

Press release

Stockholm, August 27, 2010

Henrik Bergström appointed head of Floor Care & Small Appliances

Henrik Bergström has been appointed head of Floor Care & Small Appliances and Executive Vice President of AB Electrolux. He previously held the position as Vice President and General Manager of three business areas in Electrolux Major Appliances North America; New Business Development, Air Care and Consumer Services Group. Bergström was also head of Asia sourcing operations. In his new role Bergström reports to President and CEO Hans Stråberg and is a member of Group Management.

Bergström succeeds Morten Falkenberg, who has been appointed President and CEO of Nobia. Bergström has been with Electrolux since 1997 in various positions including managing director of Electrolux operations in ANDEAN, Mexico, Central America and Caribbean. He holds a Masters Degree in Economics and Management from the Stockholm School of Economics.

Floor Care and Small Appliances, a global business sector, share of Group sales amounts to approx. 8% of Electrolux total sales.

Bergström assumes his new role on September 15, 2010.

For further information please contact Electrolux Media Relations +46 8 657 6507.

About the Electrolux Group Electrolux is a global leader in home appliances and appliances for professional use, selling more than 40 million products to customers in 150 countries every year. The company focuses on innovations that are thoughtfully designed, based on extensive consumer insight, to meet the real needs of consumers and professionals. Electrolux products include refrigerators, dishwashers, washing machines, vacuum cleaners and cookers sold under esteemed brands such as Electrolux, AEG-Electrolux, Eureka and Frigidaire. In 2009, Electrolux had sales of SEK 109 billion and 51,000 employees. For more information, visit <http://www.electrolux.com/press>

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