

Electrolux markets

Core markets

Western Europe



Electrolux priorities

Increased focus on the strongest product categories and brands, meaning Electrolux, AEG and Zanussi. Continued emphasis on innovation, often drawing inspiration from the Group's professional expertise. Several examples of growing segments, such as built-in appliances and energy-efficient products. Greater priority assigned to small appliances.

Share of Group sales 2013



Share of sales in the region 2013



■ Major appliances
■ Small appliances
■ Professional food-service and laundry equipment

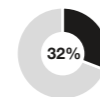
North America



Electrolux priorities

Broadened product range and launch of new, innovative products. Growth by developing new customers and distribution channels. Continuation of effective marketing campaigns. Intensified focus on professional products and offering for global food chains.

Share of Group sales 2013



Share of sales in the region 2013



■ Major appliances
■ Small appliances
■ Professional food-service and laundry equipment

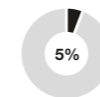
Australia, New Zealand and Japan



Electrolux priorities

Further strengthening of positions in Australia and New Zealand by launching new, innovative products with features such as high energy and water efficiency. Continued prioritization of compact, user-friendly and quiet household appliances in Japan and South Korea.

Share of Group sales 2013



Share of sales in the region 2013



■ Major appliances
■ Small appliances
■ Professional food-service and laundry equipment

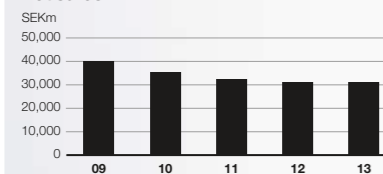
Consumer brands



Electrolux market shares

17% core appliances
12% floor care
Leadership position with a strong recognition in the institutional/hotel segments for professional products.

Net sales



Net sales in Western Europe in 2013 have been impacted by the continued weak market demand particularly in core markets in Southern Europe.

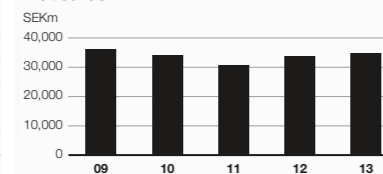
Consumer brands



Electrolux market shares

23% major appliances
16% floor care
Historically strong presence in laundry equipment and a growing presence in the food service industry and in the chain business for professional products.

Net sales



Net sales in North America have been impacted by growth in the market, launches of new products and new distribution channels.

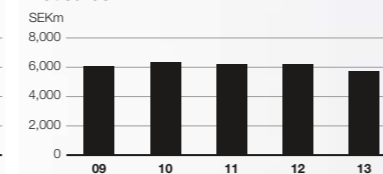
Consumer brands



Electrolux market shares in Australia

40% core appliances
9% floor-care
Historically strong position in both laundry equipment and food-service equipment for professional use.

Net sales



Australia is the Group's main market in the region. In Japan, Electrolux is a relatively small player but has, in recent years, started to establish a rapidly growing business in small, compact vacuum cleaners.

Growth markets

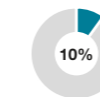
Africa, Middle East and Eastern Europe



Electrolux priorities

Increased focus on the strongest product categories and brands in Eastern Europe. Grow profitably in all product categories in parallel with growing prosperity in Africa. New product launches in the air-conditioner segment yield further growth opportunities in Europe, North Africa and the Middle East.

Share of Group sales 2013



Share of sales in the region 2013



■ Major appliances
■ Small appliances
■ Professional food-service and laundry equipment

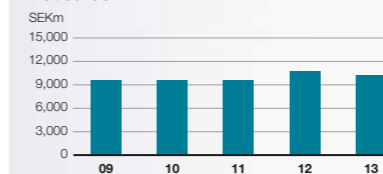
Consumer brands



Electrolux market shares in Eastern Europe

13% core appliances
13% floor care
Leadership position with a strong recognition in the institutional/hotel segments for professional products.

Net sales



Electrolux has a huge potential for growth in parallel with growing prosperity in Africa.

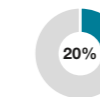
Latin America



Electrolux priorities

By developing the product range and cooperating closely with the market-leading retail chains, the Group can capitalize on opportunities as the purchasing power of households quickly increases. The emphasis is primarily on the upper-price segments. By investing further in production capacity and distribution, Electrolux can expand in several countries.

Share of Group sales 2013



Share of sales in the region 2013



■ Major appliances
■ Small appliances

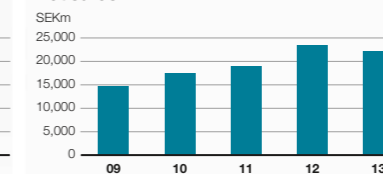
Consumer brands



Electrolux market shares

Leading positions in major appliances in Brazil, Chile and Argentina.
43% floor care
Growing presence for Professional Products in the region.

Net sales



Net sales in Latin America have increased over the years due to a strong product offering, market growth and the acquisition of CTI in Chile in 2011.

Southeast Asia and China



Electrolux priorities

A rapidly growing middle class demands premium products. Major efforts to market a broad range of appliances targeting the Chinese premium segment, with functions adapted to this market. Focus on products for professional users in the laundry and food-service segments. Launch products in the rapidly growing market for compact vacuum cleaners and small domestic appliances.

Share of Group sales 2013



Share of sales in the region 2013



■ Major appliances
■ Small appliances
■ Professional food-service and laundry equipment

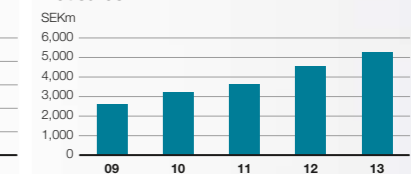
Consumer brands



Electrolux market shares in Southeast Asia

4% core appliances
23% floor care
Reference player with strong recognition in the hotel segments for professional products.

Net sales



Electrolux sales in Southeast Asia and China are growing. The Group's market-leading position in front-load washing machines has been leveraged to expand the business to kitchen appliances. In 2013 the Group's biggest launch was made in China with new products for kitchen and laundry.