



Thinking of you
Electrolux

Invitation

Stockholm, June 3, 2013

Invitation to Electrolux Investor Day in New York

Electrolux will host a seminar on the North American Operations on July 19 in New York.

Dear Sir or Madam,

We have the pleasure of inviting you to Electrolux North American Operations Seminar on July 19 in New York. The seminar will be hosted by Keith McLoughlin, President and CEO, Tomas Eliasson, CFO, Jack Truong, Head of Major Appliances North America together with parts of the North American management team.

On July 19 at 11.00am, after Electrolux has rung the Opening Bell at Nasdaq the company will host an investor presentation with focus on Electrolux North American business. The event will be held at Nasdaq MarketSite, 4 Times Square, New York. Following the presentations which will end at 1.00pm, lunch will be served.

If you wish to attend the presentations of the North American operations given at Nasdaq MarketSite at Times Square at 11.00am on July 19, please submit your attendance to charlotte.helgesen@electrolux.se no later than Monday July 8. Please note that the number of seats is limited and attendance is on a first come, first served basis. We will get back to you with a confirmation of your attendance no later than Wednesday July 10.

Yours sincerely,

Peter Nyquist
Senior Vice President
Investor Relations and Financial Information

Electrolux is a global leader in household appliances and appliances for professional use, selling more than 40 million products to customers in more than 150 markets every year. The company makes thoughtfully designed, innovative solutions based on extensive consumer research, meeting the desires of today's consumers and professionals. Electrolux products include refrigerators, dishwashers, washing machines, cookers, air conditioners and small appliances such as vacuum cleaners, all sold under esteemed brands like Electrolux, AEG, Zanussi and Frigidaire. In 2012 Electrolux had sales of SEK 110 billion and about 61,000 employees. For more information go to <http://group.electrolux.com/>