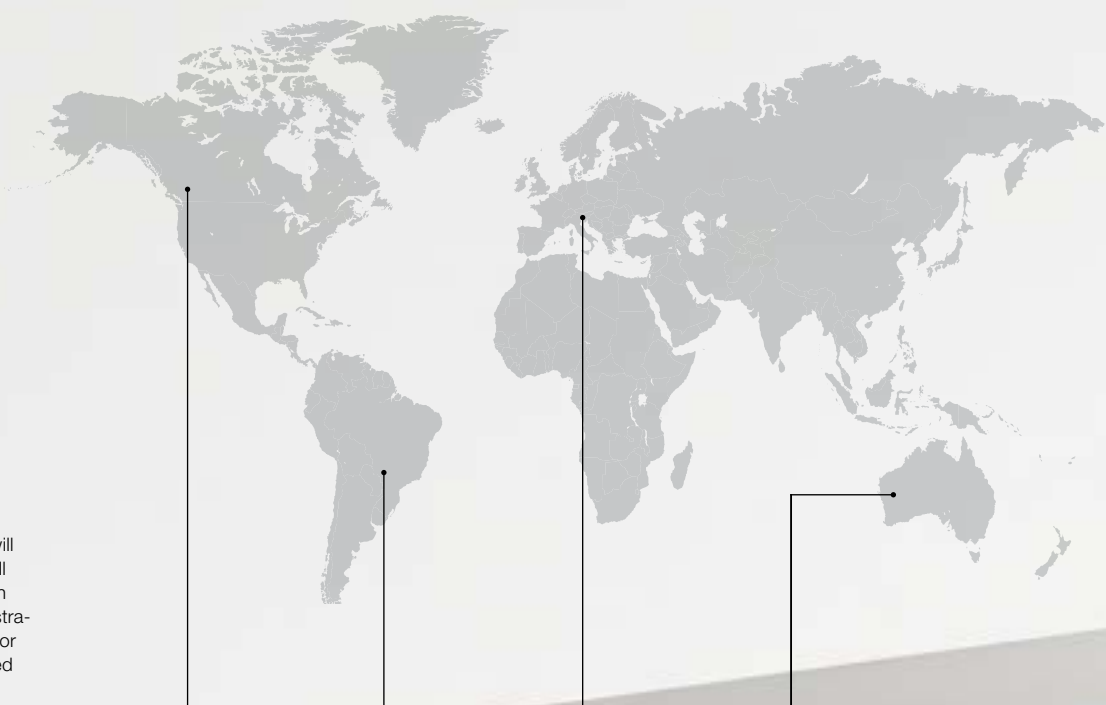


# Innovation Brand and design

*A rapidly emerging global middle class is demanding ever-more products with innovative design under well-known, global brands. As a global producer of household appliances, Electrolux has a clear competitive edge. With a strong link to the Group's professional operations, new, innovative consumer products are being launched in the premium segment across the world.*

**Global and strategic brands,  
Major Appliances**

To increase value, investments will be made in premium brands in all markets. Electrolux aims to reach more consumer segments with strategic brands and with products for which consumers have expressed a preference.



 <b>GRAND CUISINE</b> <small>BY ELECTROLUX PROFESSIONAL</small>			
 Electrolux	 Electrolux	 Electrolux 	 Electrolux
	 Electrolux 		
	Regional brands	Regional brands	Regional brands



The comprehensive launches of new, innovative appliances and vacuum cleaners that took place during the year strengthened the Group's position in the global premium segment. The launch of a full range of appliances under the Electrolux brand, the Inspiration Range, was one of the Group's largest launches in Europe ever and encompassed more than 2,200 models. The products feature functions and solutions developed by Electrolux for professional users.

Electrolux is also focusing on a number of regional and strategically robust brands, such as AEG and Frigidaire. Its history stretching back 125 years and a strong focus on design and quality has ensured AEG a leading position in appliances in Germany, Austria and the Benelux countries. In North America, Frigidaire is the Group's brand for appliances in the mass-market segment. Frigidaire's 90th anniversary in 2012 was marked by the launch of a range of successful products and an increase in market shares. In the European mass-market segment, the Group carried out a comprehensive launch of new appliances under the Zanussi brand during the year.

#### All-round experience sought

Consumer decisions regarding the purchase of household appliances are more frequently based on visits to various websites, blogs and participation in social media. Therefore, Electrolux is increasingly focusing on smart and cost-efficient solutions that follow and support consumers throughout the purchasing process. The aim is to provide an all-round experience of the brand by creating an intimate dialog with the consumers before the purchase, in conjunction with the purchase and after the purchase has been completed. The majority of the customers who buy Electrolux products visits the Group's websites during the purchasing process, thus making these some of the most important tools for convincing customers.

#### Ever-clearer connection to professional cooking

The lessons learned by Electrolux when developing innovative and efficient solutions for professional kitchens and laundries are used to improve the technology and performance of consumer appliances. In 2012, this connection was made even clearer. The consumer appliances launched in Europe under the Electrolux brand have drawn inspiration from the Group's professional operations and, under the new, ultra-luxury Electrolux Grand Cuisine brand, professional kitchen appliances for consumer homes were launched. Maintaining a continuous dialog with the best chefs and supplying restaurants and hotels across the globe with new products and solutions has not only provided Electrolux with valuable insight that has been conveyed to other parts of the Group, it has also reinforced the Electrolux brand. Combined with a distinct Scandinavian heritage, this plays a key role in shaping the design and in the development of new and sustainable appliances. Electrolux continuously carries out various projects and public relations campaigns to strengthen the Group's leading position in food preparation by demonstrating the clear link to professional cooking. These activities include the mobile restaurant The Cube and the Electrolux Pavilion at the Cannes Film Festival. Read more at [www.electrolux.com](http://www.electrolux.com).



### Electrolux Grand Cuisine

Electrolux Grand Cuisine was launched in London in September 2012. The launch received extensive media coverage across 17 countries with articles being published in The Times, Wall Street Journal, Financial Times and Wallpaper among others and prime time television slots on CNN, Sky News and CNBC.

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