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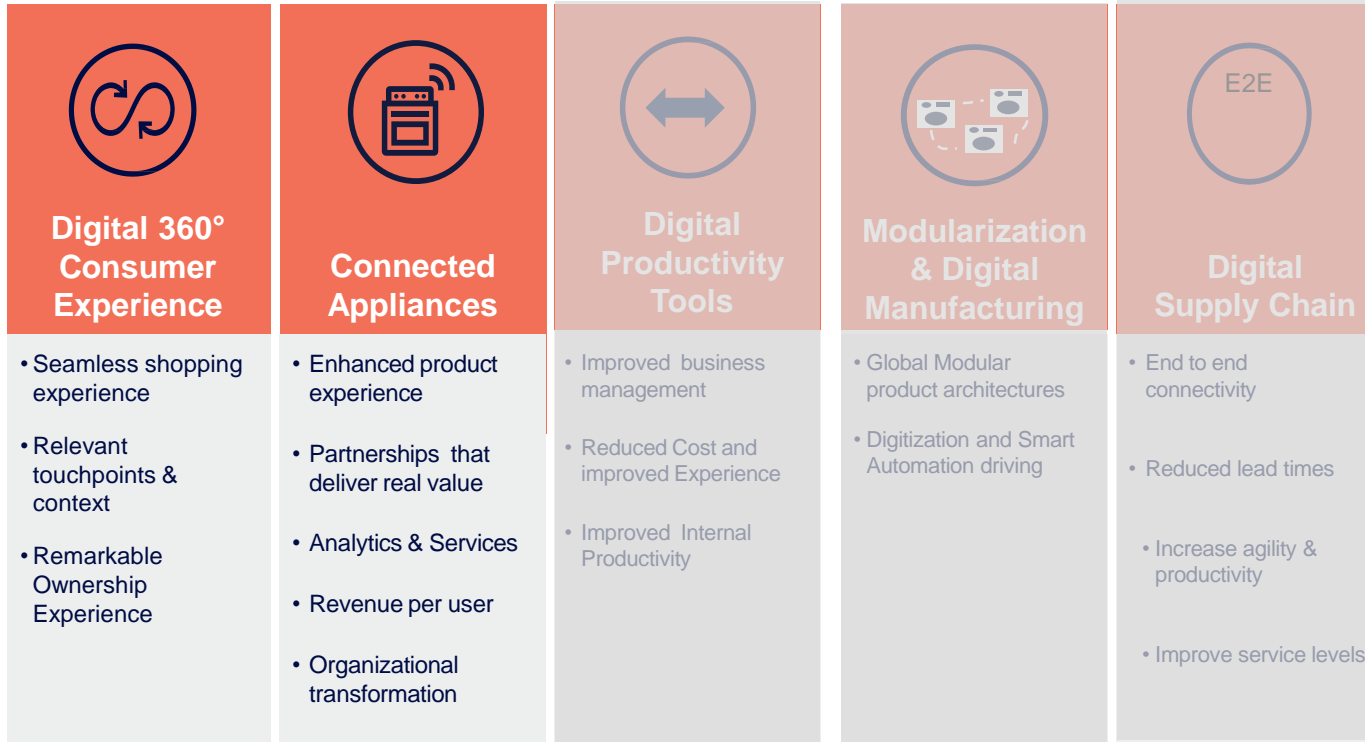
## Electrolux Capital Markets Day

The Connectivity Consumer Offer

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Dan Arler  
Head of Major Appliances EMEA  
Sandro Comuzzi Connectivity Director  
February 24, 2016

# Digital transformation at Electrolux



# Connectivity will further enable us to deliver great consumer experiences

**Electrolux  
Branded  
Experience**







**Internet  
of Things  
(IoT)**

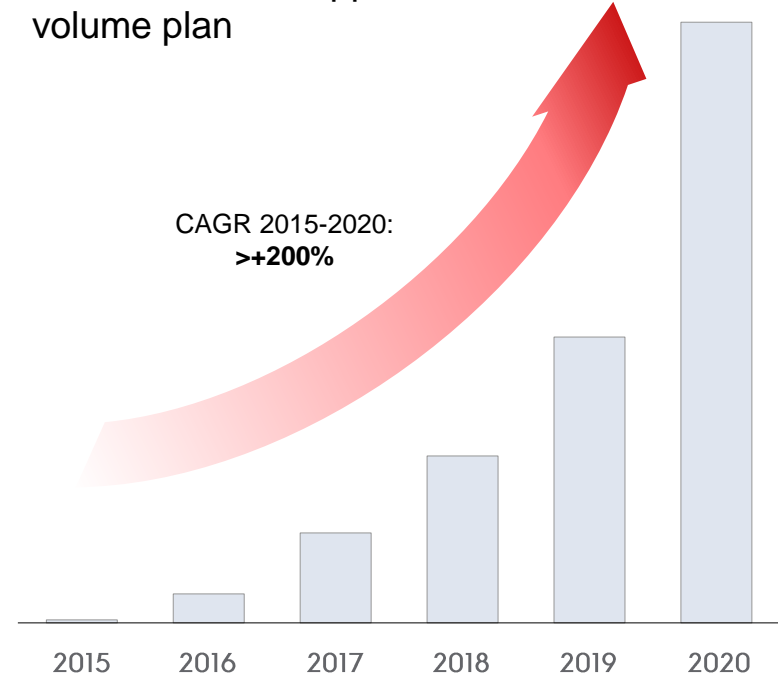
- User experience in Taste, Care, and Well-Being
- Superior branded services

- Connection to home network
- Connection to all other IoT devices, social media, internet

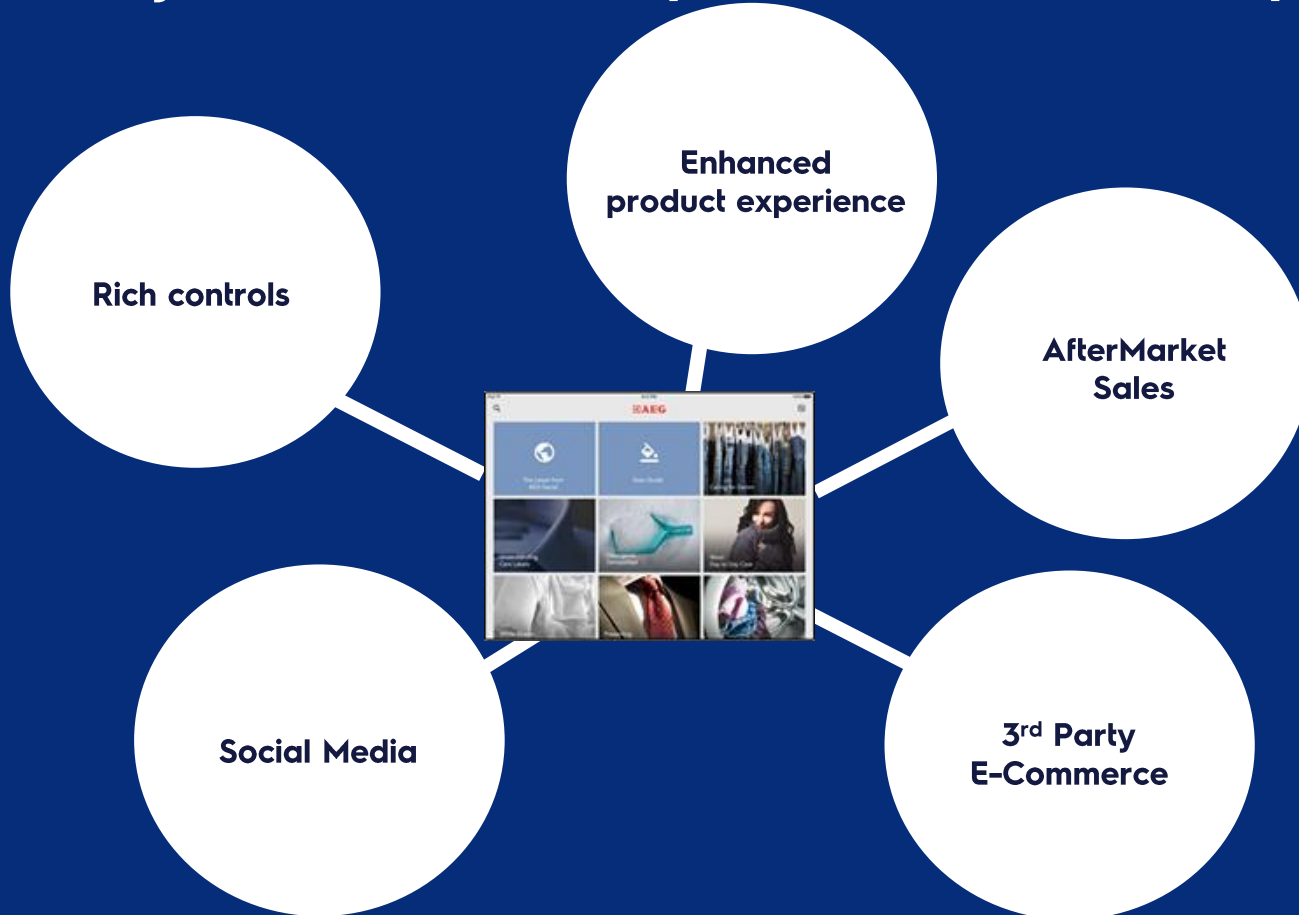
# We are accelerating our efforts in smart connected appliances

<b>Organization</b>	
<b>Partnership</b>	
<b>Alliances</b>	
<b>Product</b> World's first connected camera oven	

Electrolux smart appliances volume plan



# Connectivity as a means to expand the consumer experience





Electrolux