

Highlights of 2010

- Net sales increased by 1.5% in comparable currencies.
- Strong growth in Latin America and Asia/ Pacific offset lower sales volumes in Europe and North America.
- For the first time Electrolux achieved its operating margin target of 6%.
- Operating income increased to SEK 6,494m (5,322), corresponding to an operating margin of 6.1% (4.9), excluding items affecting comparability.
- Improvements in product mix and cost savings offset higher costs for raw materials and downward pressure on prices.
- The Board of Directors proposes a dividend for 2010 of SEK 6.50 (4.00) per share.

Key data

SEKm, EURm, USDm, unless otherwise stated	2010	2009	2010 EURm	2010 USDm
Net sales	106,326	109,132	11,125	14,763
Operating income	5,430	3,761	568	754
Margin, %	5.1	3.4		
Income after financial items	5,306	3,484	555	737
Income for the period	3,997	2,607	418	555
Earnings per share, SEK, EUR, USD	14.04	9.18	1.47	1.95
Dividend per share	6.50 ¹⁾	4.00		
Average number of employees	51,544	50,633		
Net debt/equity ratio	-0.03	0.04		
Return on equity, %	20.6	14.9		

Excluding items affecting comparability

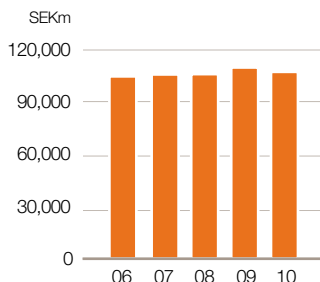
Items affecting comparability	-1,064	-1,561	-111	-148
Operating income	6,494	5,322	679	902
Margin, %	6.1	4.9		
Income after financial items	6,370	5,045	666	884
Income for the period	4,739	3,851	496	658
Earnings per share, SEK	16.65	13.56	1.74	2.31
Return on net assets, %	31.0	26.2		

1) Proposed by the Board of Directors.

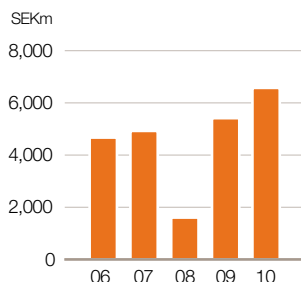
Net sales and employees

Ten largest countries	SEKm	Employees
USA	29,782	8,675
Brazil	14,231	11,004
Germany	5,974	1,783
Australia	5,514	1,580
Italy	4,609	6,210
Canada	4,390	1,401
France	4,223	1,182
Switzerland	3,667	875
Sweden	3,353	2,296
United Kingdom	2,898	387
Other	27,685	16,151
Total	106,326	51,544

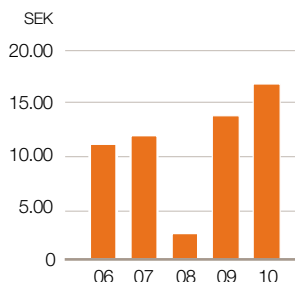
Net sales



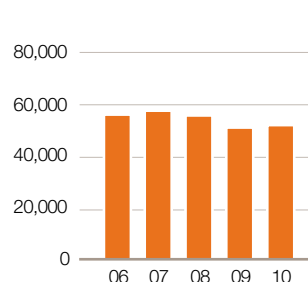
Operating income¹⁾



Earnings per share¹⁾



Number of employees²⁾



1) Excluding items affecting comparability.

2) Average number of employees.