

Our achievements

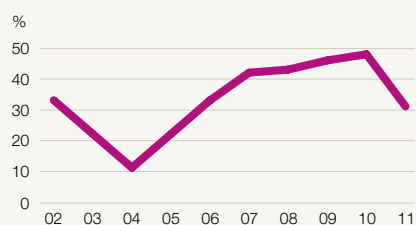
Electrolux has made a dynamic transformation into an innovative consumer-focused company and changed its operations around the world as described in the annual reports between 2006 and 2010. The Group's current strategy is to grow in growth markets. Read more about the Electrolux growth strategy in Southeast Asia on page 54.

2006



We have transformed the floor-care business.

Return on net assets for Small Appliances



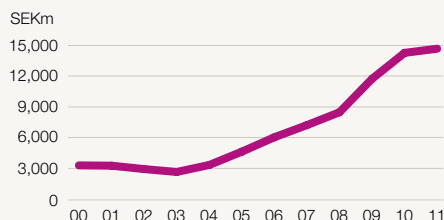
The market for floor-care products underwent rapid changes at the end of the 1990s. Severe competition and low profitability generated intensive pressure for change. This led to a vigorous transformation of the Group's operations, which thereafter have demonstrated highly favorable development. The return on net assets has been affected by the acquisition of CTI in 2011.

2007



Turnaround of the Brazilian operation.

Rapid growth in Brazil



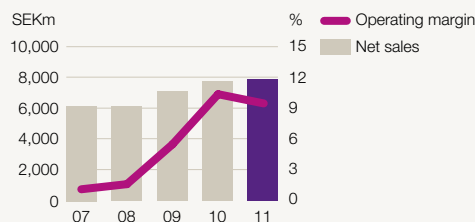
Electrolux entered the Brazilian appliances market in 1996 by acquiring Refripar, one of the largest appliances producers in the country. Refripar's products were positioned in the low-price segment, and the company had high production costs. Today, Electrolux is one of the leading appliances brands in Brazil, with a high rate of growth and favorable profitability.

2008



Success in Australia.

Net sales and operating margin, Major Appliances Asia/Pacific



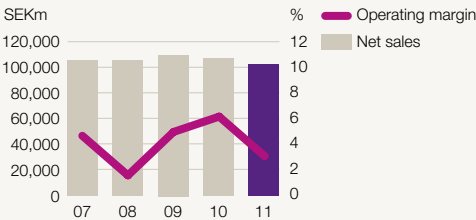
In Australia, the Group has turned around an unprofitable appliances business acquired in 2001 by focusing on new products in the high-price segments, building the Electrolux brand and by restructuring and improving production efficiency.

2009



On the right track through the recession.

Net sales and operating margin



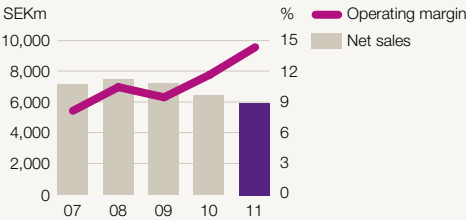
Electrolux performance during the recession proves the effectiveness of the strategy. Innovative products, investment in the Electrolux brand and a focus on strong cash flow and greater cost efficiency have paid off. Electrolux emerged stronger than ever from the recession.

2010



Transformation of Professional Products.

Net sales and operating margin, Professional Products



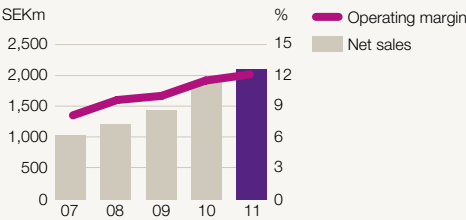
A high pace of innovation and improved cost efficiency, combined with a global premium brand and a global service network, generated a record-high operating margin for Professional Products.

2011



Profitable and fast-growing operations in Southeast Asia.

Net sales and operating margin, Southeast Asia



With a strong brand, products adapted to the specific needs of the region and effective marketing and distribution, Electrolux has grown rapidly with high profitability in Southeast Asia.