

Electrolux and the capital market

Electrolux communication with the capital market aims at supplying relevant, reliable, accurate and updated information about the Group’s development and financial position.

Financial information is supplied continuously in annual and interim reports. Telephone conferences are arranged in connection with the publication of interim reports, at which Group Management presents results and analyses. Additional market and financial information is available on the Group’s website.

The Electrolux Investor Relations department arranges approximately 300 meetings annually for investors and analysts. About one-third of these are attended by Group Management. Meetings with investors are held at the Group’s headoffice in Stockholm, Sweden, as well as in the form of roadshows, primarily in major financial markets in Europe and the US. Electrolux also interacts daily with the capital market.

Capital Markets Day in Stockholm

On November 12, Electrolux arranged a Capital Markets Day in Stockholm to provide the market with more in-depth information regarding Electrolux. The main messages were:

- Electrolux is a consumer-driven company undergoing change that will continue to launch new products with support from investments in the brand and in product development.
- Electrolux has successfully completed the transformation from a manufacturing-driven company to a consumer-driven company.
- The Electrolux goal of generating an operating margin, excluding items affecting comparability, of 6% and more is sustainable over a business cycle.
- Electrolux will achieve growth exceeding 4% through acquisitions and organic growth.
- The Electrolux Global Operations program will generate SEK 2–2.5 billion in savings.



Marcus Wallenberg, Chairman of the Board, and Hans Stråberg, previous President and CEO, Electrolux, attended at the Electrolux 80-year anniversary at Nasdaq OMX Stockholm.

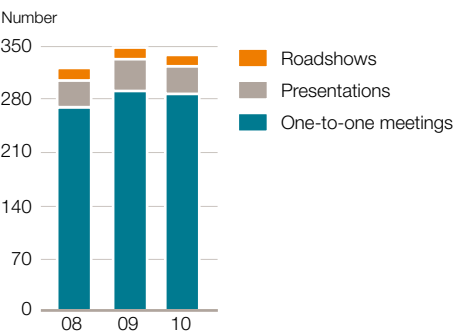
Electrolux – 80 years on the stock exchange

In 2010, the Electrolux share celebrated 80 years of being listed on the Swedish stock exchange. In 1930, the share capital of Electrolux amounted to SEK 60m compared with the present share capital of SEK 1,545m. In its first year as a listed company on the Stockholm Stock Exchange, the company recorded a net profit of SEK 8m. Back then, the headquarters was located at Norrmalmstorg, and the first factory on the island Lilla Essingen in Stockholm, Sweden.

From sales of SEK 70m in 1928, Electrolux has grown into a substantial international company with sales in excess of SEK 100 billion and over 50,000 employees.

Electrolux shares have previously also been listed on the London (1928–2010), Geneva (1955–1996), Oslo (1981–1991), Paris (1983–2003), Basel (1987–1996), Zurich (1987–2003) stock exchanges and on the Nasdaq in the US (1987–2005).

IR activities



Financial goals

Electrolux has defined financial goals for operating margin, return on net assets, growth and capital structure.

Type of goal	Goal
Operating margin ¹⁾	>6%
Annual average growth	>4%
Capital-turnover rate	>4
Return on net assets	>25%

1) Excluding items affecting comparability, over a business cycle.