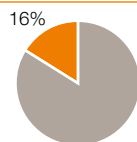


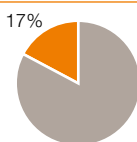
Consumer Durables Latin America

Electrolux is the second-largest producer of household appliances in Brazil and the largest producer of vacuum cleaners. The Group's sales in all of Latin America increased by more than 20% in 2010, and its position was strengthened in a number of product categories and markets.

Share of sales 2010



Share of operating income 2010



Operating income improved, primarily on the basis of higher volumes and an improved product mix. The launch of new products and increased sales of air-conditioning equipment have contributed to a better product mix for the year.

The market

The market for household appliances in Latin America was worth approximately SEK 93 billion in 2010, of which Brazil accounted for half. Mexico and Argentina are other large markets. The federal excise tax implemented in Brazil during 2009 for domestically-produced household appliances was discontinued in January 2010. This contributed to a substantial increase in demand at the start of the year. After two weak quarters, demand accelerated towards the end of the year. Most other Latin American markets saw demand increase during the year.

Growth in the region is driven by greater household purchasing power. The rapidly growing middle class in countries including Brazil and Mexico also generated greater demand for appliances in the premium segment.

The Latin American market is relatively consolidated. The three largest producers in Brazil accounted for approximately 75% of household appliances sales. The majority of appliances sold in Latin America are produced domestically, due to high import tariffs and logistic costs.

Retailers

Regional and local retailers are highly consolidated in Latin America. Three of Brazil's largest domestic retailers Casas Bahia, Globex and Pão de Açúcar merged in 2010. The new company Grupo Pão de Açúcar, has a dominant position on the market. Sales of appliances

are primarily driven by campaigns, since most purchasing decisions are made in stores where producers maintain their own sales staff. Greater use of the Internet by customers in recent years has become increasingly important in the marketing activities of producers.

The Group's position

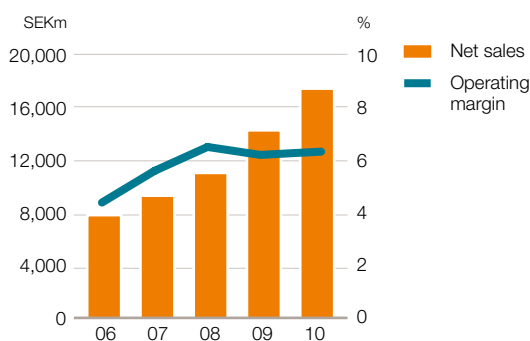
Brazil is the Group's largest market in Latin America and Electrolux is the country's second largest supplier of household appliances. The Electrolux brand is strongly positioned in all segments on the basis of innovative products and close partnerships with the leading retail chains. In 2010, almost two-thirds of sales in Brazil consisted of products launched in the past two years.

The Electrolux strategy is to grow rapidly in Brazil and the other Latin American markets, including Mexico and Argentina. In Mexico, products are sold under the Frigidaire and Electrolux brand.

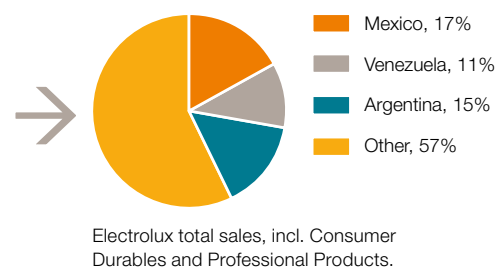
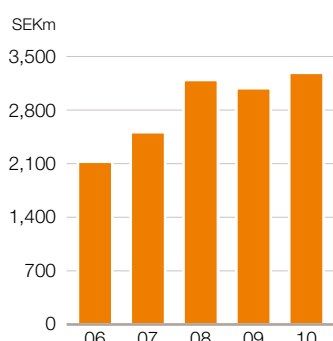
Electrolux sales in Latin America grew by more than 20% in 2010 and market shares strengthened in such countries as Mexico and Argentina, as well as in numerous product categories. The majority of Electrolux household appliances sold in Latin America is manufactured in Brazil or Mexico.

Two of three vacuum cleaners sold in Brazil in 2010 carried the Electrolux brand, and Electrolux vacuum cleaners also have a strong position in other areas of Latin America. Sales of Electrolux-branded small appliances, including coffee machines, irons and toasters, are growing rapidly in the region.

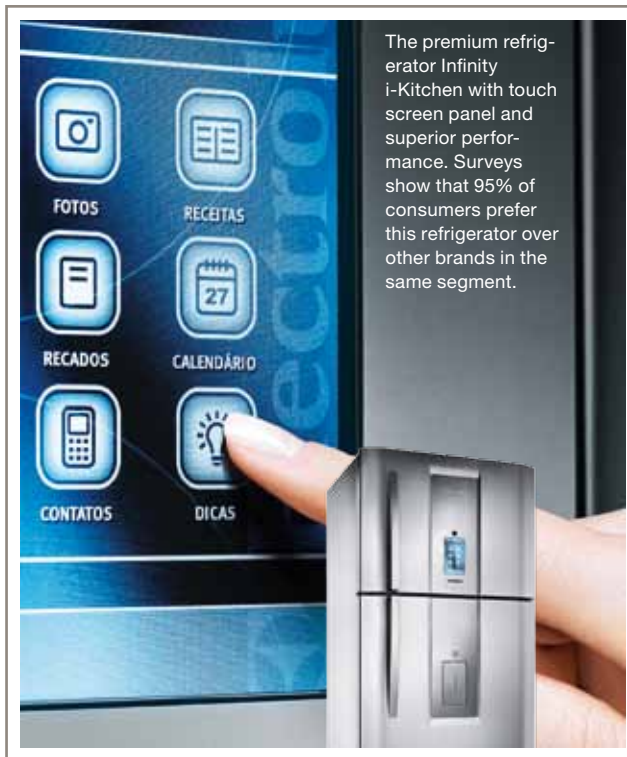
Net sales and operating margin



Net sales in Latin America, excl. Brazil



LATIN AMERICA



The premium refrigerator Infinity i-Kitchen with touch screen panel and superior performance. Surveys show that 95% of consumers prefer this refrigerator over other brands in the same segment.

No.1

During 2010, Electrolux grabbed the No.1 position for coffee makers in Brazil.

In Brazil, the innovative Ultra Clean washing machine has a stain-removal pen mounted directly on the machine.



Brazil is the largest market for Electrolux in Latin America. The Electrolux brand has a strong position in household appliances and Electrolux is the market leader in vacuum cleaners.

Strong position

Markets, retailers and competitors

CORE APPLIANCES

Major market

- Brazil

Major retailers

- Grupo Pão de Açúcar
- Máquina de Vendas
- Lojas Pernambucanas
- Magazine Luiza
- Wal-Mart

Major competitors

- Whirlpool
- Mabe

VACUUM CLEANERS

Major market

- Brazil

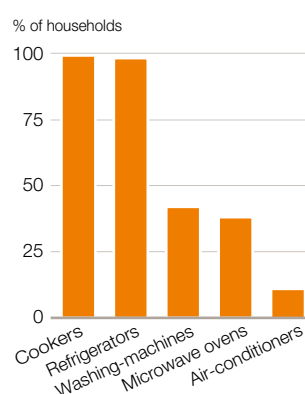
Major retailers

- Grupo Pão de Açúcar
- Wal-Mart
- Carrefour

Major competitors

- SEB Group
- Whirlpool
- Black&Decker
- Philips

Market penetration in different product categories



Brazil is the world's eighth largest economy. Estimates indicate that 50% of the population belong to the global middle class. There are great growth opportunities for Electrolux in low penetration categories.

Source: Kantar/Latin Panel.