

# Working at Electrolux

Electrolux aims to recruit, develop and retain the best talent for the long term. Our People Vision sets the direction: to create an innovative culture with diverse, outstanding employees who drive change and go beyond what is required to deliver on Group strategy and performance objectives.

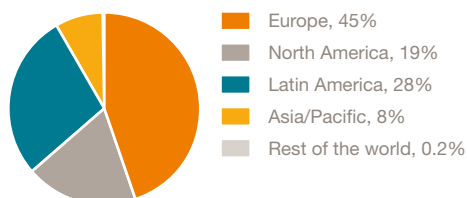
"Let us have the courage to make new discoveries and promote them through our actions. And let our old way of thinking be replaced by a new way, a way that leads to even greater performance and fantastic new advancements." Axel Wenner-Gren, founder of Electrolux.

A culture of innovation and employees with diverse backgrounds creates the prerequisites for developing innovative products, discovering new work methods, solving problems and performing beyond expectations. Just as in the time of Axel Wenner-Gren, the Electrolux of today has a number of awards to recognize outstanding employee performance. These contribute to the company maintaining its leading position in the industry. Read more about some of the awards and the winning ideas and teams behind them at the bottom of this spread.



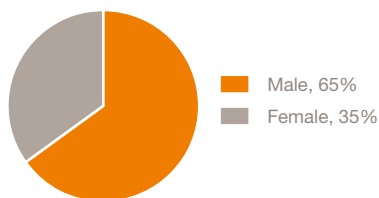
Whether you are a team of 20 or two, Electrolux wants to reward great ideas. It could be for developing a new product, streamlining a complex process or achieving great results in promoting Electrolux brands.

Employees by geographical area (GRI LA1)



Electrolux has more than 50,000 employees. Wherever Electrolux operates in the world, the company applies the same high standards and principles of conduct.

Gender distribution



Brand Award 2008  
North America

Product Award 2009  
Brazil



Each year, the Electrolux Brand Award is conferred on the team that has achieved the greatest success in terms of increasing brand awareness for and building of the Electrolux brand. The winners in 2008 were the team behind the broad launch of premium-segment appliances in North America. Highly-effective marketing of innovative products with exquisite design yielded a substantial increase in brand awareness for the Electrolux brand among North American consumers.

## Electrolux corporate culture

Electrolux corporate culture is imbued with the spirit from the time of its founder, Axel Wenner-Gren. His success was built on proximity to customers and the ability to identify new business opportunities ahead of others. The Electrolux corporate culture in combination with a strong set of values form the core of the Group's operations. The employees' passion for innovation, their consumer obsession and motivation to achieve results set Electrolux apart. Values such as respect, diversity, integrity, ethics, safety and sustainability are at the core of all employee actions when they interact with customers and colleagues around the globe.



### Passion for Innovation

We are constantly looking to renew ourselves through new opportunities and new ways of going forward with our customer always at the center. We learn and gain inspiration from each other, are always open to new ideas and are not afraid of taking risks.



### Customer Obsession

The demands, wishes and views of our customers guide our every action, and we are curious to learn more about their needs. We capture insights and anticipate our customers' future needs with the aim of delivering the best customer experience.



### Drive for Results

We strive for a visible, measurable and balanced benefit in everything we do. We recognize and reward results that contribute to the greater good and our overall strategy.

A number of important tools are available within Electrolux to obtain Electrolux People Vision:

- Leadership development
- Talent Management and succession planning
- OLM, an internal database for vacant positions
- EES, a web-based personnel survey

Read more at [www.electrolux.com](http://www.electrolux.com)

**Invention Award 2009**  
Europe

**EMS Best Practices Award 2009**  
Thailand

**Brand Award 2010**  
Australia



The Electrolux Product Award is in recognition of product development in the Group and focuses on all aspects of the process from consumer insight to launch. The winner of the main category in 2009 was the Infinity refrigerator project in Latin America. The Electrolux Infinity is the largest refrigerator in its category in Latin America. The Infinity is the result of the development team creating an entirely new type of refrigerator based on the kitchen needs of Latin American homes.



The Invention Award, which was bestowed for the first time in 2009, rewards the development of a new function or technology in new products. The award is conferred on the individual or team behind the invention. The winner in 2009 was the European team behind a new environmentally friendly and energy-saving technology for tumble-dryers incorporating a built-in heat pump.



The Electrolux Manufacturing System (EMS) Global Best Practices Award recognizes significant and continuous improvement in safety, quality, cost and delivery. The Rayong plant in Thailand received the award in 2009 for its project to improve the production efficiency of tumble-dryer manufacturing. A successful solution was introduced that enabled the production line and suppliers to handle the substantial upswings in production that occur every six months due to seasonal factors.



The Brand Award is presented in recognition of brand achievements in the Group. The efforts of Electrolux Australia to reposition the Electrolux brand from an old-fashioned brand for vacuum cleaners to a modern brand for appliances resulted in their selection as the 2010 winner. The campaign, run entirely in line with the brand manual, conducted a dialog with consumers at all levels and achieved outstanding results.