

**Press Release**

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## Electrolux presents initiative For the Better in 2015 Sustainability Report

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**Electrolux publishes the Sustainability Report for 2015 and presents For the Better, a framework of nine promises to make a positive change in its solutions, operations and for society. The initiative makes sustainability an even more integrated part of doing business at Electrolux. From defining new goals in product development and manufacturing, to inspiring and supporting community initiatives around the world, For the Better sets the agenda until 2020 and beyond.**

“In the past year, we’ve moved from aligning sustainability with our business strategy to making it a core part of how we run our business,” said Jonas Samuelson, President and CEO of Electrolux. “I will be asking the organization to report progress on each of our nine promises, to make sure we’re moving at a good pace.”

“We need a more holistic conversation with the consumer, widening the traditional message – that product efficiency saves money and the environment – to include consumer-relevant messages on food freshness, fabric longevity and product durability. Speaking with people through the channels they use every day will allow us to build trusted relationships with our consumers. ‘For the Better’ will serve us well on this journey.”

Electrolux overarching sustainability target, to halve its climate impact by reducing CO2 emissions by 50% from 2005 to 2020, remains a top priority. In 2015, Electrolux reached the 27%-mark.

The Sustainability Report is available at [www.electroluxgroup.com](http://www.electroluxgroup.com), where the web version of the Annual Report for 2015 has now also been published. This year’s sustainability report is structured around progress on each of the nine promises made to make a difference for the better in three key areas:

**Better solutions – because use of products has the biggest environmental impact**

- Constantly improve product performance and efficiency
- Make better use of resources
- Eliminate harmful materials

**Better operations – because Electrolux should set the standard for employees and partners**

- Ensure the best health and safety
- Achieve more with less
- Always act ethically and respect human rights

**Better society – because caring for communities and the planet is also good for business**

- Provide sustainable solutions for everyone
- Be a force for good
- Improve sustainability in the supply chain

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Cases mentioned in the 2015 sustainability report include the success of new high-performance low-energy consumption vacuum cleaners, the shift to renewable energy at factories throughout Europe and the Happy Plate initiative in Singapore to raise food waste awareness and help families in need.

See the video about For the Better [here](#).

Electrolux is a global leader in home appliances and appliances for professional use, based on deep consumer insight. We offer thoughtfully designed, innovative and sustainable solutions, developed in close collaboration with professional users. The products include refrigerators, ovens, cookers, hobs, dishwashers, washing machines, vacuum cleaners, air conditioners and small domestic appliances. Under esteemed brands including Electrolux, AEG, Zanussi, Frigidaire and Electrolux Grand Cuisine, the Group sells more than 60 million products to customers in more than 150 markets every year. In 2015 Electrolux had sales of SEK 124 billion and 58,000 employees. For more information go to [www.electroluxgroup.com](http://www.electroluxgroup.com).