

CORE MARKETS

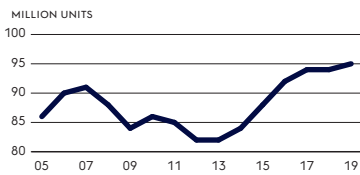
Western Europe

THE APPLIANCE MARKET

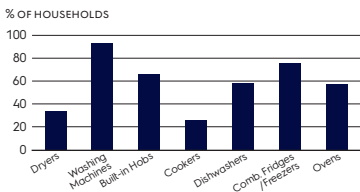
Market characteristics

Western Europe is a fragmented market characterized by widely varying consumer needs between countries and many manufacturers, brands and retailers. Structural overcapacity and price pressure have led to an ongoing industry consolidation aiming to achieve economies of scale. An increasingly important industry trend is the shift in power towards consumers, having greater awareness and access to information on-line.

SELL-OUT OF MAJOR APPLIANCES, INCL. AIR CONDITIONERS



PRODUCT PENETRATION



ELECTROLUX MAJOR COMPETITORS

Miele · B/S/H · Whirlpool · Samsung · LG Electronics · Arcelik

ELECTROLUX MARKET POSITION

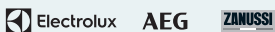
Electrolux priorities

Electrolux focuses on the most profitable product categories and the main brands, Electrolux and AEG. Emphasis is on innovation and smart appliances. Examples of targeted areas are built-in kitchen appliances, premium laundry and energy-efficient products. A strengthened small domestic offering is also a priority.

Electrolux market share

- Second largest player with a market share in core appliances of 17% and leading position in the Nordics with 39% market share.
- Leading position in Floor Care with a strong presence in the premium segment.
- Strong positions in the targeted segments built-in kitchen, cooking and laundry.

CONSUMER BRANDS



SHARE OF GROUP SALES 2019

30%

NET SALES 2019

35.4 SEKbn

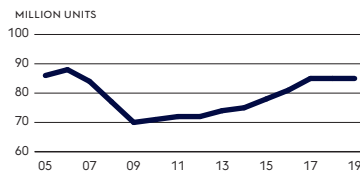
North America

THE APPLIANCE MARKET

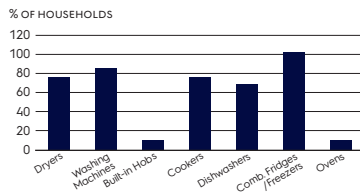
Market characteristics

North America has a mature, homogenous market with high product penetration dominated by replacement products. Large homes allow space for many household appliances, including large appliances. The market comprises several domestic and global manufacturers.

SELL-OUT OF MAJOR APPLIANCES, INCL. AIR CONDITIONERS



PRODUCT PENETRATION



ELECTROLUX MAJOR COMPETITORS

Whirlpool · GE/Haier · LG Electronics · Samsung

ELECTROLUX MARKET POSITION

Electrolux priorities

Electrolux prioritizes launches of innovative products within core branded products. Focus is on strengthening and investing in the Frigidaire brand and in growth channels, such as the builder channel.

Electrolux market share

- Strong market position with around 14% share in core appliances, predominantly under the Frigidaire brand.

CONSUMER BRANDS



SHARE OF GROUP SALES 2019

33%

NET SALES 2019

39.1 SEKbn

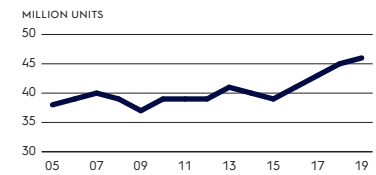
Australia, New Zealand, Japan and South Korea

THE APPLIANCE MARKET

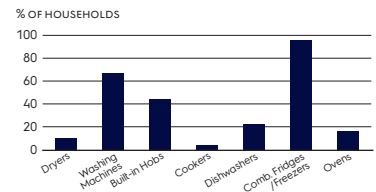
Market characteristics

In Australia and New Zealand, market penetration is high and demand is primarily driven by design and innovations as well as water and energy efficiency. Japan, the world's third-largest single market, is dominated by major domestic manufacturers and retailers. Small living spaces, in Japan as well as in South Korea, drive consumer demand for compact products such as cooktops, washing machines and hand-held vacuum cleaners.

SELL-OUT OF MAJOR APPLIANCES, INCL. AIR CONDITIONERS*



PRODUCT PENETRATION*



* Excl. New Zealand

ELECTROLUX MAJOR COMPETITORS

Haier · Samsung · LG Electronics · Panasonic · B/S/H

ELECTROLUX MARKET POSITION

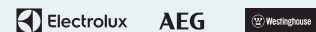
Electrolux priorities

Electrolux further strengthens its position in Australia and New Zealand through the launch of new, innovative products under the Electrolux and Westinghouse brands and products with high energy and water efficiency. In Japan and South Korea, focus is on compact, user-friendly and quiet household appliance.

Electrolux market share

- Leading market position in Australia and New Zealand, especially in cooking.
- Market share for core appliances in Australia of around 28%.
- Leading positions in Floor Care products in Australia, Japan and South Korea.

CONSUMER BRANDS



SHARE OF GROUP SALES 2019

5%

NET SALES 2019

6.5 SEKbn

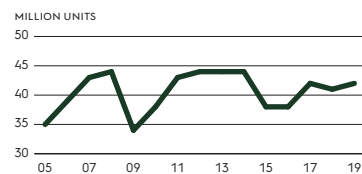
GROWTH MARKETS

Eastern Europe

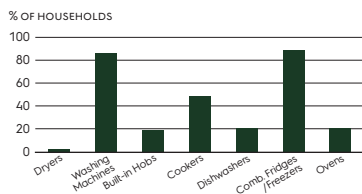
THE APPLIANCE MARKET

Market characteristics
The penetration rate in Eastern Europe is still significantly lower than in Western Europe but a large market for replacement products is emerging. The market is mainly dominated by Western manufacturers.

SELL-OUT OF MAJOR APPLIANCES, INCL. AIR CONDITIONERS



PRODUCT PENETRATION



ELECTROLUX MAJOR COMPETITORS

B/S/H · Whirlpool · Samsung · LG Electronics · Arcelik

ELECTROLUX MARKET POSITION

Electrolux priorities

Electrolux focuses on the most profitable product categories and the main brands, Electrolux and AEG. Emphasis is on innovation and smart appliances. Examples of targeted areas are built-in kitchen appliances, premium laundry and energy-efficient products. A strengthened small domestic offering is also a priority.

Electrolux market share

- Third largest player with a market share in core appliances of 15%.

CONSUMER BRANDS



SHARE OF GROUP SALES 2019

8%

NET SALES 2019

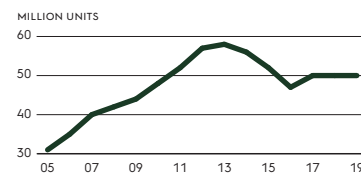
9.7
SEKbn

Latin America

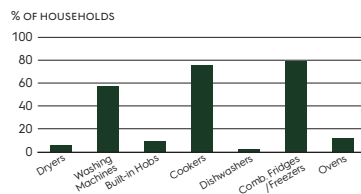
THE APPLIANCE MARKET

Market characteristics
Brazil is the largest appliance market in the region, dominated by a few major manufacturers. Market demand, mainly for refrigerators, washing machines and cookers, is recovering after some years of economic slowdown. Market penetration for built-in products and air-conditioners remains low but increases. In Argentina, Chile and Ecuador demand is currently impacted by an unstable political and economic environment. Consumers in the region show an increasing interest for energy and water efficiency and other sustainability related topics.

SELL-OUT OF MAJOR APPLIANCES, INCL. AIR CONDITIONERS



PRODUCT PENETRATION



ELECTROLUX MAJOR COMPETITORS

Whirlpool · LG Electronics · Samsung · Daewoo

ELECTROLUX MARKET POSITION

Electrolux priorities

Electrolux focuses on strong product portfolio and channel management, driving cost efficiency and product mix. Delivering outstanding consumer experience by deployment of relevant innovations drives growth. The premium brands Electrolux and Fensa (Chile) are strategically supported by brands in lower price points to cover a larger spectrum of consumer needs.

Electrolux market share

- Value market share of about 32% combined in Brazil, Chile and Argentina, with Electrolux brand leadership in the refrigeration and freezer segment.

CONSUMER BRANDS



SHARE OF GROUP SALES 2019

16%

NET SALES 2019

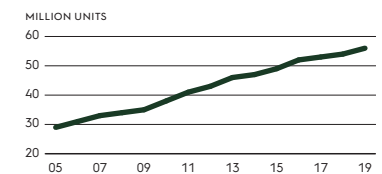
19.6
SEKbn

Middle East, Africa and Southeast Asia

THE APPLIANCE MARKET

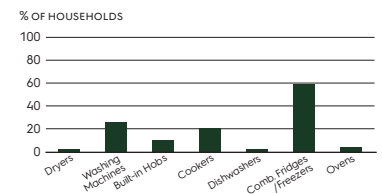
Market characteristics
Southeast Asia is characterized by strong growth with emerging economies, rapid urbanization, small living spaces and an expanding middle class. Consumers prioritize refrigerators, washing machines and air-conditioners as prosperity rises. Energy-efficient products and premium brands are also growing in popularity. In Africa, product penetration is low but growing with increased household purchasing power. The Middle East is impacted by political uncertainty.

SELL-OUT OF MAJOR APPLIANCES, INCL. AIR CONDITIONERS*



* Middle East and Africa include Egypt, Israel, Morocco, Saudi Arabia, South Africa, UAE

PRODUCT PENETRATION**



** Middle East and Africa include Egypt, Israel, Morocco, Nigeria, Saudi Arabia, South Africa, UAE

ELECTROLUX MAJOR COMPETITORS

LG Electronics · Panasonic · Haier · B/S/H · Whirlpool · Midea · Samsung · Gree

ELECTROLUX MARKET POSITION

Electrolux priorities

In Southeast Asia, Electrolux focuses on increased presence by entering new markets, channels and segments and by marketing a broad range of appliances, including compact vacuum cleaners, small domestic appliances and premium products for the growing middle class. In Africa, Electrolux targets profitable growth in focus areas in pace with economic recovery and growing prosperity. The production setup in Egypt enables growth in the Middle East and in Northern Africa.

Electrolux market share

- Strong market position in targeted segments in Southeast Asia, especially front-load washers.

CONSUMER BRANDS



SHARE OF GROUP SALES 2019

6%

NET SALES 2019

7.4
SEKbn