



Important Notice
The Depository Trust Company

B #:	0681-15
Date:	05/08/2015
To:	All Participants
Category:	Dividends
From:	Supervisor, Stock Dividend department
Attention:	Dividend Managers, Cashiers and Reorganization Managers
Subject:	Optional Dividend: Koninklijke Philips Electronics N.V. CUSIP: 500472303 Record Date: 05/12/2015 Payable Date: 06/10/2015 Rate: USD \$0.909360 CA Web Instruction Cut-Off: 06/03/2015 8:00 P.M. New York time

*****WARNING TIME CRITICAL*****

Koninklijke Philips Electronics has announced an optional cash/stock dividend. Citibank acts as the Transfer Agent for the company's New York Registry Shares (NYRS) program. The Dividend will be paid on 06/10/15 to Holders of record at close of business on 05/12/2015.

Option #1 (Cash): Holders may elect to receive the net dividend in cash at an approximate distribution rate of \$0.909360 per ADR. This option is subject to 15% withholding tax.

Option #2 (Stock): Holders may elect to receive their dividend in shares of Koninklijke Philips Electronics. The dividend in new shares, paid out of net income and retained earnings, withholding tax, but only in respect of the par value of the shares (which value amounts to EUR 0.80). The Dutch dividend withholding tax in case of a dividend will not be borne by the Company. Cash will be paid in lieu of fractional shares at Participant Level. **(Default)**

CLIENTS SHOULD SUBMIT ELECTION INSTRUCTIONS THROUGH THE CORPORATE ACTION WEB INSTRUCTION TAB. PLEASE REFER TO IMPORTANT NOTICE [B#0178-15](#) FOR MORE INFORMATION.

RECORD DATE POSITION INFORMATION SHOULD BE CONFIRMED THROUGH THE CA WEB.

Participants not responding to the above options by 06/03/2015 8:00 P.M., New York time will receive shares with cash in lieu of fractions in accordance with Option #2.

If there are any questions regarding this Important Notice or the processing of CA Web related instructions, Participants should contact DTC's Customer Help Line at (888) 382-2721.

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B # 0681-15

If there are any questions regarding Koninklijke Philips Electronics N.V. Important Notice accompanying this Important Notice please contact Kasey Harbes Globe Tax at (212) 747-9100.

Important Legal Information: *The Depository Trust Company ("DTC") does not represent or warrant the accuracy, adequacy, timeliness, completeness or fitness for any particular purpose of the information contained in this communication, which is based in part on information obtained from third parties and not independently verified by DTC and which is provided as is. The information contained in this communication is not intended to be a substitute for obtaining tax advice from an appropriate professional advisor. In providing this communication, DTC shall not be liable for (1) any loss resulting directly or indirectly from mistakes, errors, omissions, interruptions, delays or defects in such communication, unless caused directly by gross negligence or willful misconduct on the part of DTC, and (2) any special, consequential, exemplary, incidental or punitive damages. To ensure compliance with Internal Revenue Service Circular 230, you are hereby notified that: (a) any discussion of federal tax issues contained or referred to herein is not intended or written to be used, and cannot be used, for the purpose of avoiding penalties that maybe imposed under the Internal Revenue Code; and (b) as a matter of policy, DTC does not provide tax, legal or accounting advice and accordingly, you should consult your own tax, legal and accounting advisor before engaging in any transaction.*

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KONINKLIJKE PHILIPS ELECTRONICS has announced a STOCK / CASH dividend. Citibank, N.A. acts as the Depositary Bank for the company's New York Registry Shares ("NYRS") program.

Participants can use DTC's Corporate Actions Web (CA Web) instructions tab to elect the **CASH** or **STOCK** option. If no election is made during the election period (May 13 – June 5), the **STOCK** option is the **DEFAULT**.

On NYRS pay date, all holders will receive this dividend net of the full Netherlands statutory rate with the possibility to obtain relief at source or a post-pay date refund as outlined in the below Eligibility Matrix.

DIVIDEND EVENT DETAILS	
COUNTRY OF ISSUANCE	NETHERLANDS
ISSUE	KONINKLIJKE PHILIPS ELECTRONICS
CUSIP#	500472303
DEPOSITARY	CITIBANK, N.A.
NYRS RECORD DATE	MAY 12, 2015
NYRS PAY DATE	JUNE 10, 2015
GROSS DIVIDEND RATE ON PAY DATE	TBA
ORD GROSS DIVIDEND RATE ON PAY DATE	€0.80
RATIO	1 ORD : 1 NYRS
STATUTORY WHT RATE	15%

CHARGES & DEADLINES				
FILING METHOD	PAYMENT METHOD	TAX RELIEF FEE	MINIMUM SERVICE CHARGE PER BENEFICIAL HOLDER	FINAL SUBMISSION DEADLINE (ALL TIMES EST)
CASH OPTION PRIMARY LONG FORM BATCH	CHECK	UP TO \$0.01 PER NYRS	\$25	JUNE 24, 2015 (8PM)
CASH OPTION LONG FORM	CHECK	UP TO \$0.01 PER NYRS	\$25	OCTOBER 30, 2020 (8PM)
STOCK OPTION LONG FORM	CHECK	UP TO \$0.01 PER NYRS	\$25	OCTOBER 30, 2020 (8PM)

ELIGIBILITY MATRIX			
RATE DESCRIPTION	RECLAIM RATE	ELIGIBLE RESIDENTS	DOCUMENTATION REQUIRED
UNFAVORABLE 15%	0%	Non-Treaty Countries	NONE
FAVORABLE 10% POST PAY DATE	5%	Bahrain, China, Hong Kong, Indonesia, Kuwait, Oman, Portugal, Qatar, Saudi Arabia, Slovak Republic, South Africa, Taiwan, United Arab Emirates, Venezuela	<ol style="list-style-type: none"> 1. ESP SUBMISSION OR COVER LETTER (EXHIBIT A) 2. CERTIFIED IB 92 UNIVERSEEL
FAVORABLE 10% POST PAY DATE	5%	Ghana, Japan, United Kingdom	<ol style="list-style-type: none"> 1. ESP SUBMISSION OR COVER LETTER (EXHIBIT A) 2. CERTIFIED IB 93 UNIVERSEEL
EXEMPT 0% POST PAY DATE	15%	U.S. ARTICLE 36 - CHARITIES under 501(a), 501(c)(3), 509(a)(1), 509(a)(2), 509(a)(3), 17-(b)	<ol style="list-style-type: none"> 1. ESP SUBMISSION OR COVER LETTER (EXHIBIT A)
EXEMPT 0% POST PAY DATE	15%	U.S. ARTICLE 35 - PENSIONS and IRAs under 401(a), 401(k), 457(b), 403(b), 408, 408(a), 501(a)	<ol style="list-style-type: none"> 1. ESP SUBMISSION OR COVER LETTER (EXHIBIT A)
EXEMPT 0% (FOREIGN TAX EXEMPT) POST PAY DATE	15%	Any entity domiciled in a country in which it is not subject to tax on profits, as long as that state has an Exchange of Tax Information Agreement in place with the Netherlands, & that entity would not be subject to profits tax in the Netherlands if it were based therein.	<ol style="list-style-type: none"> 1. ESP SUBMISSION WITH APPROVED E-CODE OR 1. COVER LETTER (EXHIBIT A) 2. DIV 16 FORM 3. CERTIFICATE OF RESIDENCY (COR) 4. ARTICLES OF ASSOCIATION

DESCRIPTION OF VARIOUS DOCUMENTATION			
DOCUMENT NAME	DESCRIPTION	ORIGINAL / COPY	SIGNATURE REQUIREMENT
IB 92 UNIVERSEEL	DUTCH TAX FORM REQUIRED FOR ANY BENEFICIAL HOLDER, DOMICILED IN NON-REMITTANCE-BASED JURISDICTIONS, ATTEMPTING TO RECLAIM THE 5% ENTITLEMENT; THIS FORM MUST BE CERTIFIED BY THE BENEFICIAL HOLDER'S LOCAL TAX OFFICE.	ORIGINAL	BENEFICIAL HOLDER & MUST BEAR THE STAMP OF LOCAL TAX AUTHORITY
IB 93 UNIVERSEEL	DUTCH TAX FORM REQUIRED FOR ANY BENEFICIAL HOLDER, DOMICILED IN REMITTANCE-BASED JURISDICTIONS, ATTEMPTING TO RECLAIM THE 5% ENTITLEMENT; THIS FORM MUST BE CERTIFIED BY THE BENEFICIAL HOLDER'S LOCAL TAX OFFICE.	ORIGINAL	BENEFICIAL HOLDER & MUST BEAR THE STAMP OF LOCAL TAX AUTHORITY
DIV 16	THIS FORM IS USED TO APPLY FOR A REFUND FOR FOREIGN BODIES NOT SUBJECT TO ANY TAX ON PROFITS. (SEE ELIGIBILITY MATRIX)	ORIGINAL	BENEFICIAL HOLDER
ARTICLES OF ASSOCIATION	A DOCUMENT SPECIFYING THE REGULATIONS FOR THE OPERATIONS OF A LEGAL ENTITY. THE ARTICLES OF ASSOCIATION DEFINE THE ENTITY'S PURPOSE, ORGANIZATIONAL STRUCTURE, AND HOW FINANCIAL RECORDS ARE MAINTAINED.	COPY ACCEPTED	PROVIDED BY BENEFICIAL HOLDER
COVER LETTER (EXHIBIT A)	A LISTING OF THE BENEFICIAL HOLDER'S DETAILS, TAXPAYER ID NUMBERS, NUMBER OF NYRS, AND ENTITY TYPE (CHARITY OR PENSION). THE COVER LETTER IS PROVIDED TO CITIBANK, N.A. BY THE PARTICIPANT, EITHER THROUGH ESP SUBMISSION OR THROUGH TRADITIONAL HARD COPY RECLAIM COVER LETTER.	ORIGINAL	DTC PARTICIPANT
APPROVED E-CODE	SEVEN (7) DIGIT ELECTRONIC FILING CODE RECEIVED FROM THE DUTCH TAX AUTHORITIES— PROOF SHOWING APPROVAL FROM DUTCH TAX AUTHORITY ("DTA") MUST BE SUBMITTED.	COPY ACCEPTED	DTC PARTICIPANT OR BENEFICIAL HOLDER

CONTACT DETAILS

PRIMARY CONTACT	KASEY HARBES
INTERNATIONAL PHONE / FAX	1-212-747-9100 / 1-212-747-0029
DOMESTIC PHONE / FAX	1-800-628-4646 / 1-800-633-4646
EMAIL ADDRESS	DUTCHESP@GLOBETAX.COM
COMPANY	CITIBANK, N.A. / GLOBETAX
STREET ADDRESS	90 BROAD STREET 16 TH FLOOR
CITY/STATE/ZIP	NEW YORK, NY 10004
ADDITIONAL CONTACTS	STEPHANIE URUGUTIA; TROY DRAYTON

ESP

powered by **GLOBETAX**

Citibank, N.A. now offers ESP powered by GlobeTax, a paperless withholding tax reclaim process, for Exempt U.S. Organizations (qualified under Article 36 of the Tax Convention), Exempt U.S. Pension Trusts (qualified under Article 35 of the Tax Convention), Exempt Foreign Entities, and Favorable Foreign Entities, to participants holding NYRS.

These claims should be submitted through the following web site. (Requires a one-time registration): <https://esp.globetax.com>

Please contact Kasey Harbes at 1-800-628-4646 or via email at DutchESP@GLOBETAX.COM if you have any questions about this process.

DISCLAIMER

All Post-Electronic Reclaims filing Long Form:

U.S. residents and non-U.S. residents who have missed the Quick Refund Process deadlines may file for a “long form” refund by submitting a claim via either ESP or traditional methods to Citibank, N.A. / GlobeTax prior to the expiry of the right to claim. Based on their county, that period generally expires five (5) years from the end of the year in which the dividend was paid in the local market. Claims received after the long form deadline will be filed on a best effort basis at the discretion of Citibank, N.A. / GlobeTax.

All tax information contained in this Important Notice is based on a good faith compilation of information obtained from multiple sources. The information is subject to change. Actual deadlines frequently vary from the statutory deadlines because of local market conditions and advanced deadlines set by local agents. To mitigate risk it is strongly advised that DTC Participants file their claims as soon as possible as GlobeTax and/or their agents will not be liable for claims filed less than six months before the specified deadline. In the event that local market rules, whether implemented by a local agent or a Tax Authority, conflict with the information provided in the important notice, either prior to or after publication, the local market rules will prevail.

FREQUENTLY ASKED QUESTIONS (FAQs)

GENERAL QUESTIONS

QUESTION	ANSWER
WILL I RECEIVE A DECLARATION IN LIEU OF DIVIDEND NOTE ("DLD" or "CERT") FOR MY ARTICLE 35 PENSIONS OR ARTICLE 36 CHARITIES?	NO , ALL DECLARATION IN LIEU OF DIVIDEND NOTES ARE MAINTAINED BY THE DEPOSITARY, TO BE RELEASED ONLY UPON WRITTEN REQUEST BY THE PARTICIPANT.
AM I REQUIRED TO FILE THROUGH ESP?	NO , YOU MAY SUBMIT A TRADITIONAL CLAIM THROUGH STANDARD MAIL IF YOU CANNOT SUBMIT CLIENT DATA THROUGH ESP. WE STRONGLY SUGGEST LOGGING IN TO ESP TO DOWNLOAD THE TEMPLATE PROVIDED WHEN PREPARING YOUR CLAIM, REGARDLESS OF YOUR ULTIMATE SUBMISSION METHOD.
IS THERE ANY CASE IN WHICH A U.S. RESIDENT 401(a), 401(K), 457(b), 403(b), IRA, ROTH IRA, EMPLOYEE PENSION PLAN OR SIMPLE RETIREMENT ACCOUNT WOULD NOT QUALIFY FOR TREATY BENEFITS UNDER ARTICLE 35 OF THE TREATY BETWEEN THE U.S. AND THE NETHERLANDS FOR THE AVOIDANCE OF DOUBLE TAXATION?	YES , FOR INSTANCE, THESE ACCOUNT TYPES WILL NOT BE CONSIDERED ELIGIBLE FOR TREATY BENEFITS UNDER ARTICLE 35 OF THE TREATY BETWEEN THE U.S. AND THE NETHERLANDS FOR THE AVOIDANCE OF DOUBLE TAXATION IN ANY TAXABLE YEAR IF LESS THAN 70% OF THE TOTAL AMOUNT OF WITHDRAWALS FROM SUCH U.S. TRUST DURING THAT YEAR IS USED TO PROVIDE PENSION, RETIREMENT OR OTHER EMPLOYEE BENEFITS AS MEANT IN ARTICLE 35 OF THE ABOVE MENTIONED TREATY.
WILL CITIBANK, N.A. ACCEPT CLAIMS FILED DIRECTLY TO THEM BY BENEFICIAL HOLDERS?	CITIBANK, N.A. ONLY ACCEPTS CLAIMS FILED BY THE DTC PARTICIPANT WHO HELD THE SECURITIES THROUGH DTC AND ONLY TO THE EXTENT THAT DTC HAS REPORTED THESE HOLDINGS TO US AS VALID.
HOW CAN I OBTAIN AN APPROVED ELECTRONIC FILING CODE?	TO OBTAIN AN APPROVED E-CODE FOR A FOREIGN EXEMPT BENEFICIAL HOLDER HARD COPY DOCUMENTATION (TYPICALLY DIV 16 APPLICATION FORM) MUST BE SENT TO THE DUTCH TAX AUTHORITIES (DTA). THE DOCUMENTATION IS REVIEWED AND THE BENEFICIAL HOLDER IS JUDGED BY THE DTA.
IF I HAVE AN ELECTRONIC FILING CODE, IS THE BENEFICIAL HOLDER APPROVED?	NO , THE DTA ISSUES E-CODES TO ALL BENEFICIAL HOLDERS THAT THEY JUDGE. IF YOU WOULD LIKE TO KNOW IF AN E-CODE IS APPROVED PLEASE CONTACT CITIBANK, N.A. WITH THE BENEFICIAL HOLDER'S NAME AND ADDRESS.

FREQUENTLY ASKED QUESTIONS (FAQs)

LONG FORM QUESTIONS

QUESTION	ANSWER
HOW LONG DOES IT TAKE FOR PAYMENT ON LONG FORM CLAIMS?	APPROXIMATELY 4-6 MONTHS.
WILL I BE PAID THROUGH DTC FOR CLAIMS SUBMITTED THROUGH THE LONG FORM PROCESS?	NO , YOU WILL BE PAID BY CHECK.
DO I NEED TO PHYSICALLY SEND ANY DOCUMENTS TO CITIBANK, N.A. IN ORDER TO PARTICIPATE IN THE QUICK REFUND PROCESS?	<p>ARTICLE 35 U.S. PENSION & IRAS, ARTICLE 36 U.S. CHARITABLE ENTITIES, AND FOREIGN EXEMPT ENTITIES WITH APPROVED E-CODES MUST ONLY PROVIDE THE BENEFICIAL HOLDER BREAKDOWN VIA ESP.</p> <p>NON-U.S. ENTITIES WITHOUT AN APPROVED E-CODE MUST PROVIDE A COVER LETTER, THE TAX FORM DIV 16, COR, AND THE ARTICLES OF ASSOCIATION AS DEFINED IN DESCRIPTION OF VARIOUS DOCUMENTATION.</p> <p>ENTITIES CLAIMING THE FAVORABLE RATE MUST PROVIDE THE BENEFICIAL HOLDER BREAKDOWN VIA ESP AND THE CERTIFIED IB92 OR IB93 AS DEFINED IN DESCRIPTION OF VARIOUS DOCUMENTATION.</p>
DOES THE LONG FORM PROCESS HAVE A MINIMUM POSITION REQUIREMENT PER BENEFICIAL HOLDER? WHAT WILL THE FEE BE IF A BENEFICIAL HOLDER'S CLAIM IS FOR LESS THAN \$50?	NO , ALL CLAIMS WILL BE PROCESSED THOUGH THERE IS A MINIMUM FEE OF \$25 PER BENEFICIAL HOLDER. CITIBANK, N.A. WAIVES THE \$25 MINIMUM ON AN EXCEPTIONAL BASIS IN FAVOR OF A SPLIT OF THE RECLAIMED FUNDS (50/50) FOR ANY BENEFICIAL HOLDER RECLAIMING LESS THAN \$50.
IS THE LONG FORM PROCESS FREE OF CHARGE?	NO . THIS TAX RECLAIM ASSISTANCE SERVICE IS WHOLLY VOLUNTARY AND DISCRETIONARY. FEES WILL BE CHARGED FOR THIS ASSISTANCE SERVICE OF UP TO \$0.01 NYRS SHARE FOR STANDARD LONG FORM RECLAIMS WITH A MINIMUM OF \$25.00. RECLAIMS RECEIVED POST DEADLINE CANNOT BE ASSURED AND MAY BE SUBJECT TO A PER BENEFICIARY FEE AS WELL AS OTHER CHARGES, FEES OR EXPENSES PAYABLE BY OR DUE TO CITIBANK, N.A. OR ITS AGENTS, INCLUDING THE TAX AUTHORITIES. IN ADDITION, CHARGES MAY APPLY TO ANY LONG FORM CLAIMS REJECTED OR NOT ACCEPTED BY THE TAX AUTHORITY. FEES PAID TO CITIBANK, N.A. MAY BE SHARED WITH ITS AGENTS.
IS THIS LONG FORM PROCESS FOR TAX RELIEF OFFERED BY CITIBANK, N.A. AN OPTIONAL PROCESS?	YES , THIS IS A DISCRETIONARY, OPTIONAL SERVICE.

FREQUENTLY ASKED QUESTIONS (FAQs)

STOCK OPTION QUESTIONS

QUESTION	ANSWER
CAN I RECLAIM THE WITHHOLDING TAX IF I HAVE ELECTED STOCK INSTEAD OF CASH?	YES , PHILIPS WILL BE WITHHOLDING 15% ON THE NOMINAL VALUE (EUR 0.20) OF THIS DIVIDEND. ELIGIBLE ENTITIES CAN RECLAIM THIS 15%.
WHAT ENTITIES ARE ELIGIBLE TO RECLAIM THE 15% STOCK OPTION?	THE STOCK OPTION HAS THE SAME ELIGIBILITY AS THE CASH OPTION. PLEASE SEE ELIGIBILITY MATRIX.
CAN I RECLAIM MY STOCK THROUGH EDS?	NO , YOU WILL NEED TO CLAIM VIA ESP OR TRADITIONAL LONG FORM.
WHAT DOCUMENTS DO I NEED TO SEND TO CITIBANK, N.A. IN ORDER TO RECLAIM ON MY STOCK ELECTION?	YOU WILL ONLY NEED TO SUBMIT A BREAKDOWN OF YOUR BENEFICIAL OWNERS VIA ESP.
WILL THE PER NYRS RECLAIM CHARGE BE DIFFERENT ON STOCK POSITION?	NO , THE PRICING IS THE SAME FOR RECLAIMS ON STOCK OR CASH POSITIONS.

EXHIBIT A — COVER LETTER
(Please place on your Company Letterhead)

Tax Relief Request Form

ISSUE: KONINKLIJKE PHILIPS ELECTRONICS
CUSIP: 500472303
RECORD DATE: May 12, 2015
PAY DATE: June 10, 2015

<u>Name of Beneficial Holder</u>	<u>Address of Beneficial Holder</u>	<u>Tax Payer I.D. #</u>	<u>Type of Account</u>	<u># of NYRS Held</u>	<u>Reclaim %</u>
1)					
2)					
Note: for more than 10 Beneficial Holders, please provide an excel breakdown of shareholder information					

Total Shares: _____

We ask that GlobeTax, file these withholding tax relief requests for the above-mentioned beneficial holder(s). Please contact the undersigned should you have any questions.

INDEMNIFICATION

I/We have determined that the beneficial holder(s) of the shares (individual or legal entity) is eligible for the preferential rates as stated herein and I declare that I have performed all the necessary due diligence to satisfy myself as to the accuracy of the information submitted to me by these beneficial holders.

I/ We hereby certify that I/We will indemnify Citibank, N.A., (and its agents) for any liability Citibank, N.A. may incur as a result of reliance upon information provided by such Participant in connection with an CA WEB election, a claim for refund, or a failure to provide information requested by the Dutch Tax Authorities. Citibank, N.A. shall not be liable for failure to secure the refund. The Participant shall be liable for any loss due to foreign exchange fluctuation. The Participant agrees to immediately return to Citibank, N.A. any funds erroneously received as a result of an improper CA WEB election or refund claim. In addition, The Participant agrees to pay any interest, additions to tax or penalties thereon. This is not tax advice. Please consult your tax advisor.

Sincerely,

Title:

Address:

DTC Participant #:

Completed claims should be sent to:

Citibank, N.A. / GlobeTax
90 Broad Street, 16th Floor
New York, NY 10004
Attn: Dutch Reclaim Group