



Management of Electrolux

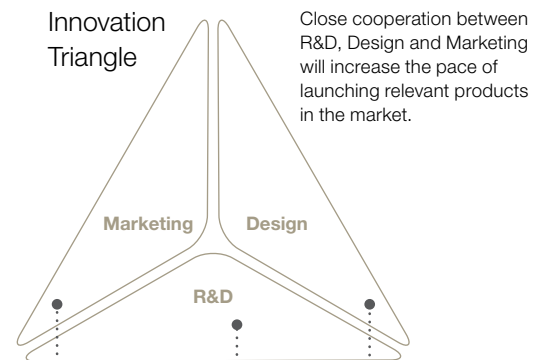
Electrolux Group Management, with its extensive expertise, diverse cultural backgrounds and experiences from various markets in the world, forms an excellent platform for pursuing profitable growth in accordance with the Group's strategy.

Electrolux Group Management represents six different nationalities and ten of its thirteen members have worked on at least two continents. Furthermore, all have previous experience of predominantly multinational consumer goods companies in various sectors. A dynamic management team with in-depth knowledge of the conditions in the various markets is crucial to drive profitable growth.

In recent years, a number of major initiatives have been launched aimed at better leveraging the unique, global position of Electrolux. In several areas, global and cross-border organizations have been established to, for example, increase the pace of innovation in product development, reduce complexity in manufacturing and optimize

purchasing. In 2011, Group Management was reinforced through the introduction of the Innovation Triangle – a formal structure for collaboration throughout the product-development process between the R&D, design and marketing functions.

Dedicated employees who work together play a crucial role in creating the corporate culture necessary for Electrolux to achieve its vision of becoming the best appliance company in the world as measured by customers, employees and shareholders. Leadership at Electrolux in all markets is distinguished by Passion for Innovation, Customer Obsession and Drive for Results. Read more about Electrolux values on page 52.



Group Management

