

# Siemens Medical Solutions in India

Bernhard Halfpap, Vice President Business Development

Siemens Capital Market Days in India November 28th, 2005

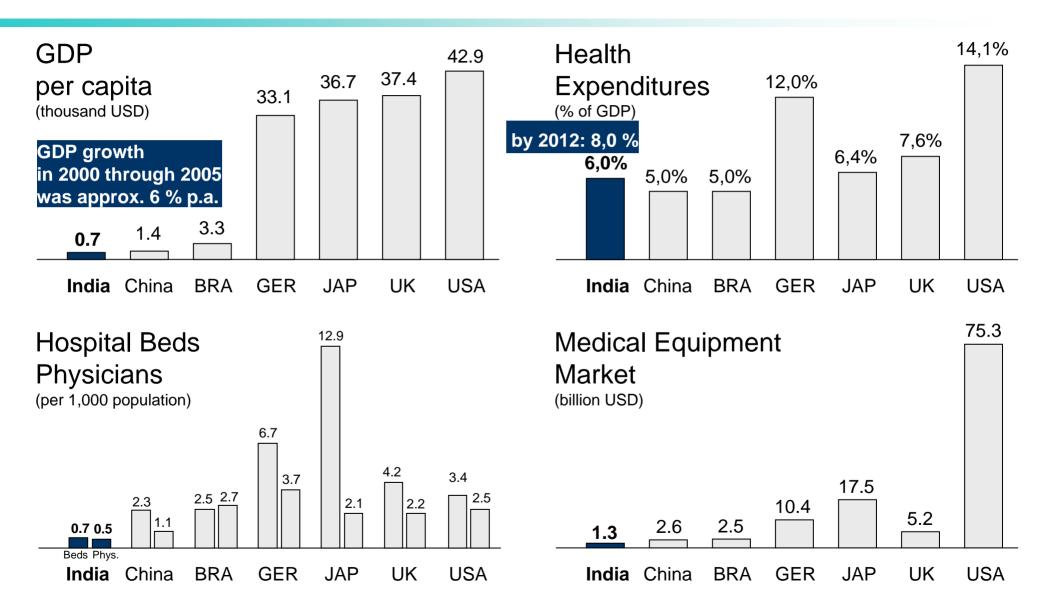
#### Safe Harbor Statement



This presentation contains forward-looking statements and information – that is, statements related to future, not past, events. These statements may be identified either orally or in writing by words as "expects," "anticipates," "intends," "plans," "believes," "seeks," "estimates," "will" or words of similar meaning. Such statements are based on our current expectations and certain assumptions, and are, therefore, subject to certain risks and uncertainties. A variety of factors, many of which are beyond Siemens' control, affect its operations, performance, business strategy and results and could cause the actual results, performance or achievements of Siemens worldwide to be materially different from any future results, performance or achievements that may be expressed or implied by such forward-looking statements. For us, particular uncertainties arise, among others, from changes in general economic and business conditions, changes in currency exchange rates and interest rates, introduction of competing products or technologies by other companies, lack of acceptance of new products or services by customers targeted by Siemens worldwide, changes in business strategy and various other factors. More detailed information about certain of these factors is contained in Siemens' filings with the SEC, which are available on the Siemens website, www.siemens.com and on the SEC's website, www.sec.gov. Should one or more of these risks or uncertainties materialize, or should underlying assumptions prove incorrect, actual results may vary materially from those described in the relevant forward-looking statement as anticipated, believed, estimated, expected, intended, planned or projected. Siemens does not intend or assume any obligation to update or revise these forward-looking statements in light of developments which differ from those anticipated.

#### India: Large potential





## **SWOT** analysis



Strengths	Weaknesses
Potentially huge market with a growing middle class	Low per capita expenditure
Growing private hospital sector aiming to attract health tourists	Healthcare infrastructure remains underdeveloped, particularly in rural areas
Opportunities	Threats
Opportunities  High quality, high tech products are sought after by the private sector	Threats  Lack of regulation for medical devices

Source: Medistat, January 2005 "The Market for Medical Devices and Equipment in India"

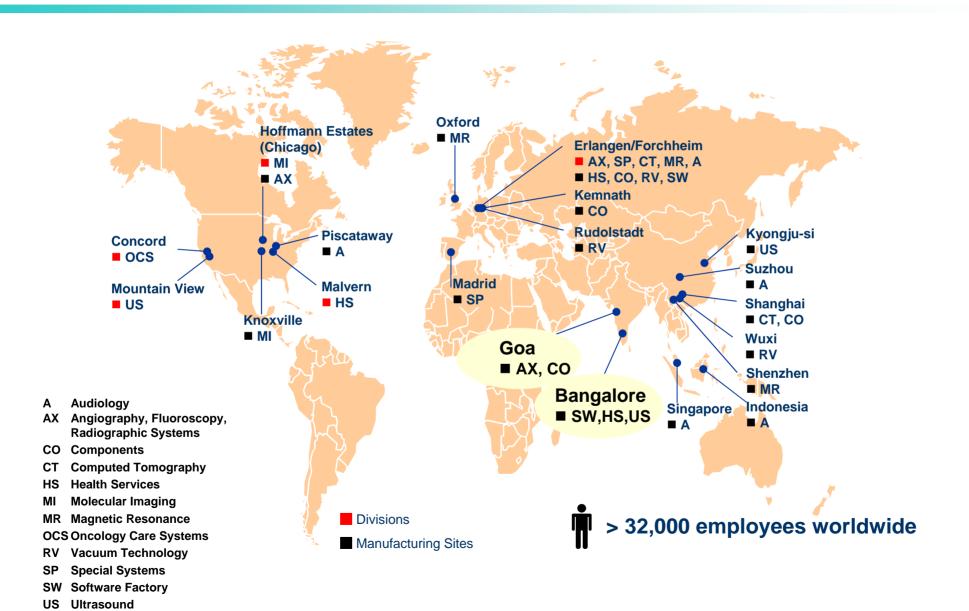
#### **Trends**



- India is being promoted as a "Global Healthcare Destination" by Government, industry bodies and healthcare providers.
  - estimated potential to attract 1 million "medical value travellers"
  - current focus on European clients
- Boom in corporate hospital chains, e.g. Apollo, Wockhardt, Max, Fortis, Reliance, as well as Aid Projects
- □ Participation in setting up healthcare facilities within Government institutions spurs demand from entrepreneurs
- Tele Healthcare
  - excellent Indian medical expertise opens up potential for providing cross-border "tele-health" support
  - telemedicine to connect distant healthcare providers to specialty centers
  - mobile hospitals for rural areas

### India is part of our global operations





## Medical Solutions in India: Major Milestones

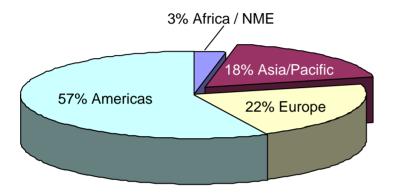


Siemens starts its activities in India: 1847 First telegraph line between London and Calcutta Our Medical Solutions Group has been doing business with India for many decades. 1922 siemens organization established Incorporation of Siemens India 1957 Medical equipment added to product range at Worli 1954 Start of medical equipment manufacturing at Goa works 1996 Incorporation of Siemens Hearing Instruments Pvt. Ltd. 1998 Currently we have more than 1,500 employees in India

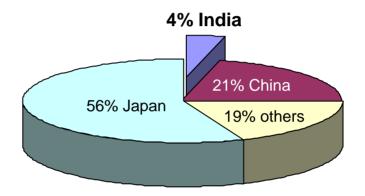
### Fast growing market



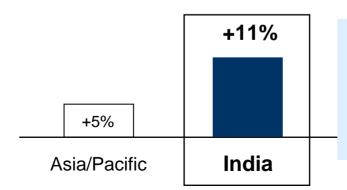
World market 2005E \*)
EUR 35.6 bn



Asia / Pacific market 2005E EUR 6.5 bn



Projected market growth (CAGR 2004 – 2007)



India: Excellent Market Positions
We are # 1 in most segments.
We are # 2 in the other segments.

<sup>\*)</sup> Market segments covered by Siemens Medical Solutions

### Broad market coverage



- Offices in 16 locations
  - Head Office and Uptime Service Centre: Mumbai
  - Regional Sales Offices: Bangalore, Chennai, Delhi, Hyderabad, Kolkata, Mumbai
  - Branch Offices: Ahmedabad, Bhopal, Chandigarh, Coimbatore, Jaipur, Kochi, Lucknow, Nagpur, Patna, Pune
- □ Resident Representatives in 13 Locations: Aurangabad, Baroda, Cuttack, Goa, Guwahati, Indore, Ludhiana, Madurai, Pondicherry, Raipur, Srinagar, Surat, Thiruvananthapuram
- ☐ Current Med sales and service manpower: 360 approx. 200 systems connected on Remote Service
- Current sales and service partners: approx. 110
- □ 10+ Siemens-made Mobile Hospitals serving parts of rural India (cooperation with Nargis Dutt Foundation, Mumbai, Bhagwan Mahaveer Cancer Hospital, Jaipur, Government of Delhi, Government of Uttaranchal, North Esatern Council, Tibet etc.)

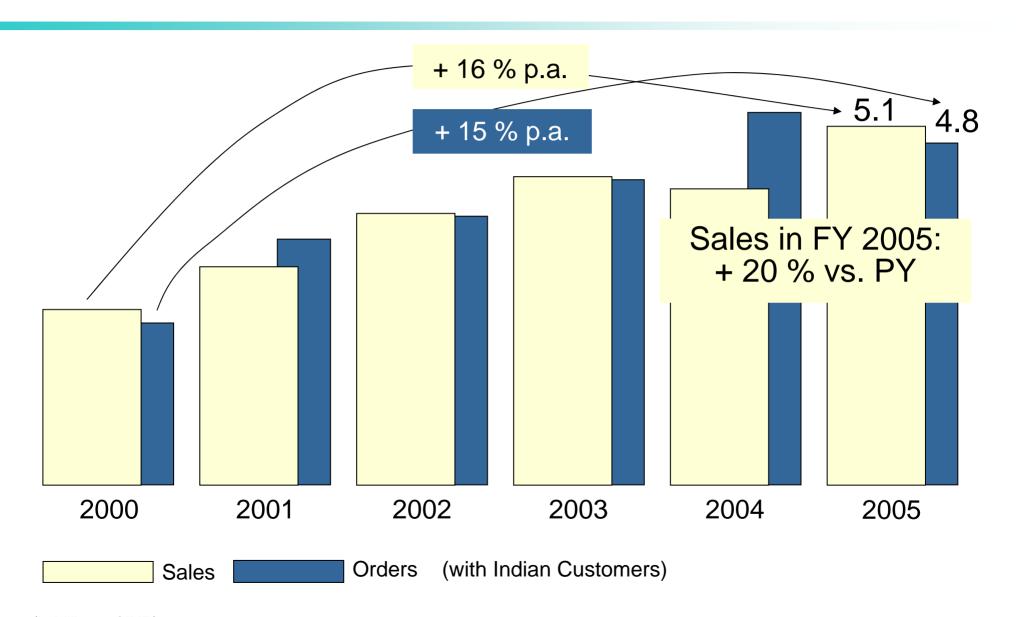
#### Milestones: Many "Firsts"



1987	First MRI System in India - INMAS, Delhi
1998	First Medical Engineering Company in India to obtain ISO 9001 Certification
1999	First Filmless Digital Hospital in India – Amrita Institute, Kochi
2001	First 4-Slice Cardiac CT in India – Jupiter Heart Scan, Mumbai
2004	First 64-Slice Cardiac CT in Asia – Jankharia Imaging, Mumbai
2005	First 16-Slice PET/CT Scanner in India – Apollo, Hyderabad First Image Guided RadioTherapy site in India – Ruby Hall, Pune First Neuro Interventional MRI order in India – Max, Delhi

#### Med Business Development in India





(in billions of INR)

## Our Strategy: Efficiency Improvement

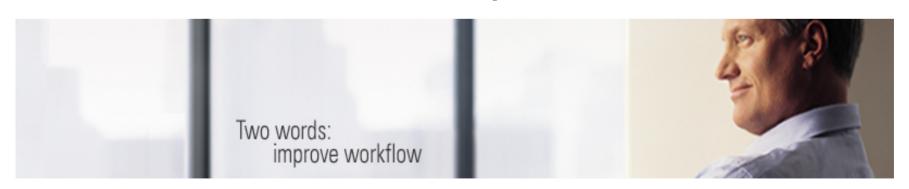






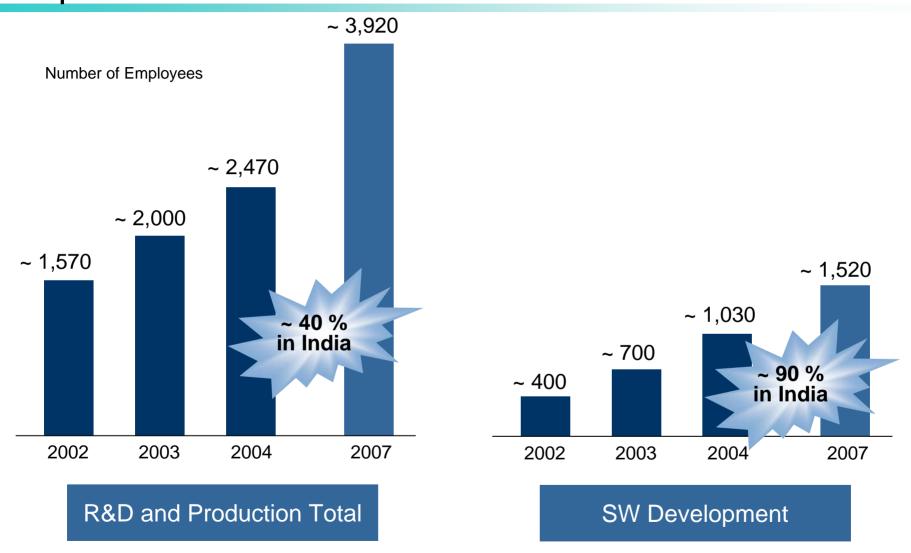
By: Innovation

Process optimization



## Global cost competitiveness Expansion of value added in LCC \*)



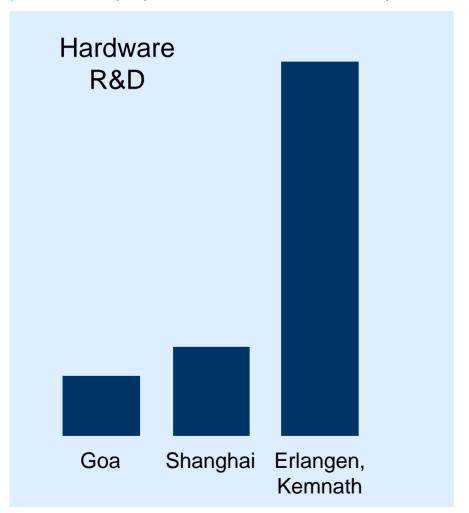


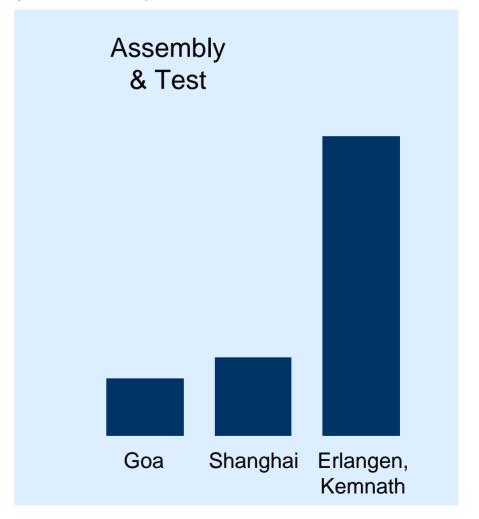
<sup>\*)</sup> LCC = Low Cost Countries

### Cost of workplaces LCC \*) versus HCC \*)



(Indexed costs per productive hour in EURO; costs = personnel + workplace + overhead)

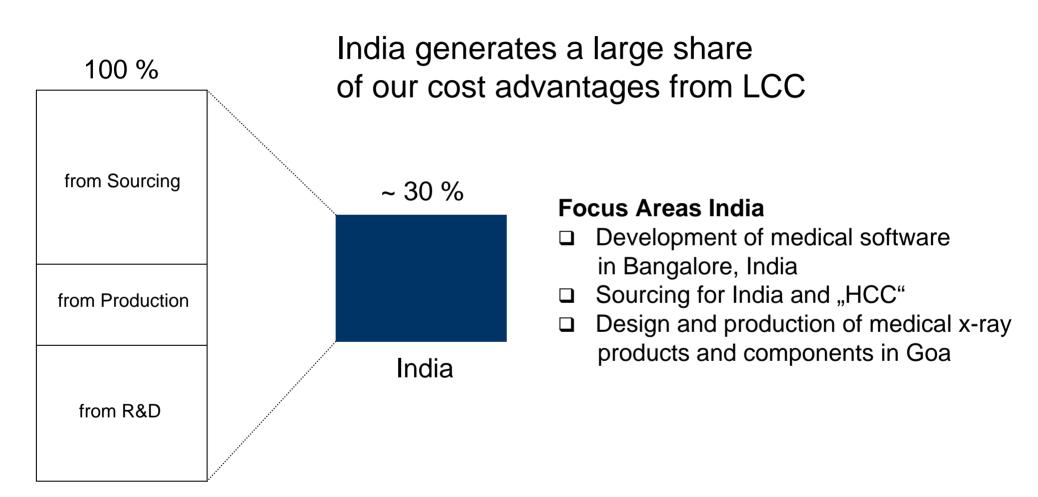




<sup>\*)</sup> LCC = Low Cost Countries; HCC = High Cost Countries

# Expansion of value added in LCC \*) The importance of India





Total

<sup>\*)</sup> LCC = Low Cost Countries

## Medical SW development, SISL Bangalore



- Major projects
  - syngo
  - post processing applications,
     e.g. for Oncology Care Systems, Ultrasound, Computed Tomography,
     Magnetic Resonance Imaging, Molecular Imaging
  - Health Information Systems
- Ongoing SW research for clinical imaging

Research on deployment of RFID technology for healthcare

Current manpower for Med: ~ 1,100 SW engineers

#### Medical design and production, Goa works



- 1996: Start of manufacturing
  - Approx 4,300 sqm engineering & production; currently 80+ employees. 70% of activities are outsourced.
- ☐ Global Competency Center for Mobile x-ray Units
  Current products: Multimobil 2.5 / 10 (mobile x-ray generator);
  Multimobil 5C (mobile x-ray image intensifier).



- □ RAD Components Center
  Current product: MULTIX Ease (radiographic table)
- □ Portfolio of 15 products for the Indian market

#### **Factory Sales**

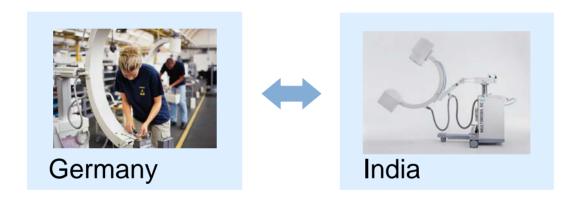
Actual 2003 – 2005: + 45%; export share from 14% to 40%

Plan 2005 – 2007: + 115%; export share from 40% to 65%

## Made by Siemens – A global quality label



# Internationally Linked Processes and Quality Standards



Siemens Quality Products

All operations abroad are controlled by the respective headquarters

### Expanding our leadership position



#### What we announced

"The Medical Division is confident of maintaining and gaining market share in all critical segments with a focused strategy of increasing direct and indirect market coverage, appointment of regional product specialists and introduction of new customer initiatives in sales, service and project management."

(Source: Annual Report 2004, Siemens Ltd., Outlook)

#### What we achieved

- ☐ Market share gains in Cardiac CT, Ultrasound, X-Ray, Mammography, Radiation Therapy
- □ Realisation of first mover advantage in first year of PET/CT in India
- Appointment of regional product specialists for Magnetic Resonance Imaging, Computed Tomography, Molecular Imaging and Radiation Therapy
- Start of clinical workshops for customers in Molecular Imaging and Radiation Therapy;
   further workshops in Magnetic Resonance Imaging and Computed Tomography
- □ Strengthening of service network through investment in remote services
- ☐ Increase of market coverage through enlarged channel network

#### Outlook



- □ Large installed base of Computed Tomography and Magnetic Resonance Imaging
  - potential for growing replacement business and after-sales business
- ☐ Enhancement of Ultrasound and X-ray product lines
  - improved market coverage
- ☐ Growing market demand in Cardiology and Oncology
  - benefits our leadership position
- □ Expansion of Medical Solutions value added in Goa
  - increase of exports from India

#### India: Siemens One



#### Medical

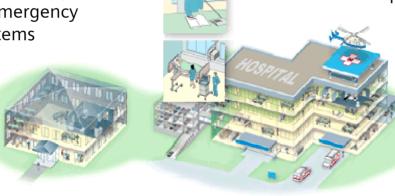
Systems for diagnosis and therapy, including electronic archival and transmission of patient data

#### **Financial Services**

Complete financing, from project planning through to final hand-over

#### **Power**

Reliable power supply, including emergency backup systems



#### Lighting

Standard and specialty lights for operating rooms, wards etc.

## Automation and Control

Control and monitoring of equipment and installations, room climate, elevators, parking garages etc.

#### **Transportation**

Access via public transport, e.g. streetcar or metro

## Information and Communications

Integrated PC and phone networks for medical personnel, patients and administrative staff

## Takeaways



- ☐ India is a relatively small market but one of the fastest growing
- ☐ Siemens Med India is market leader in most segments
- □ Broad market coverage and competitive product lines allow us to take advantage of future growth opportunities in India
- □ Siemens Med India is an integral part of our worldwide cost optimization strategy. We generate a substantial share of our cost advantages from LCC in India
- □ Value added in India and exports from India continue to grow

Competitive advantage for continuous profitable growth

#### Reconciliations and definitions



"Group profit from Operations" is reconciled to "Income before income taxes" of Operations under "Reconciliation to financial statements" on the table "Segment information." See "Financial Reports/Fiscal 2005, Quarter 4 / Financial Statements" at our Investor Relations website under www.siemens.com

"ROE" (Return on equity) margin for SFS was calculated as SFS' income before income taxes divided by the allocated equity for SFS. Allocated equity for SFS as of September 30, 2005 was €983 million. See also Siemens' Form 20-F at our Investor Relations website under www.siemens.com

The allocated equity for SFS is determined and influenced by the respective credit ratings of the rating agencies and by the expected size and quality of its portfolio of leasing and factoring assets and equity investments and is determined annually. This allocation is designed to cover the risks of the underlying business and is in line with common credit risk management standards in banking. The actual risk profile of the SFS portfolio is monitored and controlled monthly and is evaluated against the allocated equity.

Siemens ties a portion of its executive incentive compensation to achieving economic value added (EVA) targets. EVA measures the profitability of a business (using Group profit for the Operating Groups and income before income taxes for the Financing and Real estate businesses as a base) against the additional cost of capital used to run a business, (using Net capital employed for the Operating Groups and risk-adjusted equity for the Financing and Real estate businesses as a base). A positive EVA means that a business has earned more than its cost of capital, and is therefore defined as value-creating. A negative EVA means that a business is earning less than its cost of capital and is therefore defined as value-destroying. Other organizations that use EVA may define and calculate EVA differently.

A reconciliation of EVA may be found on our Investor Relations website under www.siemens.com





Marcus Desimoni	+49-89-636-32445
Dr. Constantin Birnstiel	+49-89-636-36165
Frank Heffter	+49-89-636-34095
Irina Pchelova	+49-89-636-33693
Christina Schmöe	+49-89-636-32677
Susanne Wölfinger	+49-89-636-30639

Webpage:	http://www.siemens.com → Investor Relations
e-mail:	investorrelations@siemens.com
Fax:	+49-89-636-32830