

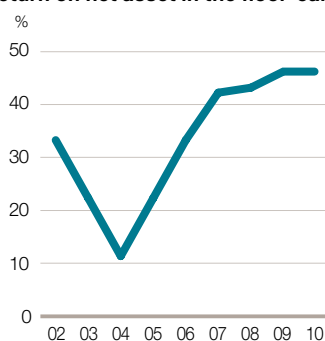
# Our achievements

In accordance with the Group's strategy, Electrolux has implemented a dynamic transformation of its floor-care operations as well as operations in Latin America, Australia and Southeast Asia, and in Professional Products. A number of these changes and the results they generated are described in the annual reports for 2006–2010.



**2006.** We have transformed the floor-care business.

**Return on net asset in the floor-care operation**

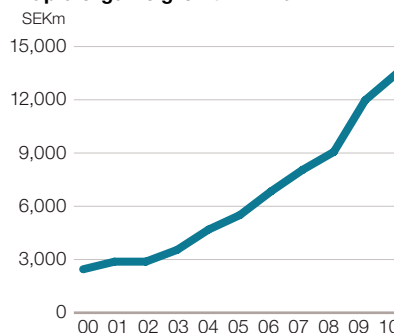


The market for floor-care products underwent rapid changes at the end of the 1990s. Severe competition and low profitability generated intensive pressure for change. This led to a vigorous transformation of the Group's operations. This operation has demonstrated highly favorable development since the transformation.



**2007.** Turnaround of the Brazilian operation.

**Rapid organic growth in Brazil**

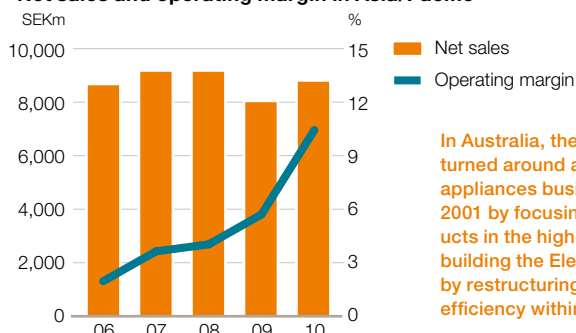


Electrolux entered the Brazilian appliance market in 1996 by acquiring Refripar, one of the largest appliance producers in the country. Refripar's products were positioned in the low-price segment, and the company had high production costs. Today, Electrolux is one of the leading appliance brands in Brazil, with a high rate of growth and favorable profitability.



**2008.** Success in Australia.

**Net sales and operating margin in Asia/Pacific**

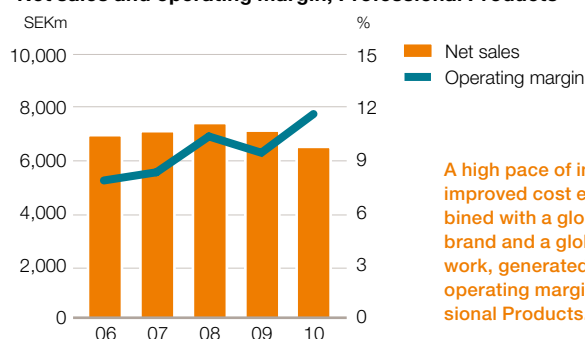


In Australia, the Group has turned around an unprofitable appliances business acquired in 2001 by focusing on new products in the high-price segments, building the Electrolux brand and by restructuring and improving efficiency within production.



**2010.** Transformation of Professional Products. This year, the annual report contains a description of the transformation of Professional Products. Read more on pages 54–55.

**Net sales and operating margin, Professional Products**



A high pace of innovation, and improved cost efficiency, combined with a global premium brand and a global service network, generated a record-high operating margin for Professional Products.