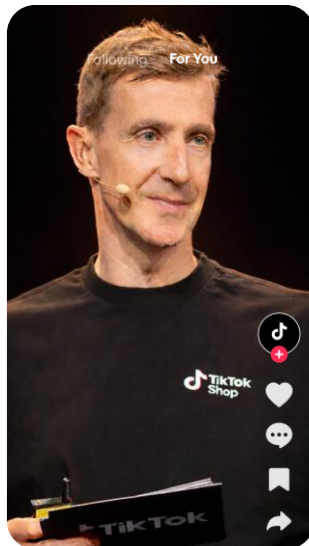


🎵 TikTok Shop & PHILIPS

Leading the
Charge in
Consumer
Electronics
Innovation





Max Burianek

Leiter TikTok Shop
Deutschland



Monthly Users TikTok Germany





Shoppable video



LIVE Shopping



Electronics



Shark | **NINJA**

medion **ANKER**

PHILIPS

SAMSUNG

And many more ...



Coming Soon



BOSCH

KENWOOD

hama®

And many more ...

Thank



you!

Salihpa



Verena Breitbach
Marketing Lead Personal Health DACH

Retail has fundamentally changed three times over the last 30 years



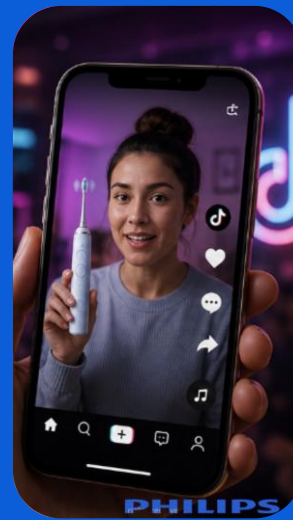
Distribution era
1990 - 2010

‘Win the shelf’



Search era
2010 - 2020

‘Win the search’



Discovery Era
2020+

‘Win the recommendation’

Philips loves social commerce

Being where our consumers are
82% of our audience uses TikTok daily.

Innovation
Natural fit for our forward looking mindset.

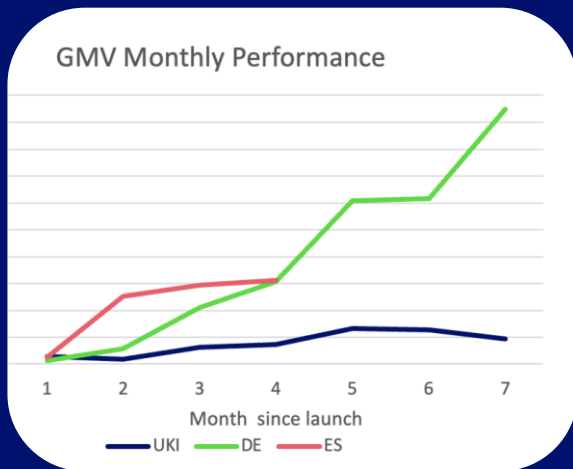
Full funnel ecosystem
Enabling us to experiment with full funnel execution.



Our first TikTok Shop pilot



Scaling up to more markets



2025 - 2026
Expansion to EU



PCA Ranking
*Personal Care
Appliances

What we learned that works



Affiliate content volume



TikTok lives educate



TikTok native content



Clear guardrails

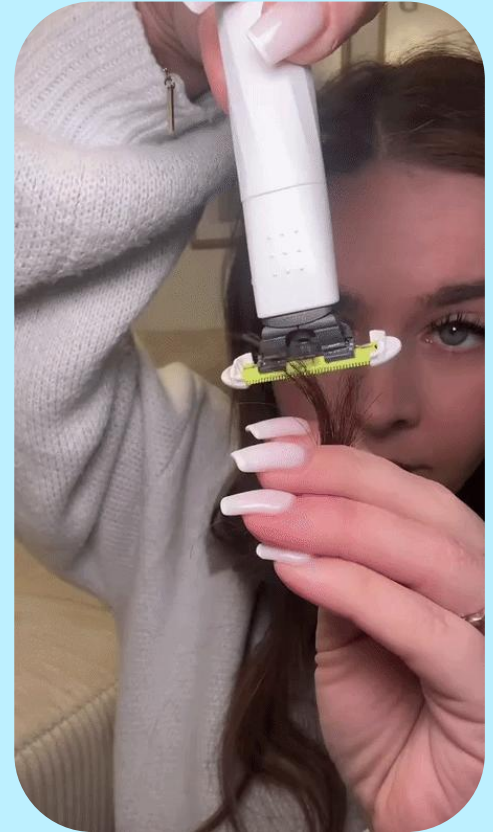
Experimentation - Fail fast

Organizational agility - Getting a central hub in place

Trust - Build confidence through every interaction

AI readiness - Prepare intelligent commerce experiences

Consumer obsession - Start with consumer needs, always



PHILIPS