

# Business areas in brief

The business areas of Electrolux are presented on the following pages. Read more about Electrolux achievements during 2012 and the business area heads' top priorities in their markets going forward.

## Major Appliances Europe, Middle East and Africa



**Jonas Samuelson**  
Head of Major Appliances  
Europe, Middle East and Africa

### Key achievements 2012

- Comprehensive launches of new products
- Regained market shares
- Improved efficiency, established Stockholm as the new headquarters

### Top priorities going forward

- Improve product mix and price management
- Grow value market shares
- Increase production competitiveness

## Major Appliances North America



**Jack Truong**  
Head of Major Appliances  
North America

### Key achievements 2012

- Increased sales via effective promotional and marketing programs
- Positive price and mix development
- Gained Home Depot as a new customer

### Top priorities going forward

- Mix improvements
- Continue to increase consumer demand via effective promotional and marketing programs
- Start up the new cooker plant in Memphis, Tennessee in the US

### Electrolux markets, market share and average number of employees 2012



24,479

#### Market share:

Core Appliances **17%** in Western Europe  
Core Appliances **13%** in Eastern Europe  
A leading position in markets in North Africa and the Middle East



11,319

#### Market share:

Major Appliances **22%**

### Market demand for 2012 compared to 2011

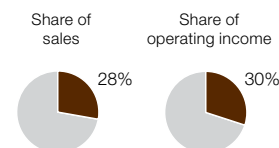
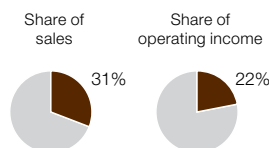
#### Core Appliances:

Western Europe   
Eastern Europe   
Egypt

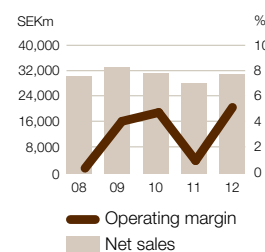
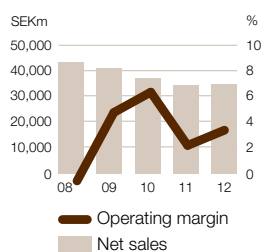
#### Core Appliances:

North America

### Share of net sales and share of operating income 2012



### Net sales and operating margin



Major Appliances  
Latin America



**Ruy Hirschheimer**  
Head of Major Appliances  
Latin America

**Key achievements 2012**

- New product launches
- Growth in Brazil and other markets, such as Argentina, Chile and Mexico
- Integration of the acquired company CTI in Chile

**Top priorities going forward**

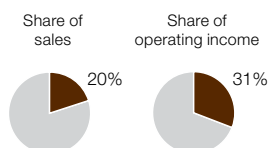
- Expand product offering
- Continue to grow in Brazil
- Strengthen the position in other markets in Latin America



13,812

Electrolux has a leading position in Brazil and the number one position in Chile and a leading position in Argentina

**Core Appliances:**  
Latin America 🚩



Major Appliances  
Asia/Pacific



**Gunilla Nordström**  
Head of Major Appliances  
Asia/Pacific

**Key achievements 2012**

- Good growth in Southeast Asia and China with increased profitability
- Built a new plant for refrigerators in Thailand and developed a new range of refrigerators
- Defended the leading positions in Australia and New Zealand in a weak market

**Top priorities going forward**

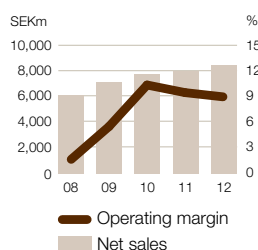
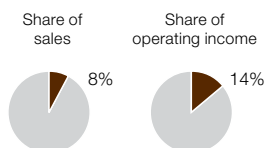
- Accelerate profitable growth in Asia
- Strengthen our leadership position in Australia
- Successful launches of new innovative products in China



3,313

**Market share:**  
Core appliances **39%** in Australia. Small but growing market share in Southeast Asia

**Major Appliances:**  
Australia 🚩  
Southeast Asia 🚩



Small Appliances



**Henrik Bergström**  
Head of Small Appliances

**Key achievements 2012**

- Strong growth for small domestic appliances and instant clean business
- Strong growth in growth markets
- Significant cash-flow improvement

**Top priorities going forward**

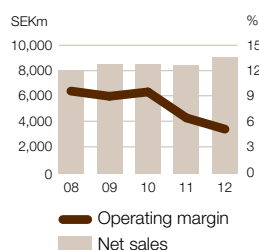
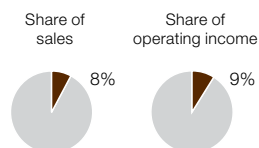
- New floor-care product launches to strengthen business in Europe and North America
- Expand in growth markets
- Grow in small domestic appliances



2,737

Leading position in markets such as Latin America, Europe and North America

**Vacuum cleaners:**  
North America 🚩  
Europe 🚩



Professional Products



**Alberto Zanata**  
Head of Professional Products

**Key achievements 2012**

- Effective price management in weak markets
- Launch of Electrolux Grand Cuisine, an ultra-luxury kitchen range for home use
- New businesses in restaurant chains

**Top priorities going forward**

- Grow in growth markets and in new segments
- Expand in the restaurant chain business
- Invest in product innovation



2,581

**Market share:**  
Food service **8%** in Western Europe  
Laundry **21%** in Western Europe

**Professional Products:**  
Europe 🚩

