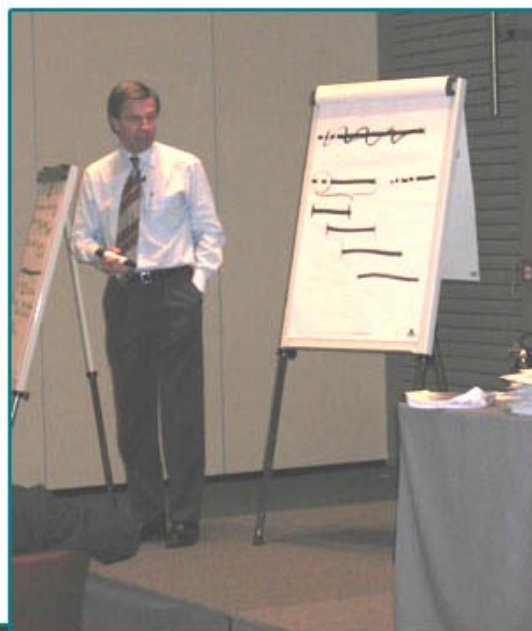


President & CEO Hans Stråberg

 **Electrolux**



Electrolux – 85 years of making life a little easier

 **Electrolux**



Today's consumers have new needs

 **Electrolux**



Today's consumers have new needs

 **Electrolux**



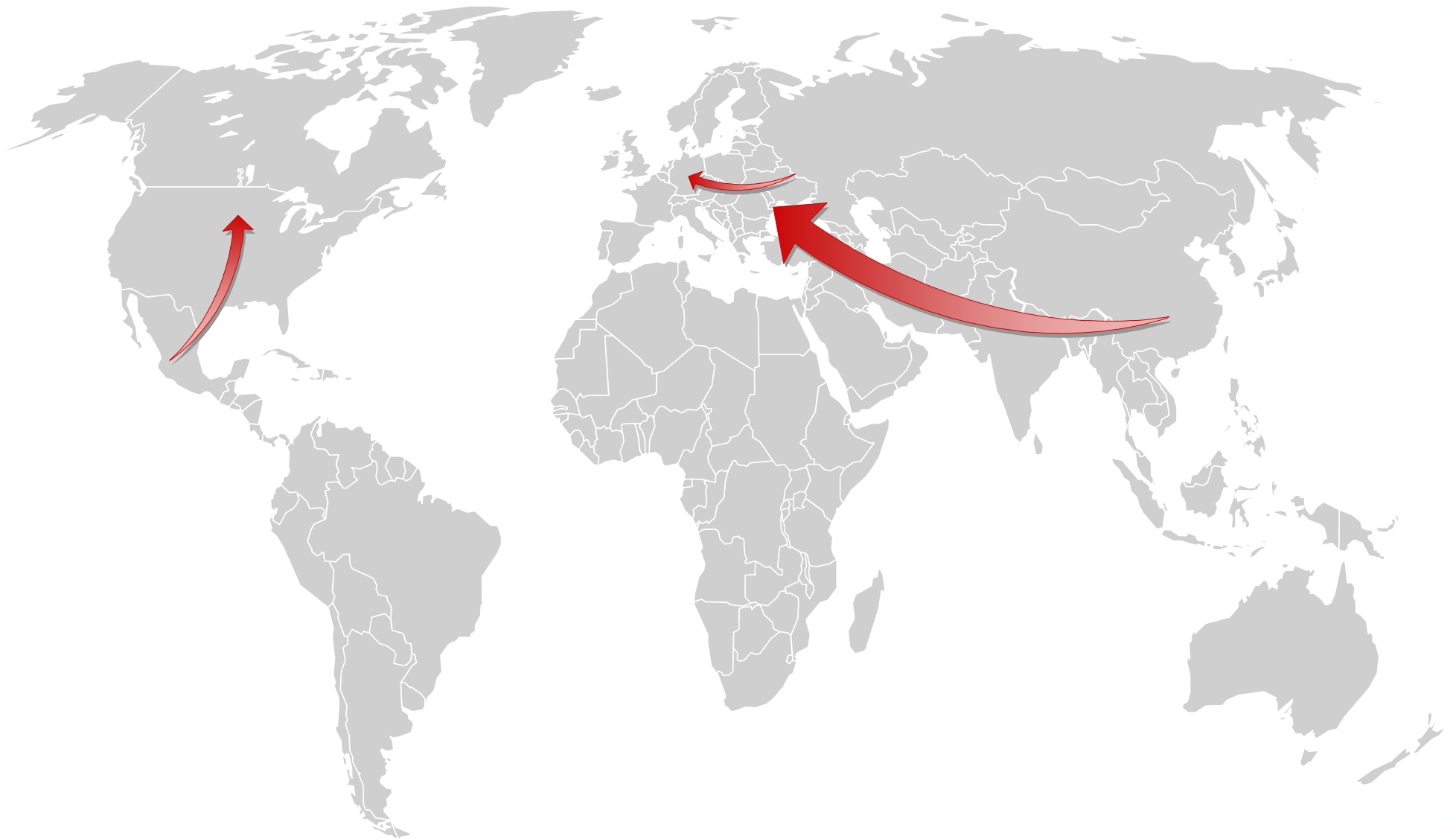
Electrolux Oxygen keeps indoor air clean

 **Electrolux**



Increasing global competition

 **Electrolux**

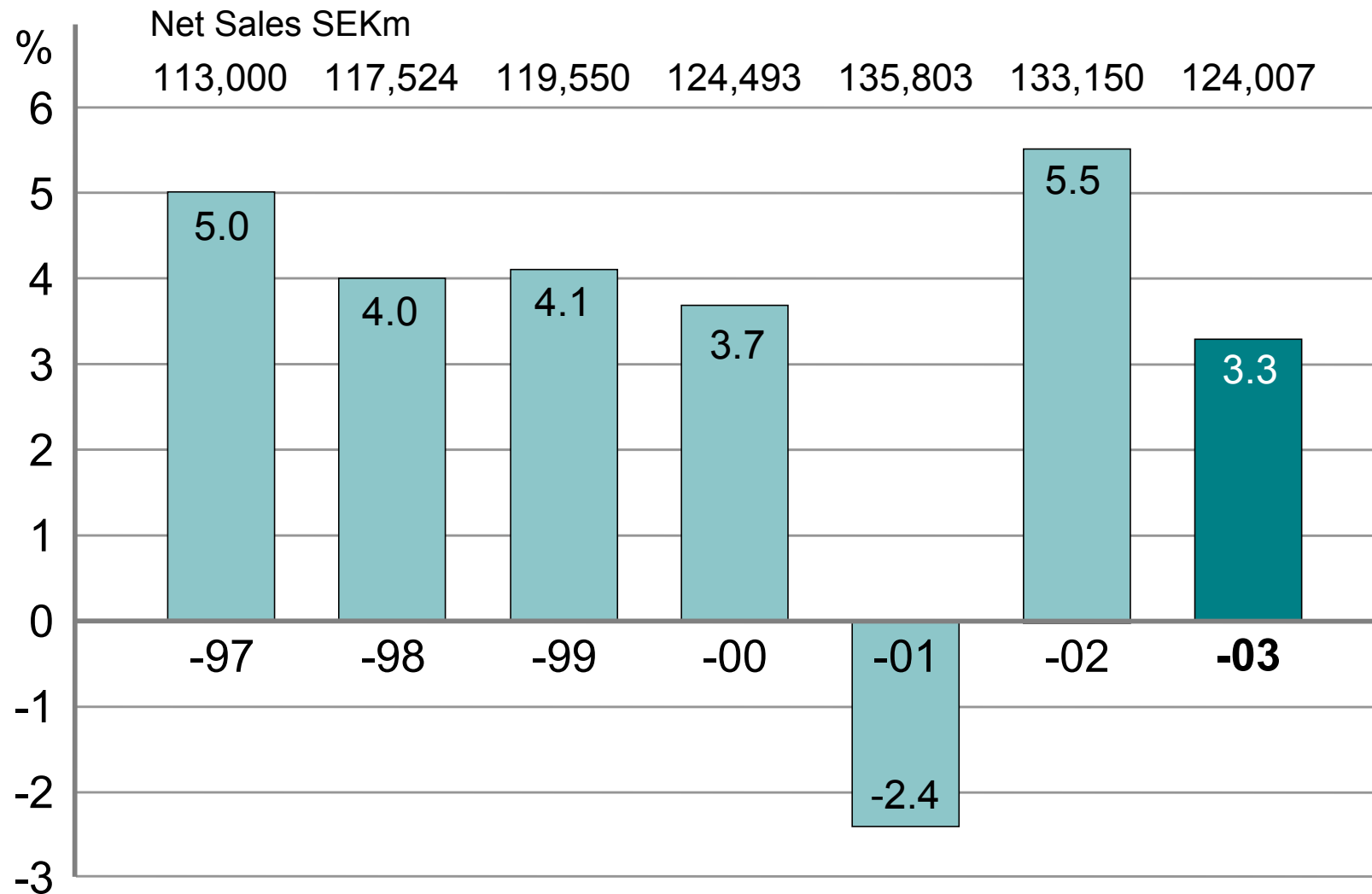


Globalization offers opportunities for Electrolux



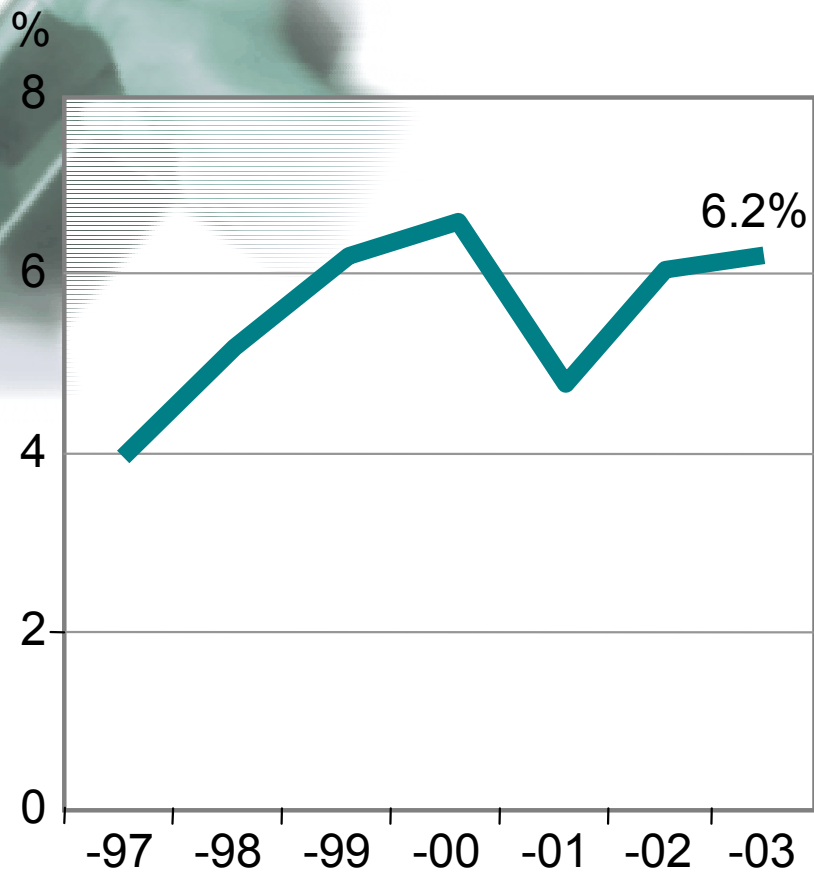
- Long global experience
 - Well established network of channels in 150 countries
 - Global market leader
 - Strong brands
 - Global economies of scale within purchasing, production, marketing and sales
 - Both indoor and outdoor appliances
-
- A light gray world map is positioned in the background. Two large, curved red arrows originate from the text 'Well established network of channels in 150 countries'. One arrow points towards North America, and the other points towards Europe.

Organic growth in percentage points



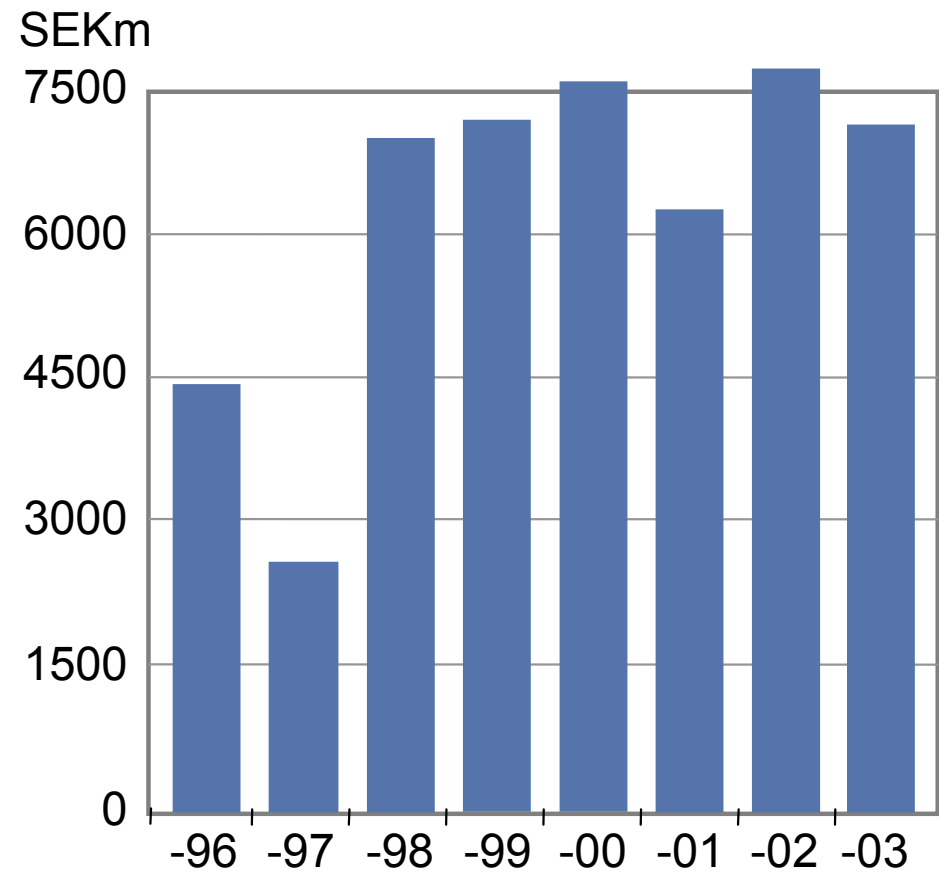
Results 2003

Operating margin



Excluding items affecting comparability

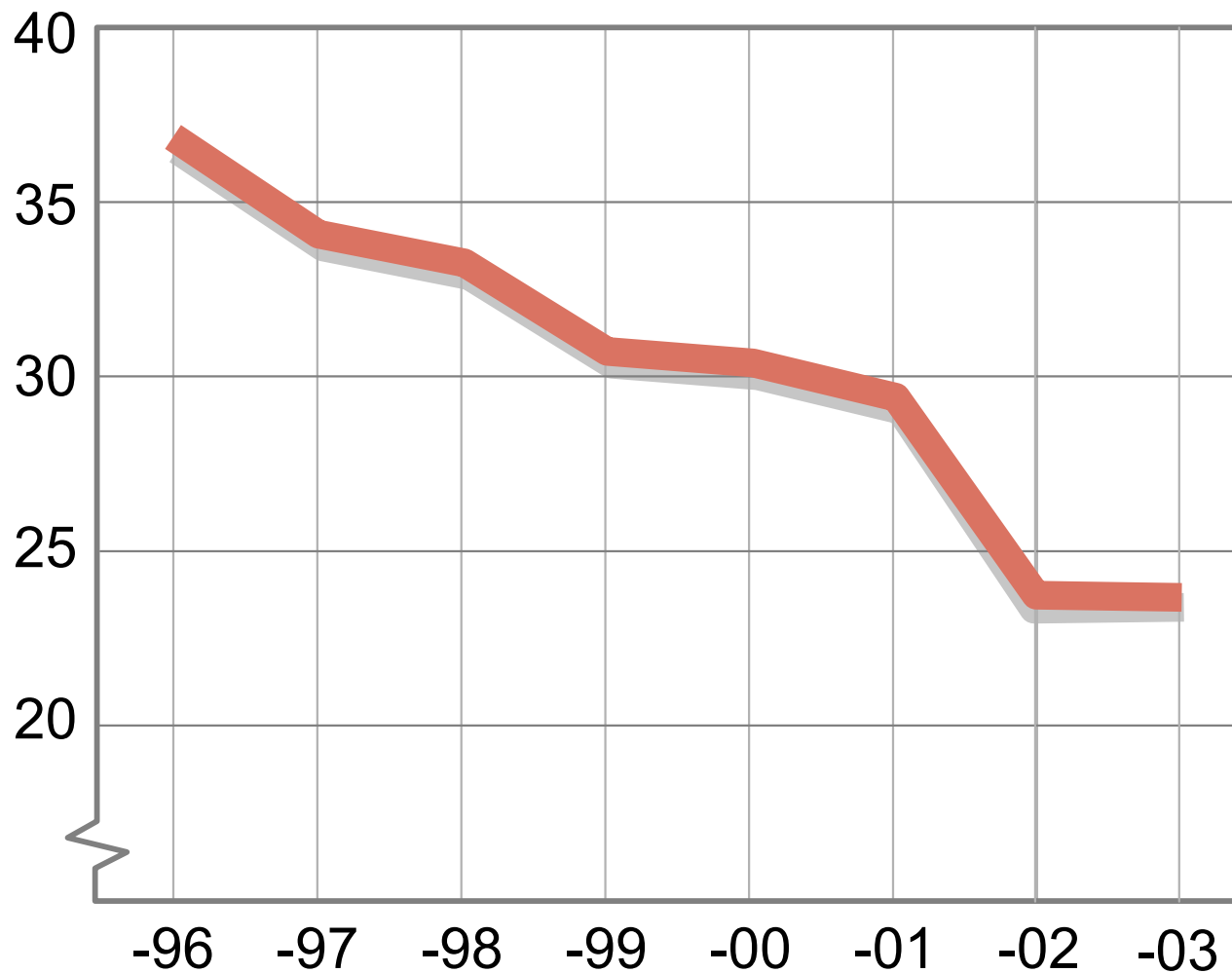
Operating income



Less capital tied up creates value

 **Electrolux**

Net assets as a percentage of net sales

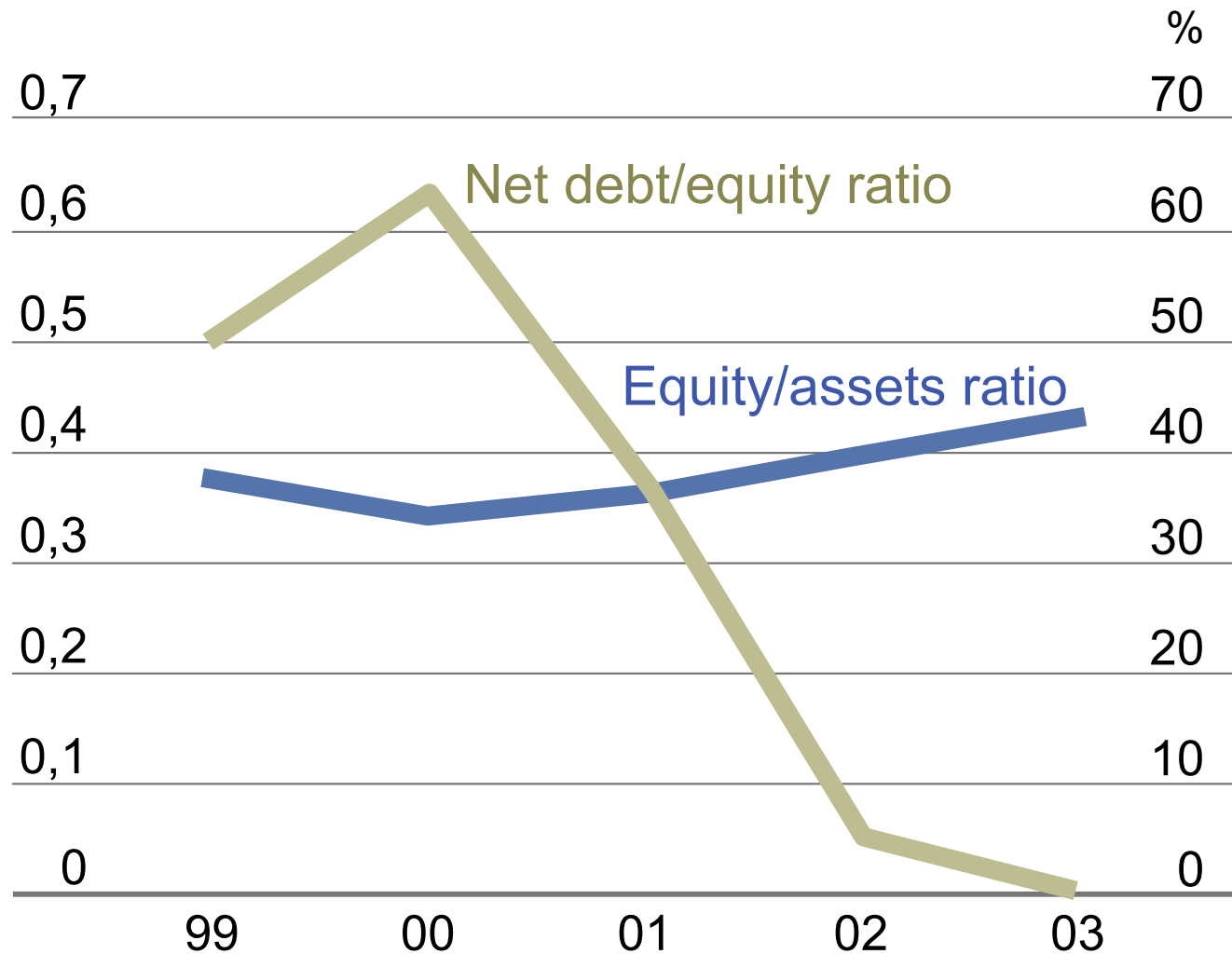


Value creation 2003

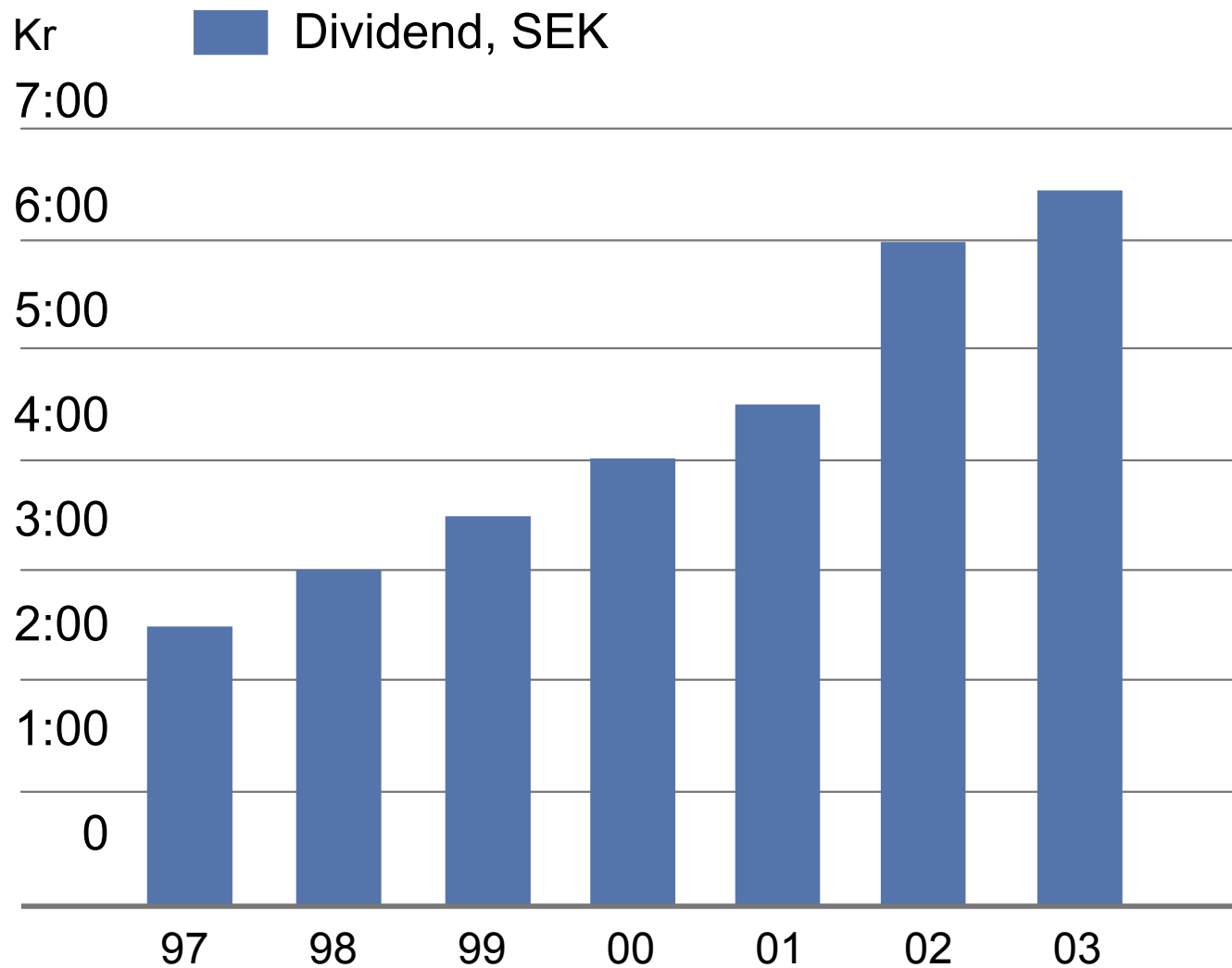
= Operating results (EBIT)	7.638 SEKm
– Cost of net assets	4.189 SEKm
<hr/>	
= Value creation	3.449 SEKm

Equity/assets ratio and net debt/equity ratio

 **Electrolux**

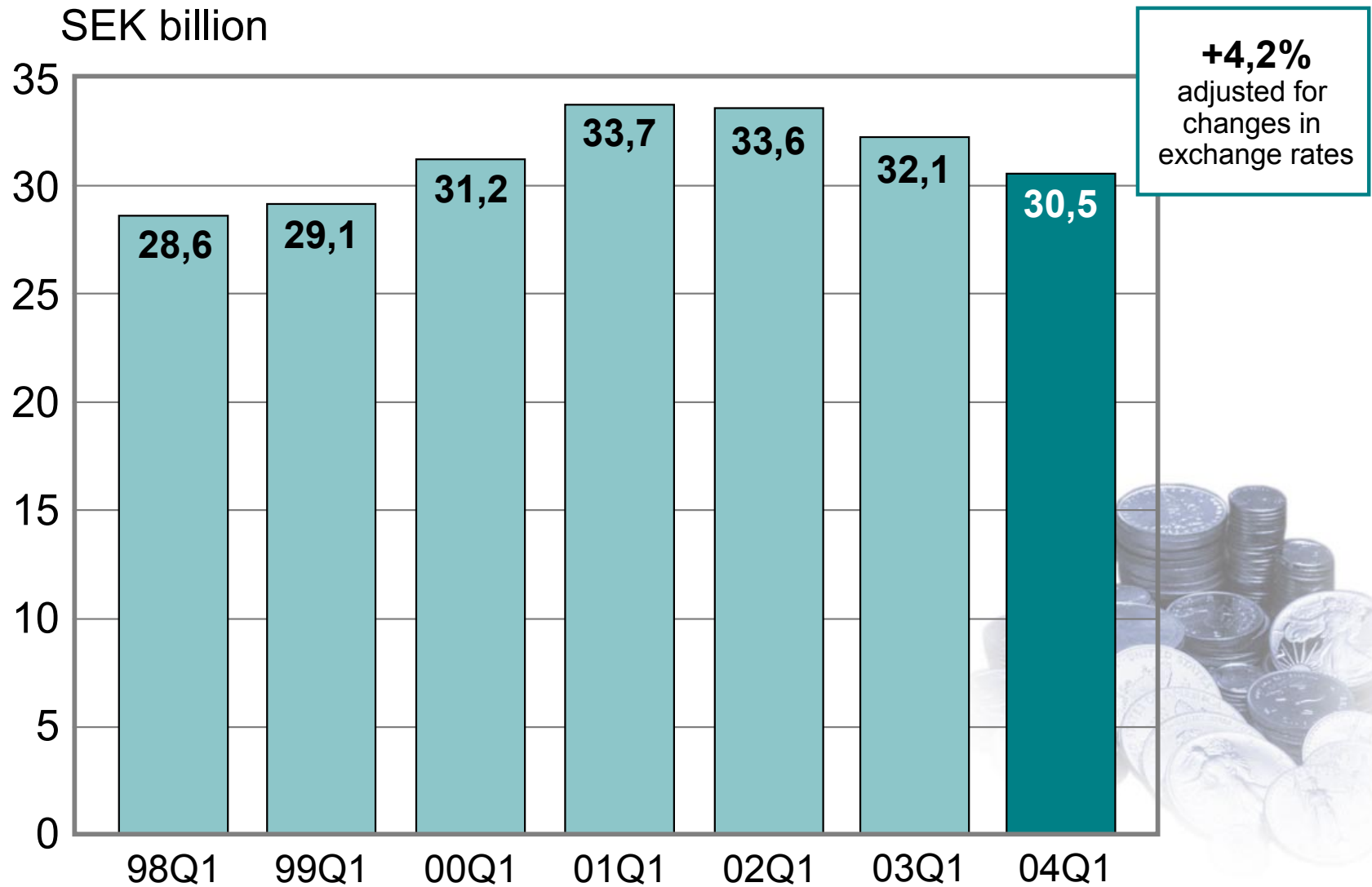


Dividend 1997 - 2003



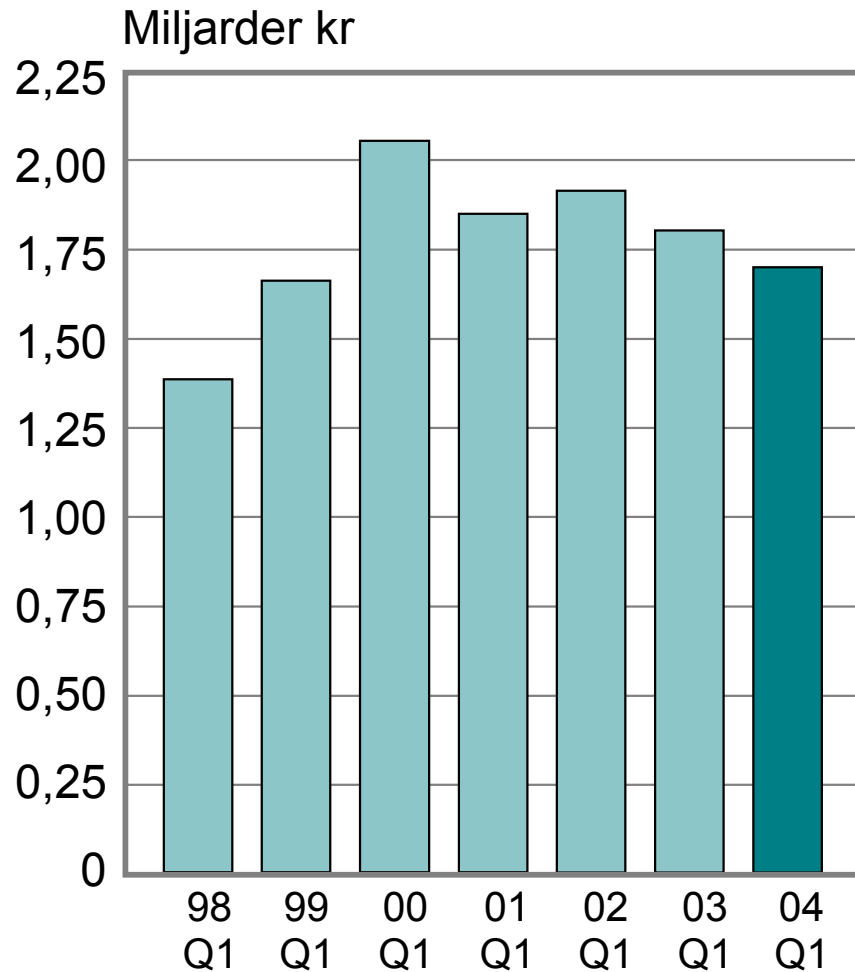
Sales first quarters 1998-2004

 **Electrolux**



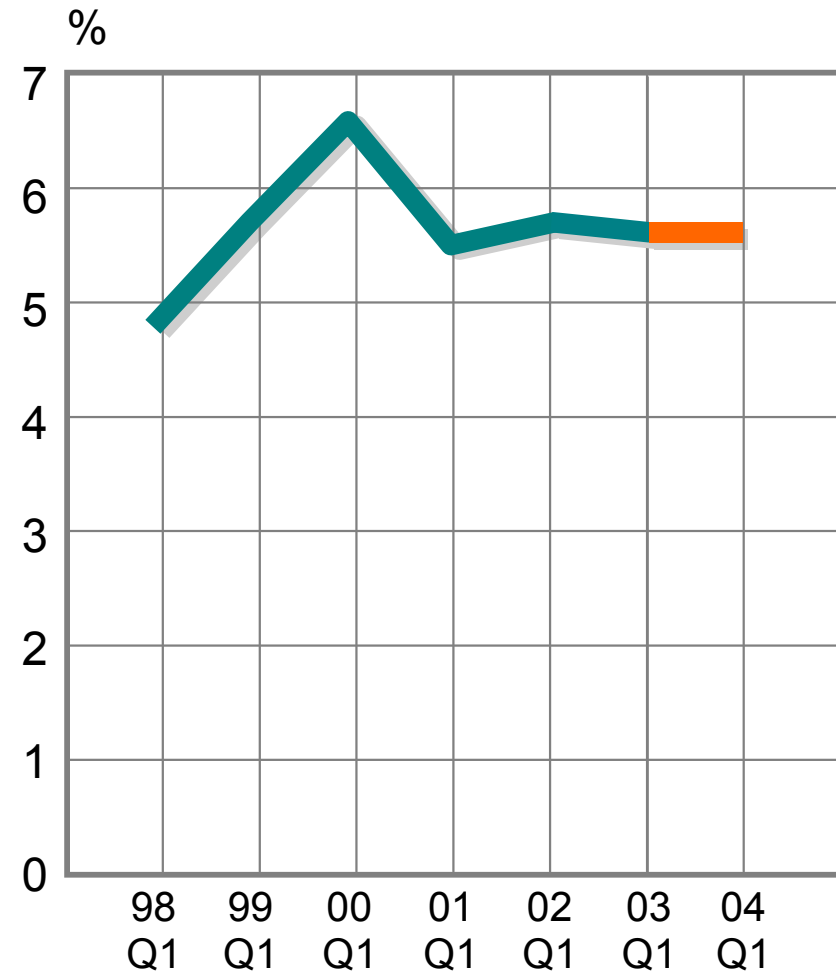
First quarters 1998-2004

Operating income

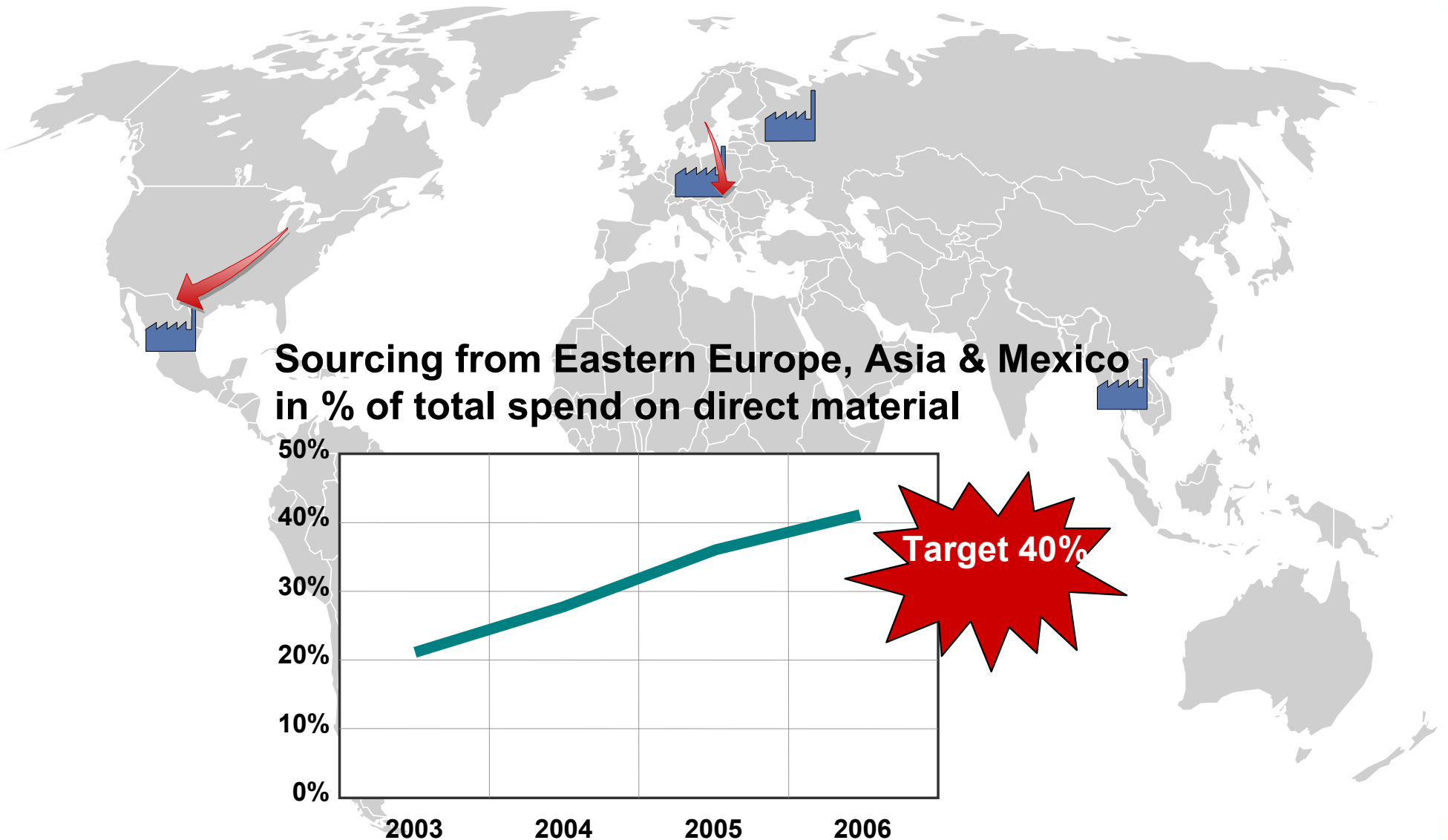


Excluding items affecting comparability

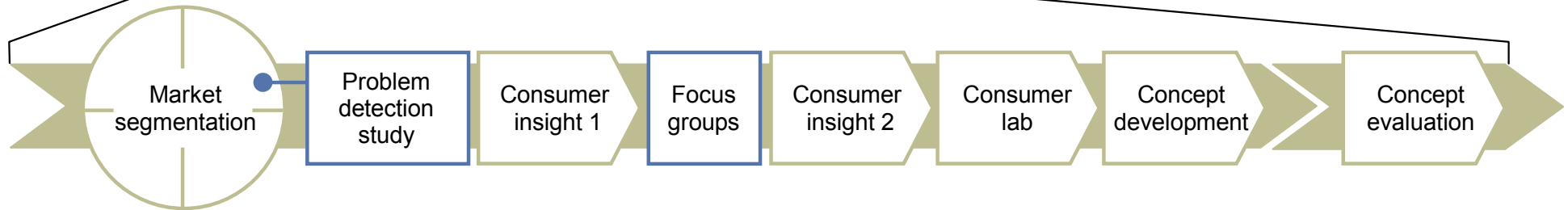
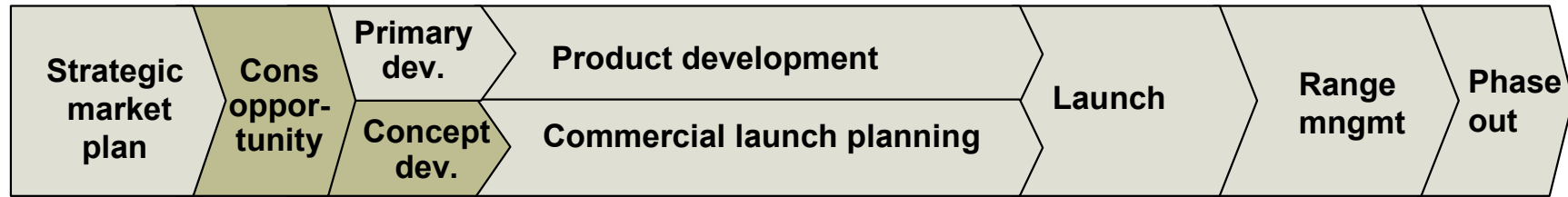
Operating margin



Focus on lower costs and higher efficiency



Doubling investments in product development



A selection of new products 2003

 **Electrolux**




New communications platform

 **Electrolux**

I'm the Auto mower.
I'll cut your lawn to perfection every day, and I'll do it all by myself. So all you'll have to do is gaze out lovingly at your immaculate grass.

Aren't you glad you opened that envelope?





homelife

A glimpse of the future

- Born together – shaped differently
- Group adopts code of conduct
- Kitchens of tomorrow

Look to your white box. Look to your white box.

Well I'm a special kind of white box. A washing machine that will make your clothes that you know what time I'll wash with my helpful LCD display. Go on, call the man. Choose me.




Electrolux
makes life a little easier™

Electrolux

Welcome to the world of Electrolux.

Products: Dishwashers Customer service Trade sites Contact us

What can we do for you? At Electrolux this question is at the core of every solution we offer... wherever you live... and wherever makes your house a home. Find out more.

innovative design




You really love having a dishwasher. But the sixty seven different programmes make your brain hurt. I'm an uncomplicated dishwasher. I'll clean your pots brilliantly without all the unnecessary buttons. After all, it's washing up not a physics exam.



I know you're here because your dream is to have a great garden and a perfect lawn.

I'm the Auto mower. I'll cut your grass to perfection every single day and you won't have to lift a finger. How can you resist?



You've got a busy day ahead. So you really don't want to be stuck inside admiring the cotton cycle. I'm the Timeliner washing machine. I'll show you exactly what time I'll be done. Which means you're free to go sample that fresh air stuff you've heard so much about.

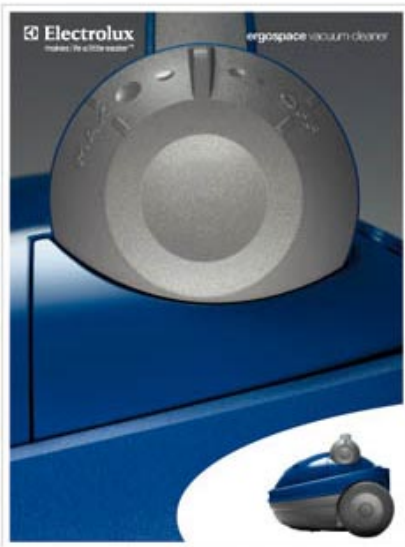




Electrolux
makes life a little easier

New communications platform

 **Electrolux**



Launching Electrolux in the US

 **Electrolux**



We build the Electrolux brand through our strong local brands

 **Electrolux**

Frigidaire

 Electrolux

Flymo

 Electrolux

ZANUSSI

 Electrolux

REX

 Electrolux

ARTHUR MARTIN

 Electrolux

CHEF

 Electrolux



ATLAS

 Electrolux

Kelvinator 

 Electrolux

McCULLOCH

 Electrolux

PARTNER

 Electrolux

dishlex

 Electrolux

**We continue to build
the Husqvarna brand**

Electrolux



