

CLAIM SUBSTANTIATION STATEMENT

March 29, 2021

Client Contact	Claim Detail:
Marzena Migut Senior Insight&Analytics Specialist Consumer Marketing CEER Philips Polska Sp.zo.o. Aleje Jerozolimskie 195B 02-359 Warszawa	Client: Philips Polska Sp. Z o.o. Product category: Air purifiers Survey: Recommendation of air purifiers among primary care physicians, 2020/21

This memo is to certify the **Recommendation of air purifiers – market research among primary health care physicians** conducted by IQVIA Technology Solutions Poland Sp. z o.o. for Philips Polska Sp. z o.o. The survey results indicate that 72% of primary care physicians who provide branded recommendations of air purifiers to their patients recommend Philips, compared to the closest competitor Sharp recommended by 38% and Samsung recommended by 34% of them.

Recommendation of air purifiers by primary health physicians in Poland	Fieldwork: November 2020/ March 2021
Base	n=152
Results for Philips vs. two main competitors	Philips 72% vs. Sharp 38% vs. Samsung 34%

Methodology:

- Survey conducted via CATI (Computer-Assisted Telephone Interview) and CAWI (Computer-Assisted Web Interview) between 5-27.11.2020 and 4-11.03.2021. Nationwide research sample of qualified primary health care physicians who provide branded recommendations of air purifiers to their patients and who represent all age groups.
- Specialties included in the study as primary health physicians in line with the legal definition of primary care physicians provided in the Act of 27 October 2017 on Primary health care (internal medicine, family medicine, paediatrics). The distribution of specialties among recruited respondents is representative to the population of primary health physicians in Poland and it covers: internal medicine (38%), family medicine (37%), paediatrics (25%).
- The basis for the above table are all respondents (n=152) who answered the question: *“P.3. What brands of air purifiers do you recommend to patients? Please provide the most frequently recommended brands according to the order in which they are recommended.”* with the name of a specific brand.
- Respondents were able to provide more than one answer – on average primary care physicians in the study recommend 2.5 brands.



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Piotr Dreszer, Offering Director
IQVIA