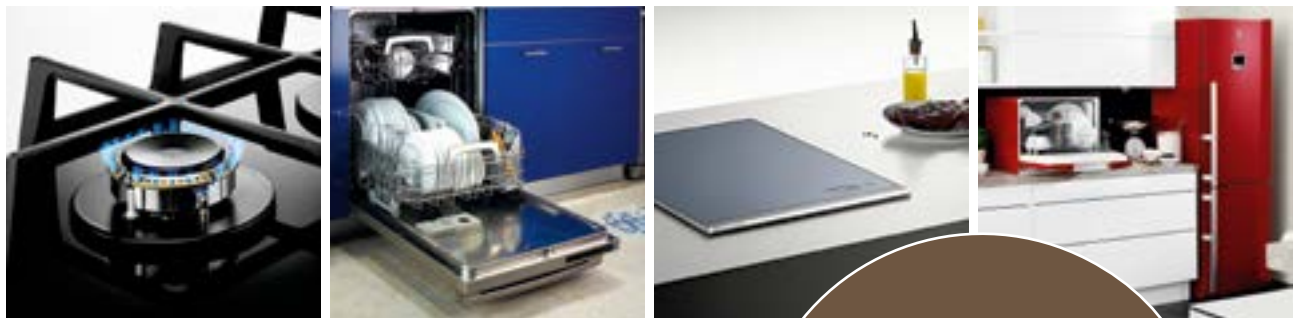


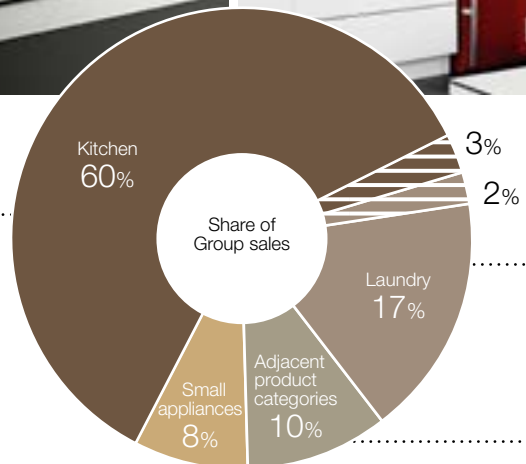
Electrolux products



Electrolux is the only appliance manufacturer in the world to offer complete solutions for both consumers and professional users. Focus is on developing innovative solutions that are thoughtfully designed, based on deep and extensive consumer insight, to meet the needs of consumers and professionals. In 2012, Electrolux sold more than 40 million products in over 150 markets under such strong brands as Electrolux, AEG, Frigidaire and Eureka.

 Kitchen



Electrolux sells cookers, hobs, ovens, hoods, microwave ovens, refrigerators, freezers and dishwashers for **households** and **professional kitchens** throughout the world. Electrolux is a leader in kitchen appliances and new functions are continuously developed that facilitate preparation, storage and dish washing. ▶▶8



-  Professional food-service equipment
-  Professional laundry equipment

■ ■ ■ Laundry



Washing machines and tumble-dryers are the core of the Electrolux product offering for **washing and garment care**. Innovations and a growing preference for higher capacity, user-friendliness and resource efficiency are driving demand for Electrolux laundry products. ▶▶12

■ ■ ■ Small appliances



Electrolux **vacuum cleaners, small domestic appliances** and accessories are sold to consumers worldwide. A strong, global distribution network and an attractive product offering based on global product development represent key competitive advantages. ▶▶14

■ ■ ■ Adjacent product categories



Adjacent product categories include the rapidly growing areas of **air-conditioning equipment, water heaters** and heat pumps, as well as **consumables, accessories** and service. ▶▶18