

Q2 Results 2007

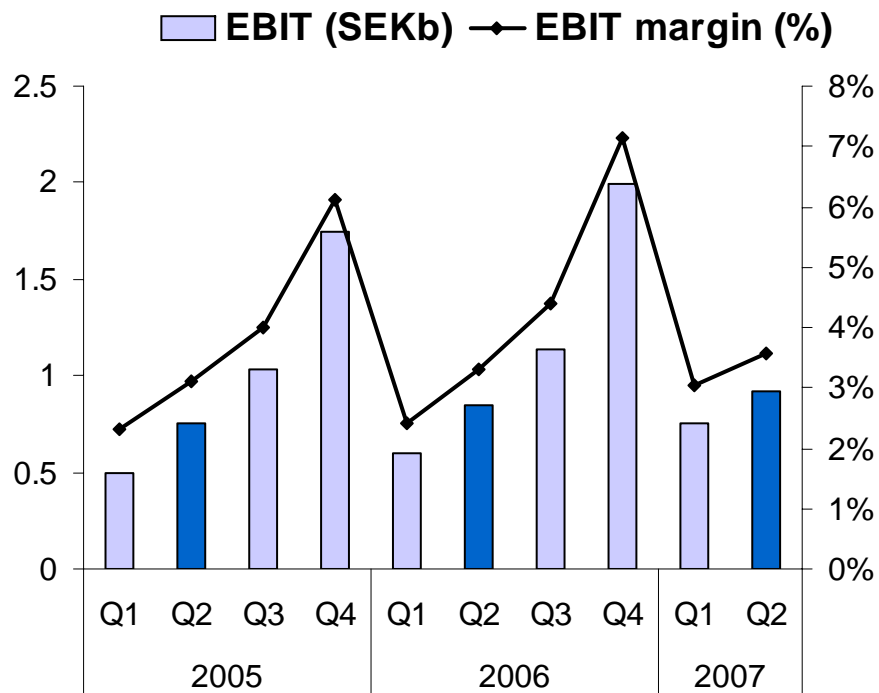
July 17, 2007

Hans Stråberg
President and CEO

Fredrik Rystedt
CFO

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 **Electrolux**

Q2 Highlights

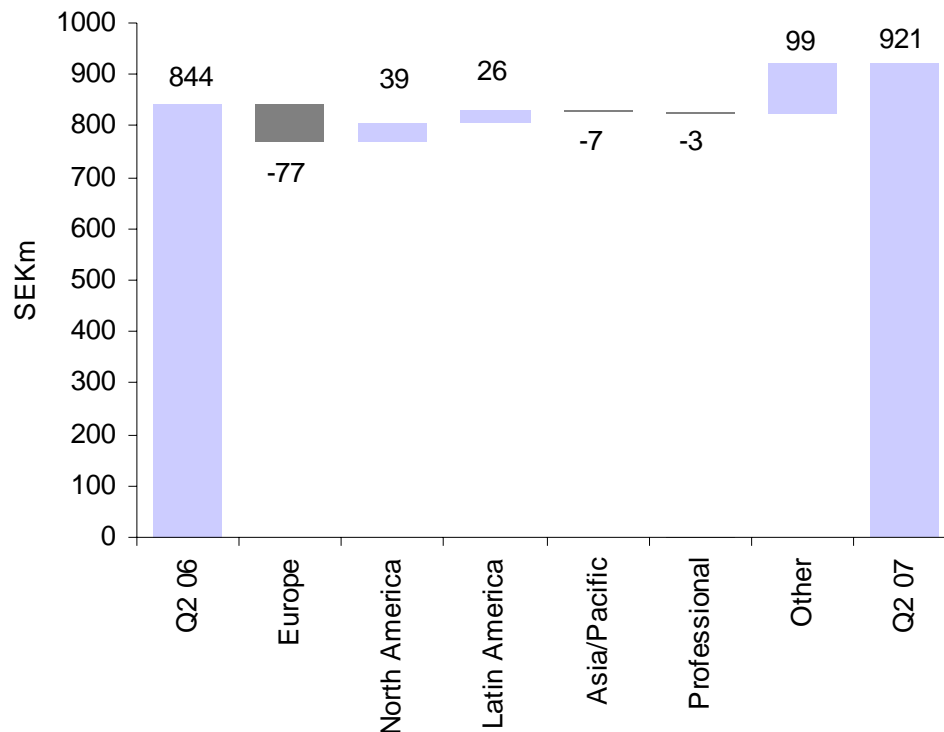


(SEKm)	Q2 2006	Q2 2007
Sales	25,322	25,785
EBIT	844	921
Margin	3.3%	3.6%

- Group sales up 5%, adjusted for local currency
- Group operating income up 9%
- Strong performance in North America
- Delays in a busy schedule for product launches in Europe

Income development

Operating income Q2/Q2



- Improved earnings in North and Latin America
- European result lower. Full impact of higher raw material costs
- Significantly lower Group common cost

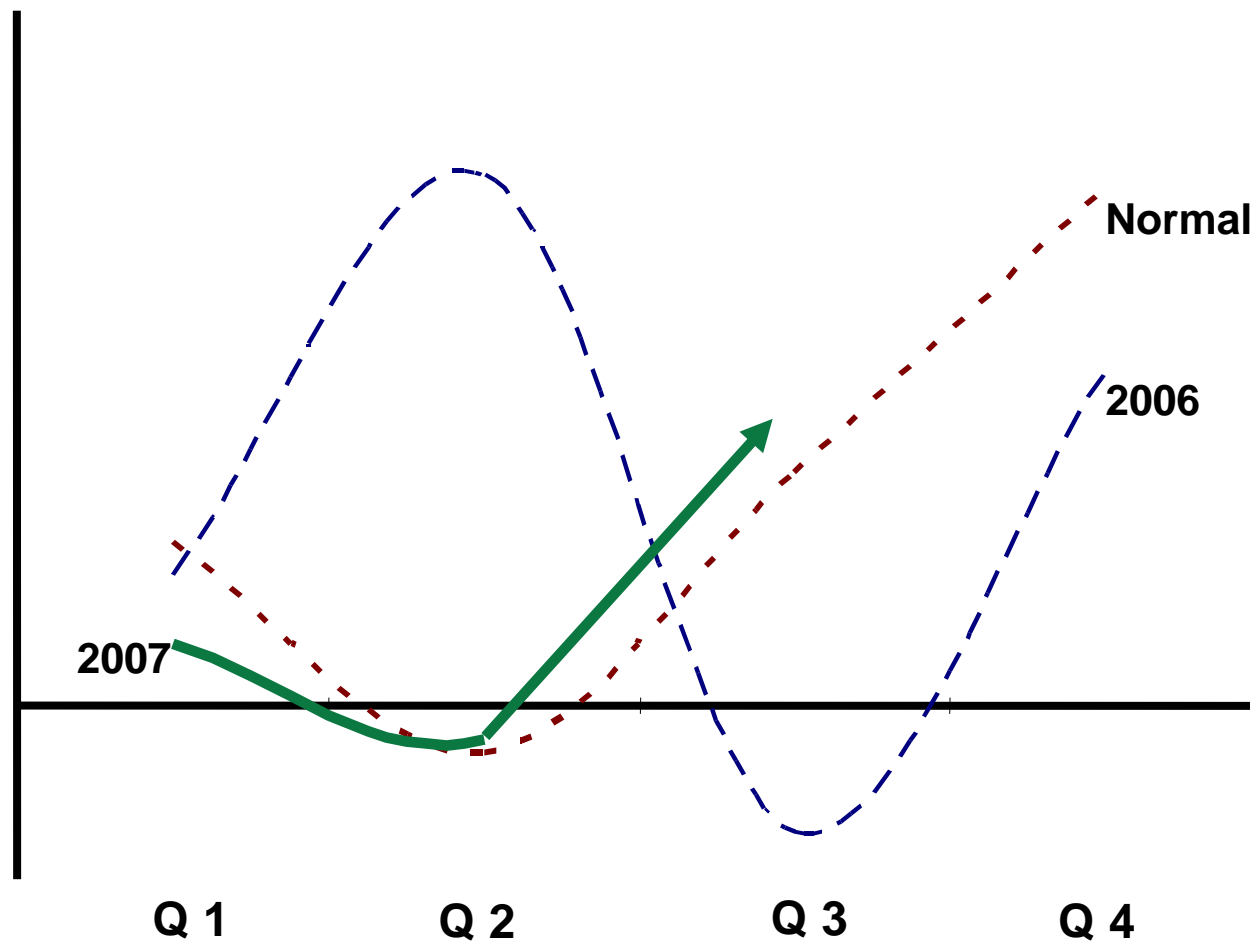
Cash Flow Q2 2007



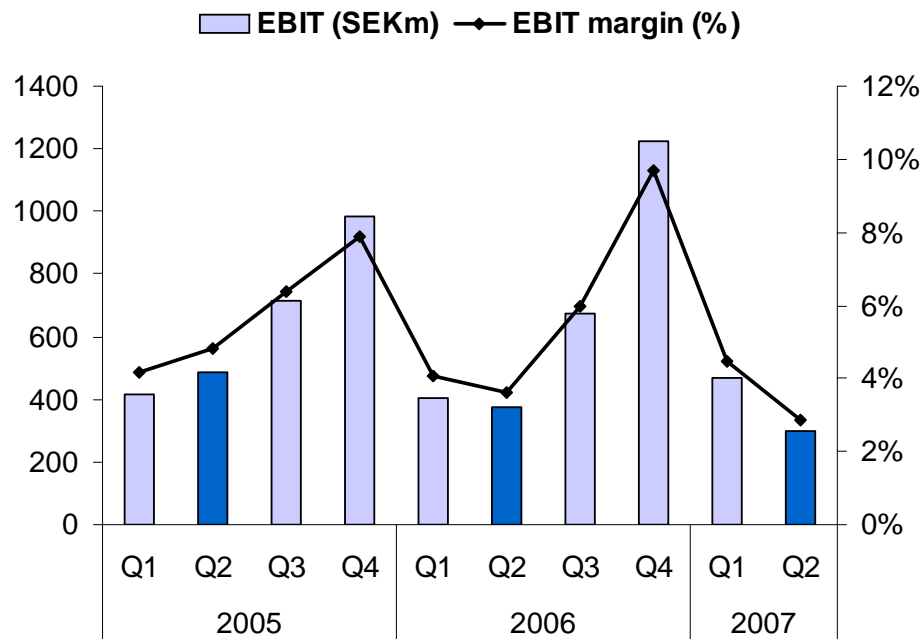
SEKb	Q2 07	Q2 06
From operations, excluding change in operating assets and liabilities	1.2	0.9
Change in operating assets and liabilities	-0.7	0.8
Capital expenditure	-1.1	0.5
Cash flow from operations and investments	-0.6	2.1

Cash Flow Patterns

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Consumer Durables Europe



- Market volume up 1% in Q2
- Sales up 2% in local currency
- Operating income declined by 21%
- Delayed product launches
- Full effect of significantly higher raw material prices
- Warranty cost for dishwashers

(SEKm)	<u>Q2 2006</u>	<u>Q2 2007</u>
Sales	10,336	10,496
EBIT	376	299
Margin	3.6%	2.8%

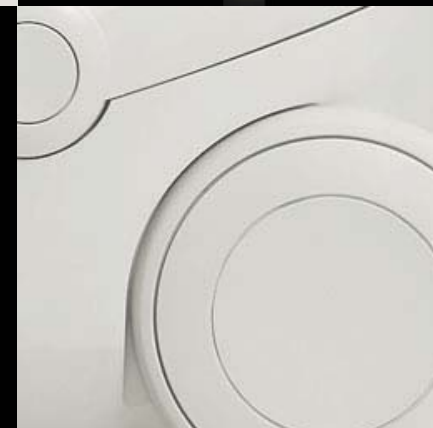
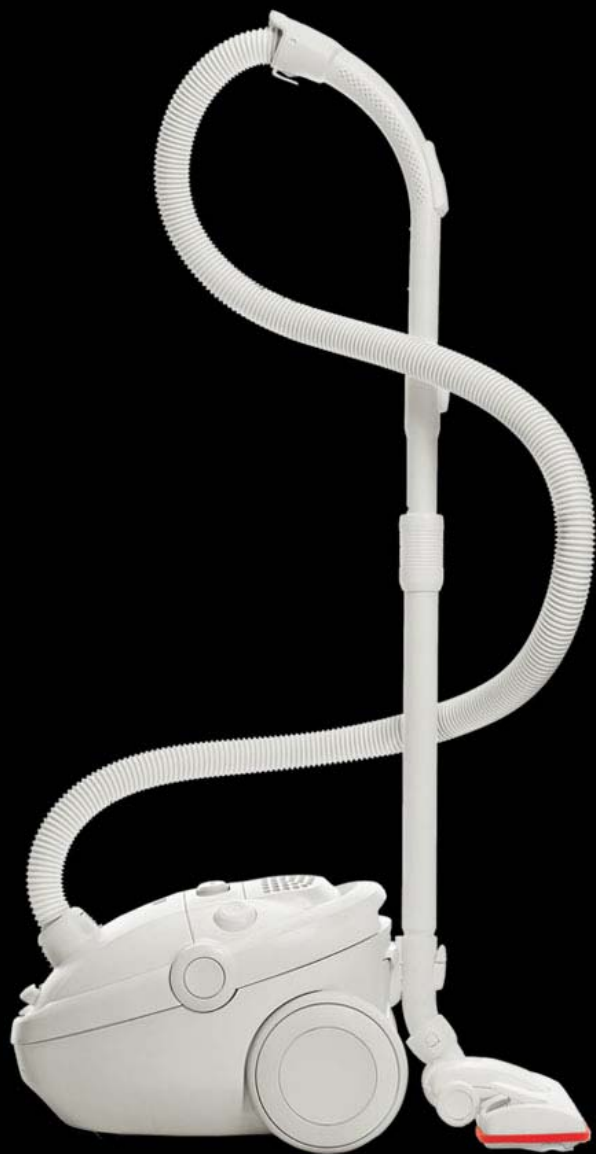
Electrolux in Europe



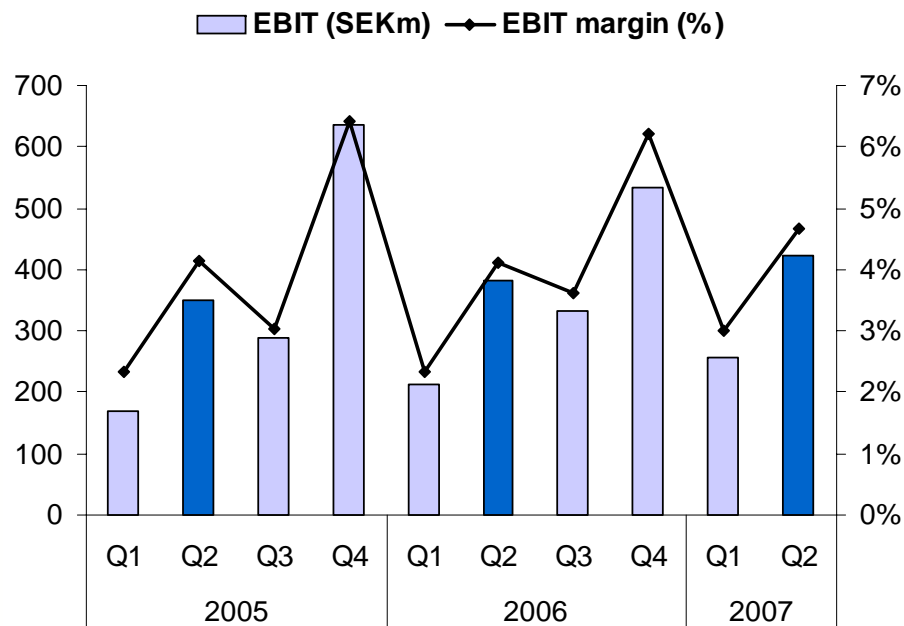
New generation Ergorapido



Ultra Silencer



Consumer Durables North America



(SEKm)	<u>Q2 2006</u>	<u>Q2 2007</u>
Sales	9,287	9,043
EBIT	383	422
Margin	4.1%	4.7%

- Market volume down 2% in Q2
- Sales up 5% in local currency
- Improved operating profit
- Strong development in refrigeration, laundry and dishwasher categories
- Higher raw material costs
- Floor-care operating income up

Electrolux in North America

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Home Enter to Win About Affinity™ Learn How to "Live Green"

Be sure to use the moisture sensor option on your dryer.

Dryness Selections
Allow for better control over fabric care and the drying process. More Dry, Normal, Less Dry or Damp can be selected. More Dry is ideal for towels while Damp is perfect for items that will be ironed.

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Frigidaire is the largest manufacturer of laundry in the world. Front load provides 10 percent less water and energy. clothes are gently lifted in and out of solution of water and detergent. whole tub with water as with top load.

From controls to color to configuration, Affinity front load provides intuitive controls, colors and flexible display options.

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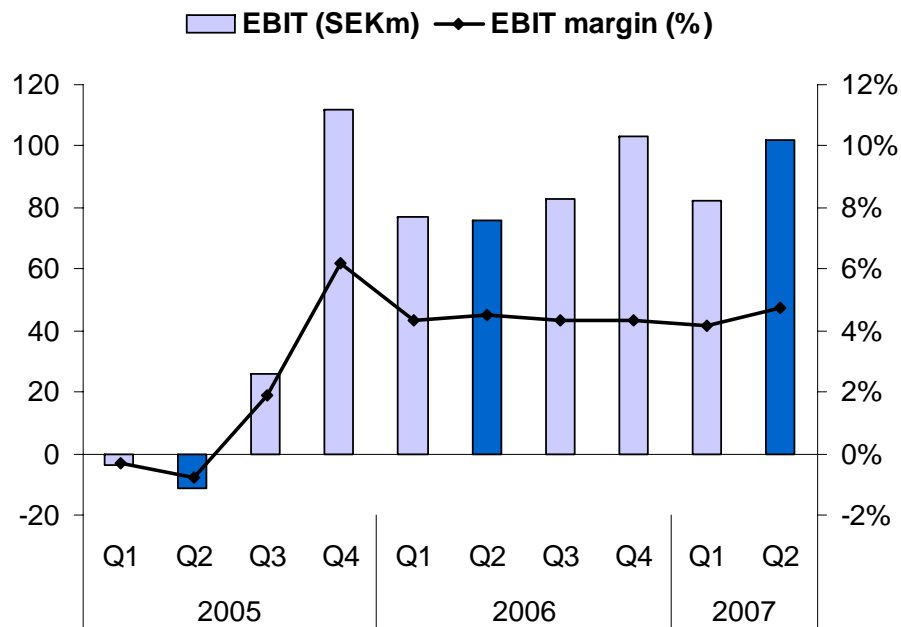
For even more Frigidaire® Affinity™ information, including where to buy, please [click here](#).

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Consumer Durables Latin America



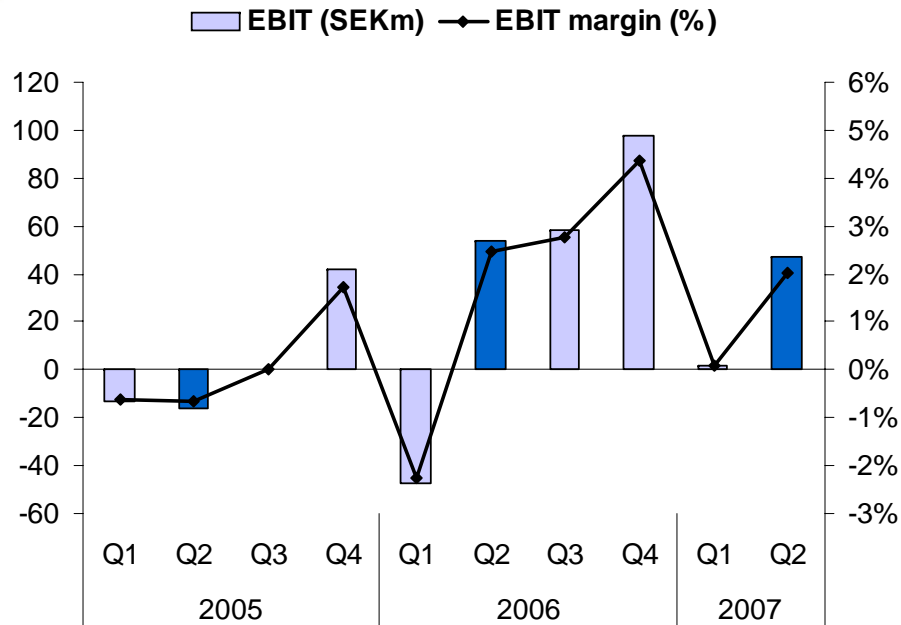
(SEKm)	<u>Q2 2006</u>	<u>Q2 2007</u>
Sales	1,697	2,161
EBIT	76	103
Margin	4.5%	4.8%

- Market volume up 19% in Q2
- Electrolux sales up 26% in local currency
- Operating income up 36%
- Electrolux is a leading brand in Brazil in major appliances
- Expanding successfully into adjacent markets

Electrolux in Latin America



Consumer Durables Asia/Pacific & Rest of world



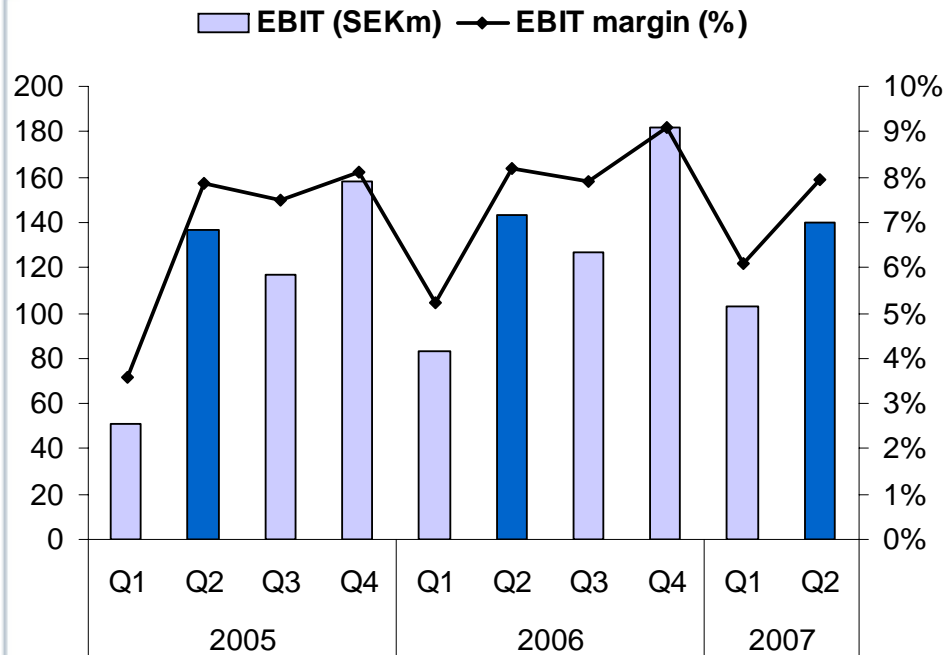
(SEKm)	<u>Q2 2006</u>	<u>Q2 2007</u>
Sales	2,196	2,314
EBIT	54	47
Margin	2.5%	2.0%

- Market demand up in Australia and China
- Stable operating income in Australia
- Strategic repositioning continues in China

Electrolux in Asia/Pacific



Professional Products



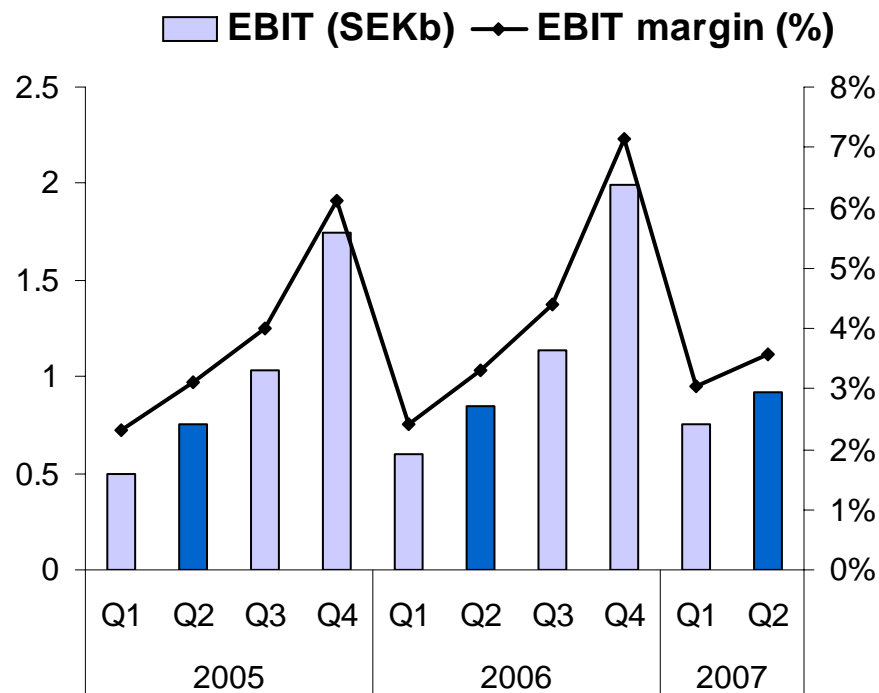
(SEKm)	Q2 2006	Q2 2007
Sales	1,749	1,767
EBIT	143	140
Margin	8.2%	7.9%

- Positive market demand
- Group sales up 2.4% adjusted for currency
- Food service operating income slightly down
- Laundry service operating income unchanged
- Raw material cost increases mitigated by price and cost savings

Electrolux Professional



Full-year outlook



- European demand favorable
- US market demand down
- Raw material cost negative

Operating income in 2007 is expected to be somewhat higher than in 2006, excluding items affecting comparability.

Factors affecting forward-looking statements



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This presentation contains “forward-looking” statements within the meaning of the US Private Securities Litigation Reform Act of 1995. Such statements include, among others, the financial goals and targets of Electrolux for future periods and future business and financial plans. These statements are based on current expectations and are subject to risks and uncertainties that could cause actual results to differ materially due to a variety of factors. These factors include, but may not be limited to the following: consumer demand and market conditions in the geographical areas and industries in which Electrolux operates, effects of currency fluctuations, competitive pressures to reduce prices, significant loss of business from major retailers, the success in developing new products and marketing initiatives, developments in product liability litigation, progress in achieving operational and capital efficiency goals, the success in identifying growth opportunities and acquisition candidates and the integration of these opportunities with existing businesses, progress in achieving structural and supply-chain reorganization goals.

Appendix

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Industry shipments

Q2 2007 versus Q2 2006

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