

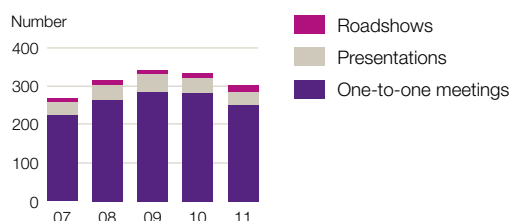
# Electrolux and the capital markets

*In its communication with the capital markets, Electrolux aims to supply 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 followed by 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 head office 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 markets.

## IR activities



## A reporting day

### 11:30 a.m. – 12:00 noon Internal presentation

CEO Keith McLoughlin holds an internal presentation for employees to inform them of the results and establish the objectives. Later during the day, the results are also presented to the top management in the Group. The respective sector heads hold telephone conferences with their sectors.

### 8:00 a.m. – 11:30 a.m. Interviews with European media

The CEO answers questions from European media. In 2011, Reuters, Bloomberg, Dow Jones and the Financial Times, among others, published interviews following the results. Questions from media are answered by press service.

### 8:00 a.m. – 11:30 a.m. Telephone meetings with the capital markets

Electrolux results are interpreted and analyzed by equity analysts, investors and owners. The Group's IR department answers first initial questions.

### 8:00 a.m. Interim report and CEO letter are published

The interim report and CEO letter are distributed to the capital markets and media at the same time as they are published on the Group's website [www.electrolux.com/ir](http://www.electrolux.com/ir)

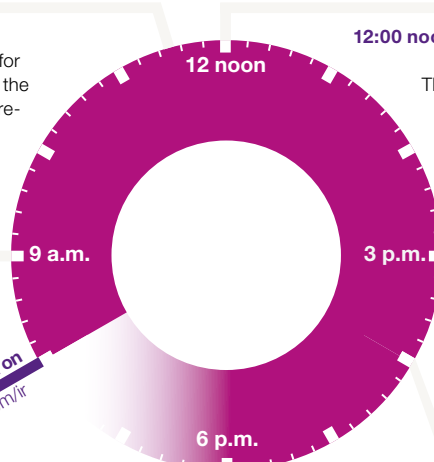
### Roadshows

Roadshows involving the CEO, the CFO and IR representatives are regularly arranged for 2–3 days in connection with interim reports to provide investors with further information. Roadshows are primarily held in Stockholm, London, Frankfurt, New York and Boston.

## Capital Markets Day in Stockholm

On November 15, Electrolux arranged a Capital Markets Day in Stockholm to provide the market with more in-depth information regarding its development. The main messages were:

- Electrolux is a consumer-driven company undergoing change that will continue to launch new products with support from investments in product innovation.
- Electrolux will continue to improve its operational excellence by adapting capacity to prevailing demand and accelerating its efforts to leverage the company's global strength and scope.
- The Group's exposure to growth markets will rise to about 50% over the next five years.
- While the overriding strategy pursued by Electrolux stands firm, the pace of implementation will increase.
- Under very difficult circumstances in 2011, Electrolux has the capacity to generate an underlying EBIT margin of approximately 4%, which boosts the Group's conviction that it will achieve the financial goal of 6% over a business cycle.



### 12:00 noon – 2:30 p.m. Continued interaction with the capital markets and media

The Group's IR department answers more in-depth questions from equity analysts and investors. Further questions from media are answered. Overseas media interviews are conducted with the CEO.

### 3:00 p.m. – 4:00 p.m. Telephone conference

The CEO, the CFO and the Head of IR present the results and subsequent analyses to the capital markets. Following the presentation, questions from the capital markets are answered.

### 4:00 p.m. – 12:00 p.m. Continued interaction with the capital markets

Equity analysts conduct in-detail analyses of Electrolux results. The IR department supports analysts with clarifying information about internal and external factors' effect on Electrolux results.

(All hours are approximate.)

