

Q2 Results, July 19, 2010

Hans Stråberg, President and CEO

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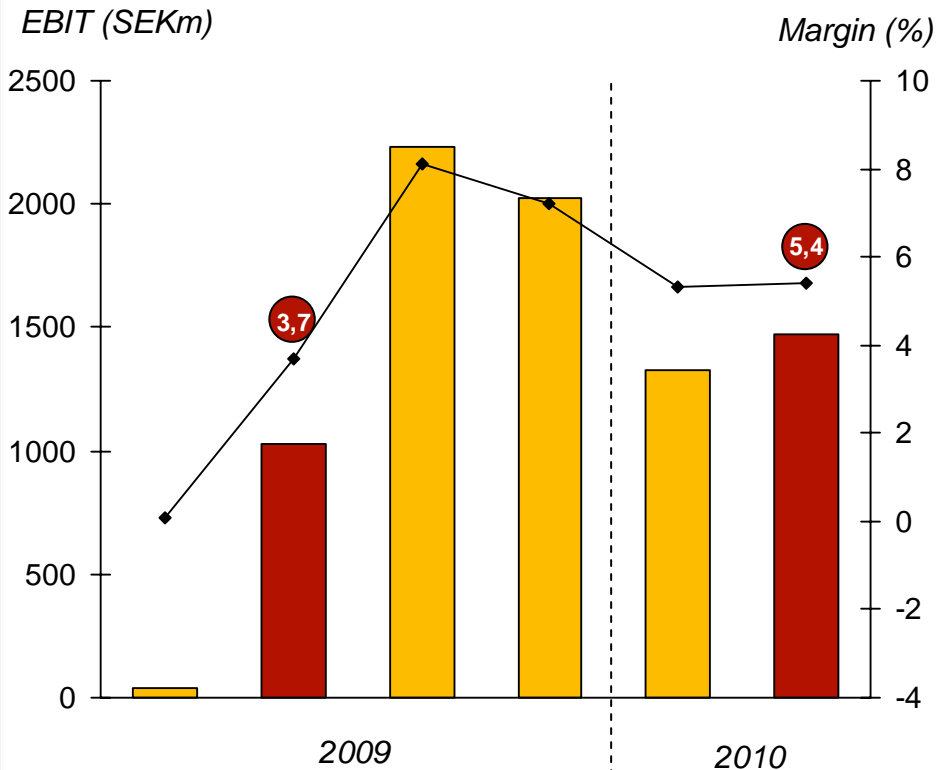
Peter Nyquist, IR



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Q2 Highlights

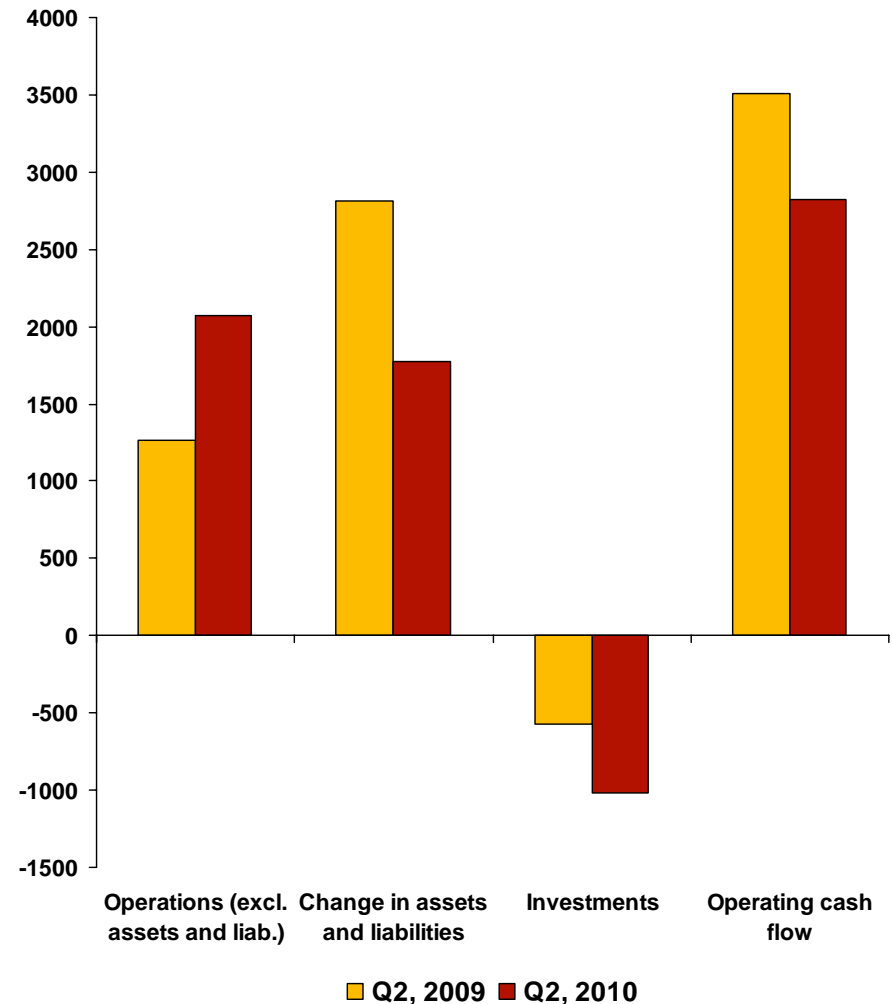


(SEKm)	Q2 2010	Q2 2009
Sales	27,311	27,482
EBIT	1,477	1,027
Margin	5.4%	3.7%

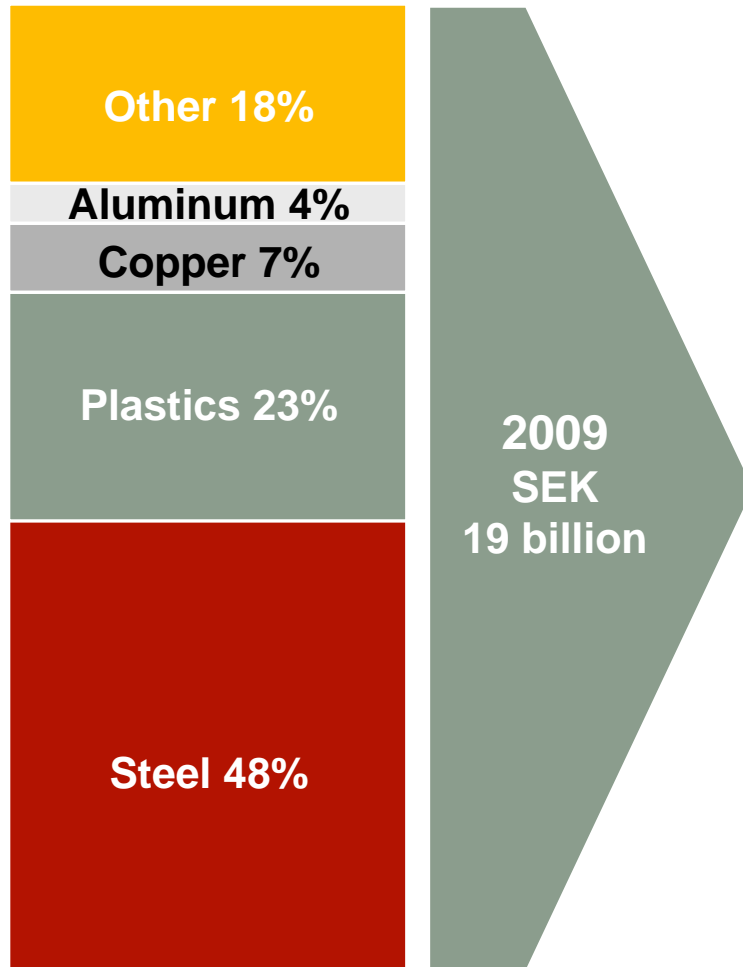
- Net sales increased by 3% in comparable currencies
 - Solid recovery in the US on the back of the rebate program
 - Southern Europe volatile
- EBIT SEK 1,477m, excluding items affecting comparability
 - Volume growth
 - Positive mix
 - Raw-material headwind
 - Increased marketing spend

Operating cash flow Q2, 2010

- Solid cash flow
- Positive earnings contribution
- Seasonal build-up of inventories
- Higher level of investments compared to last year



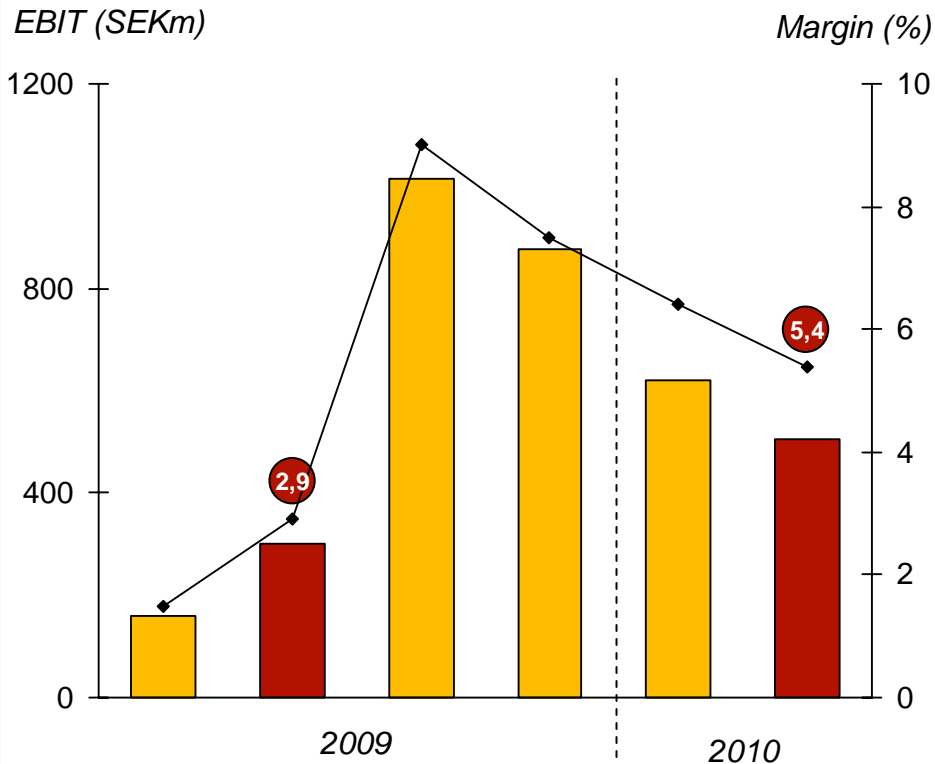
Raw-material costs 2010



2010 ~ SEK 1 Billion in increase

- Negative impact of SEK 300m y-o-y in Q2
- Raw-material y-o-y headwind expected to increase to SEK 500m in Q3

Consumer Durables Europe



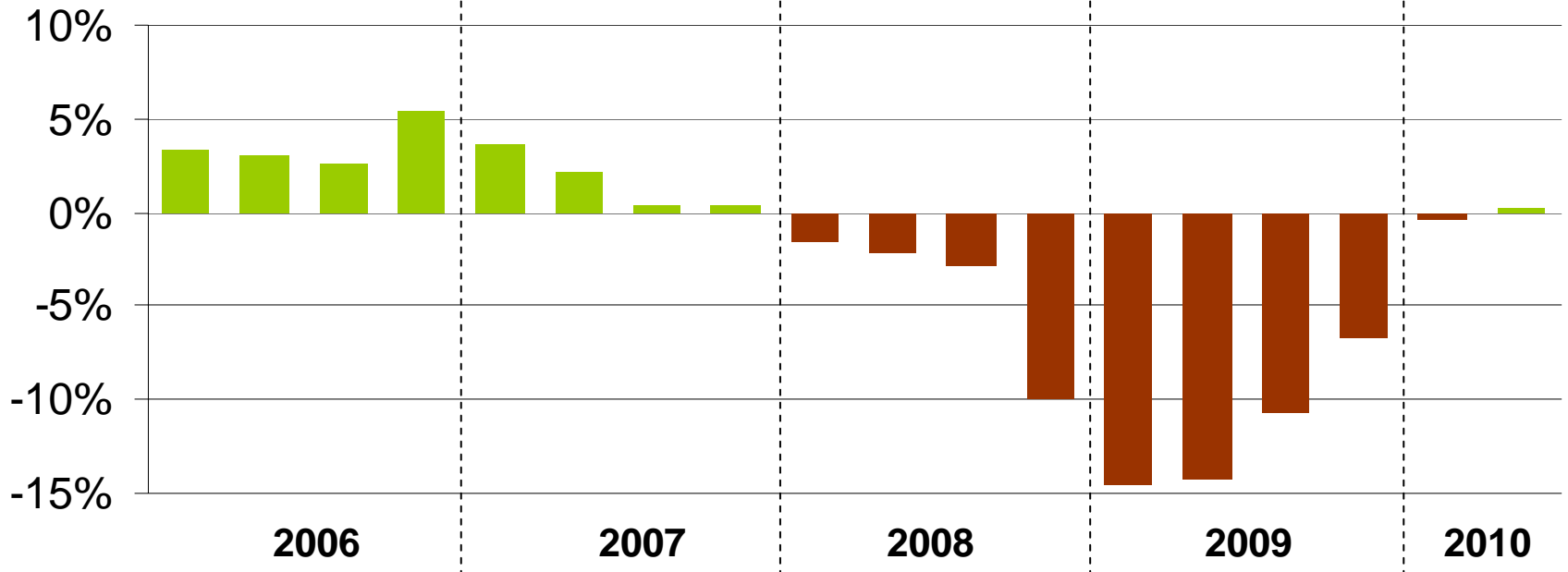
(SEKm)	Q2 2010	Q2 2009
Sales	9,349	10,452
EBIT	504	300
Margin	5.4%	2.9%

- Lower sales
 - Decline in private label sales
 - Price pressure
- Strong EBIT improvement
 - Strong mix – increased sales within built-in segment
 - Cost savings – Previous cost measures
- Increased marketing spend
- Strong results for floor-care products – mix improvement

The European market continued to be unchanged in Q2

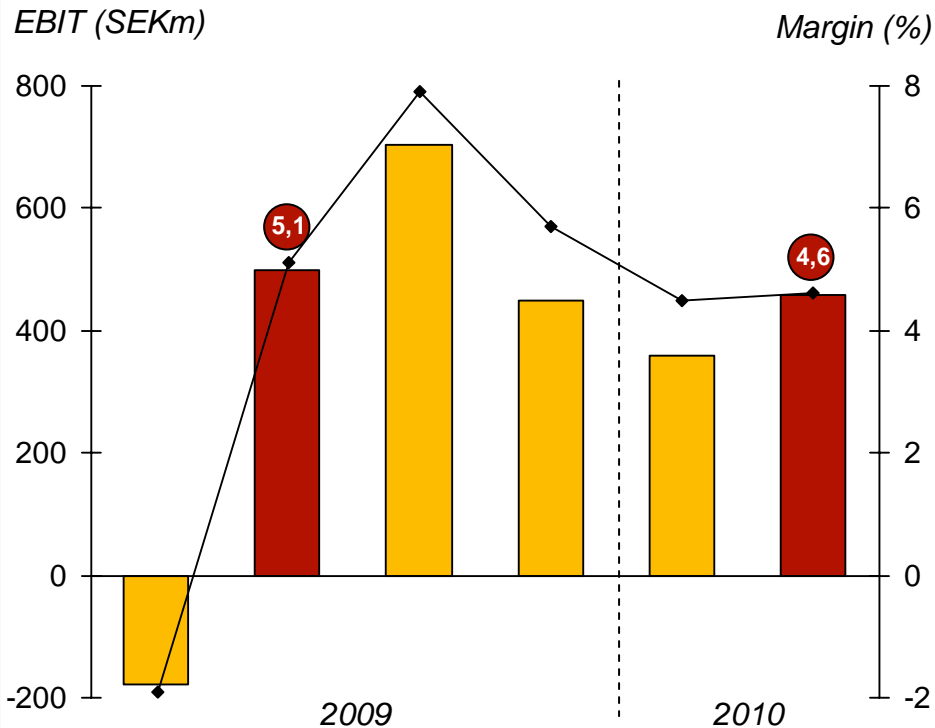
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Quarterly comparison, year-over-year



	2006				2007				2008				2009				2010	
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2
West. Europe	4%	1%	1%	5%	1%	1%	-1%	-5%	-4%	-4%	-5%	-8%	-9%	-9%	-4%	-2%	1%	0%
East. Europe	1%	9%	6%	7%	14%	5%	5%	10%	6%	5%	4%	-15%	-31%	-30%	-26%	-17%	-7%	1%

Consumer Durables North America



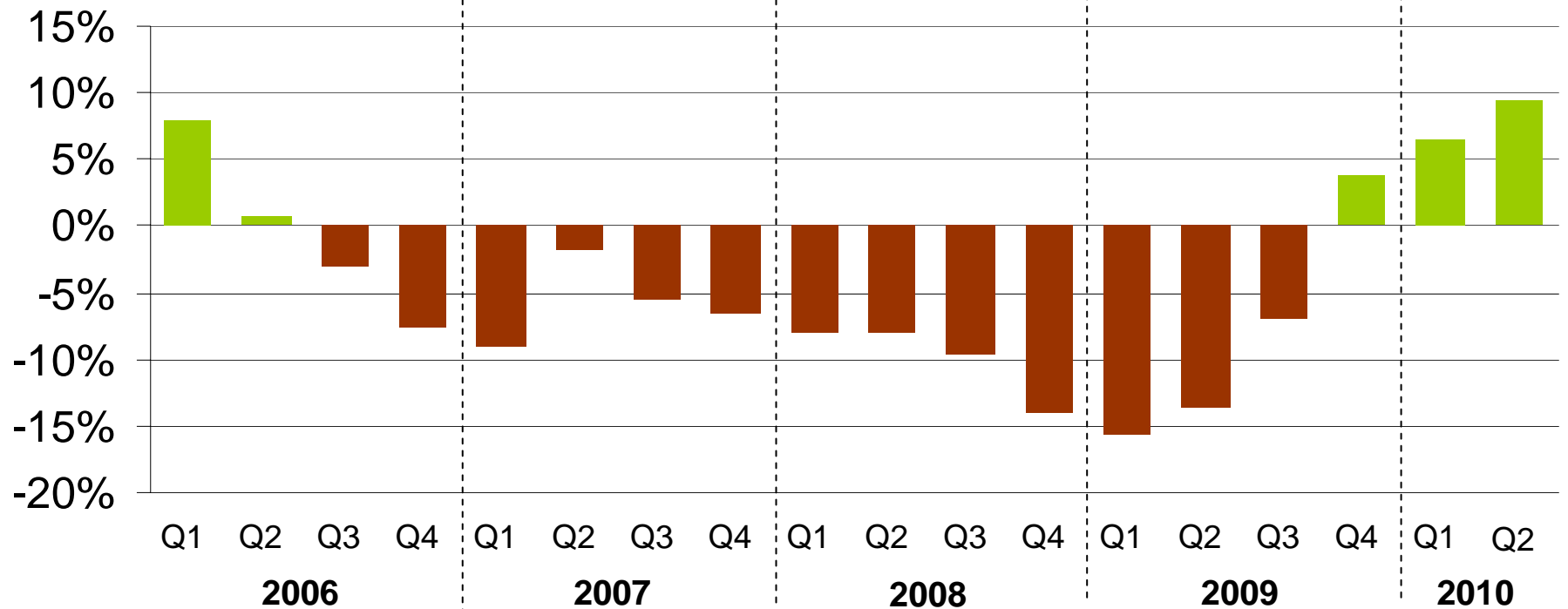
(SEKm)	Q2 2010	Q2 2009
Sales	10,027	9,848
EBIT	458	498
Margin	4.6%	5.1%

- Solid market growth led to higher volumes
 - Exited unprofitable volumes
 - Increased sales under own brands
- Improved earnings in comparable currencies
 - Improved mix
 - Increased sales of air-conditioners
 - Extra consolidation and transition costs
 - Higher raw-material costs
- Lower sales and operating income for floor-care products

Strong growth in US in the second quarter

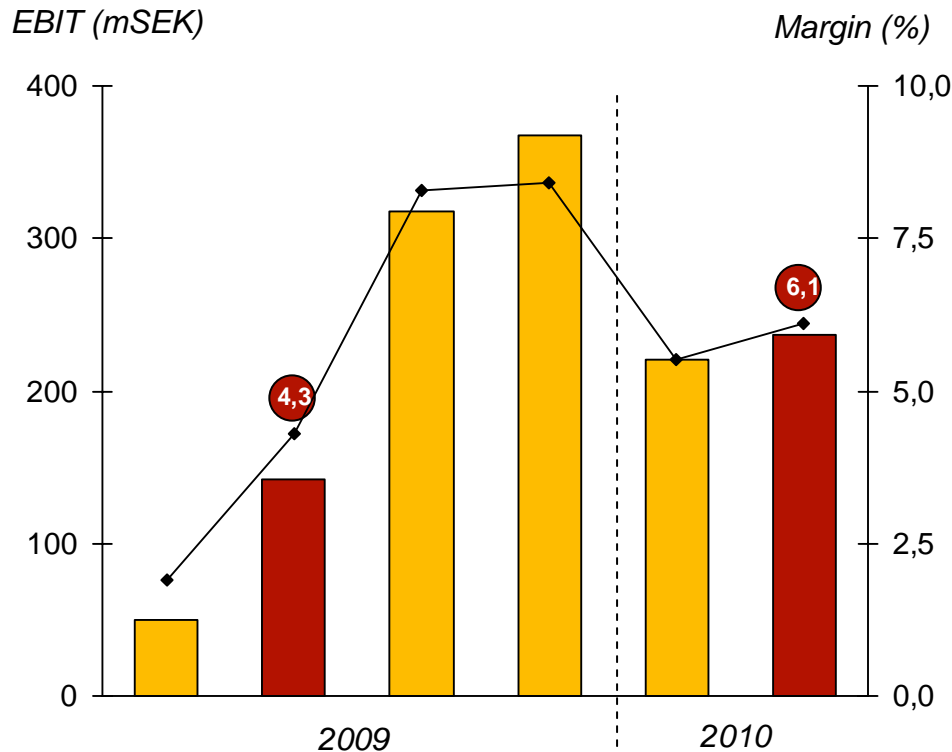
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Quarterly comparison, year-over-year



Consumer Durables Latin America

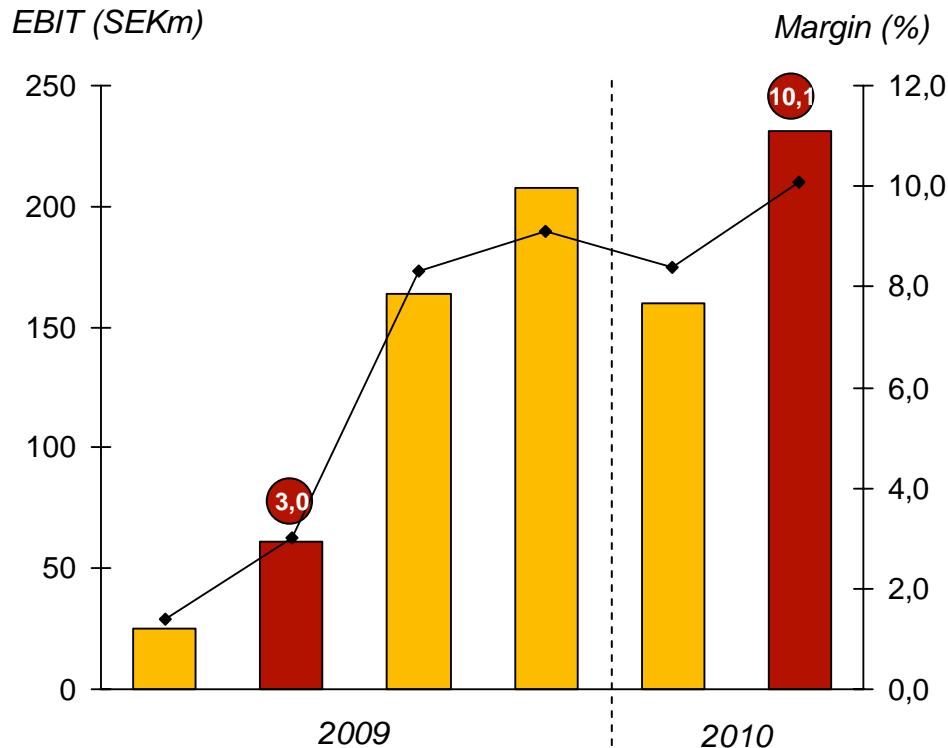
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(SEKm)	Q2 2010	Q2 2009
Sales	3,905	3,326
EBIT	237	142
Margin	6.1%	4.3%

- Slowdown of market growth in Brazil
 - Expired tax incentives
 - Rest of Latin America showed strong growth
- Improved operating income
 - Higher volumes
 - Improved efficiency
 - Positive currency impact

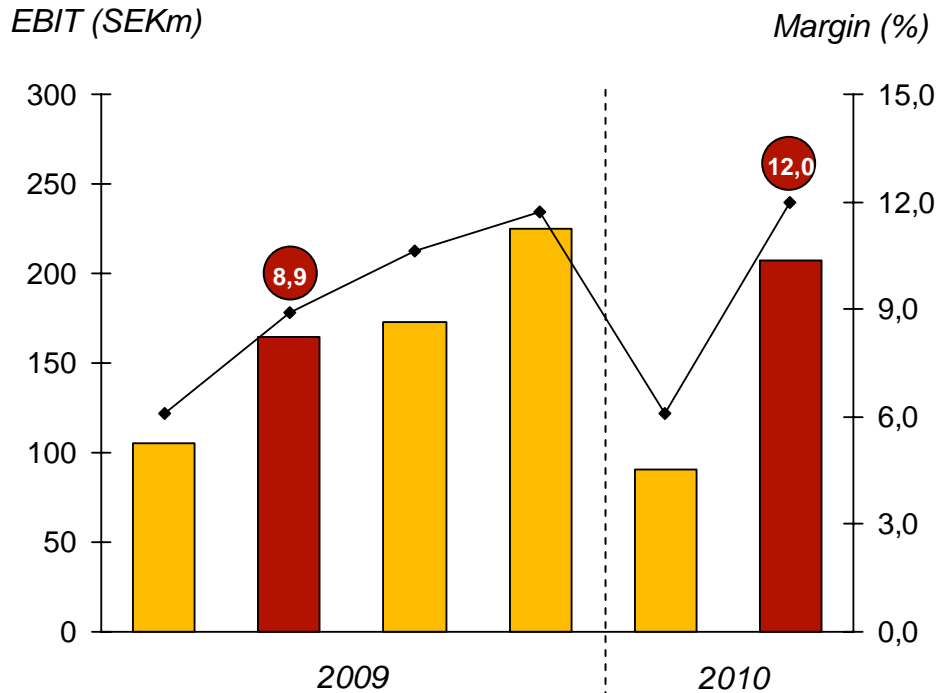
Consumer Durables Asia/Pacific



(SEKm)	Q2 2010	Q2 2009
Sales	2,298	2,004
EBIT	231	61
Margin	10.1%	3.0%

- Australia: Improved EBIT despite market decline
 - Improved product mix
 - Positive currency impact
 - Improved efficiency
- Southeast Asia and China
 - Market-share gain
 - Positive impact of cost-cutting measures

Professional Products



(SEKm)	Q2 2010	Q2 2009
Sales	1,730	1,850
EBIT	207	165
Margin	12.0%	8.9%

- Stabilization of market demand
- Improved operating income
- Food service
 - Improved product mix
 - Higher production efficiency
 - Lower costs for raw materials
- Laundry products
 - Improved cost efficiency
 - Improved mix

Third quarter

Top line development

- Product mix; continues to have a positive impact
- Market volumes; flat year-over-year
- Price development; defend current levels

Cost development

- Cost savings; positive impact from restructuring program
- Raw material prices; peak in Q3, y-o-y negative effect of SEK 500m
- Increase marketing and brand spend

Take into account

- With more replacement business there is less seasonal variations between quarters
- The appliance industry is experience a shortage of components which is expected to continuo into the second half of 2010

Full year 2010

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“..... I still think 2010 could be the year we approach our goal of an operating margin of 6% with continued improved capital efficiency.”

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Factors affecting forward-looking statements

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Factors affecting forward-looking statements

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