World record set by Philips and football club PSV

PUBLISHED SEP 5, 2023
BY PHILIPS

The partnership started in 1913, when Philips founded the club in Eindhoven, the Netherlands, where Philips was founded a couple of decades earlier, in 1891.

> Our partnership with PSV has thrived for over a century," said Roy Jakobs, CEO Philips. "And it continues to thrive, with innovation, collaboration and impact for players, the supporters, and the club. Today at Philips, with our innovations in health technology, fueled by AI, we also contribute clinically to improving PSV's players, which in turn improves the club's performance. That makes our collaboration more relevant than ever.

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Speaking at the gala to the mark the occasion on September 1, Marcel Brands, managing director of PSV, spoke about the importance of the partnership over the years.

> Philips is at the foundation of our club's past, present and future,

he said.

> We are proud and very happy with Philips' continued commitment to the club. We continue to innovate together and drive social initiatives, in which we involve the entire region. The cooperation is therefore not only important for PSV, but for everyone in the Brainport Eindhoven region.

To mark the world record and the football club's 110th anniversary, Philips and PSV released a special video starring the late Frits Philips, who led Philips from 1961-1971 and was an avid PSV supporter. He

regularly attended PSV matches even at the age of 100. They also released a special-edition shirt featuring iconic designs from the club's different shirts over the years. PSV will play in the shirt on September 16 during the home match against NEC Nijmegen.

Jakobs added:

> We're proud and excited to have our partnership receive world-record status. It's simply a great example of the value we place on long-term partnerships to support partners to win.

Watch the video starring the late Frits Philips:

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Press release distributed by Wire Association on behalf of Philips, on Sep 5, 2023. For more information subscribe and follow us.

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