

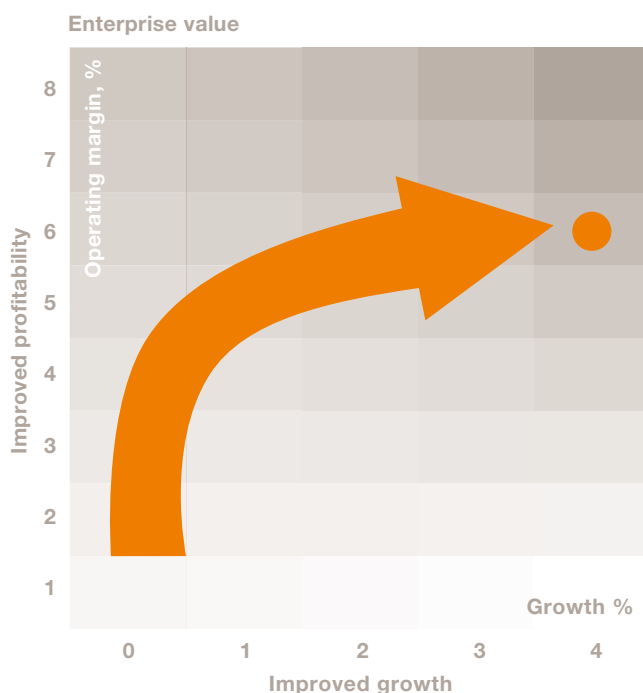
# Action plan

## – to generate added value

Electrolux can increase the pace of future growth through innovative products, a strong brand in the premium segment and the utilization of global economies of scale. The aim is to grow faster than the market, at least 4% per year, and to achieve this while maintaining profitability. What is required to realize this target?

### ACTIVITIES

- Utilize global initiatives to reduce costs and increase the speed and precision of product development
- Complete the restructuring program
- Continue to expand in growth markets, organically and through acquisitions
- Further increase presence in the premium segment
- Accelerate growth in profitable product categories
- Grow through acquisitions in closely-related segments
- Continue with initiatives to turnaround weak markets and product segments



Operating margin to be improved first  
Growth then becomes a priority

Electrolux has undergone an important and extensive transformation of operations, which has led to increased profitability and improved capital turnover. The operating margin has improved to 6.1%. Obtaining a sustainable profitability level has been prioritized before growth. Now, Electrolux will increase focus on profitable growth.