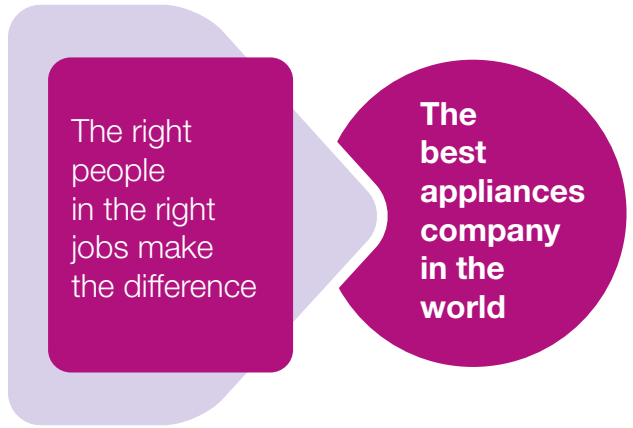




People

Electrolux aims to recruit, develop and retain the best talent. Working at Electrolux offers opportunities to pursue a career in a global company with a strong focus on quality, innovation, design and a well-respected approach to sustainability. Each year, the Group's employees help nearly 40 million consumers in more than 150 countries choose a product from Electrolux.



"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 are essential for developing innovative products for different markets.

The Electrolux corporate culture

The 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 before others. The Electrolux corporate culture in combination with a strong set of values forms the core of the Group's operations. The employees' passion for innovation, their consumer obsession and motivation to achieve results set Electrolux apart. Respect, diversity, integrity, ethics, safety and the environment characterize all employee actions in their meetings with customers and colleagues around the globe.

Wherever Electrolux operates in the world, the company applies the same high standards and principles of conduct. In 2011, an ethics training program was initiated and the implementation of a whistle-blowing system – the Electrolux Ethics Helpline – was started.

For more information about working at Electrolux, visit www.electrolux.com/careers

Employee Engagement Index

Electrolux aims to be the best appliances company in the world as measured by employees, customers and shareholders. The goal is to be recognized as the best appliances company by the company's employees already by 2015. One of the Group's key tools to gauge employee perception of the company is the Employee Engagement Index (EEI). The EEI measures employees' motivation and commitment as well as goal clarity and strategic alignment. The results of the EEI surveys can be compared with the opinions of employees in other companies. The results of the latest survey show that employees are committed to their work and understand how to contribute to the strategy. They appreciate the leadership and the opportunity to influence their work and their personal development. In an external comparison, the results obtained in the latest survey were very positive for Electrolux.



Passion for Innovation Innovation is key to our success. We are constantly looking for new opportunities and new ways to go forward. We are always open to better ways of doing things. We are not afraid of taking risks. An innovation may be anything new and different that improves the customer experience or otherwise benefits the customer.

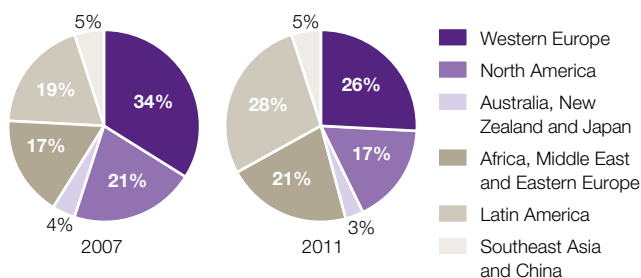


Customer Obsession The people who buy and use our products are the sole purpose of our work. We are dependent on them. They do us a favor by choosing our products. Their wants, wishes and views guide our actions.

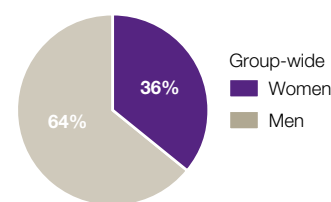


Drive for Results We strive for a visible, measurable benefit from everything we do. We do not confuse effort with results, and value matters more to us than mere volume. We focus on the essential and aim at simple, informal, lean and direct ways of doing things.

Employees by geographical area



Gender distribution



A number of important tools are available in the Group for employees:

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

Electrolux has approximately 58,000 employees. The Electrolux strategy of accelerating growth in emerging markets has led to rapid increase in the number of employees in, for example, Asia and Latin America in recent years.