

# Philips GoPure 6201

Trade presentation



# Market Insights

# What trends and problems are we looking at?

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There is now a better understanding of the poor quality of air being breathed inside vehicles.

- There is rising consumer awareness of the health dangers from in-car air pollution.
- The recent COVID-19 on air transmitted viruses, airborne pathogens
- This dirty air comes from some obvious sources, such as car exhaust fumes or industry fumes
- But also from chemicals emitted by the materials made to construct the vehicle.
- There is heightened public and media attention on air pollution and air quality in general, especially in major urban areas.
- Also, rates of allergies and asthma are rising alarmingly, especially among children.

These facts are driving product innovation for in-vehicle air purification.

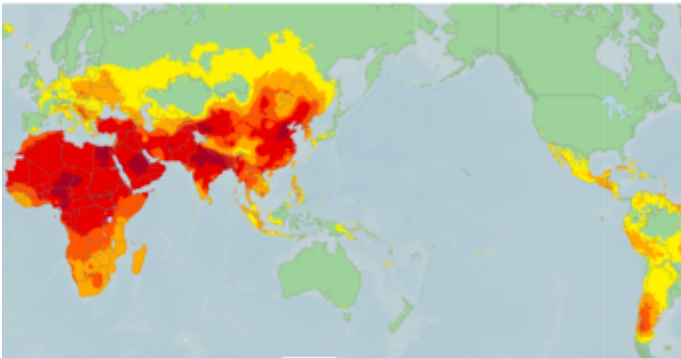
COVID-19 drives higher awareness and concern on airborne viruses and bacteria



There are increasing awareness and concern about air quality and related health implications around the world.



- According to WHO PM2.5 air pollution report in 2016, haze severely affects people health condition in Europe.



- PM2.5 air pollution has become global environment issue.



- Pollen allergies affect 30% of European population every year according to Global Times.



- COVID-19 drives higher awareness and concern on airborne viruses and bacteria

# Rising allergies

1 out of 5 Europeans suffer from allergic rhinitis and 14% from asthma

- Asthma and allergic rhinitis alone are estimated to result in more than 100 million lost workdays and missed school days in Europe every year
- The European Academy of Allergy and Clinical Immunology predicts that by 2025 half of the entire EU population will be affected

## ALLERGY EPIDEMIOLOGY

European Academy of Allergy and Clinical Immunology



# Consumer insights

## Understanding end consumers

### Why do they buy?

- Primary driver: Protect health of the family from air pollution (PM2.5, fine dust)
- Secondary drivers:
  - Dispel “new car smell” and in-car pollution (chemicals)
  - Remove bad odors (tobacco smoke)

### Where do they get information?

- Online shops/blogs/news/reviews
- Word of mouth
- Retail shops



### Where do they buy?

- Online
- Car dealer and auto accessory shops
- Electronics and department stores



### What do they want?

- Effective air cleaning (performance)
- Reliability (brand)
- **Easy to experience**
- **Engaging proposition**
- **Stylish compact design**
- Affordable



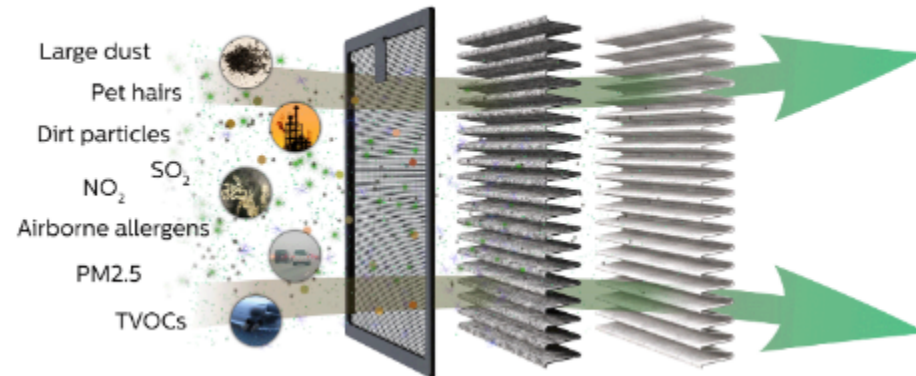
# Philips SelectFilter Plus technology

First ever certified automotive car air purification system

Unique multi-layered Philips SelectFilter Plus filtration technology

## Philips SelectFilter Plus

Filters up to 125 pollutants and allergens



SelectFilter Plus removes ultrafine particles, bacteria or viruses as small as  $0.015\mu\text{m}$  (15nm), such as human influenza or SARS coronavirus\*



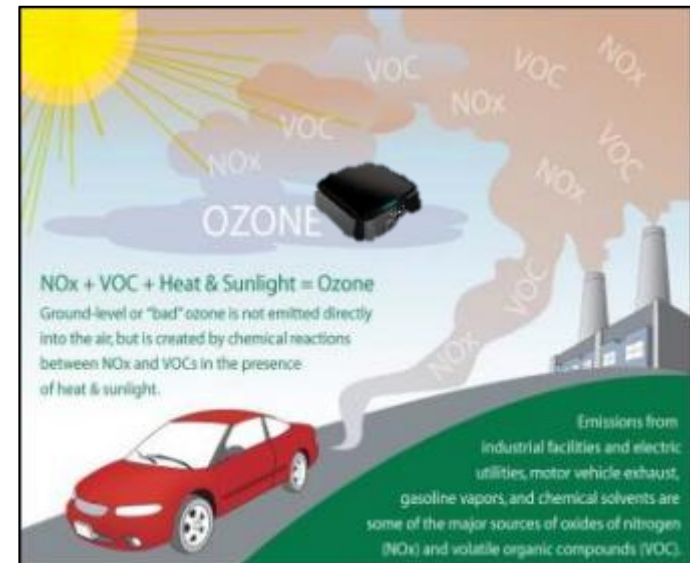
\*1-pass removal test on particles down to  $0.015\mu\text{m}$  for SelectFilter Plus.

According to 2008 Microbiological Risk Assessment Report of the World Health Organization (WHO), the avian influenza, human influenza viruses, Legionella, Hepatitis viruses and SARS coronavirus are larger than  $0.02\mu\text{m}$ .



# Philips GoPure

- Proven to remove 98% exhaust gases from the car independently tested by Shanghai station of supervision on Quality of Environmental products (SQEP)



# Philips GoPure creates fresh and healthy air



**PHILIPS**

**GoPure**

GP6201



# Philips GP6201

## Healthy air to enjoy a pleasant drive

*Breathe air cleaned from 125 pollutants*

*Filters ultra fine particles > 0.015µm including airborne viruses*



### Powerful and effective air filtration

- Removes PM2.5 with a CADR 20 m<sup>3</sup>/hour
- Removes airborne viruses
- Neutralizes toxic gases at overall CADR of 13 m<sup>3</sup>/hour, Formaldehyde at 6.5 m<sup>3</sup>/hr. and Toluene at 9.5 m<sup>3</sup>/hr.
- Removes exhaust gases incl. NO<sub>2</sub> and SO<sub>2</sub> at a CADR of 16 and 14 m<sup>3</sup>/hr. respectively
- Exclusive certified SelectFilter plus filtration technology removes 90% of airborne pollen allergens
- Removes > 99.9%\* of airborne bacteria

### 3-color high quality AQI and filter replacement indicator

- AQI monitoring on the device
- 3- Step LED Air quality indicator
- Filter replacement indicator

### Stylish design, simple to install and easy to use

- Designed for perfect integration in your car environment
- Automatic operations
- Versatile installation

# Avoid inhaling dangerous particles and viruses



## Removes dangerous tiny particles

Fine inhalable particles pose the most serious health risk, because they can get deep into the lungs.

Philips unique SelectFilter Plus filtration technology, removes ultrafine particles, bacteria or viruses as small as 0.015 microns from the air inside your car. This includes **airborne viruses such as influenza A or SARS coronaviruses, hepatitis B and foot and mouth disease (FMD).**\*

\* Tested particle 1-pass removal efficiency at 3rd party lab on SelectFilter Plus; Sizes of human influenza and SARS coronaviruses published in the World Health Organization (WHO) in 2008 Microbiological Risk Assessment Report. Sizes of foot and mouth disease virus (FMD) and Hepatitis B are larger than 0.02um. Particle removal efficiency is tested according to standard GB/T6165:2008. Actual performance can be influenced by the environment it is used in; the filter does not guarantee 100% removal of particles.



## Removes over 99%\* of bacteria

Harmful bacteria and other pathogens can be floating in the air.

This is particularly concerning when you're in the confined space of a car.

GoPure 5212 removes **over 99%\* of airborne bacteria within an hour**, so you will breathe only clean and healthy air.

\*Bacterial removal rate tested at 3rd party test laboratory on Staphylococcus Aureus killing rate, according to GB21551.3-2010.

**PHILIPS**



## Powerful and effective air filtration



### Filters even fine particles

Philips unique SelectFilter Plus filtration technology, with integrated pre-filter, quickly and effectively removes particles detected in the car cabin, such as PM2.5. With a Clean Air Delivery Rate (CADR) of 20 m<sup>3</sup>/hour\* for PM2.5, 50%\*\* of a standard sedan or SUV is filtered in just 6 minutes. Not only does it remove harmful particles, but also cigarette smoke and dust so you breathe fresh and clean air.

\*Tested according GB/T18801-2015 in 3 m<sup>3</sup> chamber during 20 min for PM2.5 and 60 min for gazes

\*\*50% PM2.5 removal in 3 m<sup>3</sup> chamber



### Eliminate toxic gases quickly

Philips unique SelectFilter Plus technology includes a HESA layer. This decontaminates your car of harmful gaseous chemicals. Through a powerful absorption and oxidation process, it removes harmful gaseous substances at a Clean Air Delivery Rate of 13m<sup>3</sup> per hour. So in just a few minutes it cleans the air of car exhaust fumes, chemicals emitted by plastic materials and other odor emitting substances e.g. volatile organic compounds (VOCs), toluene and formaldehyde.



# Powerful and effective air filtration



## Removes car exhaust

Who wants their family to breathe exhaust gases from heavy traffic? The car fan creates an air flow from the outside in and blows toxic gases from traffic of cars and lorries into the car cabin. These fumes are then staying trapped inside the car. Children sitting in the backseat of vehicles are likely to be exposed to dangerous levels of air pollution that are much higher inside the car than outside. Philips SelectFilter Plus technology treats nitrogen dioxide (NO<sub>2</sub>) at a CADR of 16 m<sup>3</sup> per hour and sulfur dioxide (SO<sub>2</sub>) at 14 m<sup>3</sup> per hour, so you and your family can breathe with confidence.



## Independently certified filter

Independently tested by the respected biomedical research organization, Airmid Healthgroup, the Philips unique SelectFilter Plus technology removes up to 90% of airborne pollen allergens. The Airmid tests prove this filtration is achieved in just one single pass of air through our SelectFilter (known as the single pass efficiency test). With these irritating particles removed, anyone suffering from hay fever can now enjoy clean air.



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## 3-color high quality AQI



### Real-time air quality tracking

The Philips GoPure 6201 smart air purifier for cars tracks in real time in-car air quality. It is equipped with a unique Philips air quality sensing technology for very precise pollution analysis. Displayed via a 3-level color AQI on device, you'll know the degree of air pollution inside your car and if you and your family can breathe with peace of mind.



### Device works automatically

To ensure you focus on driving, the GoPure 6201 turns on and off automatically with your car engine ignition. The 3-speed fan filtration automatically adjusts to the ambient pollution level. You can just jump in your car, knowing it will always be an oasis of fresh and clean air.





Stylish design, simple to install  
and easy to use

### Simple and easy to install

With a 4-meter 12V power cable, you can easily install the GoPure anywhere inside your vehicle. Plug the cable into the cigarette lighter port, and then use the mounting accessories to position the device where you prefer, such as the armrest, headrest or under the seats. Wherever you choose to position it, the stylish design will enhance your car's interior.



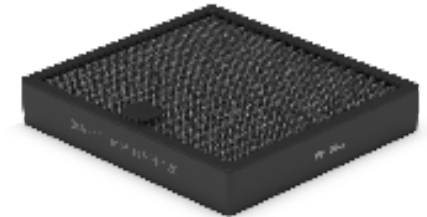
**PHILIPS**

# Philips GP6201 packaging



Description	12NC	EAN1	EAN3	GOC	Order Entry	MOQ
GP6201 GP629BLK X1	9285.999.16101	8719018009302	8719018009319	00930233	GP629BLKX1	2

# Philips SelectFilter Plus packaging



Description	12NC	EAN1	EAN3	GOC	Order Entry	MOQ
Select Filter Plus GSF120 P110 X1	9285.999.11801	8719018009470	8719018009494	00947033	GSF120P110X1	2

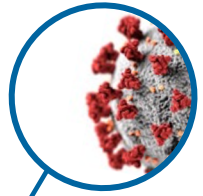
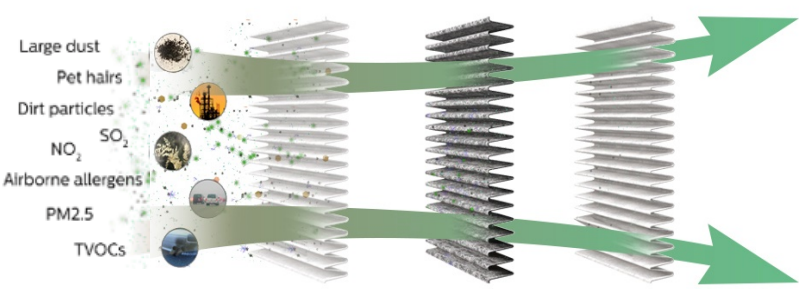
# Replacement filters



## The Philips SelectFilter Plus

A powerful all-round filter to quickly remove harmful pollutants from your car.

# Effective multi-layered filtration technology



## Viruses, Bacteria

Influenza A, SARS coronaviruses  
> 0.02 µm



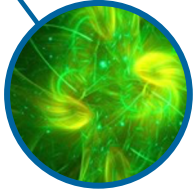
## PM<sub>2.5</sub>

Combustion particles, metals  
< 2.5 µm



## Airborne Allergen

Pollen, mould  
< 10 µm



## Gases

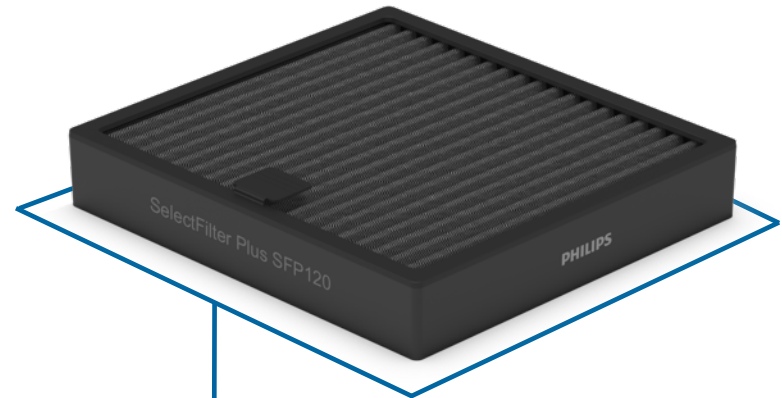
Exhaust gases, smoke, odors, etc.

Source: sizes of viruses and bacteria published in the World Health Organization (WHO) in 2008 Microbiological Risk Assessment Report are larger than 0.02µm.

# Protects your family from the airborne pollutants, including airborne viruses

SelectFilter Plus removes ultrafine particles, bacteria or viruses as small as 0.015 microns from the air inside your car. This includes airborne viruses such as influenza A or SARS coronaviruses, hepatitis B and foot and mouth disease (FMD).\*

\* Tested particle 1-pass removal efficiency at 3rd party lab on SelectFilter Plus; Sizes of human influenza and SARS coronaviruses published in the World Health Organization (WHO) in 2008 Microbiological Risk Assessment Report. Sizes of foot and mouth disease virus (FMD) and Hepatitis B are larger than 0.02um. Particle removal efficiency is tested according to standard GB/T6165:2008. Actual performance can be influenced by the environment it is used in; the filter does not guarantee 100% removal of particles.



Removes bacteria and viruses

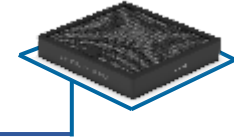


Neutralizes toxic gases and odors



Filters particles as small as 0.015um

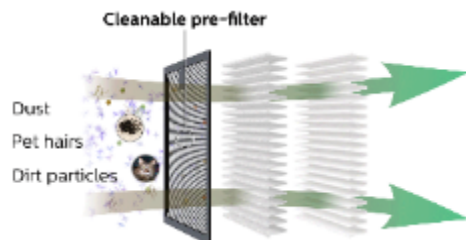
# The Philips SelectFilter Plus



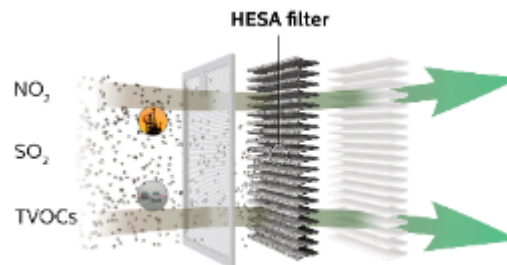
## Powerful 3-layer filtration protects you from harmful particles

Efficiently removes up to 125 harmful pollutants from the air inside your car.

**Cleanable pre-filter captures larger particles**



**HESA filter captures toxic gases and harmful chemicals**



**HEPA filter captures the finest particles**





# Captures the invisible airborne particles that can damage your health

