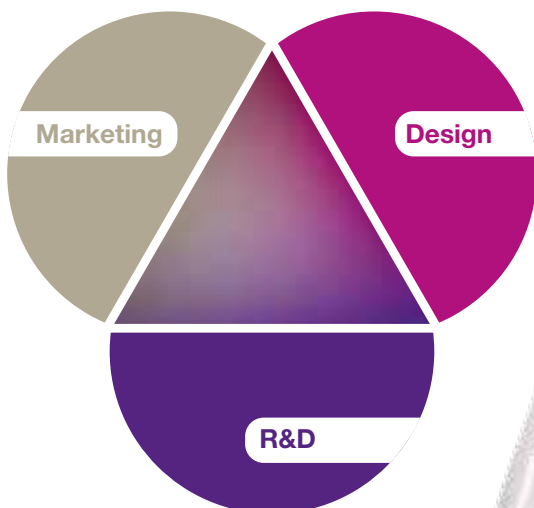


## Products and services Innovative products

*Electrolux develops innovative products that can be sold worldwide on the basis of shared global needs, as well as products that are tailored to local requirements. In recent years, Electrolux has launched a series of new innovative products in Asia and Latin America, that sets new standards.*

Through close cooperation between the Group's marketing, R&D and design functions – The Electrolux Innovation Triangle – it is possible to develop innovative products at a fast rate.



## Clean and quiet in Japanese homes – Ergothree

Japan is a particularly challenging market for manufacturers of vacuum cleaners. Japanese homes are small and space is regarded as an extra luxury. Vacuum cleaners need to be quiet to minimize disturbance for family members and neighbors. Japanese consumers are meticulous about cleanliness in their homes and thus clean them regularly and thoroughly. No manufacturer has been able to combine all of these needs in a single vacuum cleaner – but the Electrolux Ergothree changes all of this. Ergothree is an ultra-compact and easy-to-use vacuum cleaner designed specifically for Japan. It combines the cleaning performance of UltraOne with the low noise level of Ultrasilencer. When Ergothree was launched in Tokyo in late 2011, more than 100 journalists attended the event, from editors of women's and interior design magazines to writers for popular blogs and internet media.





## Perfect technology for stain removal – Ultra Clean

Washing machines is a segment that is expanding rapidly in growth markets worldwide. The factors behind this trend include greater prosperity among households and low penetration. In Brazil, consumer insight has shown that stain removal is a particularly important issue for the country's households. The new Electrolux Ultra Clean washing machine solves this problem using a pen that combines water and ultrasound to effectively remove stains on garments. About 90% of the participants in the test group expressed a preference for this washing machine compared with similar alternatives in the market. Ultrasound is the ultimate technology for garment care, from both an environmental and user perspective, thus indicating the direction that future products will follow. The Ultra Clean washing machine is developed for the premium segment and has a load capacity of 15 kg, which is the largest capacity in the market. Following a highly favorable reception in the Brazilian market, Ultra Clean will now be launched in other markets in the region.



Ultra Clean was named the winner in the main category at the 2011 Electrolux Product Awards. This is the second consecutive year that the prize has been won by a product from Brazil. In 2010, the innovative Infinity refrigerator took the honors.



## Gas and induction combined – Keyhole Hob

The Keyhole Hob is a unique product launched by Electrolux in China and Southeast Asia in 2010. It combines the power of gas with the control offered by induction in a simple and elegant design solution. Consumer insight tells us that gas and induction are a perfect combination for Asian households, which need gas to facilitate stir-fry and induction for soups requiring a controlled simmer. The reception among consumers has been positive. The hob was awarded the gold medal at the 2010 Singapore Design Awards as well as two awards in China, a Platinum from China's Most Successful Design Awards and the Hong Ding, an annual award by China's authority on Home Appliances. Electrolux has also developed a specially adapted hood that efficiently removes steam and odors.

Keyhole Hob was also the first induction hob in the Asian market. Cooking on induction hobs is time- and energy-efficient, which are some of the reasons behind the rapid growth in the product category. In the past, Electrolux was the first manufacturer to launch induction hobs in Europe and the US.

### The Innovation Triangle

Electrolux now has the formal structure in Group Management referred to as The Innovation Triangle in place. In 2011, the Group instituted the new roles of Chief Technology Officer and Chief Marketing Officer and, in early 2012, the new Chief Design Officer role. This is to get R&D, Marketing and Design functions in synergy during the entire product creation process with an even clearer focus on customers and consumers.