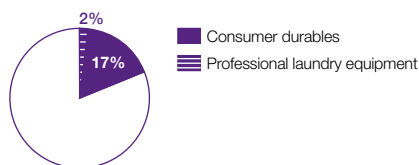


Laundry products

Washing machines and tumble-dryers are a global product category with major growth potential, particularly due to increased water shortages around the world. Electrolux is working to produce high-performance water and energy-efficient solutions for both households and professional users.

Share of Group sales 2011



Electrolux holds a strong global position in washing machines and tumble-dryers and is a leading producer of energy- and water-efficient products. The largest global market share is in front-load washing machines, where the Group is a leading producer and thus benefits from strong growth in the segment.

Laundry products are sold in Europe under the Electrolux, AEG and Zanussi brands. In North America, the Frigidaire brand is used in the mass-market segments. In Asia and Latin America, products are mainly sold under the Electrolux brand.

In professional laundry equipment, approximately 65% of sales are generated in Europe where a particularly strong position has been achieved in hospitals and commercial laundries. In just one year, professional washing machines from Electrolux are used to wash about 18 million tons of clothing, linen and similar items. In the US, about half of the Group's professional laundry equipment is sold under the Wascomat brand via a distributor. Professional laundry products are only sold under the Electrolux brand in the rest of the world.

Better performance and greater flexibility

Today's consumers and professional users are generally satisfied with the results of washing machines and tumble-dryers, but they would like to see appliances that are

faster, quieter and more energy-efficient, and that make laundry handling more efficient. They also want machines that are simple and intuitive to use. Since most washing machines and tumble-dryers usually run with half loads, technology must be able to adapt programs and energy consumption to the load. For professional users, Electrolux sells premium laundry solutions for different segments such as laundry rooms in apartment buildings, hotels and hospitals. All solutions provide the latest features for excellent laundry results, energy-savings and profitability, such as Automatic Weighing System, which weighs the wash load in each cycle and then uses the correct amount of water. Drawing from the Group's professional knowledge, Electrolux has developed the corresponding technology for the consumer market. The Eco-valve technology adapts the wash program and electricity and water consumption to the load.

Innovative and efficient consumer durables

Just as for professional users, Electrolux has developed combined washing machines and tumble-dryers for consumers. These can wash and dry up to 6 kg of washing successively. Electrolux has also developed Steam System and Cool Clean functions. Steam System is a new method for garment care. A steam function freshens delicate garments

High demands from professional users



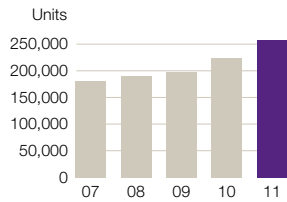
Operating costs represent a major portion of the life-cycle costs for professional laundry products. Irrespective of the application, buyers are demanding innovations that lead to lower costs by reducing the consumption of energy, water and laundry detergent without compromising on washing and rinsing results. There is also a need for solutions that are ergonomic and reduce the risk of spreading infection via dirty textiles. Electrolux barrier-washing machines facilitate this work. Dirty washing is placed in the machine in one room and the clean washing is taken out through a hatch in another room. The two functions are separated to reduce the risk of bacteria spreading.

The new Line 5000 tumble-dryers were successfully launched in 2011. These machines have 30% shorter drying time, consume 20% less energy and have 20% higher drying capacity compared with earlier generation tumble-dryers.

Electrolux washing machines in laundromats in Europe and the US can be equipped with a service that sends a text message to customers when their washing is nearly done.



Front-load washing machines – a growing segment in Southeast Asia



Front-load washing machines is a fast-growing product category, Electrolux controls a considerable share of this market.

Source: Electrolux estimate.

Rapid growth for front-load washing machines

Washing machines are either top- or front-loaded. While top-load washing machines have traditionally dominated markets in North America, Southeast Asia and Australia, demand for front-load machines is steadily growing in these regions. Front-load washing machines consume less water and energy during a wash cycle, have greater load capacity and give better wash results. In 2011, sales of front-load washing machines increased by 15% in Southeast Asia. In the professional user segment, where low resource consumption is a key factor, front-load machines are used almost exclusively.

without the need for dry cleaning. Cool Clean is a wash program developed for cold-water laundry detergent. Several Electrolux washing machines for consumers are classed as A+++ or A++, entailing 30% and 20% less energy consumption, respectively, than energy class A.

Ultrasound removes stains

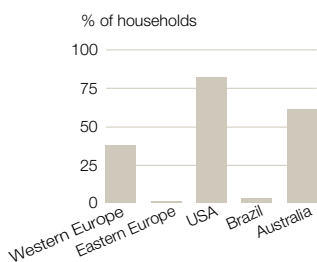
The new washing machine, Ultra Clean, is proof that technological progress in garment care is moving fast at Electrolux. This innovative machine uses ultrasound combined with water to remove stains from garments. The washing machine is available in Brazil. For more information, see page 39.

Low penetration of tumble-dryers around the world

At present, a large share of households in mature markets have a washing machine. Access to tumble-dryers is lower and varies greatly according to continent. In fact, it is only in North America, where many houses have large areas devoted to laundry, that tumble-dryers have a high degree of penetration.

Electrolux has launched a number of innovative and energy-efficient tumble-dryers over the years. The market's first tumble-dryers to meet the Woolmark Apparel Care – Gold Specification were launched in 2011. Using a new and innovative drying technology, delicate woolen garments are dried carefully and efficiently.

Penetration, tumble-dryers



Access to tumble-dryers is low and highly dependent on the market. Nine out of ten US consumers who choose Electrolux-branded washing machines buy washing machines and tumble-dryers at the same time.

Source: Electrolux estimate.

