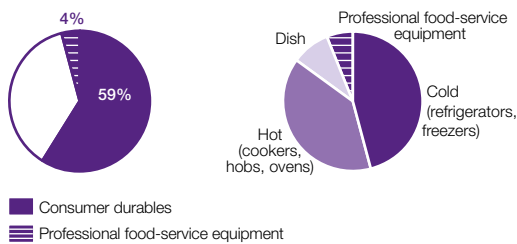


Kitchen products

Electrolux is the only manufacturer in the world to offer households, restaurants and industrial kitchens complete solutions for kitchen appliances. The strongest and most profitable position is in cookers, ovens and hobs.

Share of Group sales 2011 **Product categories of kitchen products**



Products for the kitchen accounted for a full 63% of the Group's sales in 2011. Electrolux is the only manufacturer in the world to offer households, restaurants and industrial kitchens complete solutions including cookers, ovens, hoods, dishwashers, refrigerators and freezers. For consumer durables, Electrolux commands significant market shares in all major categories of kitchen appliances. A substantial portion of sales relates to refrigerators and freezers. The strongest and most profitable position is in cookers, ovens and hobs. Electrolux is a leading supplier of professional food-service equipment, with Europe representing the Group's strongest position.

A major part of the Group's kitchen products are sold under the Electrolux brand. Other important consumer brands include

AEG and Zanussi in Europe and Frigidaire in North America. Professional food-service equipment is sold mainly under the Electrolux brand. Products are also sold under the Zanussi brand in addition to Molteni, which is an exclusive cooker brand.

Electrolux products simplify cooking

Although consumers in mature markets are devoting less and less time to preparing food on weekdays, interest is increasing in more advanced leisure and gourmet cooking, while interest in health and well-being is growing rapidly. Ovens, cookers and hobs are technically advanced products, making it easier to adapt them to various needs, depending on the customer group or market. Electrolux is a renowned leader in this product category and has developed

numerous new functions that simplify cooking for households and professionals. About 100 million restaurant meals are prepared each day in kitchens fitted with Electrolux professional products.

Steam retains the flavor

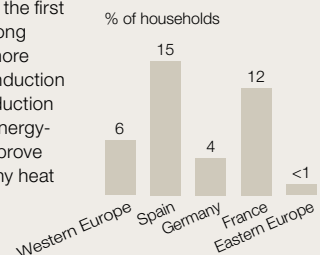
Steam ovens have long been used in the restaurant world for the simple reason that the food cooked in them tastes much better. Cooking with steam retains the natural flavors and colors as well as most of the vitamins and minerals in the raw ingredients. Electrolux has launched steam ovens for home use in Europe with great success and the products have also been launched in Australia and New Zealand.



Effective induction

Induction hobs comprise a segment that is growing rapidly, due primarily to their speed and energy efficiency. As one of the first companies in this category, Electrolux commands a strong position. Induction hobs have been sold in Europe for more than ten years. In the US, Electrolux launched the first induction hobs in the market in 2008. In professional kitchens, induction hobs are a standard feature. Induction hobs are more energy-efficient than other electrical hobs. They also help to improve the work environment since chefs are not affected by any heat from the hobs.

Penetration for induction hobs





Inspiration Range

The Inspiration Range is the new, full range of consumer appliances from Electrolux spanning all categories and will be launched under the Electrolux brand in Europe during 2012. The appliances are based on new, high-end platforms, offering features and functions built on the Group's know-how and expertise in professional products, matched with a modern and distinctive design.

Strong position in built-in segment

Built-in kitchen appliances are becoming increasingly common throughout the world, and this trend is particularly pronounced in Europe, the Middle East, Southeast Asia and Australia. Electrolux is a leading global player in the segment and has, in recent years, strengthened its position through new partnerships with leading kitchen manufacturers and with the launch of new, innovative ranges of built-in products.

Touchline screen



Simple, intuitive, fast

Both consumers and professional users want kitchen-appliance features that work logically and intuitively, without needing to read manuals. In recent years, Electrolux has developed new, intuitive control panels on appliances, making them easier to use.

The professional air-o-steam Touchline oven has quickly been recognized in the market as the pioneer in state-of-the-art kitchen technology. It features three intuitive cooking modes: automatic, program and manual and is available in 30 different languages.

Efficient dishwashers

The development of new, water-efficient dishwashers for both households and professional users has made rapid progress at Electrolux. Low noise levels, customized dishwashing programs and effective baskets are some of the other needs met by Electrolux. The Electrolux Reallife and AEG Electrolux Proclean dishwashers have been developed for “real life” in modern households, for consumers who want everything to fit in the dishwasher, and dishes that will always be clean no matter how the machine is loaded.

Low energy consumption extremely important for professionals

In 2012, the Electrolux ecostore, a completely new range of refrigerators and freezers for professional users will be launched. These will represent the leading edge in energy efficiency and innovative storage solutions. The Electrolux ecostore cabinets defrost automatically as needed, thanks to the innovative Frost Watch Control. This line is one of the few in the market that uses the environmentally friendly gas cyclopentane for insulation. These factors play a key role in sustainability and costs in

kitchens where refrigerator doors are repeatedly opened and closed.

Cookers for top chefs

The Electrolux Thermaline S90 cooker range offers an array of cooking functions and a flexible design. Thermaline meets the most demanding kitchen requirements, and is used by many restaurants in the Michelin Guide and in the open kitchens of big international hotels. In 2012, a completely new cooker range will be launched under the Electrolux Thermaline range with even better functions and improved performance. Very

few complete solutions for the professional kitchen market are valued higher by top chefs. However, Molteni is one of them, and Molteni is part of Electrolux.





Molteni

Molteni is a highly exclusive cooker range "hand-crafted" to customer specifications. No two appliances are the same. Each one is studied and designed together with the chef who will use it, thus reflecting the personal tastes and preferences of the user.

XP – flexible solution for professional kitchens

Buyers of professional food-service equipment have widely differing requirements, implying that manufacturers must be able to deliver flexible solutions. The importance of design is increasing steadily, as many restaurant kitchens are in full view of guests. In 2011, Electrolux launched two entirely new modular cooking ranges, the XP 700 and XP 900, meeting the users' demands for attractive design, high performance, modern technology, energy efficiency and ergonomic solutions. The more than 200 different modules on offer allow the cooking range to be adapted to various cooking processes, irrespective of where in the world these may be.