

Q3 Results, October 26, 2009

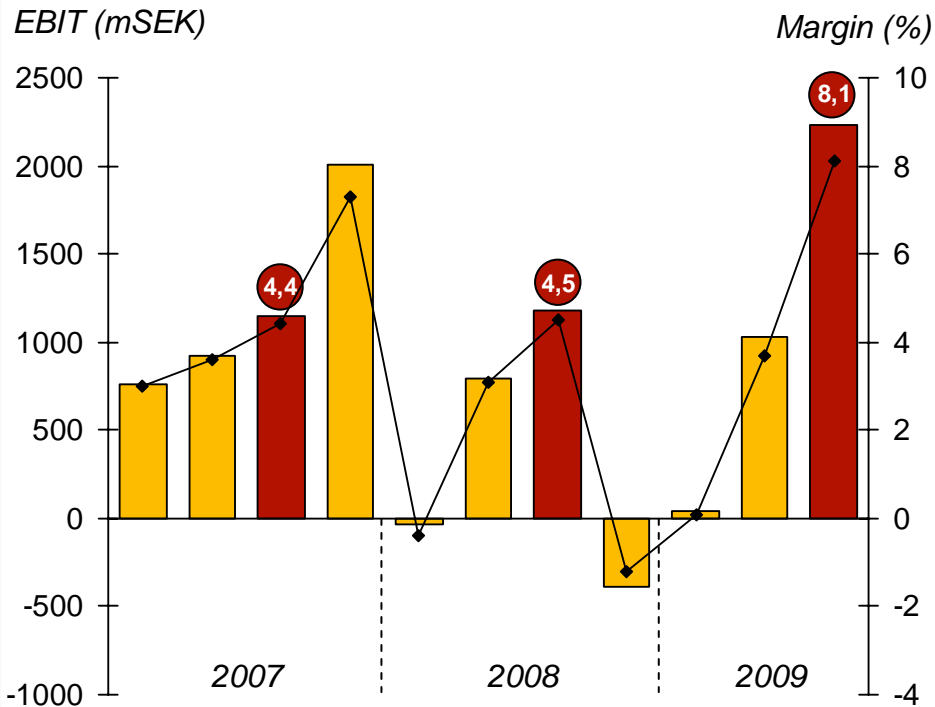
Hans Stråberg, President and CEO
Jonas Samuelson, CFO
Peter Nyquist, IR



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Q3 Highlights

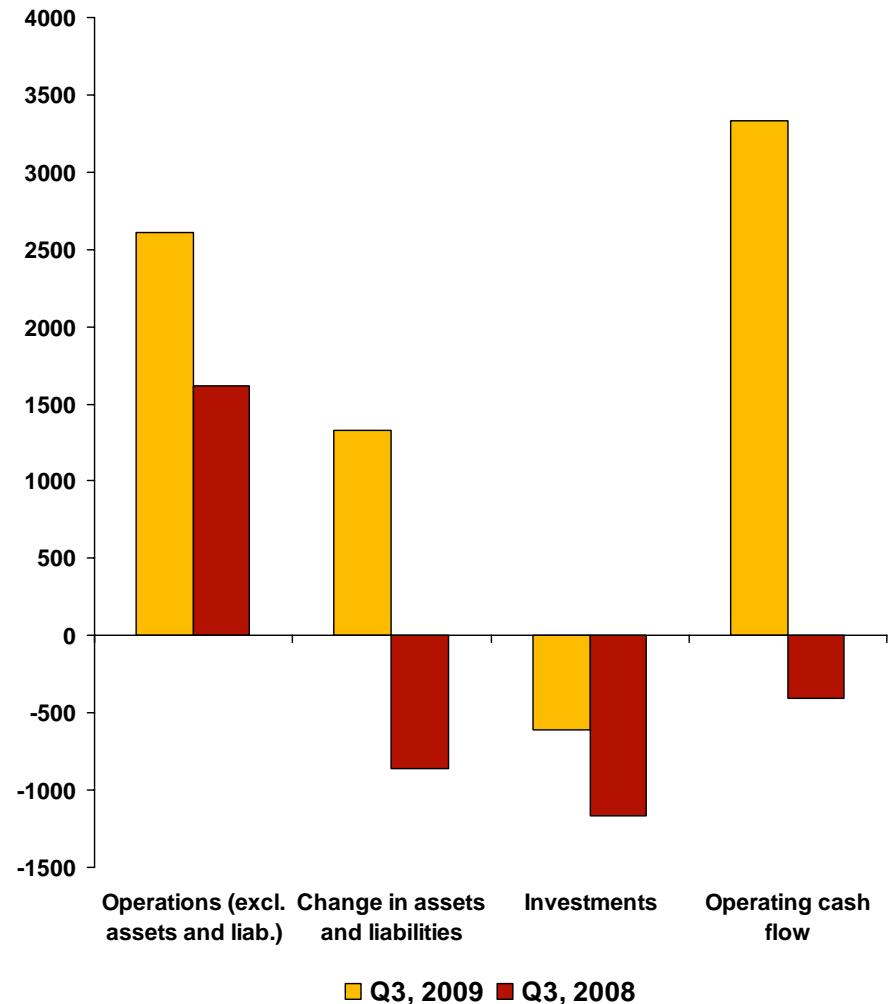


(SEKm)	Q3 2009	Q3 2008
Sales	27,617	26,349
EBIT	2,234	1,178
Margin	8.1%	4.5%

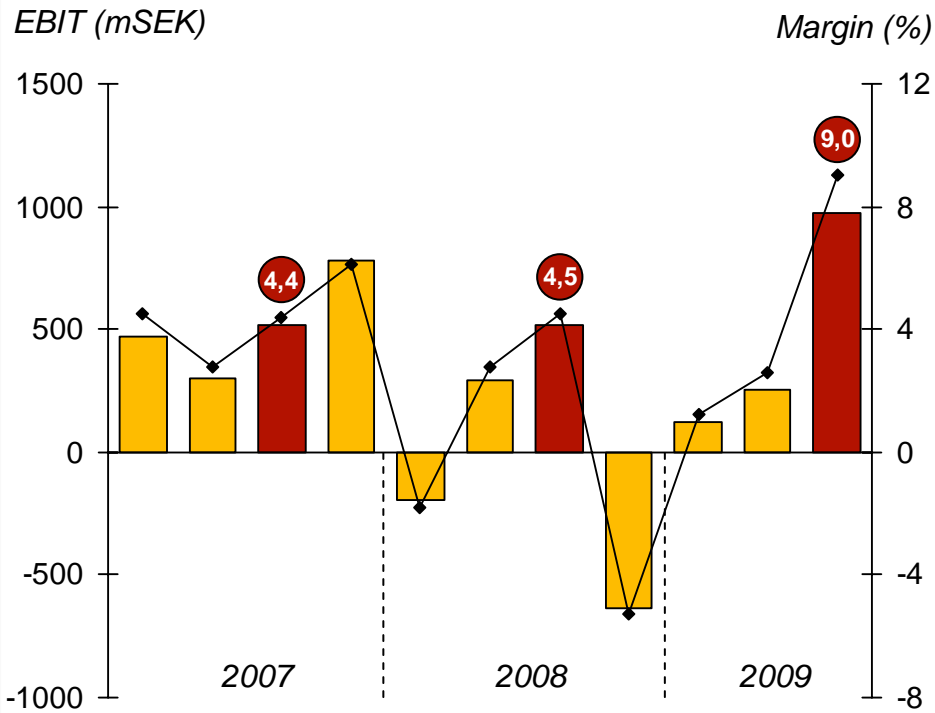
- Record high earnings
- Improved results in all regions
 - Cost savings
 - Price and mix
 - Raw materials
- Weak market demand offset by mix and price
- Some growth costs will impact fourth quarter
- Continued strong cash flow

Operating cash flow Q3, 2009

- Cash flow from operations and investments more than SEK 3.5bn better than Q3, 2008
- Positive earnings contribution
- Improved working capital
 - Inventories
 - Accounts payable
 - Payment terms
- Lower investments



Consumer Durables Europe

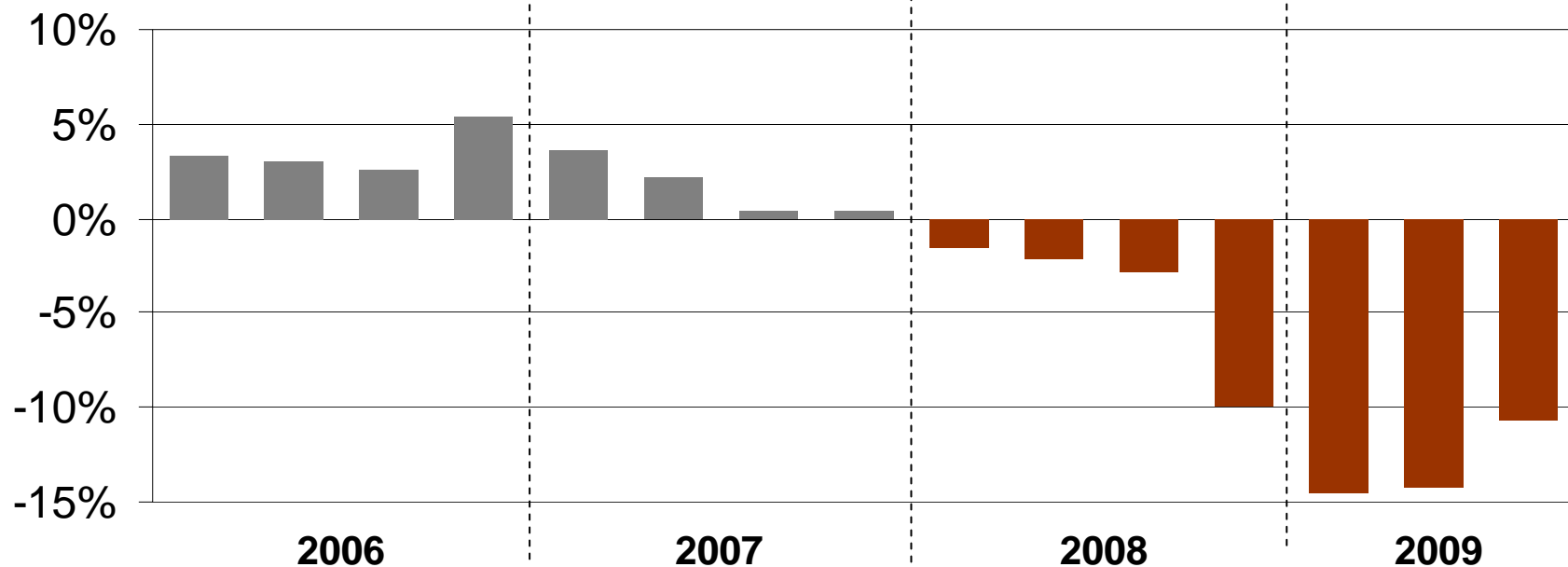


(SEKm)	Q3 2009	Q3 2008
Sales	10,905	11,345
EBIT	977	514
Margin	9.0%	4.5%

- Cost reductions
- Maintained prices
- Improved mix
- Raw materials
- Weak market demand
- Stable results for floor-care products

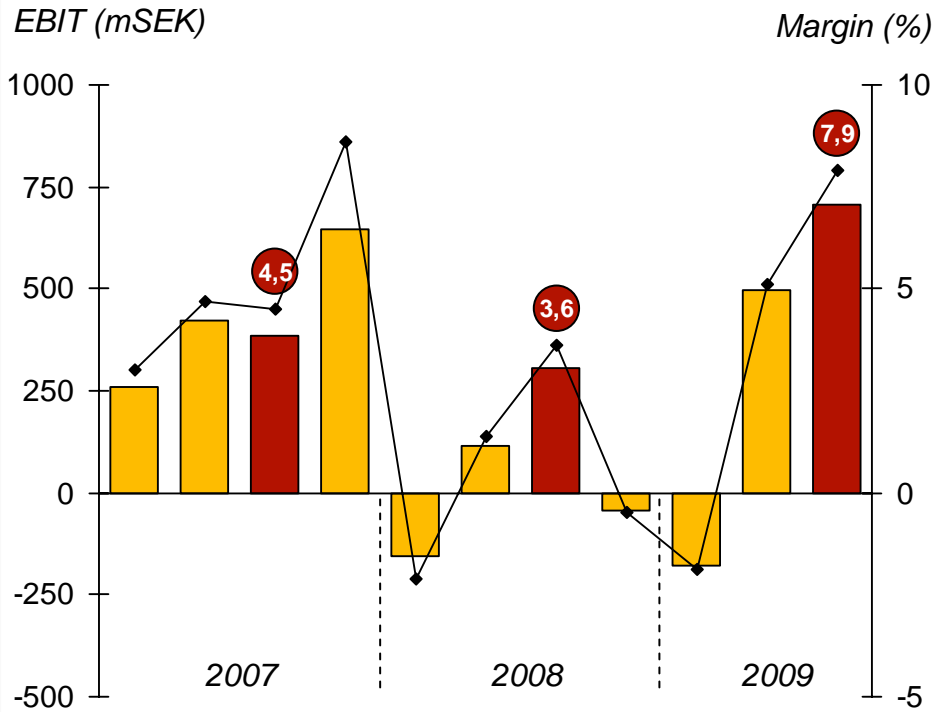
Market development in Europe, core appliances

Quarterly comparison, year over year



	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3
West. Europe	4%	1%	1%	5%	1%	1%	-1%	-5%	-4%	-4%	-5%	-8%	-9%	-9%	-4%
East. Europe	1%	9%	6%	7%	14%	5%	5%	10%	6%	5%	4%	-15%	-31%	-30%	-26%

Consumer Durables North America



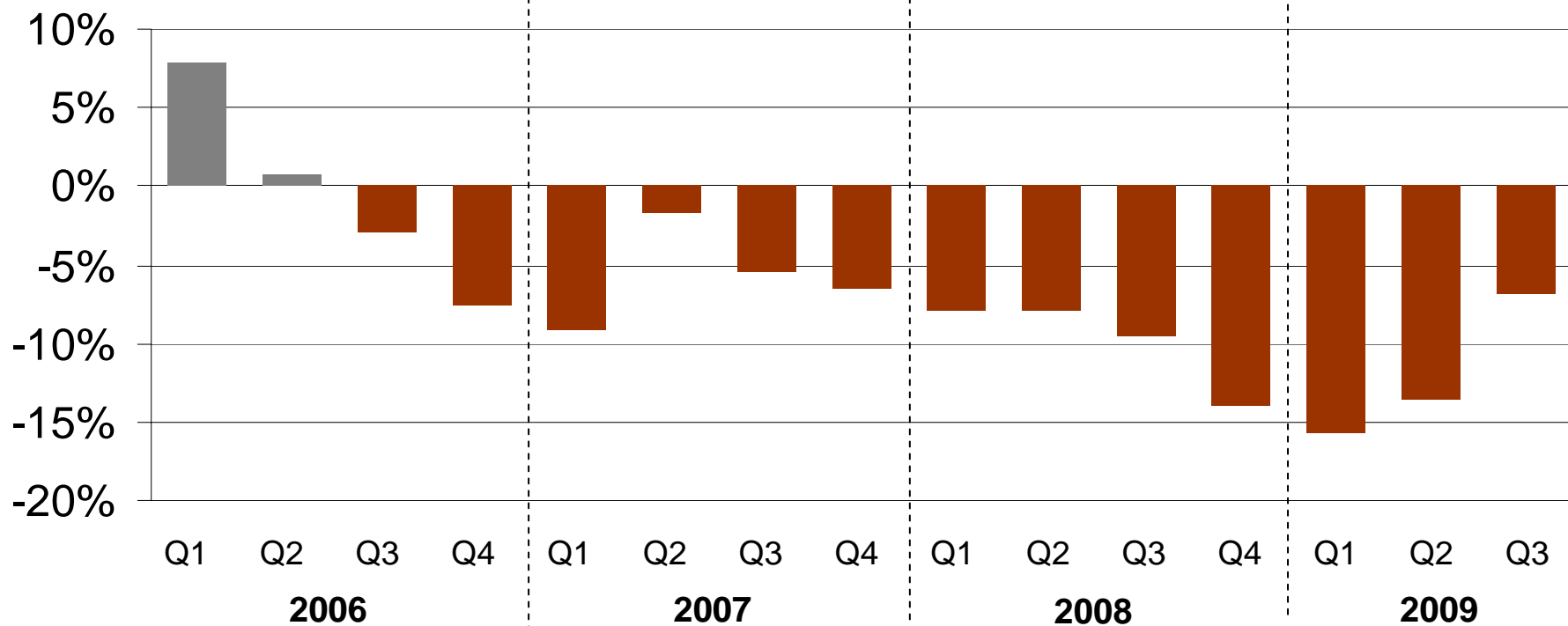
(SEKm)	Q3 2009	Q3 2008
Sales	8,869	8,384
EBIT	705	306
Margin	7.9%	3.6%

- Cost reductions
- Maintained prices
- Mix improvement
- Raw materials
- Weak market demand
- Strong results for floor-care products

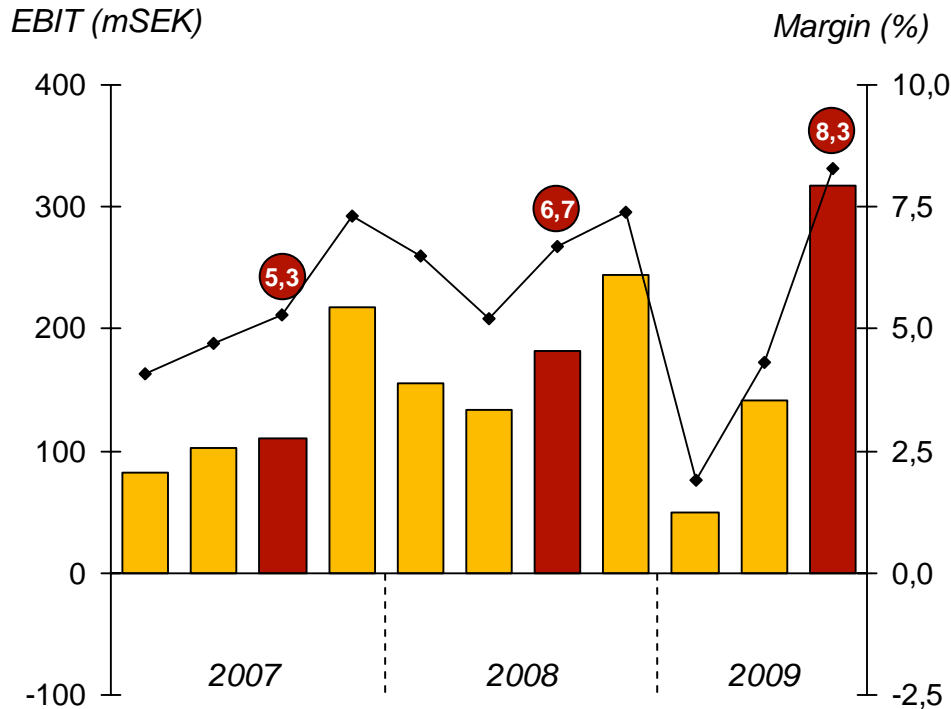
Market development in North America, core appliances

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Quarterly comparison, year-over-year



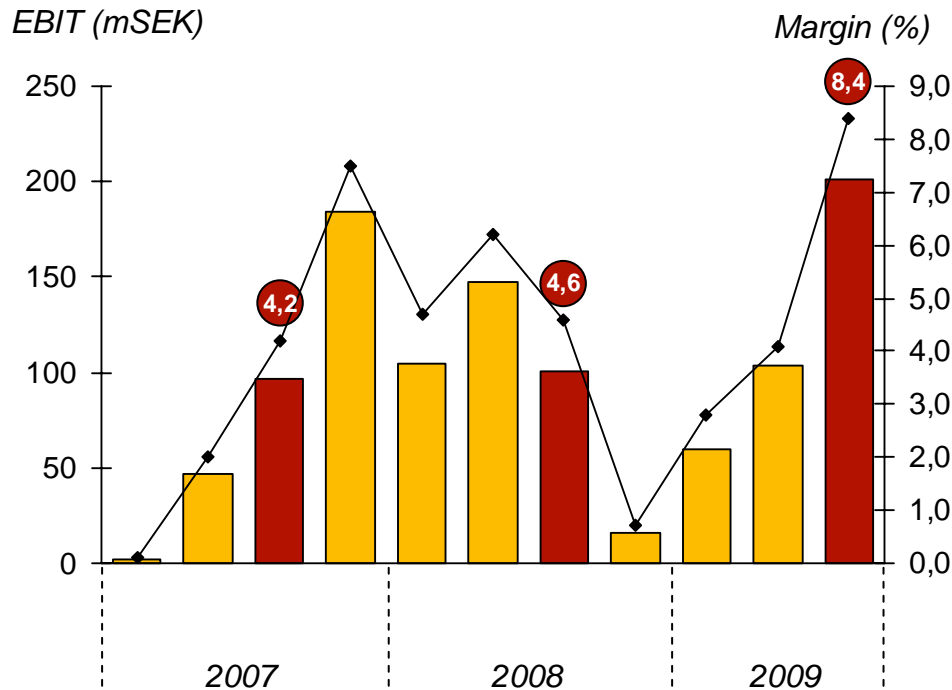
Consumer Durables Latin America



(SEKm)	Q3 2009	Q3 2008
Sales	3,813	2,713
EBIT	318	182
Margin	8.3%	6.7%

- Strong demand in Brazil
 - Tax incentives
 - Interest rates
 - Access to credit
- Market-share gain
- Maintained prices
- Mix improvement
- Lower costs
 - Production
 - Raw materials

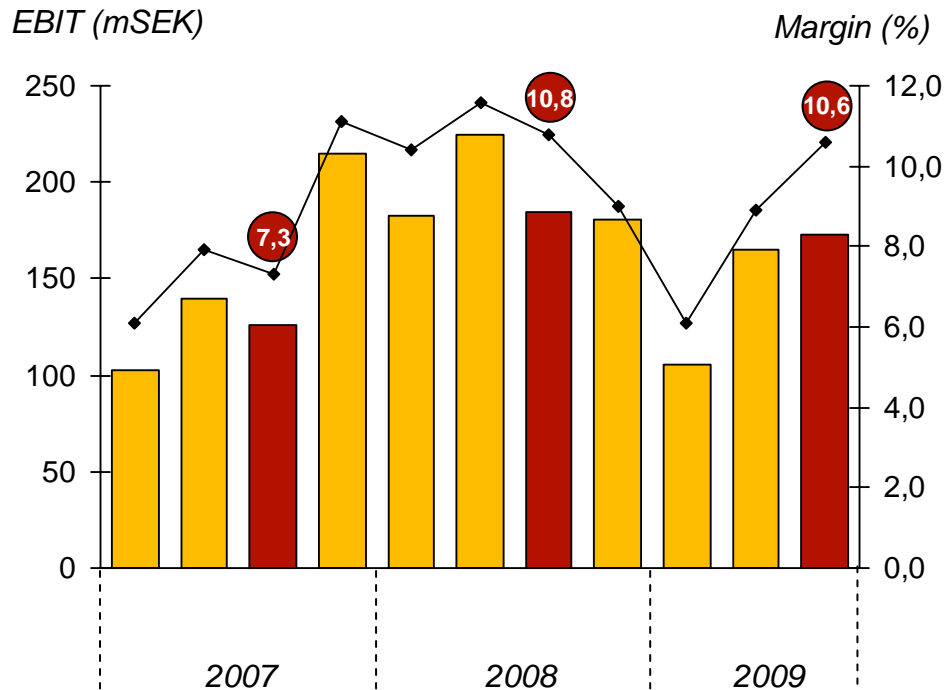
Consumer Durables Asia Pacific



(SEKm)	Q3 2009	Q3 2008
Sales	2,399	2,190
EBIT	201	101
Margin	8.4%	4.6%

- **Australia**
 - Market-share gain
 - Improved mix
 - Lower raw-material costs
 - Cost savings
- **Southeast Asia**
 - Continued profitable growth
- **China**
 - Mix improvement from previous restructuring

Consumer Durables Professional Products



(SEKm)	Q3 2009	Q3 2008
Sales	1,629	1,709
EBIT	173	185
Margin	10.6%	10.8%

- Weak market demand
 - Continued lower order intake
- Cost savings
- Lower raw-material costs
- Previous price increases for laundry products

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Factors affecting forward-looking statements

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Factors affecting forward-looking statements

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