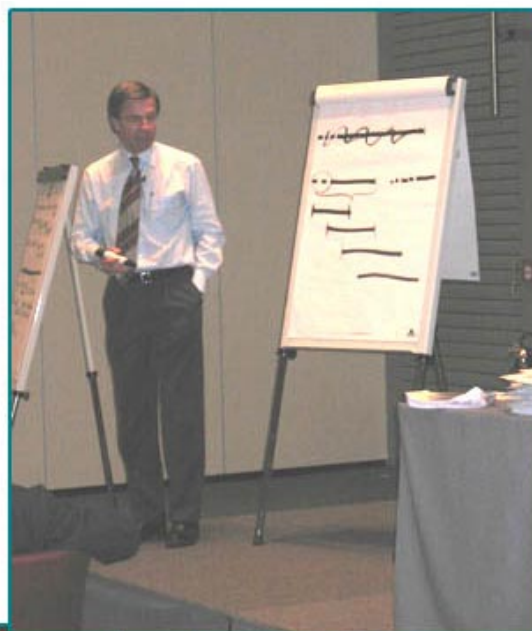


# VD och koncernchef Hans Stråberg har ordet



# Electrolux – 85 års arbete för att göra livet lite enklare

 Electrolux



# Dagens konsumenter har nya behov

 **Electrolux**





# Dagens konsumenter har nya behov

 **Electrolux**



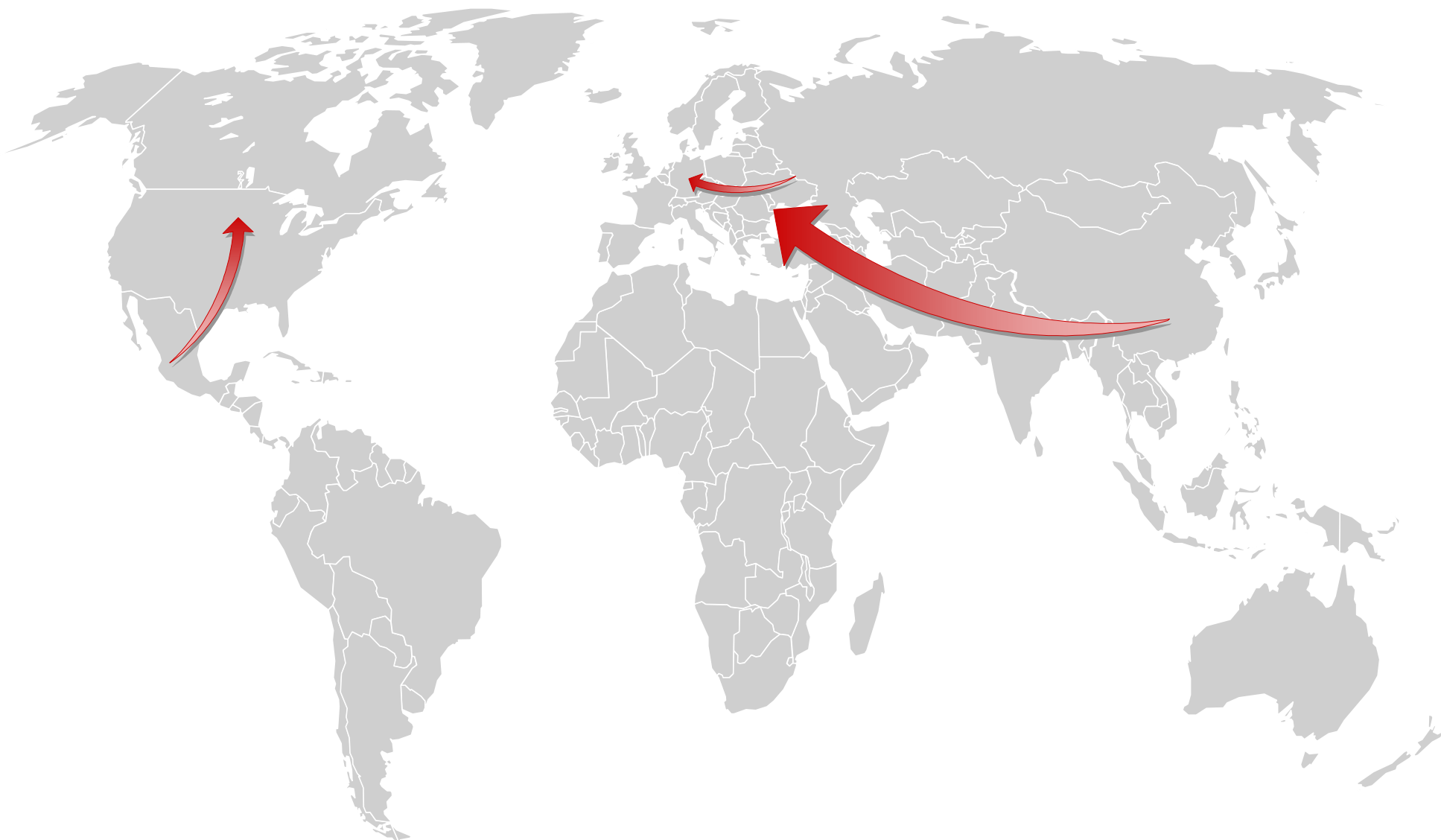
# Electrolux Oxygen håller inomhusluften ren

 **Electrolux**



# Ökad global konkurrens

 **Electrolux**



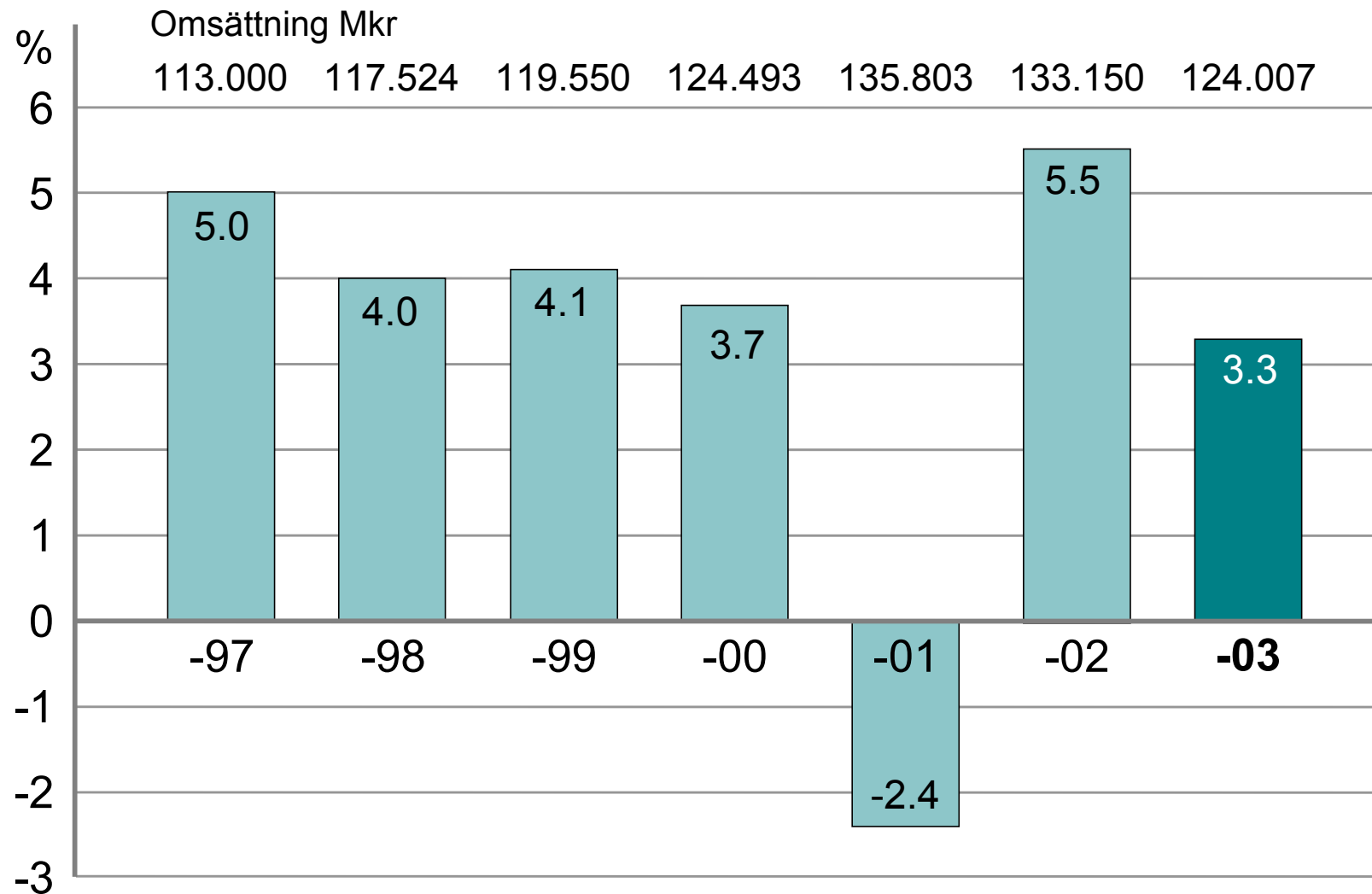
# Globaliseringen ger Electrolux möjligheter



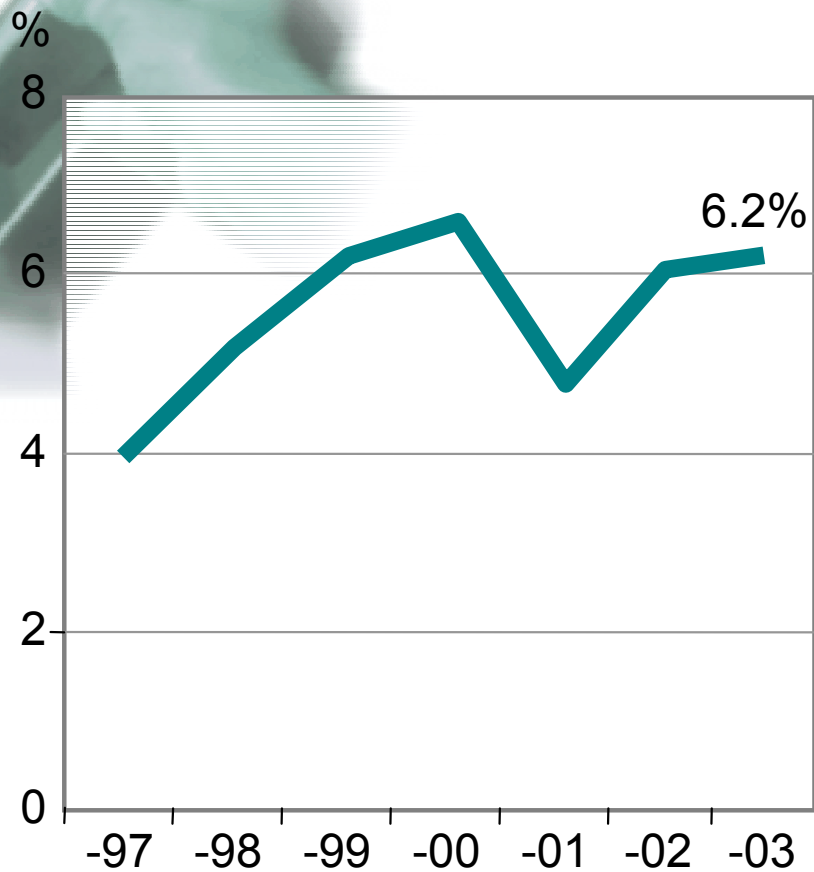
- Lång global erfarenhet
- Väl utvecklad kanal i över 150 länder
- Global marknadsledare
- Starka varumärken
- Stordriftsfördelar globalt inom inköp, tillverkning, marknadsföring och försäljning
- Både inomhus- och utomhusprodukter



# Organisk tillväxt i procent

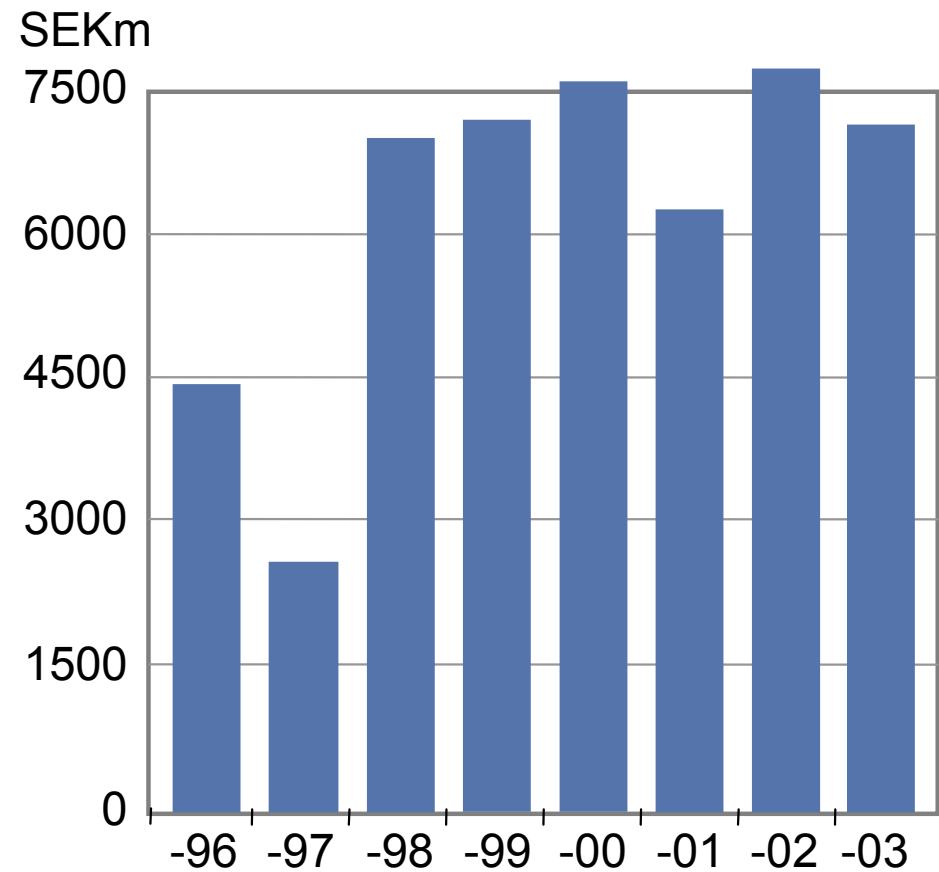


## Rörelsemarginal



Exklusive jämförelsestörande poster

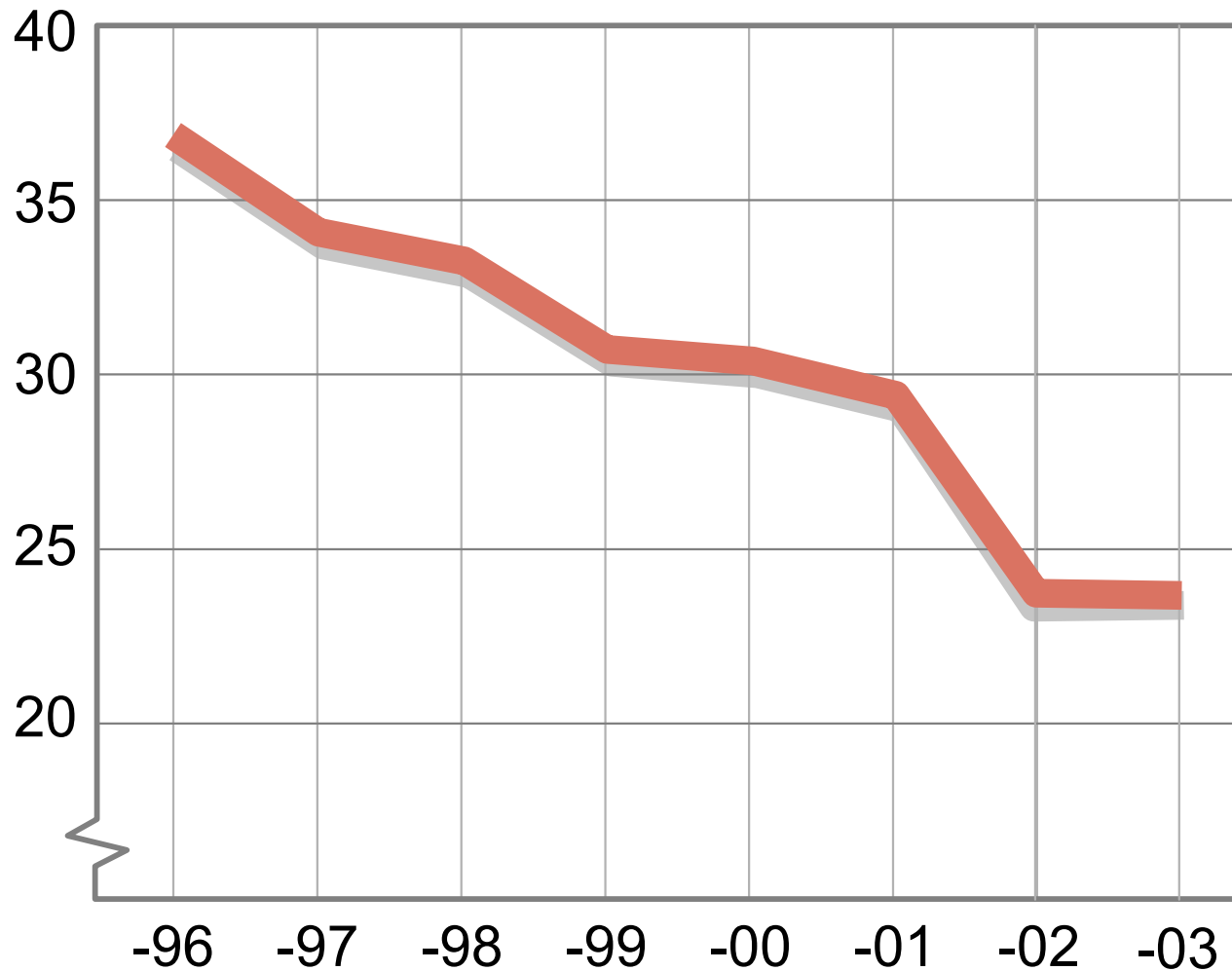
## Rörelseresultat



# Minskad kapitalbindning skapar värde

 **Electrolux**

Nettotillgångar i % av nettoomsättning

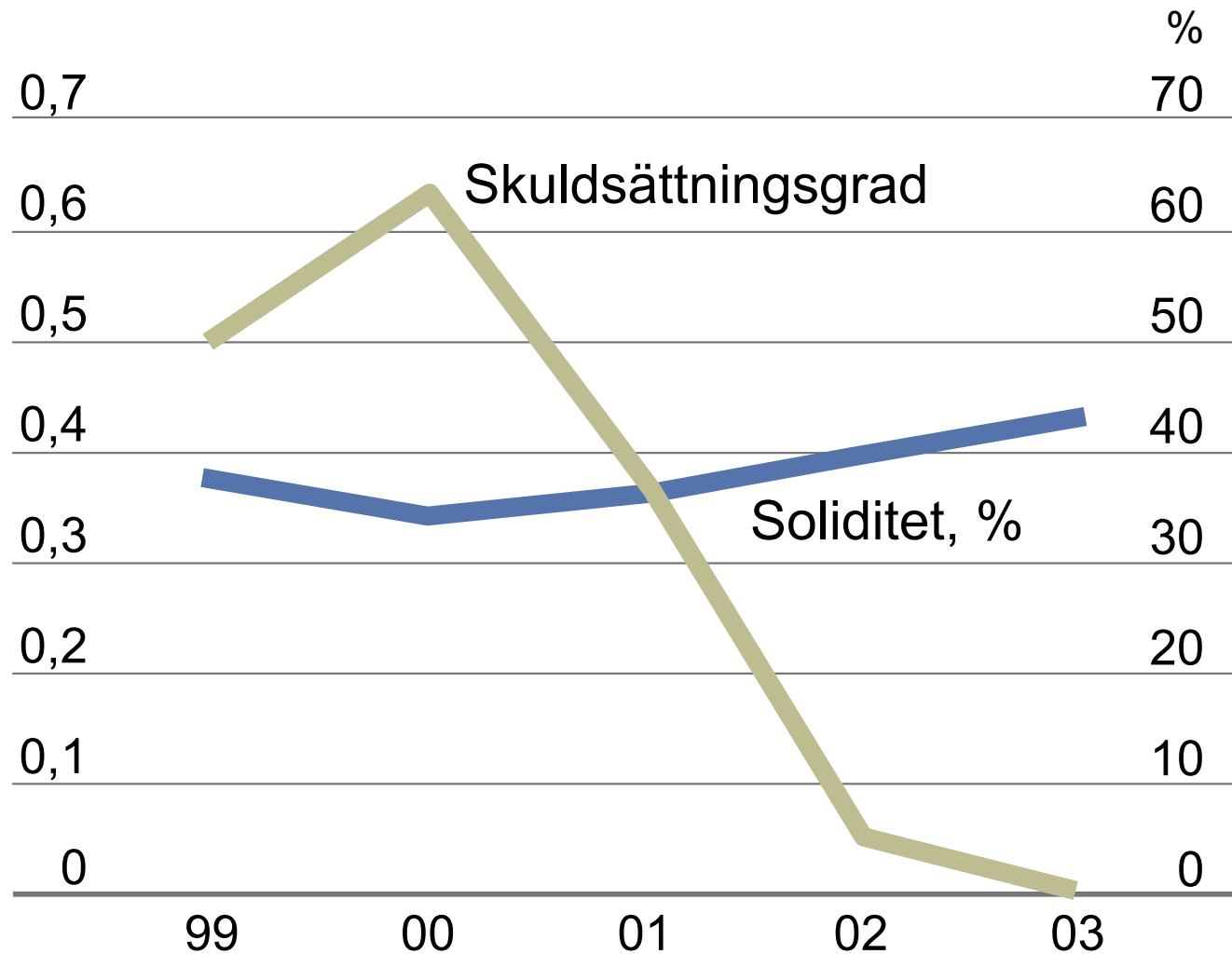


= Rörelseresultat (EBIT)	7.638 MKr
– Kostnad för nettotillgångar	4.189 Mkr
<hr/>	
= Värdeskapande	3.449 Mkr

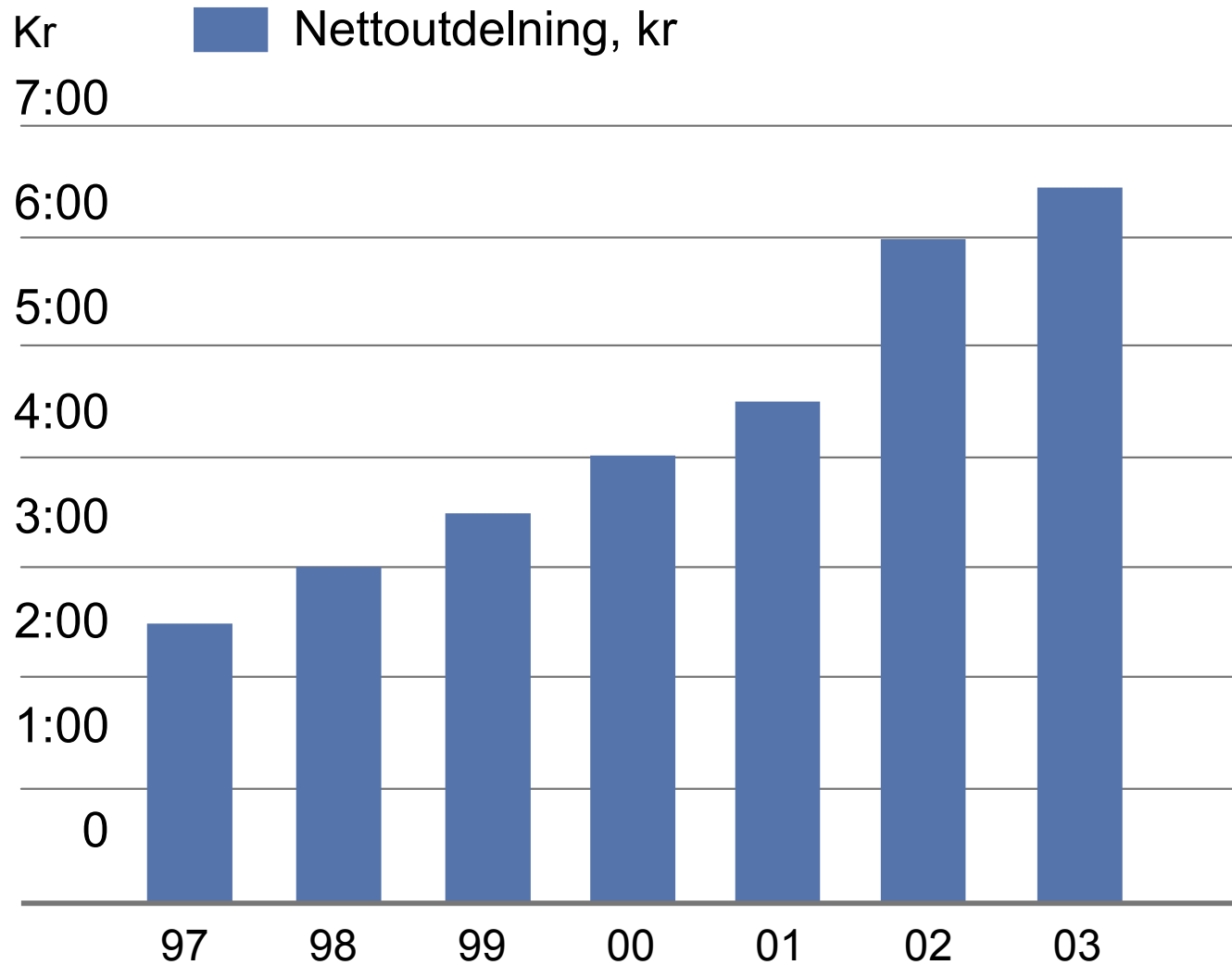


# Soliditet och skuldsättningsgrad

 **Electrolux**

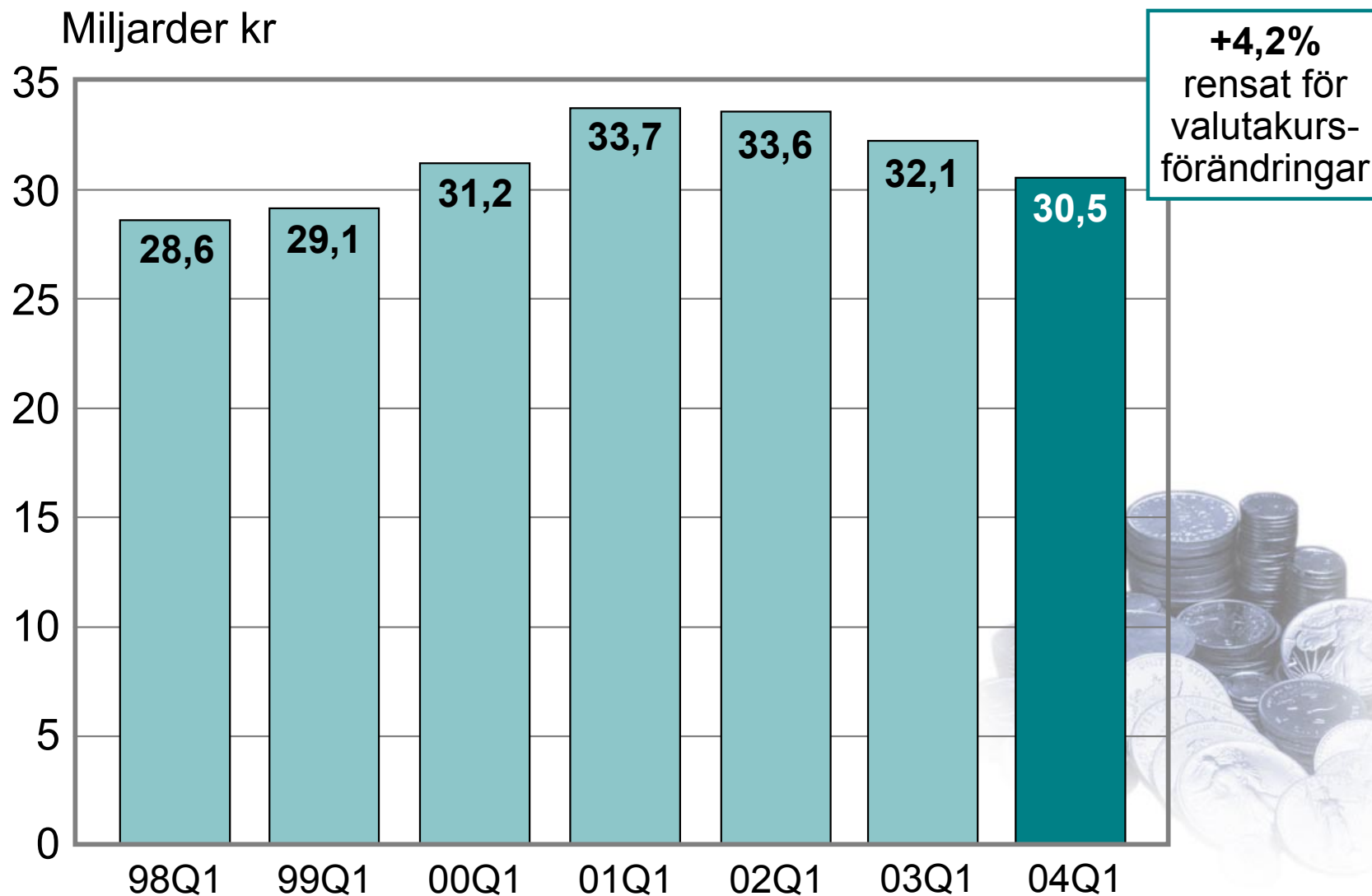


# Aktieutdelning 1997 - 2003



# Försäljning första kvartalet 1998-2004

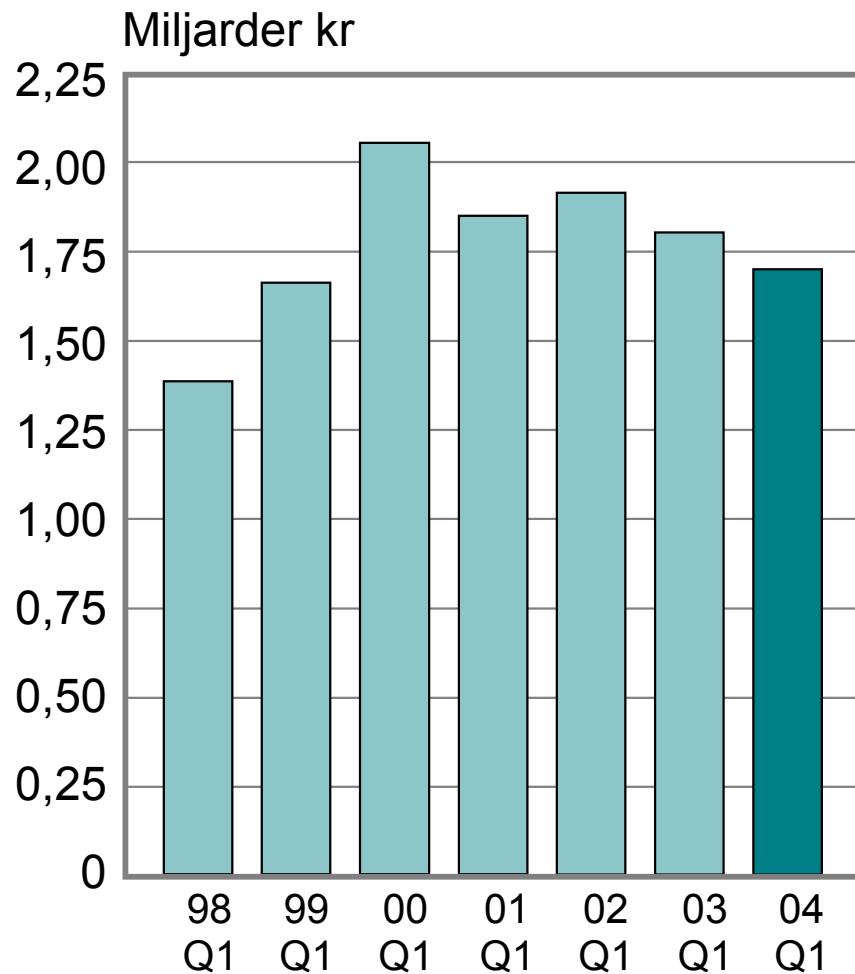
 **Electrolux**



# Första kvartalet 1998-2004

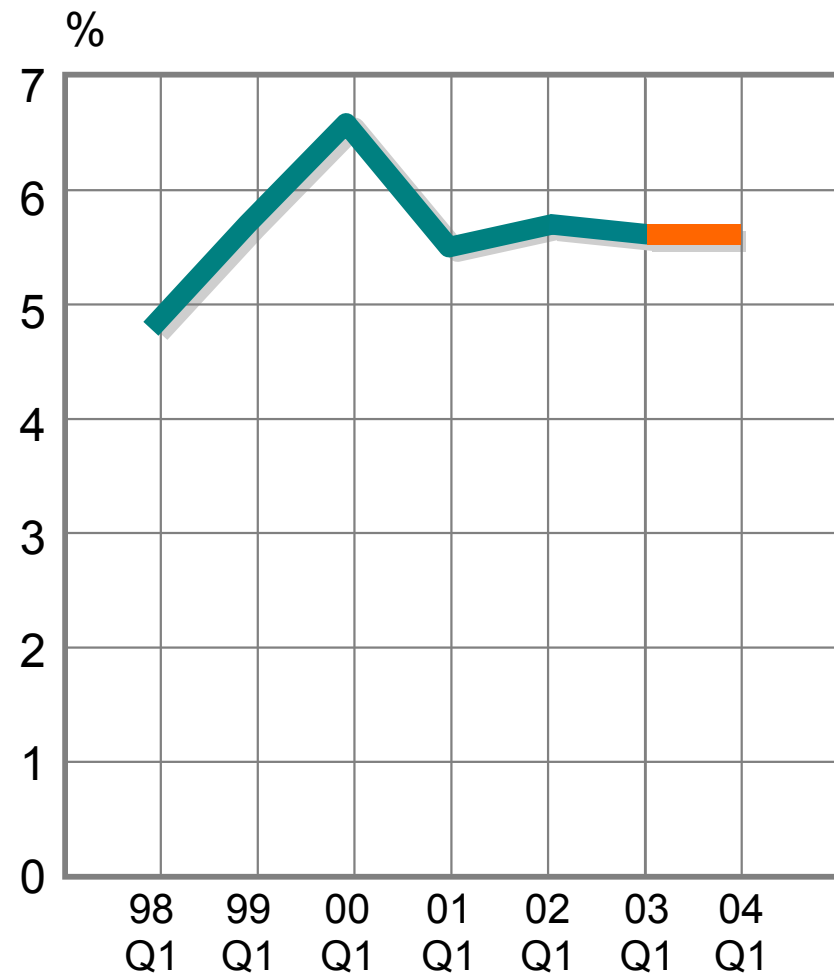


## Rörelseresultat



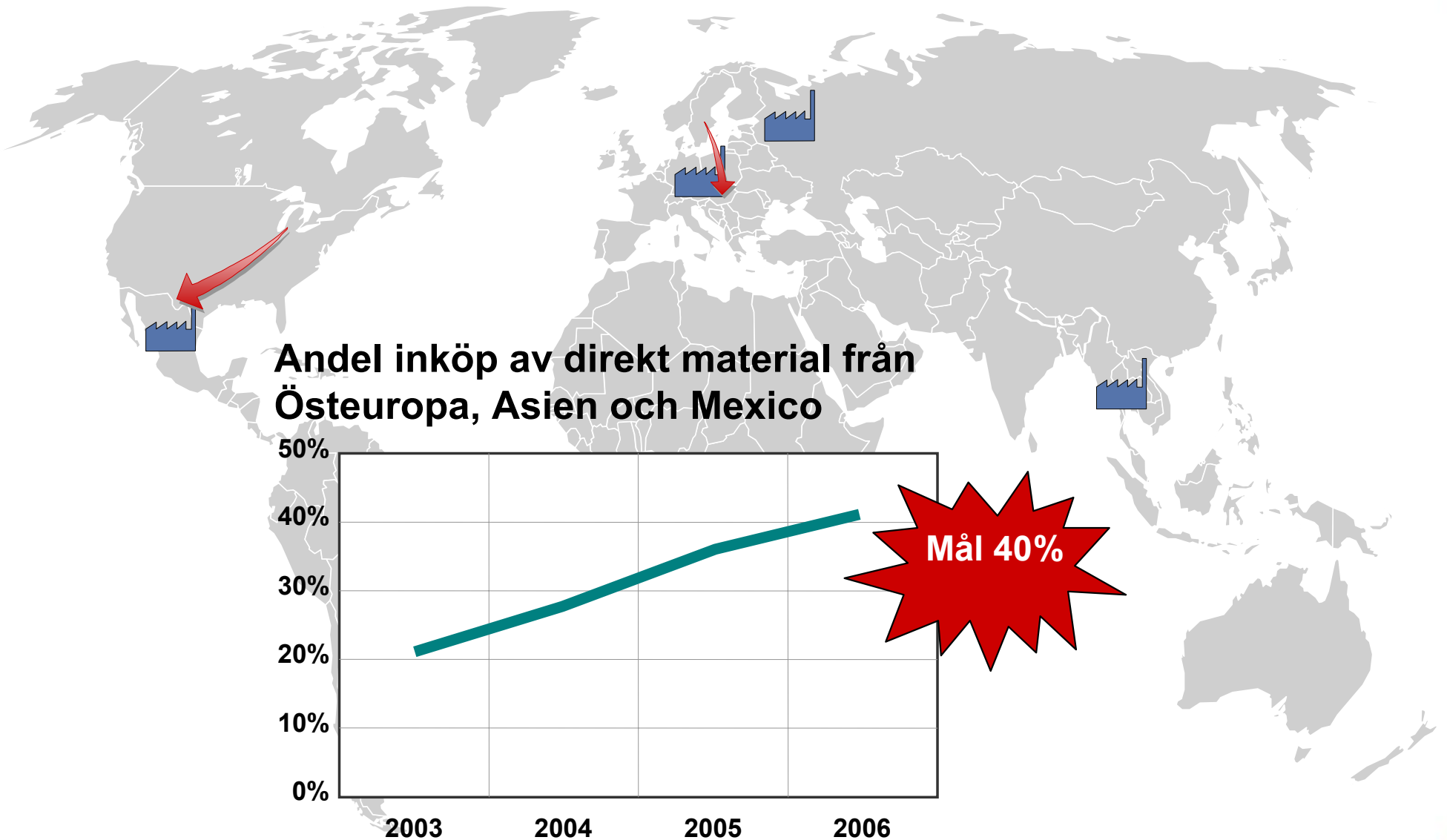
Exklusive jämförelsestörande poster

## Rörelsemarginal

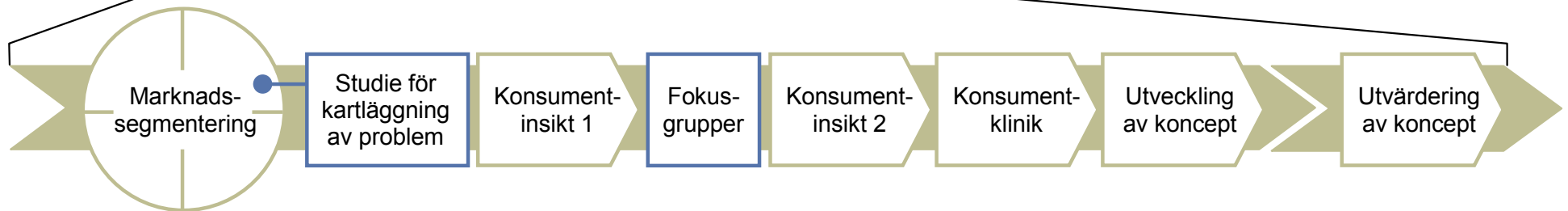




# Fokus på lägre kostnader och högre effektivitet



# Dubblera investeringarna i produktutveckling



# Ett urval nya produkter 2003

 **Electrolux**




# Ny kommunikationsplattform

 **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.

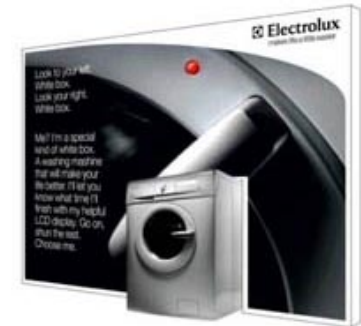
Aren't you glad you opened that envelope?



homelife

A glimpse of the future

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



 **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.

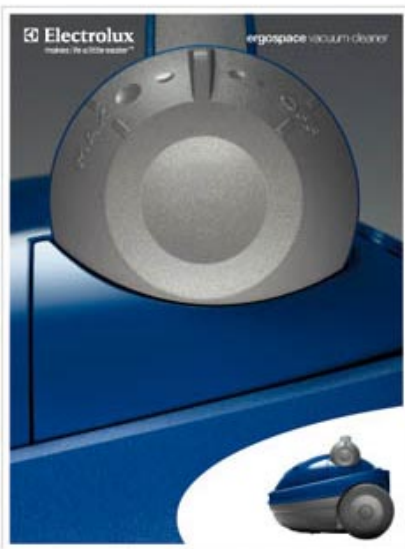


 **Electrolux**  
makes life a little easier



# Ny kommunikationsplattform

 **Electrolux**



# Lansering av Electrolux i USA

 **Electrolux**





# Vi bygger Electrolux genom våra starka lokala varumärken

 **Electrolux**

*Frigidaire*

 Electrolux

**Flymo**

 Electrolux

**ZANUSSI**

 Electrolux

**REX**

 Electrolux

ARTHUR MARTIN

 Electrolux

**CHEF**

 Electrolux



**ATLAS**

 Electrolux

**Kelvinator** 

 Electrolux

**McCULLOCH**

 Electrolux

**PARTNER**

 Electrolux

**dishlex**

 Electrolux



# Vi fortsätter att utveckla Husqvarna-varumärket

 Electrolux





