

A modern kitchen with dark blue cabinetry, stainless steel appliances, and a central island with a white countertop. The ceiling features recessed lighting and three white pendant lights. A large window on the right shows a cityscape at night.

Q2 Results 2008

July 17, 2008

Hans Stråberg, President and CEO

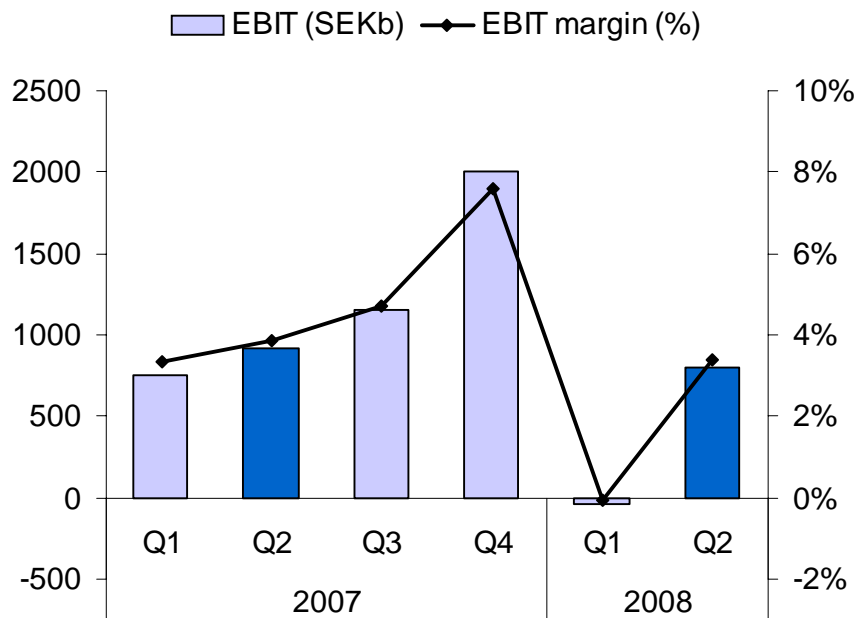
Fredrik Rystedt, CFO

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Q2 Highlights

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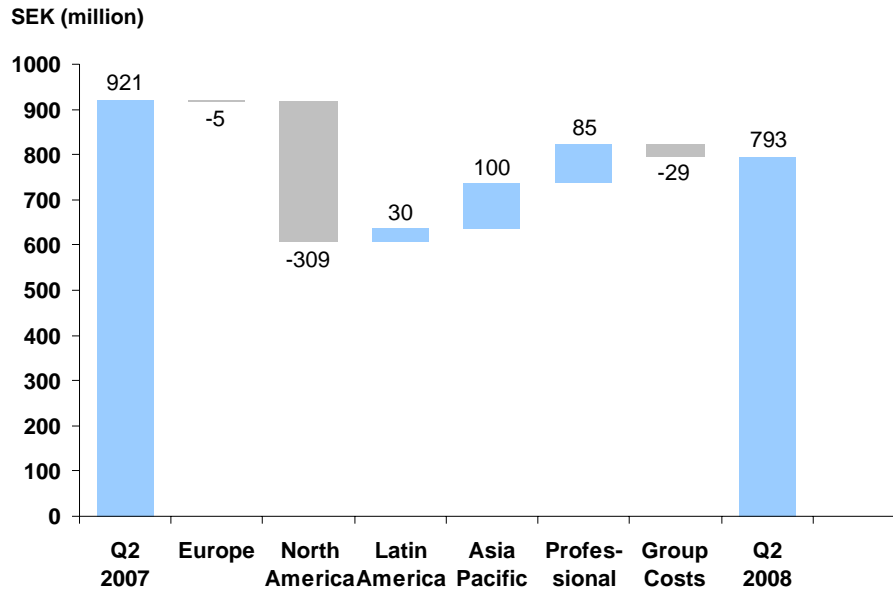
- Stable results in North America
- Negative net impact of US launch of SEK 230m
- Declining markets and high product costs impacted Europe
- European cost-out initiatives proceeding according to plan
- Improved results in Latin America, Asia/Pacific and Professional Products

(SEKm)	<u>Q2 2007</u>	<u>Q2 2008</u>
Sales	25,785	25,587
EBIT	921	793
Margin	3.6%	3.1%

Income development

Operating income Q2/Q2

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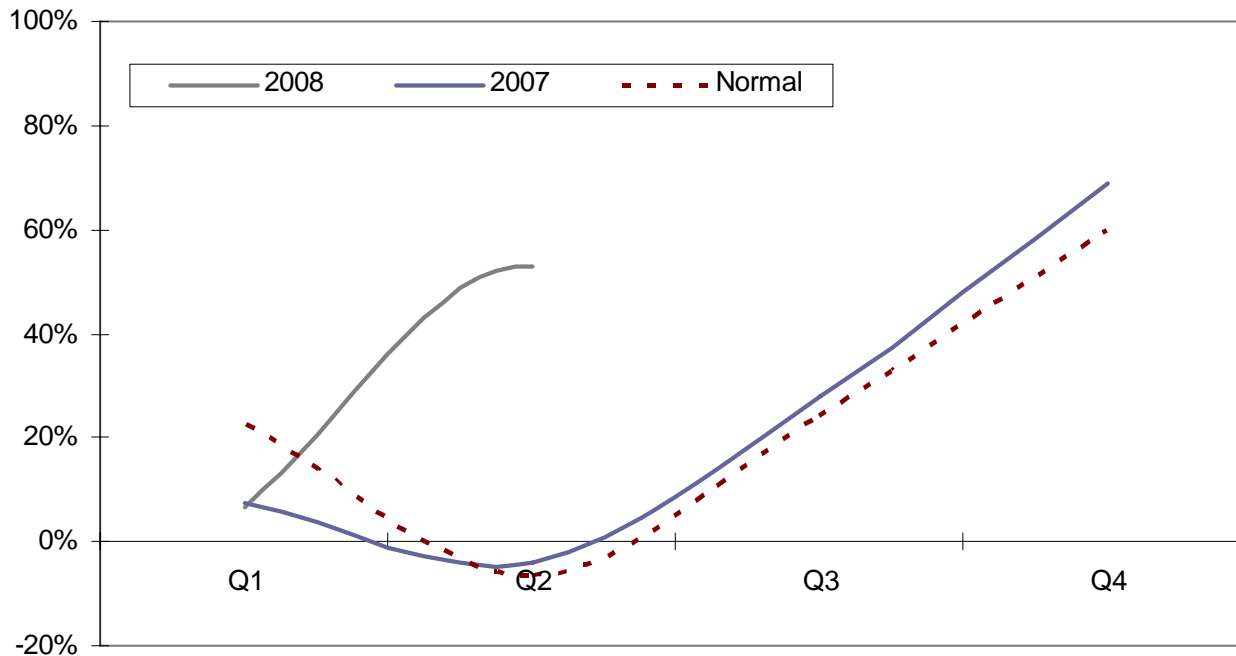
- **Europe**
 - Costs related to the launch of new products
- **North America**
 - Weak market
 - US launch
- **Latin America**
 - Outperforming strong market
- **Asia/Pacific**
 - Strong sales development in Southeast Asia
 - Positive trend in China
- **Professional**
 - Improvements in both food-service and laundry

Cash flow seasonality

2007 & 2008 versus Normal – percentage of cash flow made per quarter

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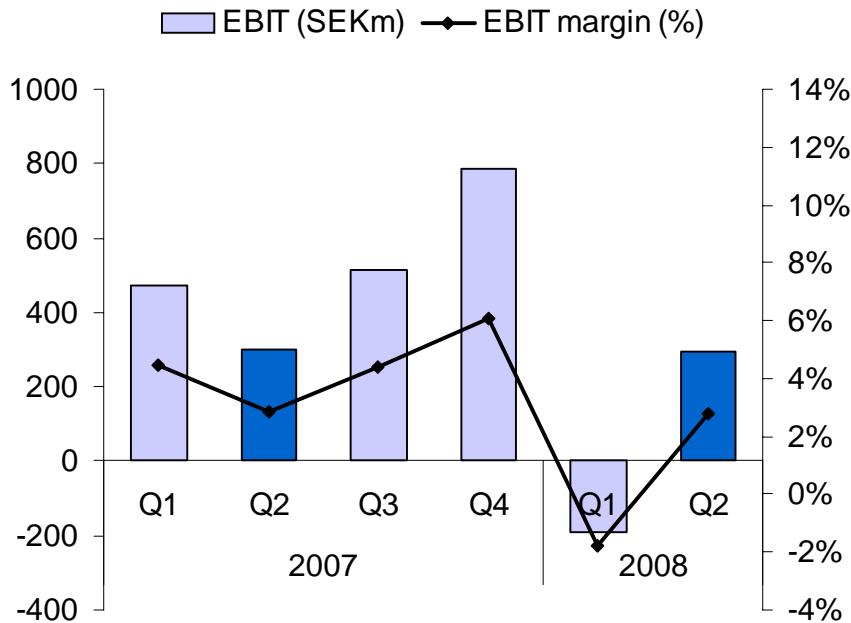
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- Q2 2008 Cash Flow development better than normal as a result of improved working capital performance and some temporary positive effects related to AirCare in North America

Consumer Durables Europe

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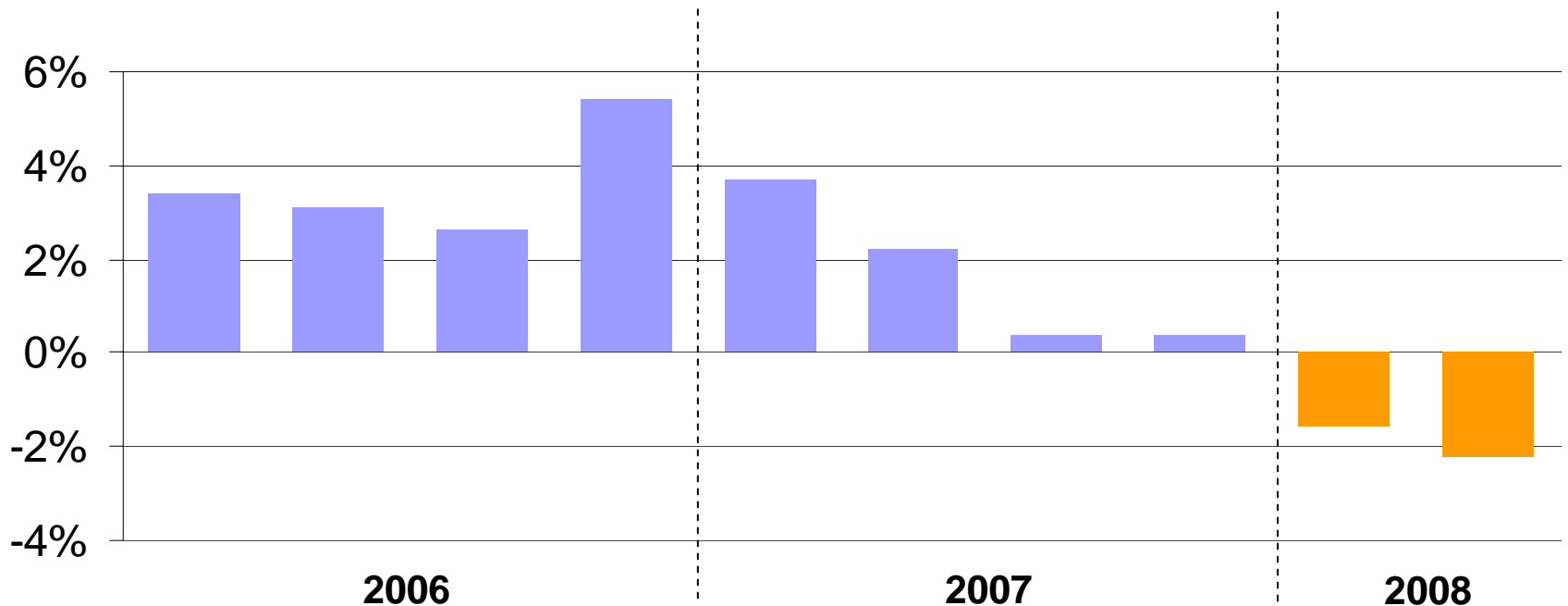
(SEKm)	<u>Q2 2007</u>	<u>Q2 2008</u>
Sales	10,496	10,500
EBIT	299	294
Margin	2.8%	2.8%

- Sales in line with previous year despite declining market
- European cost-out initiatives proceeding according to plan
 - Redundancy program
 - Reducing product cost
 - Moving factories to low cost countries; Scandicci
- Market share gain
- Operating income and margin for Floor-care products in line with 2007

Market development in Europe

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Quarterly comparison, year on year

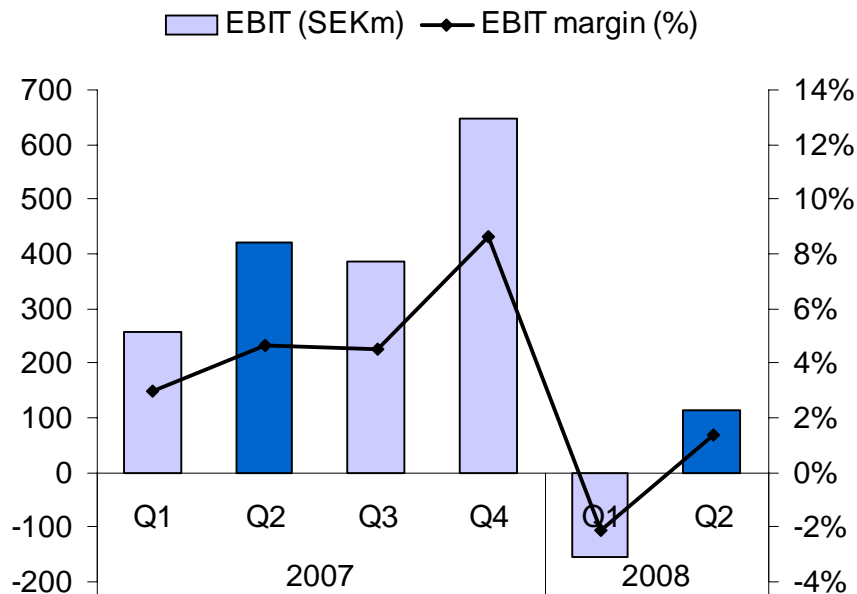


	2006	2007	2008							
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2
West. Europe	4%	1%	1%	5%*	1%	1%	-1%	-5%*	-4%	-4%
East. Europe	1%	9%	6%	7%	14%	5%	5%	10%	6%*	5%

*Denote that value has been changed since Q1 presentation

Consumer Durables North America

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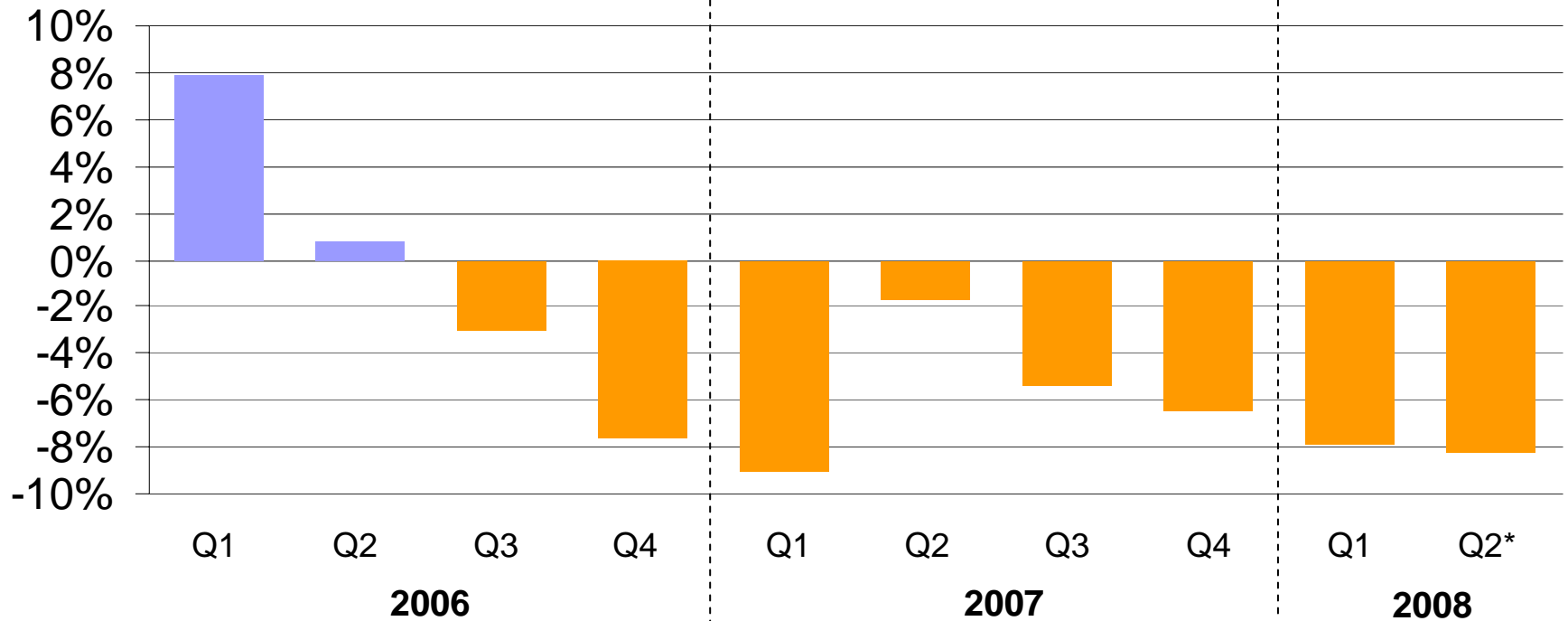
(SEKm)	<u>Q2 2007</u>	<u>Q2 2008</u>
Sales	9,043	8,214
EBIT	422	113
Margin	4.7%	1.4%

- Major launch started
 - Good market acceptance
 - Available on more than 2,000 retailer floors
 - Negative net effect of SEK 230m in second quarter
- Base business stable
 - Despite strong decline in market demand
 - Price increases
 - Improved mix
- Declined operating income for Floor-care

Market development in North America

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Quarterly comparison, year on year



*Denote that value for Q2 refers to Apr-May 2008 vs. Apr-May 2007

Electrolux launch in N.A.





preview our
virtual kitchen

[▶ COME INSIDE](#)

**KELLY'S
BAGS**



win fabulous
new appliances

[▶ PLAY THE GAME](#)



see kelly in
cupcake queen

[▶ CLICK TO WATCH](#)

BE EVEN MORE AMAZING

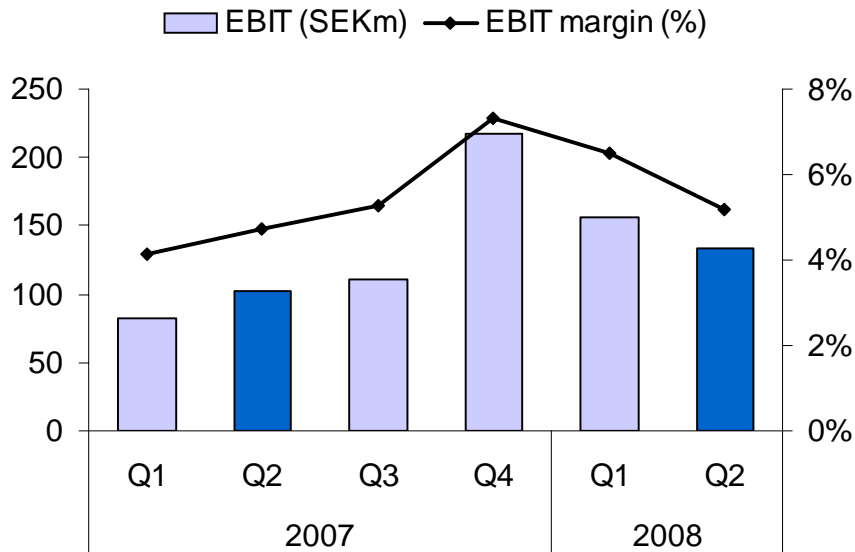
WITH THE NEW COLLECTION OF APPLIANCES
FROM ELECTROLUX



EUROPE'S LEADING PREMIUM APPLIANCE BRAND™

Consumer Durables Latin America

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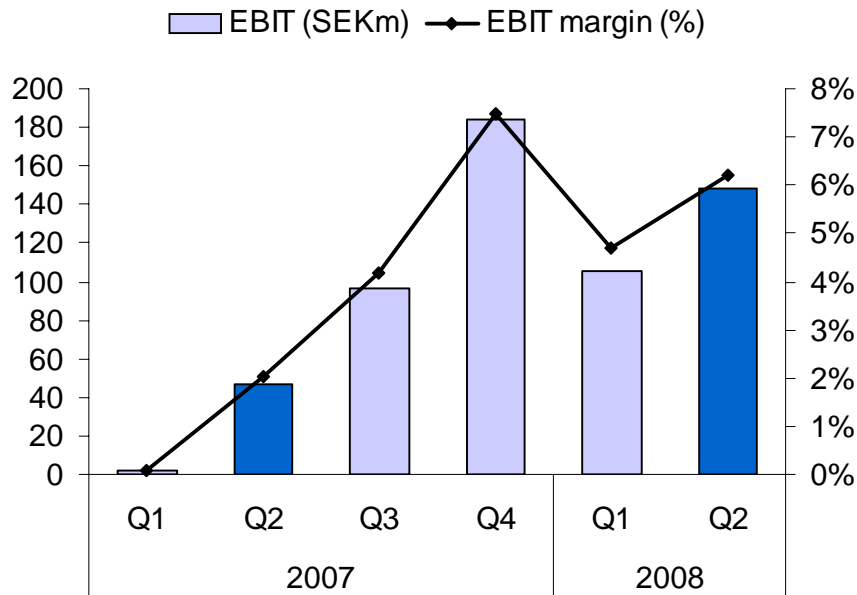


- Continued strong market growth
- Improved operating income
 - Volumes up 15%
 - Positive product mix trend
 - Improved productivity
- Increased market shares

(SEKm)	<u>Q2 2007</u>	<u>Q2 2008</u>
Sales	2,161	2,548
EBIT	103	133
Margin	4.8%	5.2%

Consumer Durables Asia/Pacific & Rest of world

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■ Improved operating income in all areas

- Improved product mix and restructuring savings in Australia/New Zealand
- Still loss-making but positive development in China
- Strong growth in Southeast Asia with good profitability

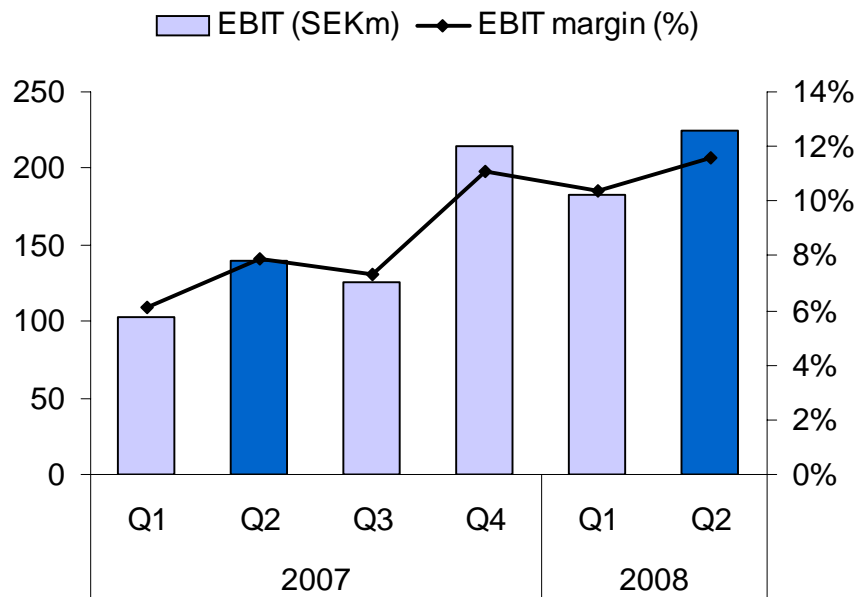
(SEKm)	<u>Q2 2007</u>	<u>Q2 2008</u>
Sales	2,314	2,369
EBIT	47	147
Margin	2.0%	6.2%

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Fuego in
Asia/Pacific**



Professional Products

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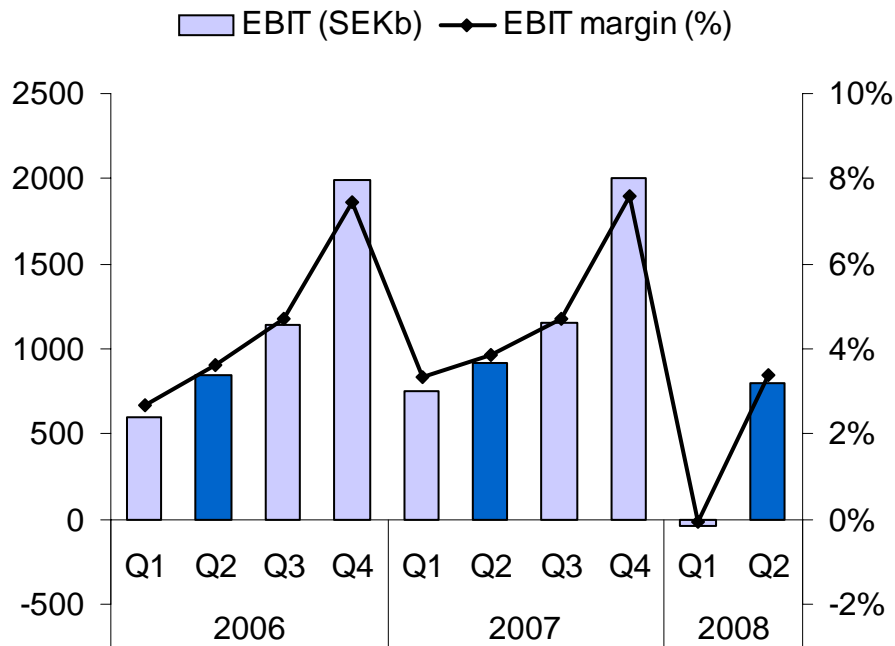


- Margins above 10% in both areas
- Food-service
 - Outperforming market – gaining market shares
- Laundry equipment
 - Higher sales volumes

(SEKm)	<u>Q2 2007</u>	<u>Q2 2008</u>
Sales	1,767	1,944
EBIT	140	225
Margin	7.9%	11.6%

New Outlook for 2008

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- Demand in Europe will show a **decline of 1-2%**
- Demand in North America will **decline by 5-8%**
- Expect an **operating income** for the full year of 2008 of **SEK 3,300-3,900m***

* excluding items affecting comparability

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Factors affecting forward-looking statements

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Factors affecting forward-looking statements

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