An example of a reporting quarter, Q3 2012

Electrolux interacts closely with the capital market during the year, the Investor Relations department plays an important role in communicating and coordinating events with media, investors and analysts on a daily basis. Out of a total of approximately

300 investor meetings per year, the CEO and/or CFO attends about one-third of the meetings. An example of the capital-market activities and how Investor Relations department works throughout a quarter is presented below.

Please visit www.electrolux.com/ir to read about upcoming events.

Q3 2012 - An example of a reporting quarter

July 19, Q2 results released followed by interviews and an investor conference and presentation published on the Group's website www.electrolux.com/ir.



After the report is released in July, the Investor Relations department continues the relationship with the capital market during August and September through individual and group meetings, bank presentations and roadshows in Europe and the US.

closed period prior to the third quarter report

July

August

September

During July, an in-depth analysis of the results is performed as well as compiling all the information before the upcoming quarterly report release on July 19.

During August and September, the Investor Relations department, together with Group Management, attends investor conferences in cities such as London and Stockholm.



Electrolux Grand Cuisine launch event

July 19

Q2 results presentation at the Cube by Electrolux in Stockholm on top of the Royal Opera House.



* Closed period: No meetings are arranged with the media, investors or analysts from the end of a quarter until release of the quarterly results.