

How to address the most critical Challenges in Healthcare?

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México, D.F.
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Business-centered structure of the Healthcare Sector



Hermann Requardt
Chief Executive Officer



Michael Sen
Chief Financial Officer



Bernd Montag
Chief Executive Officer
Imaging & Therapy
Systems Division



Michael Reitermann
Chief Executive Officer
Diagnostics Division

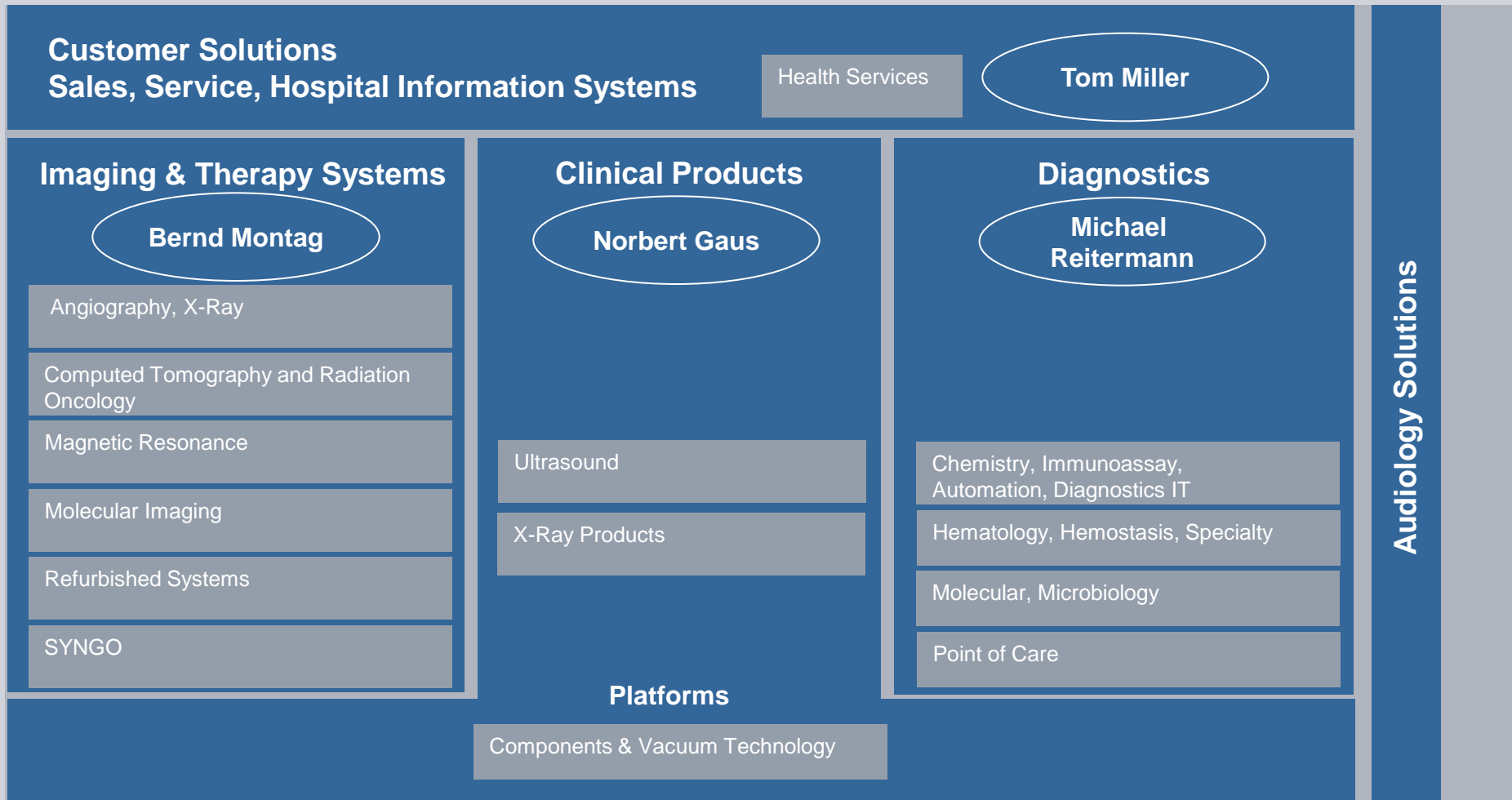


Thomas Miller
Chief Executive Officer
Customer Solutions
Operational Unit



Norbert Gaus
Chief Executive Officer
Clinical Products
Division

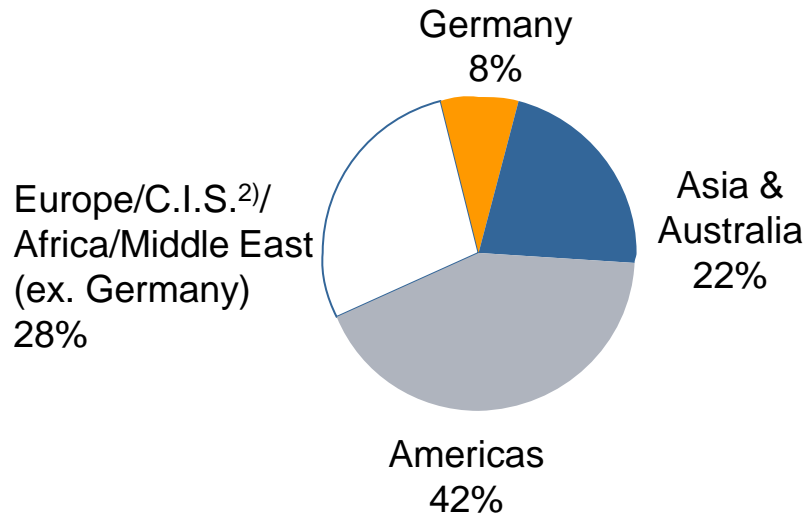
Structure of the Healthcare Sector



Siemens Healthcare

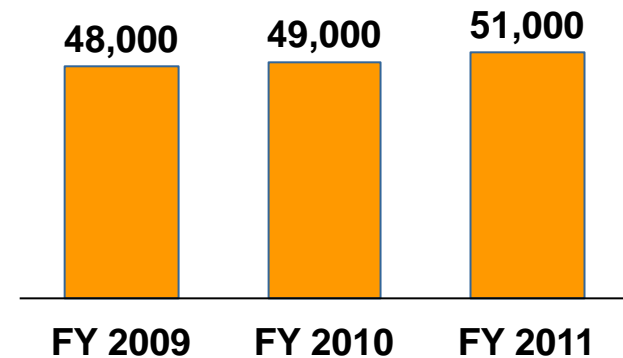
Revenue by region and development of employees

Revenue by region¹⁾



- 1) FY 2011 External revenue by location of customer
2) Commonwealth of Independent States

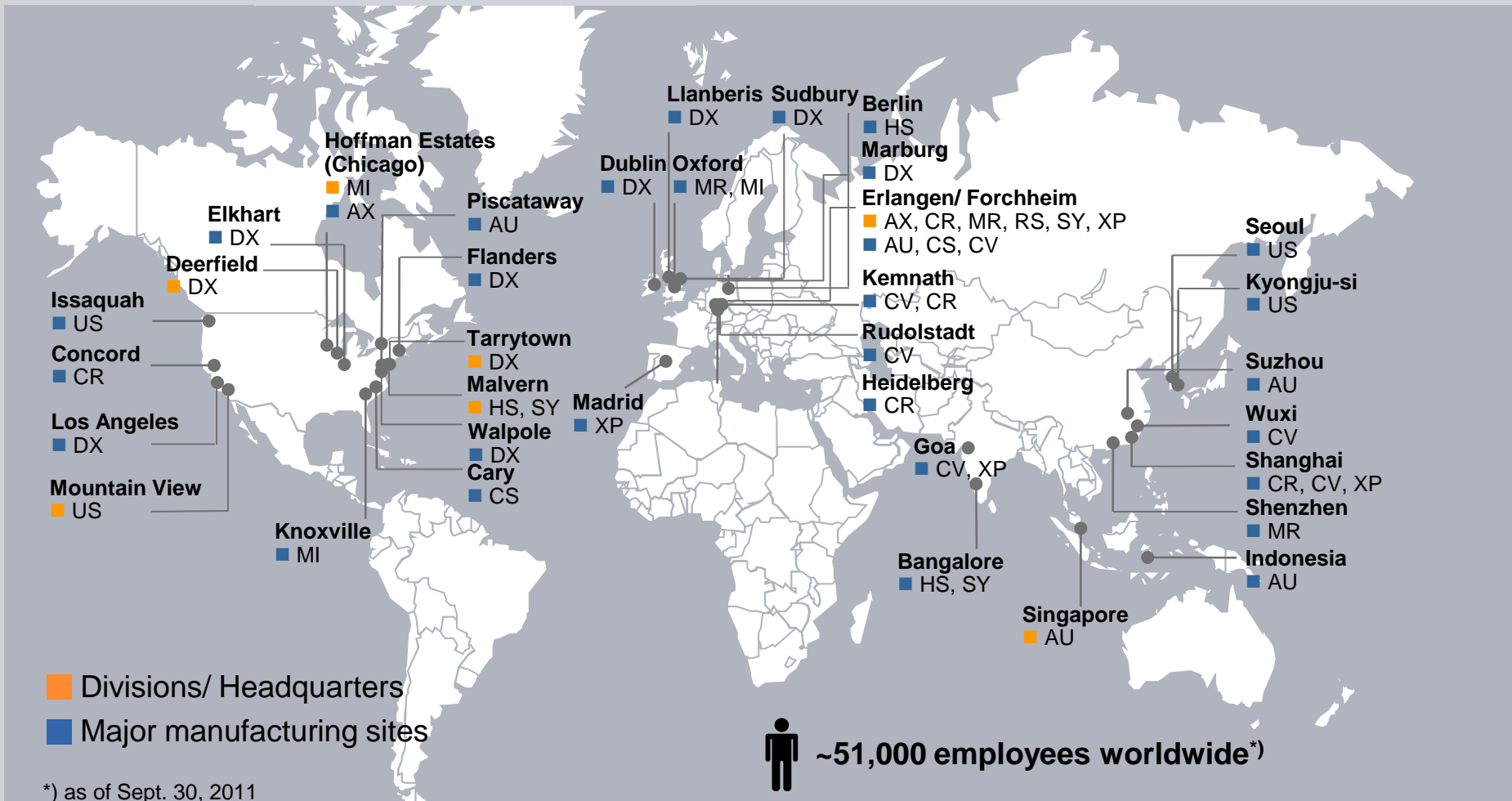
Employees worldwide*)



*) as of September 30, 2011

Siemens Healthcare Worldwide presence

SIEMENS



Siemens Healthcare North American Cluster

SIEMENS



Canada

USA

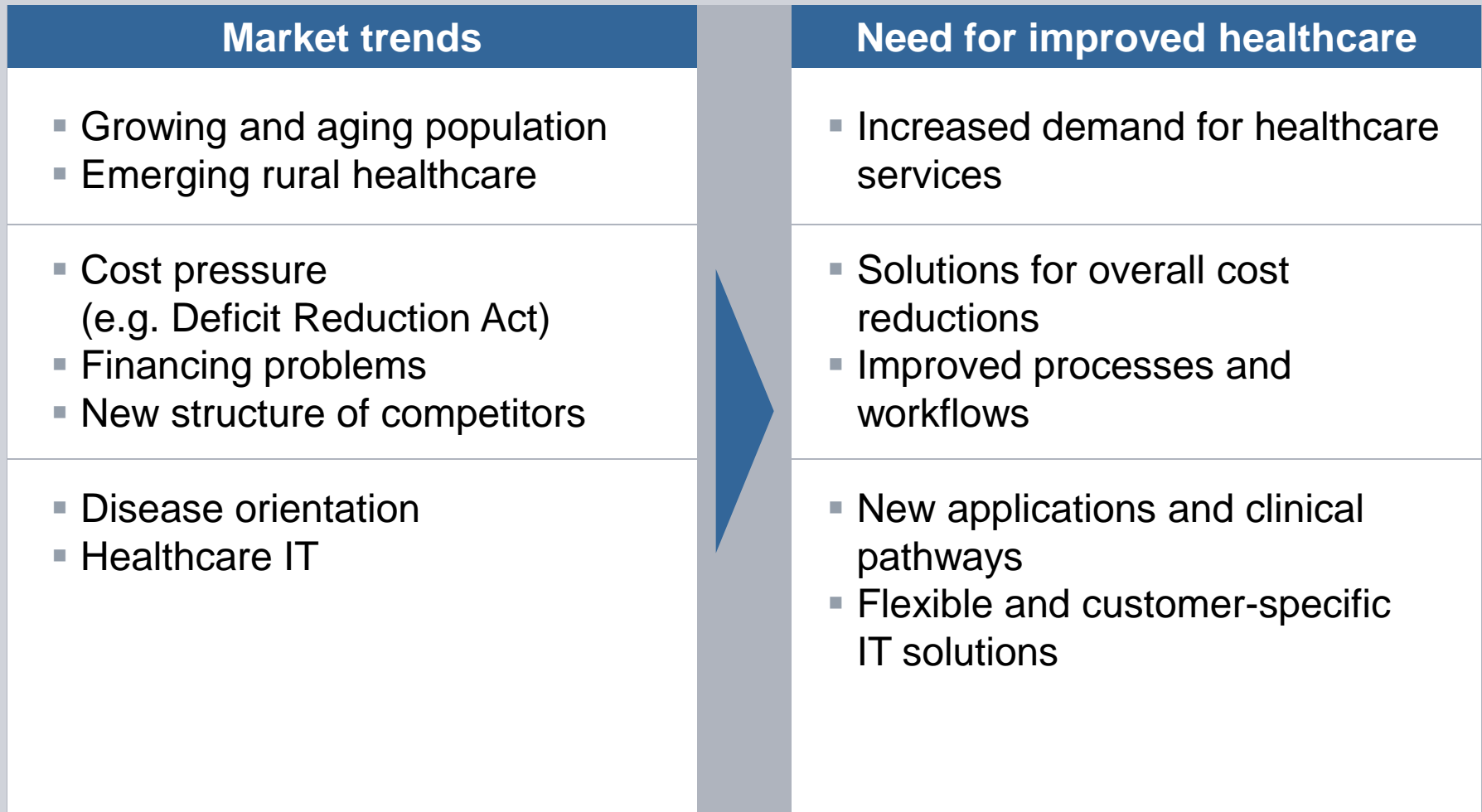
Mesoamerica

- **Mexico**
- **Guatemala**
- **El Salvador**
- **Honduras***
- **Nicaragua***
- **Costa Rica**
- **Panama***
- **Dominican Republic**
- **Caribbean***

**~ 400
employees**

** Handled through Partner Companies*

Trends in Healthcare determine our direction



Trends in Healthcare Mexico

FIGURA 1
TRANSICIÓN DEMOGRÁFICA

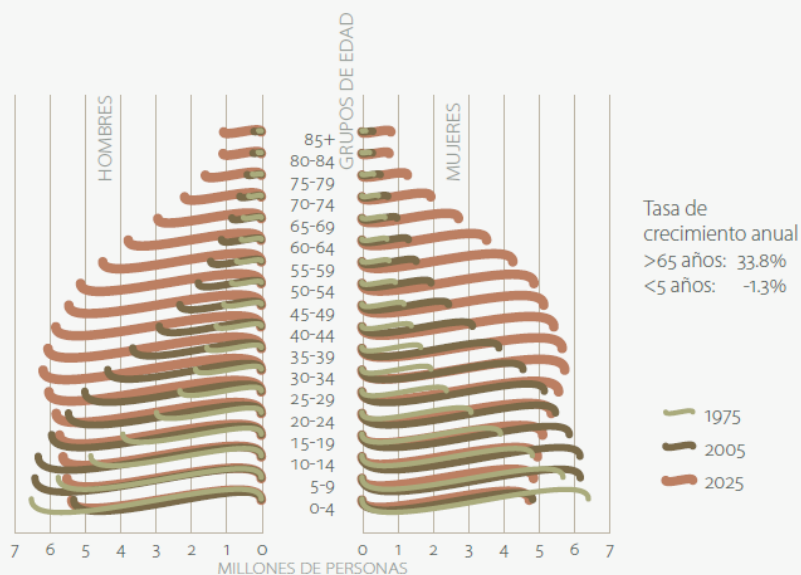
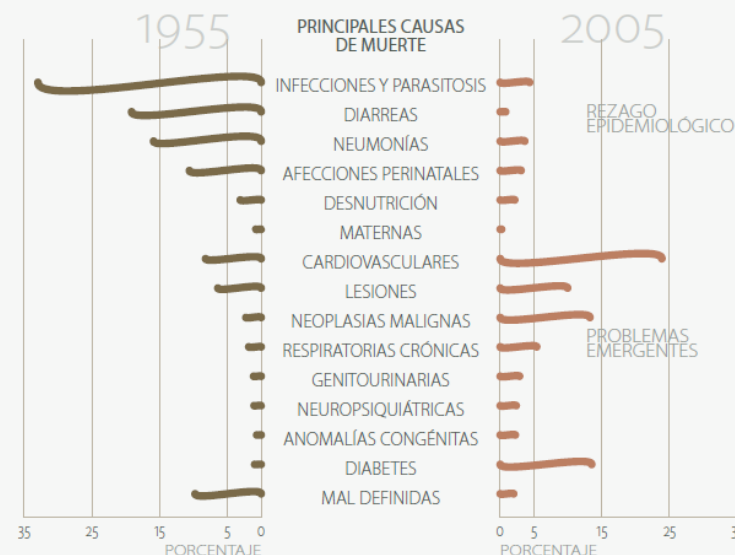


FIGURA 2
TRANSICIÓN EPIDEMIOLÓGICA



Mexico is not an exception to these world wide trends

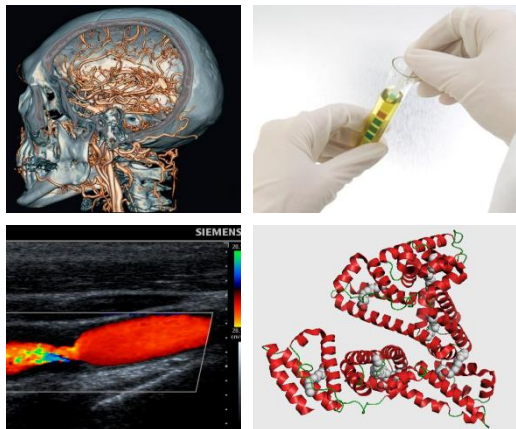
* LA SALUD EN MÉXICO: 2006/2012 VISIÓN DE FUNSALUD

Our portfolio is aligned with long-term trends in medicine

SIEMENS

Understand the patient's disease

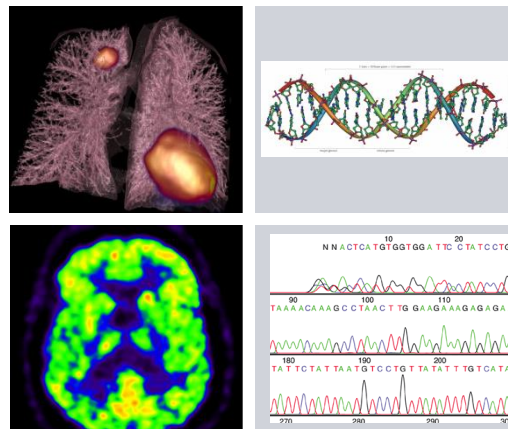
- Diagnosis of a disorder (e.g. infection, cancer, ...)
- Localization of disease (e.g. stenosis, tumor, ...)
- Reveal multi-morbidities



Imaging, Diagnostics

Understand the patient's biology

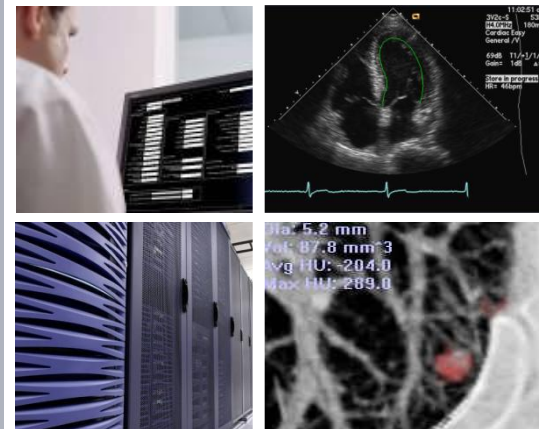
- Genetic pre-disposition
- Patient metabolism / immune reactions
- Molecular specificities of the disease
- Stratification for treatment



Molecular applications

Analyze to prevent and predict

- Assessment of similar cases
- Structured outcome analysis
- Decision support systems
- Reduce variations in care



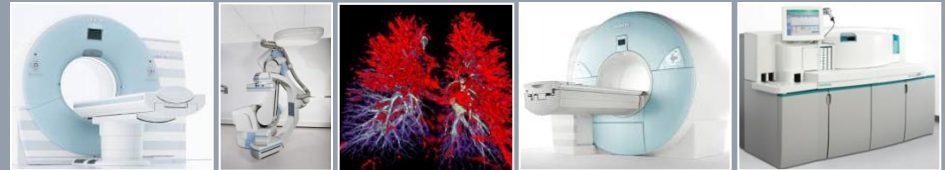
Healthcare IT

Products suited for all customer segments



**Leading
medical and
academic
institutes**

Cutting-edge technology solutions



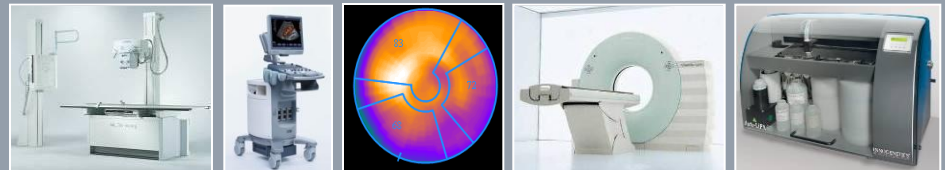
**Medium- to
large-sized
urban,
community
health systems**

Wide range of diagnostic and therapy solutions

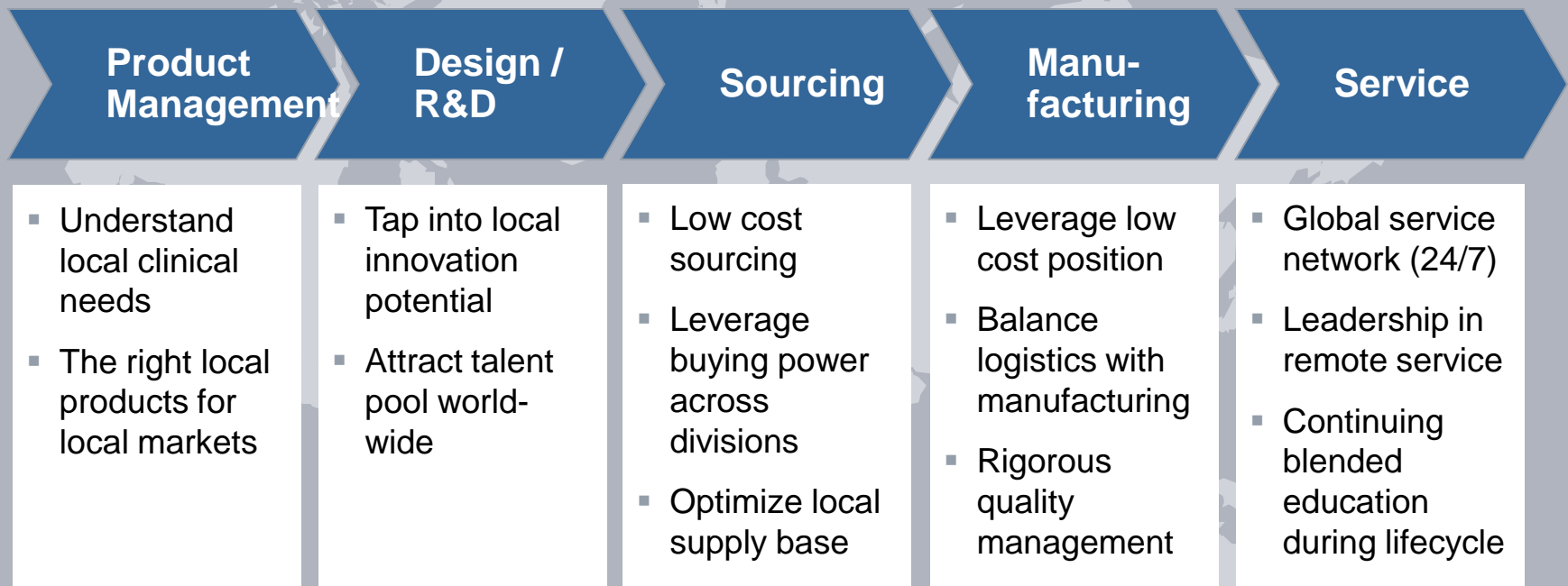


**County-level
and critical
access hospi-
tals, township
health centers**

Basic healthcare solutions



We optimize the entire value chain in a multi-domestic approach



With our multi-domestic approach, we replicate our proven optimization concepts globally

Successful SMART products for local markets

Simple, Maintenance friendly, Affordable, Reliable, Timely to market

SIEMENS

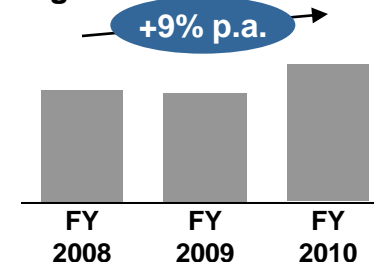
CT



Example: SOMATOM Emotion 16

- Development in China
- Production in China
- Product management in China
- 70% exported worldwide

Unit growth¹⁾



1) Based on number of systems sold worldwide

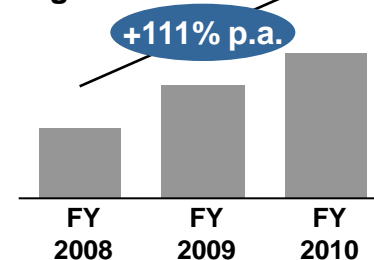
MR



Example: MAGNETOM ESSENZA

- Development in China
- Production in China
- Product management in China
- 90% exported worldwide

Unit growth¹⁾



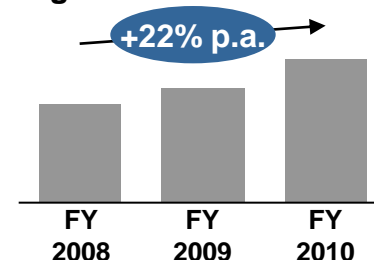
X-Ray



Example: MULTIMOBIL 5C

- Development in India
- Production in India
- Product management in India
- 56% exported worldwide

Unit growth¹⁾



Intelligent allocation of R&D resources

Invest in growing & profitable businesses

- Main source of competitive advantage
- 65% of total R&D invest allocated to new product development and breakthrough technologies
- More than one billion euros annually for R&D

Foster platform synergies

- Leveraging software and hardware product platforms
- 15% of total R&D invest is spent for cross modality technologies

Customer-oriented product portfolio

- Successful product for local markets incl. SMART®
- More than 40% of MR equipment sales in FY 2010 with products younger than three years

Our innovation is driven by customer needs



Clinical utility



Open bore MR for claustrophobic & obese*patients

*Patient table capacity 250kg



Congestive heart failure test (BNP)



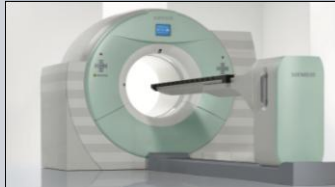
Lowest possible dose CT



Breast cancer test (HER-2/neu)



Workflow efficiency



Doubling throughput With PET/CT



Increased productivity with *syngo* TimCT



Lab automation



Workflow-enabling IT



Cost efficiency



Currently most affordable 1.5T MR



Affordable ultrasound equipment



Mobile X-ray system



Leading service and support excellence

Designing innovative products that save energy and reduce costs

SIEMENS

Environmentally conscious design and manufacturing

CT: SOMATOM Definition™

Uses 30% less energy for a standard scan than the previous model, and generates only half the radiation dose.

MRI: MAGNETOM® Avanto

Material is up to 93% recyclable and 7% of the energy can be reused.

MRI: MAGNETOM ESSENZA

Saves energy during operation by up to 50%, compared to conventional systems.

Ultrasound: ACUSON S2000™

Highly integrated electronic components reduce power consumption by 54%.

Refurbished Systems

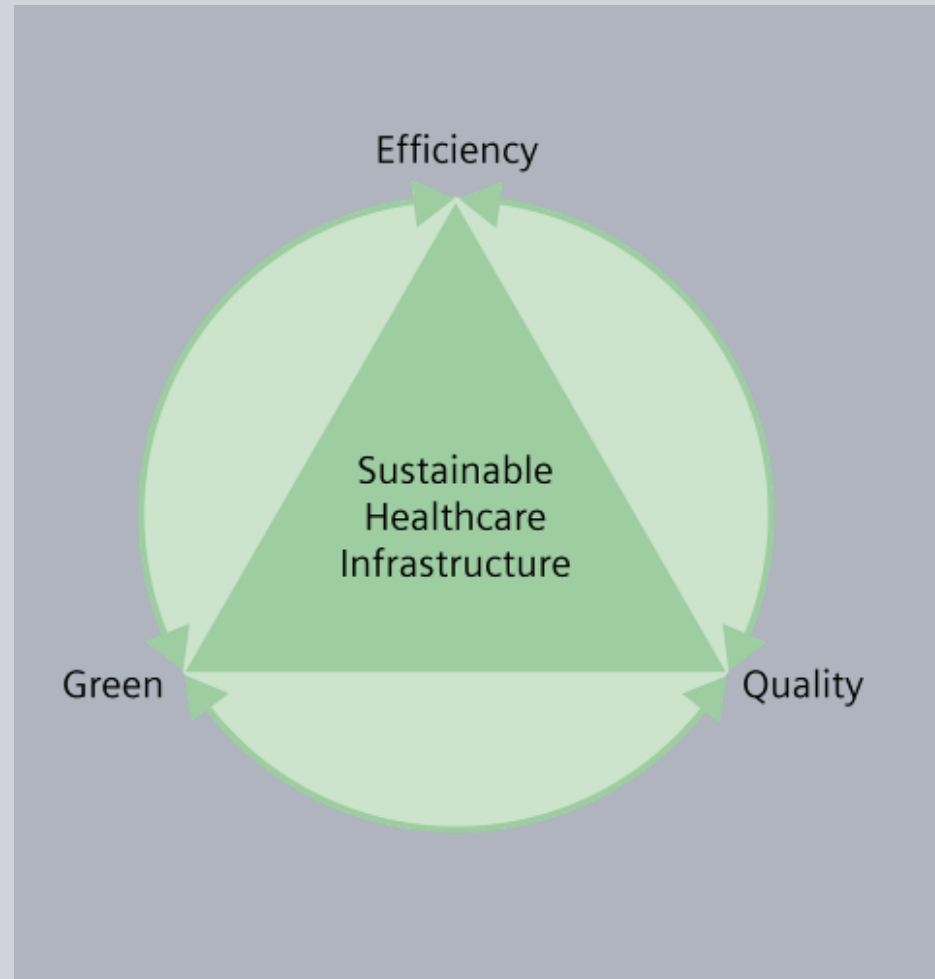
Saving of resources by refurbishing used Siemens Healthcare equipment.



Green+ Hospitals

Sustainable Infrastructure. More than just Green.

SIEMENS



SIEMENS

Answers for life.



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