

Consumer Care Book Air De-humidifier Camel

DE4201/00
DE4202/00



Approved by:

CMM: Jonathan Yu

(Please place a signature)

Date:

Jonathan Yu
Dec 24, 2013

Author: John Li
Date: Dec-23-2013
AKB: SHW-01-001-13028R01
Version: CR

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Product Introduction

VPH Air Dehumidifier (Camel)

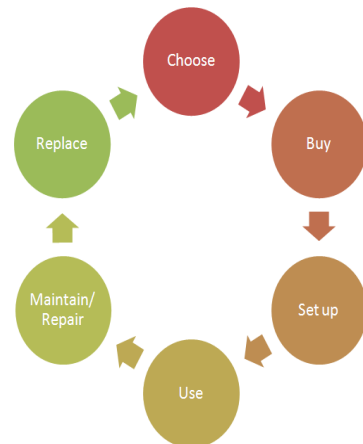
sense and simplicity

| | | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. Target | 2. Consumer Insight | 3. Competitive Environment |
| <ul style="list-style-type: none"> 25-45 years old, female and male Live in urban areas (metro, tier 1+2) Live with big houses/villas with basement Household monthly income at or above 8,000RMB Interested to improve their house dehumidify level in wet season and raining days Interested to dry clothing | <p>During the wet season, or rainy days, the air inside my home becomes humid or even wet on floors, walls, and clothing, which leads to moldy on walls, furniture, clothes, etc, and furniture deformation; I am afraid of living in such an environment, and I feel uncomfortable and likely getting a cold and unhealthy. Meanwhile, it's difficult to dry the clothes in the wet season or rainy days, and they become moldy easily if not dried.</p> <p>I wish there is a way to dry my indoor environment effectively to a comfortable humidity level, and provide me ways of drying my home and clothes with ease as well.</p> | <p>Leading (regional) brands offering dehumidifiers:</p> <ul style="list-style-type: none"> -Yadu: market share 11.8% ytd dec 2012 -Gree: market share 9.3% ytd dec 2012 <p>Top competitor for Philips DE4202 is Yadu C181BHJ, Electrolux EDH100 & EDH110;</p> <p>Competitor for Philips DE4201 is Gree DH20E, Qiansao BD-826B;</p> |
| 4. Benefits | 5. Reasons to Believe | 6. Discriminator |
| Philips brings a dehumidifier that guarantees effective dehumidification of indoor air and drying clothes which brings you a healthy and comfortable living home environment. | <ul style="list-style-type: none"> Effectively dehumidifies the air with smart digital controls It provides upward fan air outlet for drying clothes with ease Alert and auto shut down when the tank is full of water Auto defrost when frost appearing inside the dehumidifier | Only Philips guarantees that your home environment is always healthy and comfortable with dehumidified air in wet season and rainy days |
| Brand positioning : Healthy air guaranteed | | |
| Designed around you: •TBC | Easy to Experience: •TBC | Advanced: •TBC |
| Name owner document | Final version approved on date | Name approver document |
| CMD | | Category Leader/ Innovation Leader |

Consumer care focus

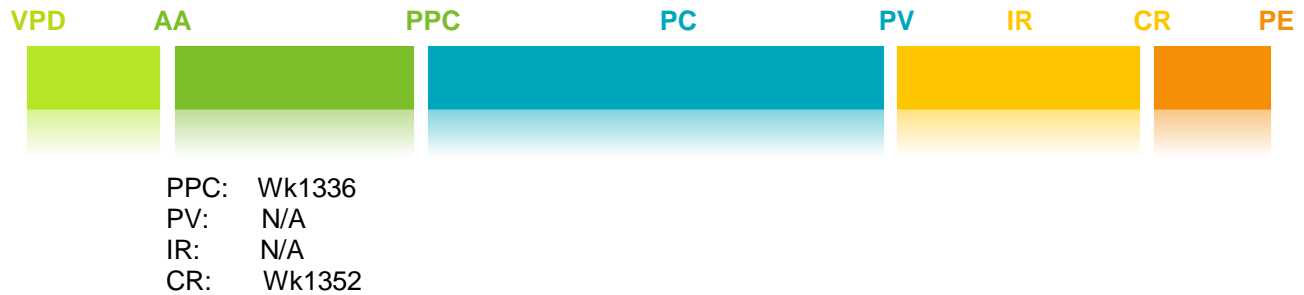
For this product we carry out the standard consumer care package +

- 1) Choose:
 - a) Clear functional description product
 - b) FAQs
- 2) Buy: FAQs
- 3) Setup: Quick start guide
- 4) Use:
 - a) What and how to set humidity/drain out water. (DFU/QSG, inbox/online)
 - b) Consumer Feedback loop. (Call center/Web)
- 5) Maintain/repair: service manual
- 6) Replace: Quick start guide



Sales introduction and IPD milestone planning

| Model | Region | Month of Introduction | Sales Volume (k) | | | | |
|-----------|--------|-----------------------|------------------|------|------|------|------|
| | | | 2014 | 2015 | 2016 | 2017 | 2018 |
| DE4201/00 | China | Dec-13 | 3 | 4 | 5 | 6 | 7 |
| DE4202/00 | | | 6 | 7 | 9 | 12 | 15 |



Warranty and service policy

- Warranty:

- Whole product: 2 years;
- Main component: compressor: 3 years

- Repairing process:

a, For non-refrigeration failure:

Consumers carry products to service center, service parts swap;

b, For refrigeration failure:

Within warranty: product exchange in service center ;

Out of warranty: consumer can return to factory for repairing, the cost is charged to consumer.

Accessories & Consumer Replaceable Parts

| Accessories | Consumer Replaceable Part | Commercial Accessory |
|-------------|---------------------------|----------------------|
| Hose | Yes | No |

Consumer touch points for consumer care

| | |
|-------------------|------------------------------------------------------------------------------------------------------------------------------------|
| China Mainland | <ul style="list-style-type: none"> In-box Web (.com / .care) Call Center Service Centers |
|-------------------|------------------------------------------------------------------------------------------------------------------------------------|

Fast Feedback Program

| Type number | FFB Planned (pcs) | FCP (CNY) | Sample cost (CNY) | Handling cost (CNY) | Total Cost (CNY) |
|---------------|-------------------|-----------|--------------------|---------------------|------------------|
| DE4201 | 30.00 | 656.17 | 19,685.07 | 1,500.00 | 21,185.07 |
| DE4202 | 30.00 | 912.08 | 27,362.44 | 1,500.00 | 28,862.44 |
| | 60 | | 47047.51313 | 3000 | 50047.51 |

Total

Note: Handling cost per unit is 50 CNY.

CoNQ prediction & cost driver assumption

CoNQ as % of sales: **1.06%**

FCR_{CREX}: **4.0%** worst case @CR

FCR target: 3.57%

CPI: **50.08** EUR

Call center cost as % of sales: **0.15%**

Consumer care package

| Item | Detail | Applicability | Availability timing | Owner | Cost (T.I.C) / Marcom budget |
|------------------------|-----------------------------------------------------------------------|---------------|---------------------|---------|------------------------------|
| In-box | | | | | |
| | User Manual | Y | CR | PRC/CMM | |
| | Quick Start Guide | Y | CR | PRC/CMM | |
| | Warranty card | Y | CR | CMM | |
| Web | | | | | |
| | Leaflet and Photo's | Y | CR | CMM | |
| | Technical info on leaflet (size, dimensions, weight etc.) | Y | CR | CMM | |
| | Accessory information linked to CTN's / online | Y | CR | CMM | |
| | Pre-purchase FAQ's | Y | CR | CC | |
| | Post-purchase FAQ's | Y | CR | CC | |
| Call Center | | | | | |
| | Training package - technical and soft skills | Y | CR | CC | \ |
| | Training execution (on site) | Y | CR | CC | \ |
| | Commercial Product samples | Y | CR | CC | \ |
| | Call center Feedback | Y | CR | CC | \ |
| Service Centers | | | | | |
| | Service Manual | Y | CR | CC | |
| | Service Bill of Material, incl. spare parts Purchasing Master data | Y | CR | CC | |
| | Training package diagnostics & repair | Y | CR | CC | |