



## Q2 Results, July 16, 2009

*Hans Stråberg, President and CEO*

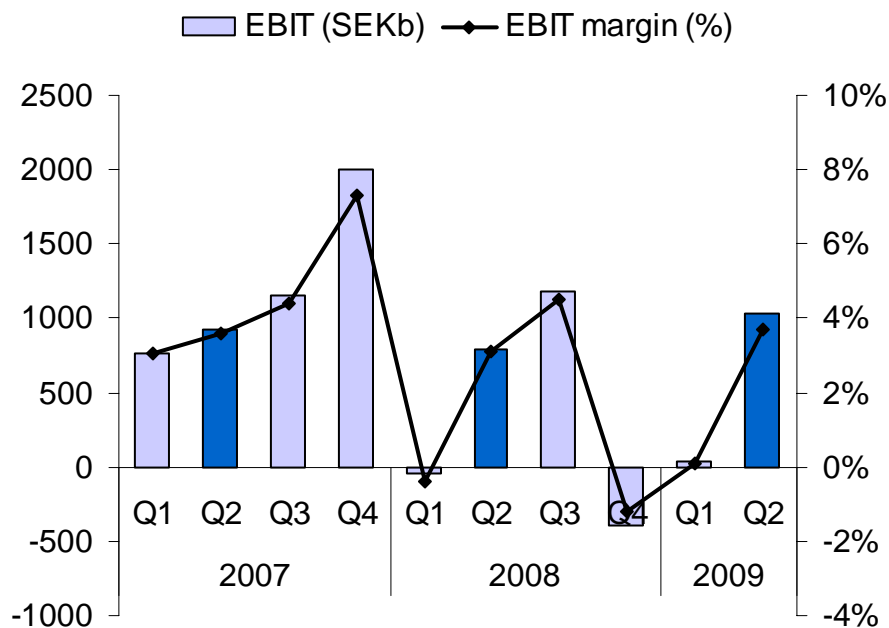
*Jonas Samuelson, CFO*

*Peter Nyquist, IR*

*Thinking of you*  
**Electrolux**

# Q2 Highlights

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- EBIT improved by 30%
- In weak markets, Europe and North America improved results
  - Cost savings
  - Lower raw-material costs
  - Price increases
- Continued market-share gain in North America.
- Improved operating income in Latin America
- Solid performance by the rest of the Group in difficult markets
- Continued strong cash flow

(SEKm)	<u>Q2 2008</u>	<u>Q2 2009</u>
Sales	25,587	27,482
EBIT*	793	1,027
Margin	3.1%	3.7%

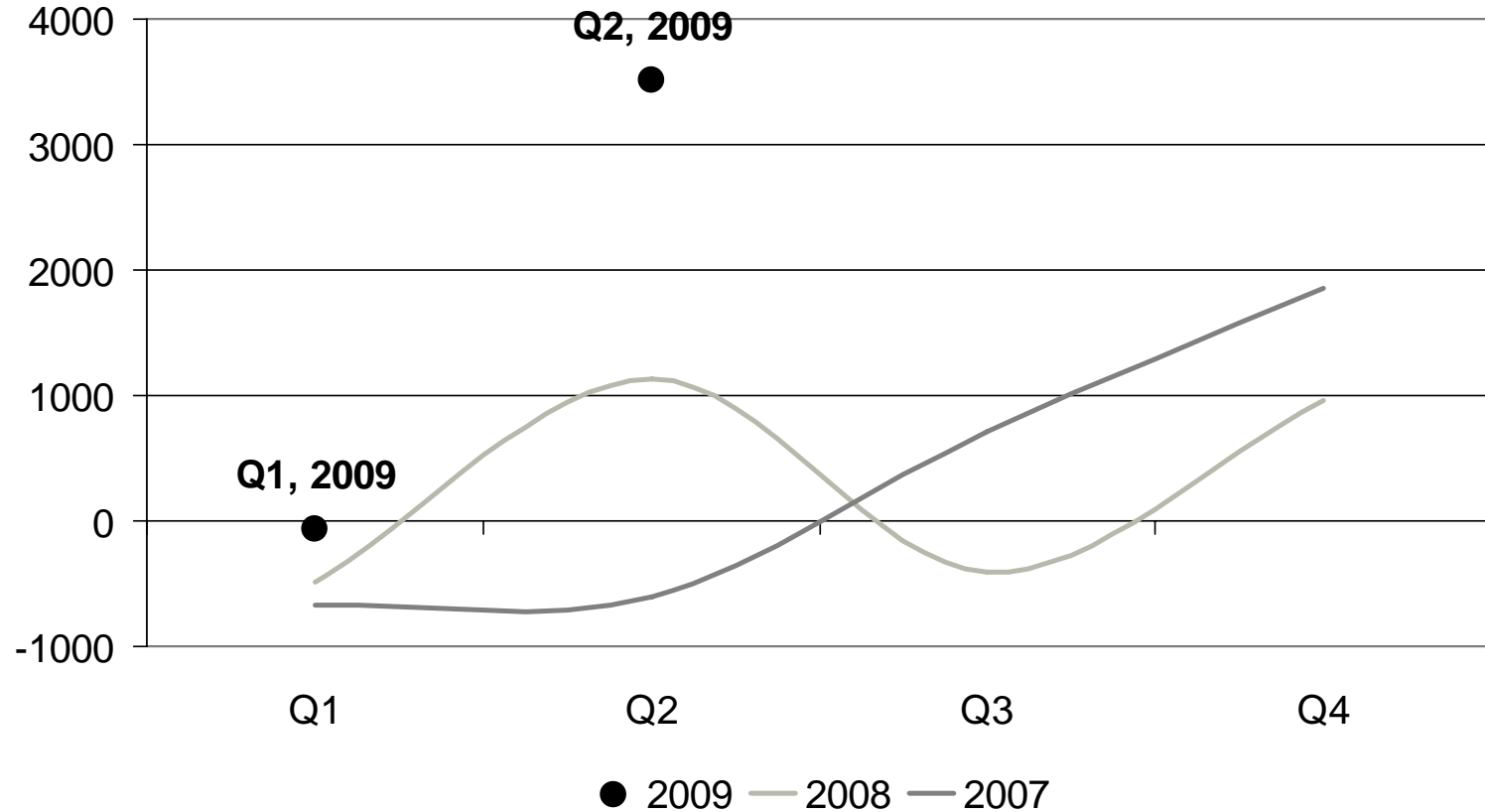
\*Excluding items affecting comparability

# Cash flow per quarter

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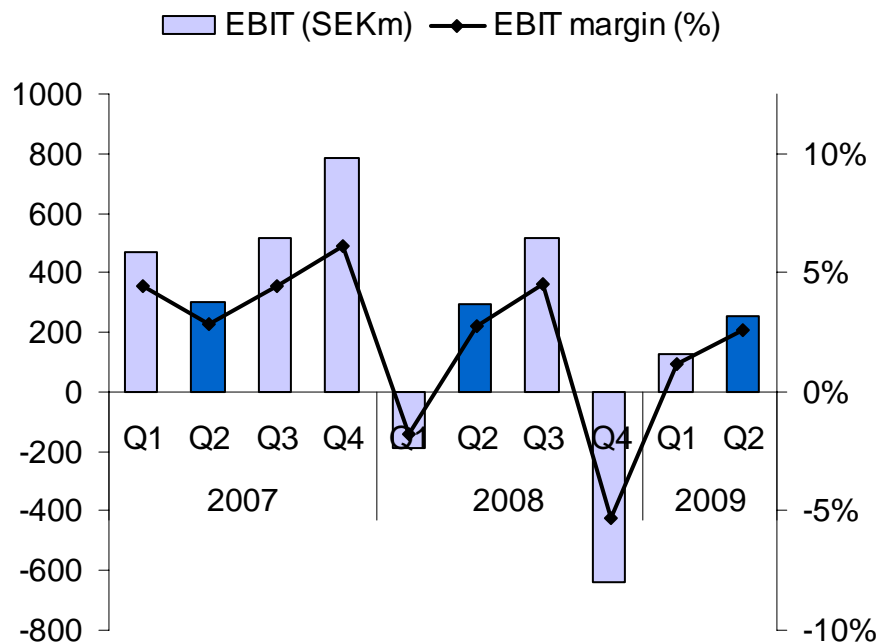
## Cash flow from operations and investments

(SEK m)



# Consumer Durables Europe

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(SEKm)	<u>Q2 2008</u>	<u>Q2 2009</u>
Sales	10,500	9,935
EBIT	294	257
Margin	2.8%	2.6%

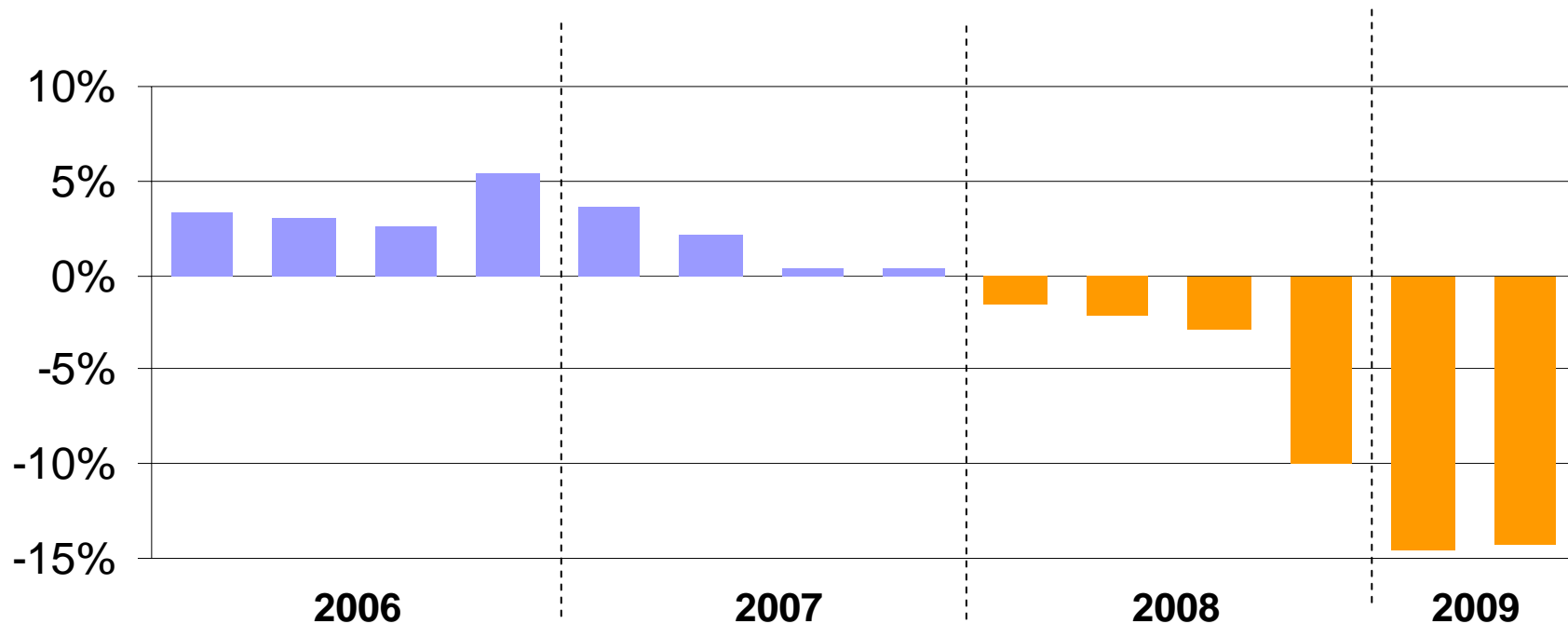
- Weak market impacted sales negatively
- Improved results for core appliances
  - Cost savings
  - Price increases
  - Savings on components and raw-material
  - Mix improvement
- Weak market demand for floor-care products



# Market development in Europe

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## Quarterly comparison, year on year



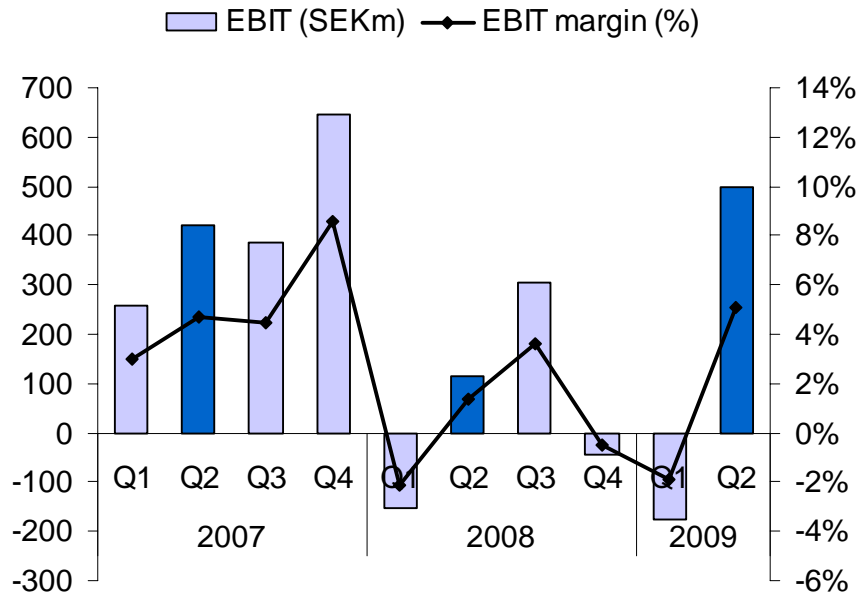
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2
West. Europe	4%	1%	1%	5%	1%	1%	-1%	-5%	-4%	-4%	-5%	-8%	-9%	-9%
East. Europe	1%	9%	6%	7%	14%	5%	5%	10%	6%	5%	4%	-15%	-31%	-30%

# UltraOne



# Consumer Durables North America

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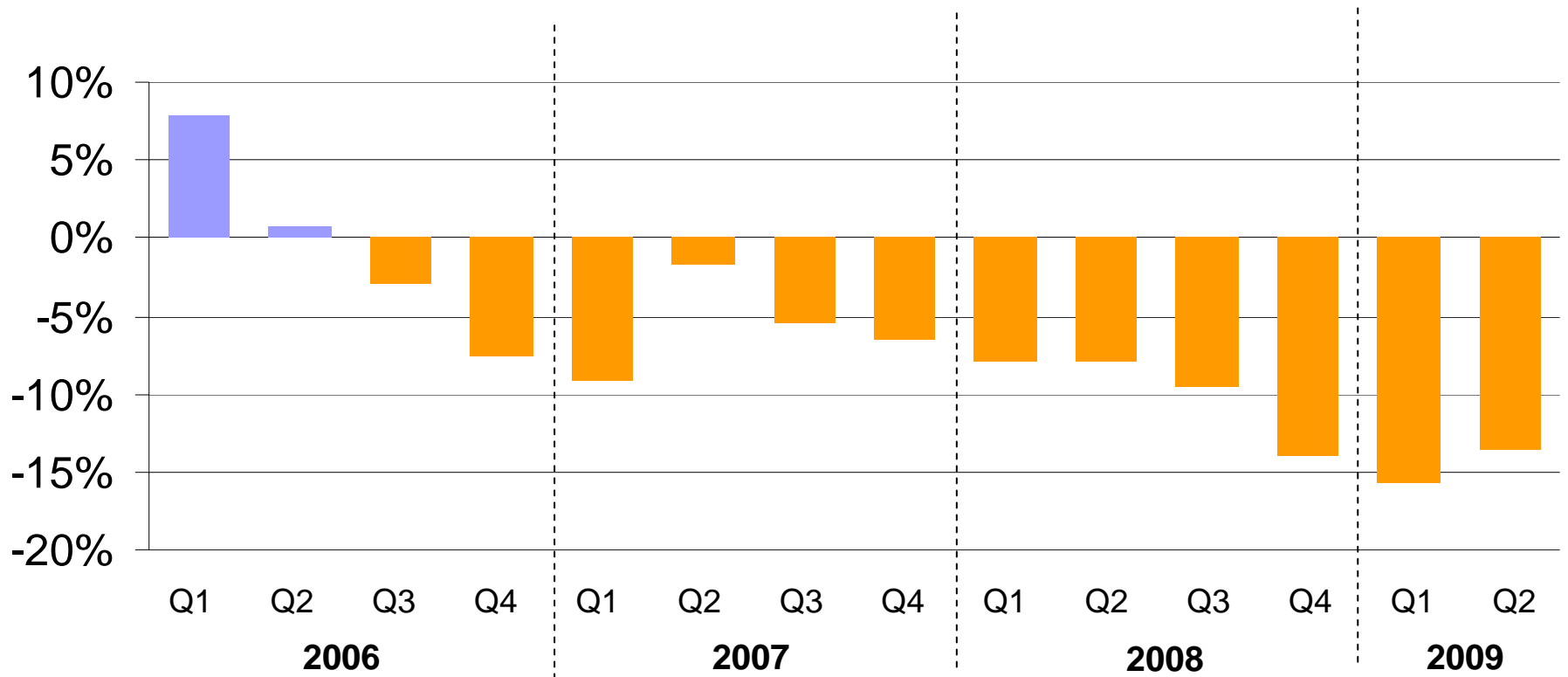
(SEKm)	<u>Q2 2008</u>	<u>Q2 2009</u>
Sales	8,214	9,848
EBIT	113	498
Margin	1.4%	5.1%

- Weak market impacted sales negatively
  - Lower sales in comparable currencies
- Improved operating income
  - Cost savings
  - Previous price increases
  - Lower raw-material costs
- Q2 2008 negatively impacted by Electrolux launch cost
- Market demand for floor-care products is decreasing at lower rate

# Market development in North America

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## Quarterly comparison, year on year





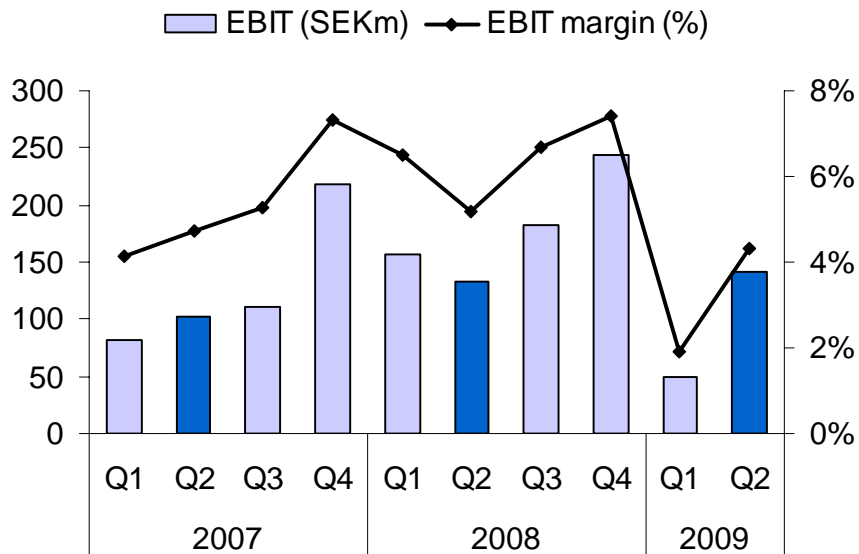


# Electrolux awards



# Consumer Durables Latin America

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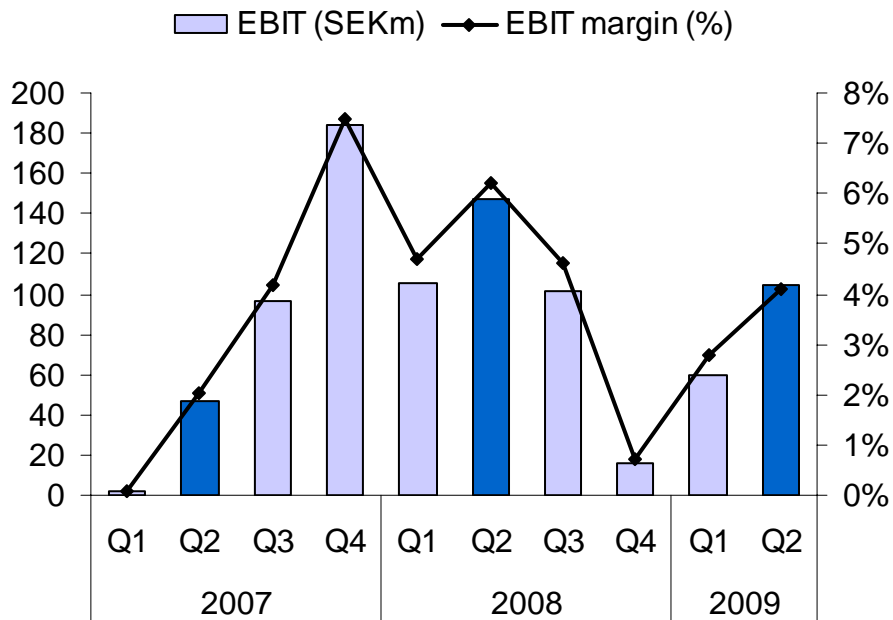



(SEKm)	<u>Q2 2008</u>	<u>Q2 2009</u>
Sales	2,548	3,326
EBIT	133	142
Margin	5.2%	4.3%

- Strong market growth in Brazil
  - Tax reduction on domestically-produced appliances
- Improved operating income
  - Higher volumes
  - Better customer mix
  - Continued currency headwinds

# Consumer Durables Asia/Pacific & Rest of world

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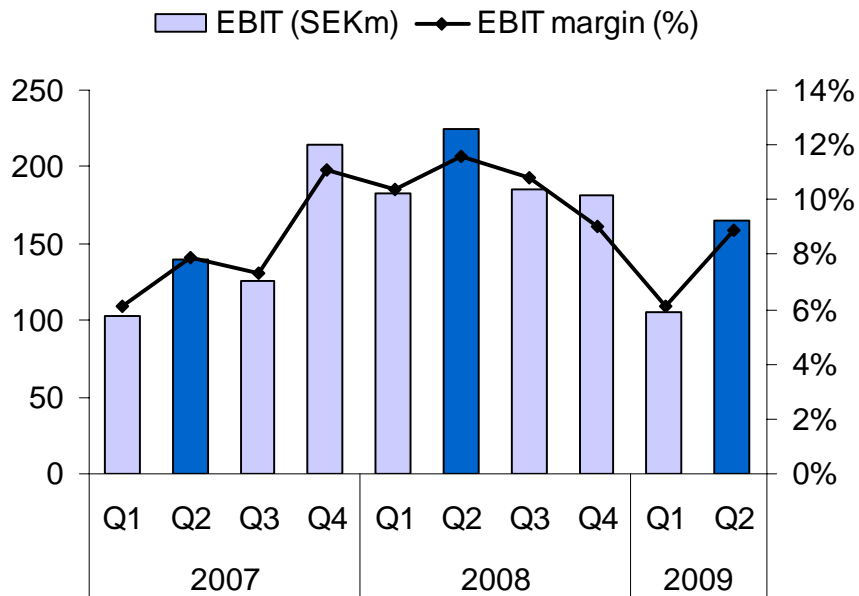
(SEKm)	<u>Q2 2008</u>	<u>Q2 2009</u>
Sales	2,369	2,521
EBIT	147	104
Margin	6.2%	4.1%

- Australia/New Zealand
  - Market-share gain
  - Previous price increases
  - Cost reductions
  - Negative currency impact
- Positive price and mix in Southeast Asia
- Exit low-price segments and geographies in China



# Professional Products

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- Weak market demand
- Lower operating income
  - Lower capacity utilization
  - Positive impact from personnel cutbacks and lower raw-materials costs

(SEKm)	<u>Q2 2008</u>	<u>Q2 2009</u>
Sales	1,944	1,850
EBIT	225	165
Margin	11.6%	8.9%

# Market view business areas and raw-materials impact

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## Market demand

Q309

FY09

Europe



North America



Latin America



## Raw materials

Costs for steel



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# Factors affecting forward-looking statements

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## **Factors affecting forward-looking statements**

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.