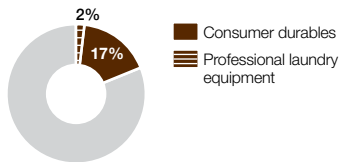


Laundry products

Global growth potential

Electrolux is a leading company in the world for front-load washing machines and energy and water-efficient products. Drawing on the Group's know-how of manufacturing professional laundry products, Electrolux has developed the corresponding technology for consumer products.

Share of Group sales 2012



Washing machines and tumble-dryers represent a product category with major growth potential, particularly as a result of increased water shortages around the world. Electrolux has a strong position in most regions and is working to produce high-performance water and energy-efficient solutions for both households and professional users. The largest global market share is in front-load washing machines, where the Group is a leading producer. For professional users, Electrolux sells advanced laundry solutions for different segments, such as laundry rooms in apartment buildings, hotels and hospitals as well as commercial laundries. A majority of laundry products in the professional market is generated in Europe, although the most rapid increase in sales is taking place in the US, Southeast Asia and Japan.

Within consumer products, 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 the US, about half of the Group's professional laundry equipment is sold under the Wascomat brand via a distributor. Professional laundry products are sold under the Electrolux brand in the rest of the world.

Innovative solutions

Based on the Group's expertise of manufacturing professional laundry products, Electrolux develops innovative solutions for washing machines and tumble-dryers for households. A number of new washing machines launched in Europe during the

year under the Electrolux brand are equipped with a steam function to quickly refresh clothes. The Steam System washing machine and Cool Clean Woolmark tumble-dryer were tested and certified Woolmark Gold.

Electrolux professional washing machines and tumble-dryers are among the most energy and water-efficient in the market. Electrolux Lagoon is a wet-cleaning concept that uses only water and biodegradable detergent. Demand from commercial, hotel and aged-care laundries in both mature markets and growth markets is increasing for this concept.

Growth opportunities

Growing segments for Electrolux is professional laundry solutions for quickly washing and drying housekeeping materials and towels, for example, for hotels, care institutions and facility management. Electrolux launched a washing machine and tumble-dryer specially adapted for these segments in 2012.

Another growth area is energy-efficient tumble-dryers that offer gentle drying of laundry. Electrolux is a leader within this area and is continuously launching new, innovative and energy-efficient tumble-dryers, for consumers and professional users.

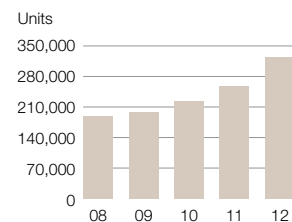


Growth potential

Front-load washing machines

Growth opportunities for front-load washing machines exist in markets such as North America, Southeast Asia and Australia, where top-load washing machines dominate. Front-load washing machines consume less water and energy during a wash cycle, have greater load capacity and give better wash results. Electrolux controls a considerable share of this market.

Market for front-load washing machines – a growing segment in Southeast Asia





Perfect
laundry
results

Innovative solutions from
Electrolux for fabric care use the
latest technology with steam.