

# The Electrolux share

## Electrolux and the capital markets

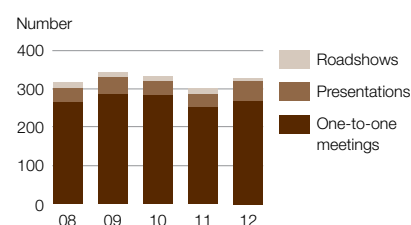
*In its communication with the capital markets, Electrolux aims to supply relevant, reliable, accurate and updated information about the Group's development and financial position.*

Financial information is supplied continuously in annual and interim reports. Telephone conferences are arranged in connection with the publication of interim reports, at which Group Management presents results followed by a question and answer (Q&A) session, which is simultaneously webcasted on the Group's website.

Electrolux Investor Relations department arranges approximately 300 meetings annually for investors and analysts. Meetings with investors are held at the Group's head

office in Stockholm, Sweden, as well as in the form of roadshows, primarily in major financial markets in Europe and the US. Electrolux also interacts daily with the capital markets. Furthermore, Electrolux arranges Capital Markets Days and the Annual General Meeting, providing shareholders and investors with the opportunity to attend presentations and interact with the company. For additional information, please visit the Group's website [www.electrolux.com/ir](http://www.electrolux.com/ir).

**IR activities**

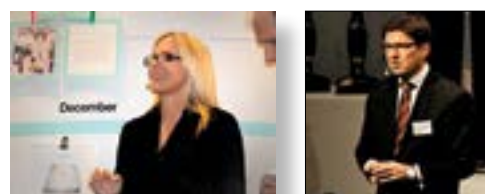


### Capital Markets Day in Stockholm 2012

On November 14, Electrolux arranged a Capital Markets Day in Stockholm to provide the market with more in-depth information regarding its development. The main messages were:

- ▶ Electrolux re-enforced its core strategy and will continue to focus on profitable growth and support the creation of sustainable economic value.
- ▶ Electrolux will continue to improve its operational excellence by adapting manufacturing capacity to demand and accelerating its efforts to leverage the company's global strength and scope.
- ▶ Electrolux will step up its investments in product development, design and marketing to support future growth through product launches.
- ▶ The Group will increase focus on building an acquisition pipeline to support organic growth while utilizing the synergies from the integration of CTI and Olympic Group.
- ▶ Continued improvements in capital efficiency through working-capital reduction and stronger cash-flow generation.

- ▶ The Group reiterated its financial goals over a business cycle and expects an operating margin of at least 6%, a capital turnover-rate of at least 4 times, return on net assets of at least 20% and average sales growth of at least 4%.



At the Capital Markets Day held in Stockholm in November 2012 the attendees saw presentations by Chief Marketing Officer, MaryKay Kopf, and Chief Financial Officer, Tomas Eliasson, amongst others.