevention and early detection through diagnosis and on to treatment and aftercare. In addition, Siemens Healthcare is the market leader for innovative hearing devices.

## Some product highlights

Hearing systems



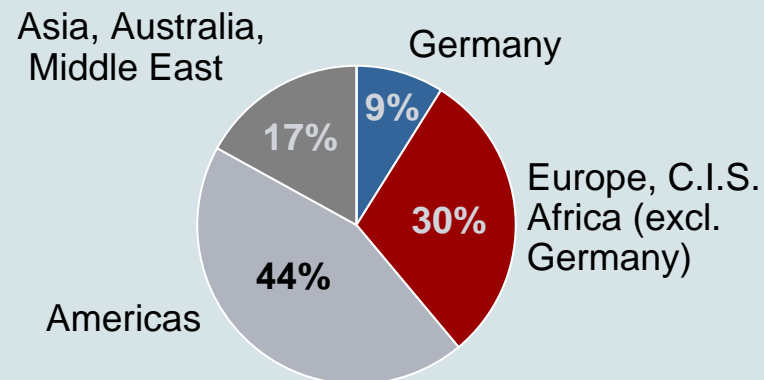
Laboratory automation



Adaptive scanner



## Revenue by region (FY2008)



*Location of customer*

## Performance in Q2

(in millions of euros)	Q2 2009 <sup>1)</sup>	vs. Q2/08
<b>Revenue</b>	2,984	+10%
<b>New orders</b>	2,951	+6%
<b>Profit</b>	355	+4%
<b>Profit margin</b>	12.5 %	<b>Target: 14-17%</b>

## Key figures (FY2008)

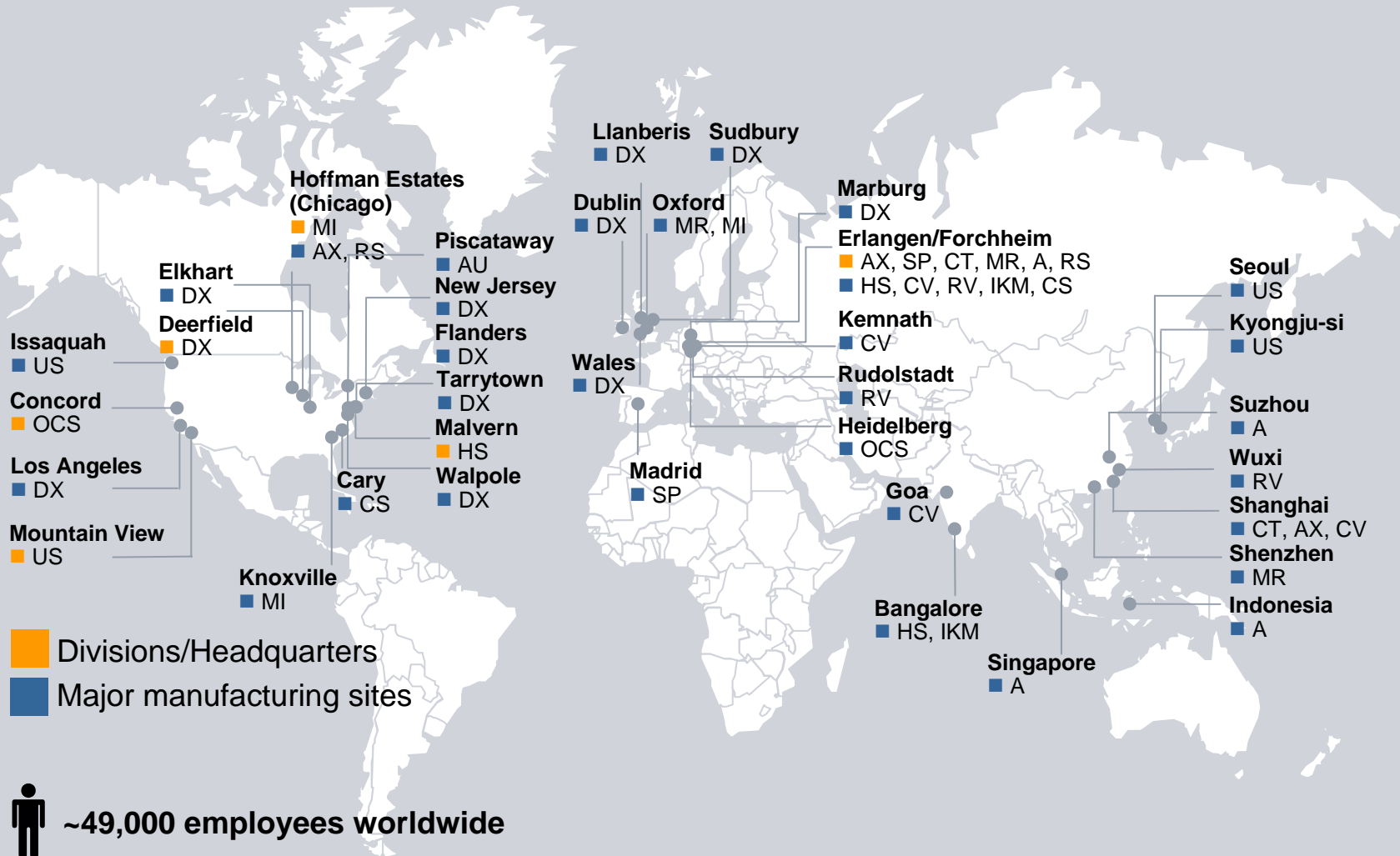
(in millions of euros)	
<b>Revenue</b>	11,170
<b>New orders</b>	11,779
<b>Profit</b>	1,225
<b>Employees <sup>2)</sup></b>	49,100

1) January 1 to March 31, 2009

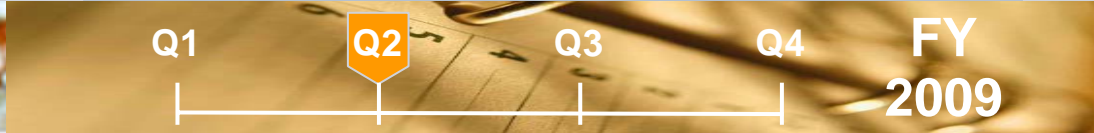
2) As of September 30, 2008

# Siemens Healthcare

## Global presence



# Healthcare Sector – Imaging & IT Division



## Division profile

The Imaging & IT Division provides imaging systems for early diagnosis and intervention, as well as for more effective prevention. These systems are networked with high-performance healthcare IT to optimize processes (such as in hospital data systems like Soarian, image processing systems like Syngo, and knowledge-based technologies for assisting diagnoses).

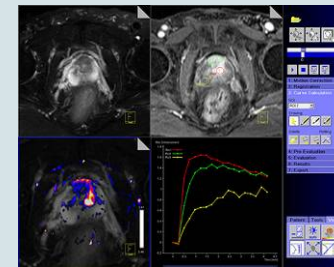
## Performance in Q2

(in millions of euros)	Q2 2009 *	vs. Q2/08
<b>New orders</b>	1,661	+4%
<b>Revenue</b>	1,774	+9%
<b>Profit</b>	265	+12%

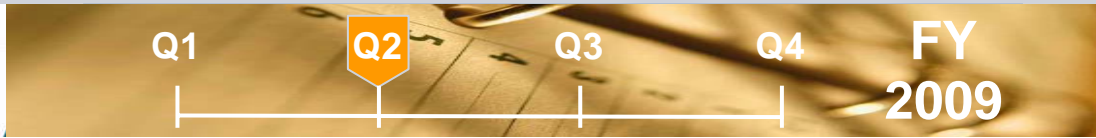
\* January 1 to March 31, 2009

## New orders / innovations in Q2

Siemens exhibits its latest solutions in the field of Magnetic Resonance (MR) for Oncology at the European Radiology Congress ECR 2009 in Vienna. The syngo TimCT Oncology application enables not only comprehensive patient examinations within an extreme short examination time, it can also eliminate the need for multiple examinations with other modalities. The syngo Tissue 4D software supports tissue differentiation of prostate cancer.



# Healthcare Sector – Workflow & Solutions Division



## Division profile

Workflow & Solutions provides complete solutions for fields such as cardiology and oncology (including conventional radiation systems and particle therapy) and neurology. The Division offers solutions, for example, for women's health (mammography), urology, surgery and audiology. It also provides turnkey solutions (including national health IT systems, solutions for complete clinics), and consulting. In addition, Workflow & Solutions is responsible for the Sector's service business, for supervising the sales regions, and for managing customer relations.

## Performance in Q2

(in millions of euros)	Q2 2009 *	vs. Q2/08
<b>New orders</b>	489	+7%
<b>Revenue</b>	412	+10%
<b>Profit</b>	30	-52%

## New orders / innovations in Q2

The 1,000th installation of the MAMMOMAT® *NovationDR* digital radiology system in the US marks a milestone in women's health and in Siemens' commitment in the global fight against breast cancer. The full-field digital mammography system streamlines clinical workflow, allows fast and accurate imaging capture, while offering unique patient comfort features.



\* January 1 to March 31, 2009

# Healthcare Sector – Diagnostics Division

SIEMENS



Q1

Q2

Q3

Q4

FY  
2009

## Division profile

The Diagnostics Division covers business with in-vitro diagnostics, including immune diagnostics and molecular analysis. The Division's solutions range from point-of-care applications to the automation of large laboratories. Diagnostics combines the acquisitions of DPC, Bayer Diagnostics and Dade Behring.

## Performance in Q2

(in millions of euros)	Q2 2009 *	vs. Q2/08
<b>New orders</b>	867	+5%
<b>Revenue</b>	867	+6%
<b>Profit</b>	54	+10%

## New orders / innovations in Q2

In Houston, Texas, Siemens Healthcare Diagnostics earned the trust of a hospital laboratory team and gained €20 million in new business by offering solutions that automate manual processes and improve the speed and accuracy of producing patient test results – just one example of how Siemens helps advance quality and reduce the cost of healthcare delivery.



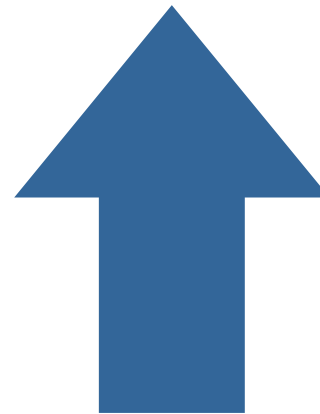
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## Our joint vision remains unchanged

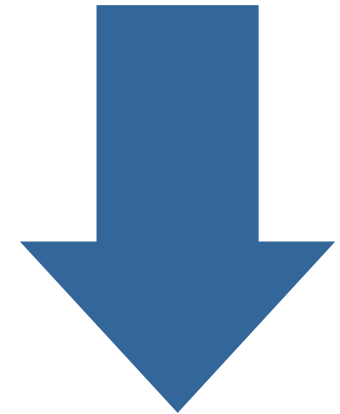
### We help our customers to provide ...

- high-quality and patient-centered care
- along the entire continuum of care
- with best processes
- and with proven outcomes

### The goal is to increase efficiency



**Quality**



**Cost**

of healthcare delivery

**Siemens Healthcare Sector**  
**THE integrated healthcare company**

**Who helps me reliably to provide  
patient care at its best?**



# Siemens Healthcare!

