

Year Results, 2009

February 3, 2010

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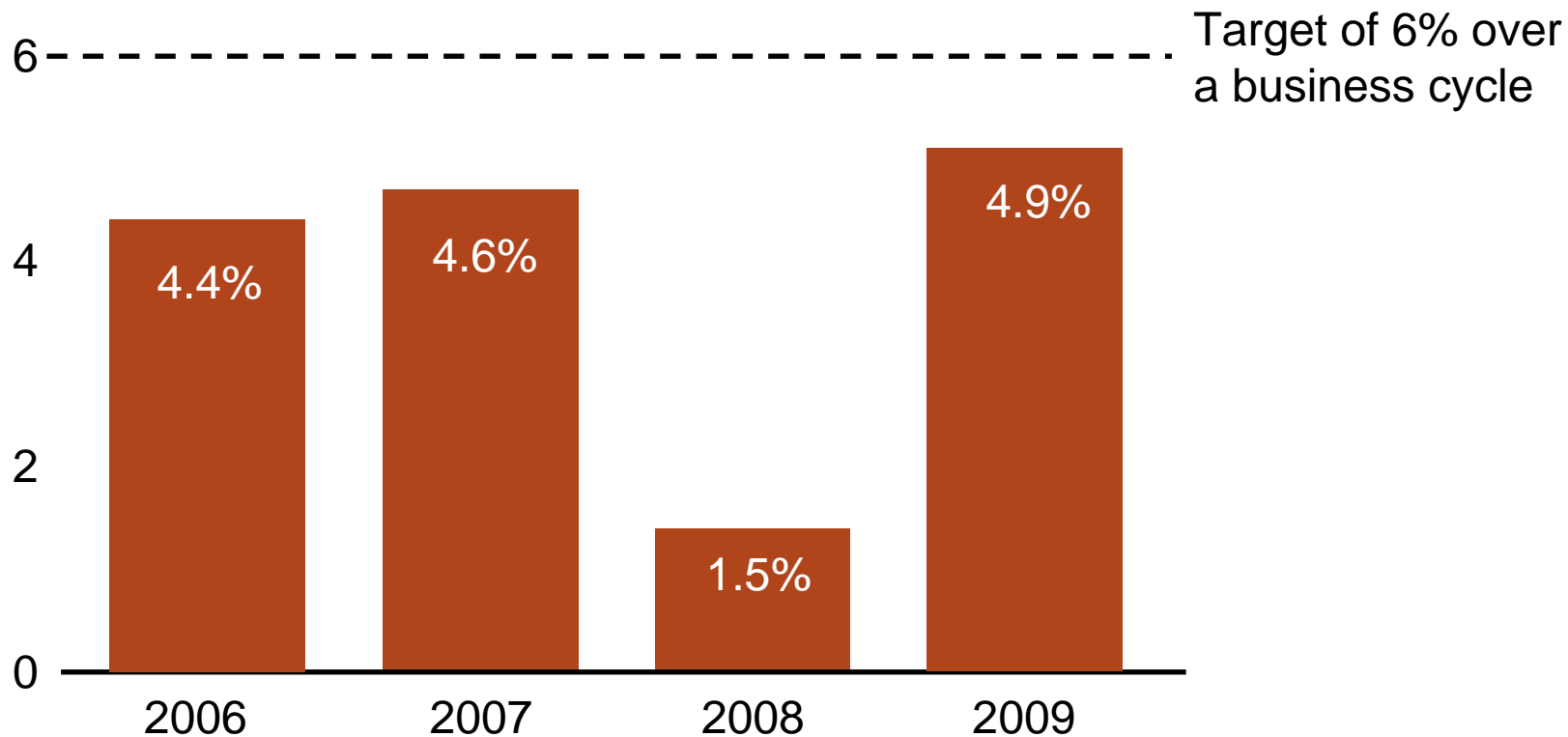
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Strong results for 2009 confirm the Group's strategy

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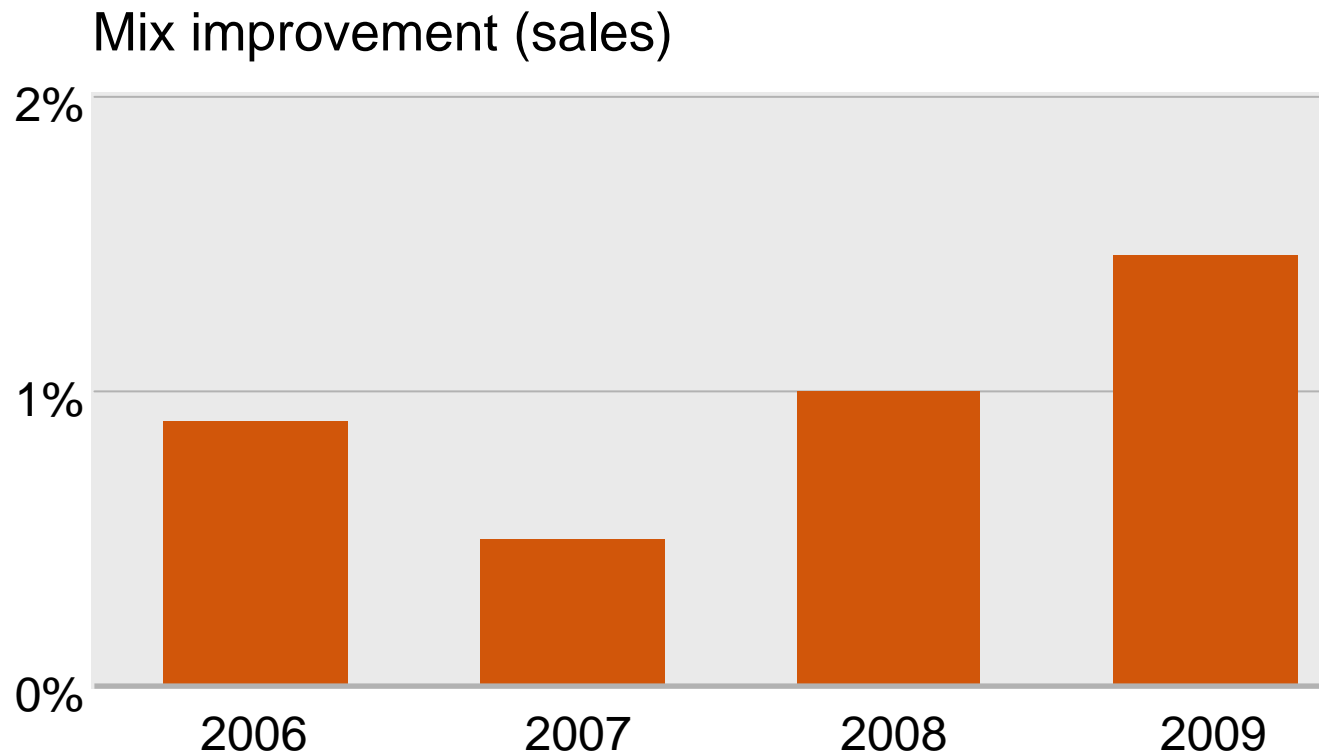
EBIT, %



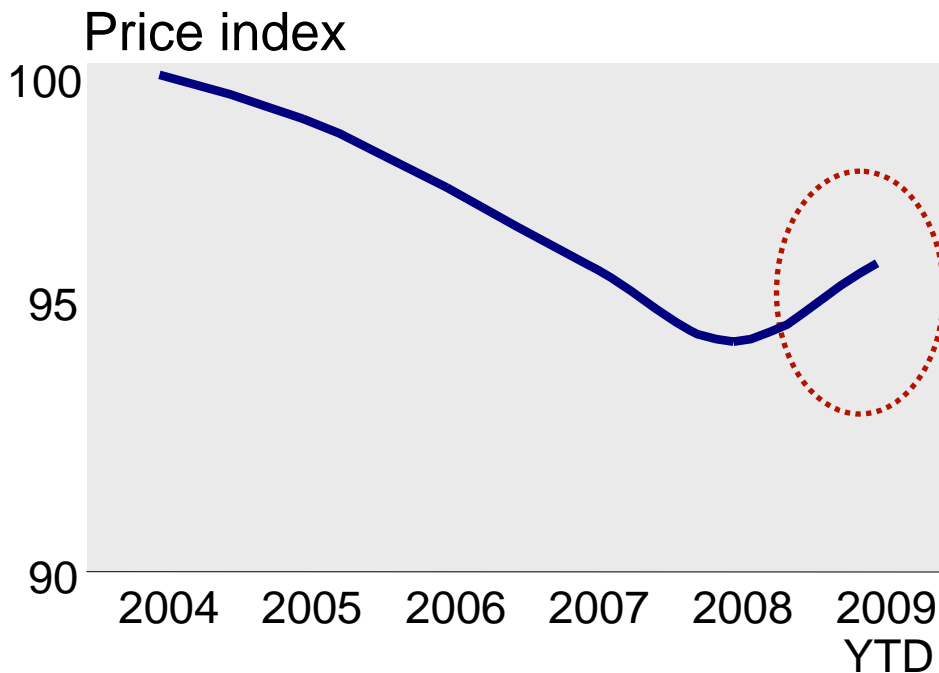
EBIT excluding items affecting comparability.

Through continuing launching products we have improved our mix

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Price development

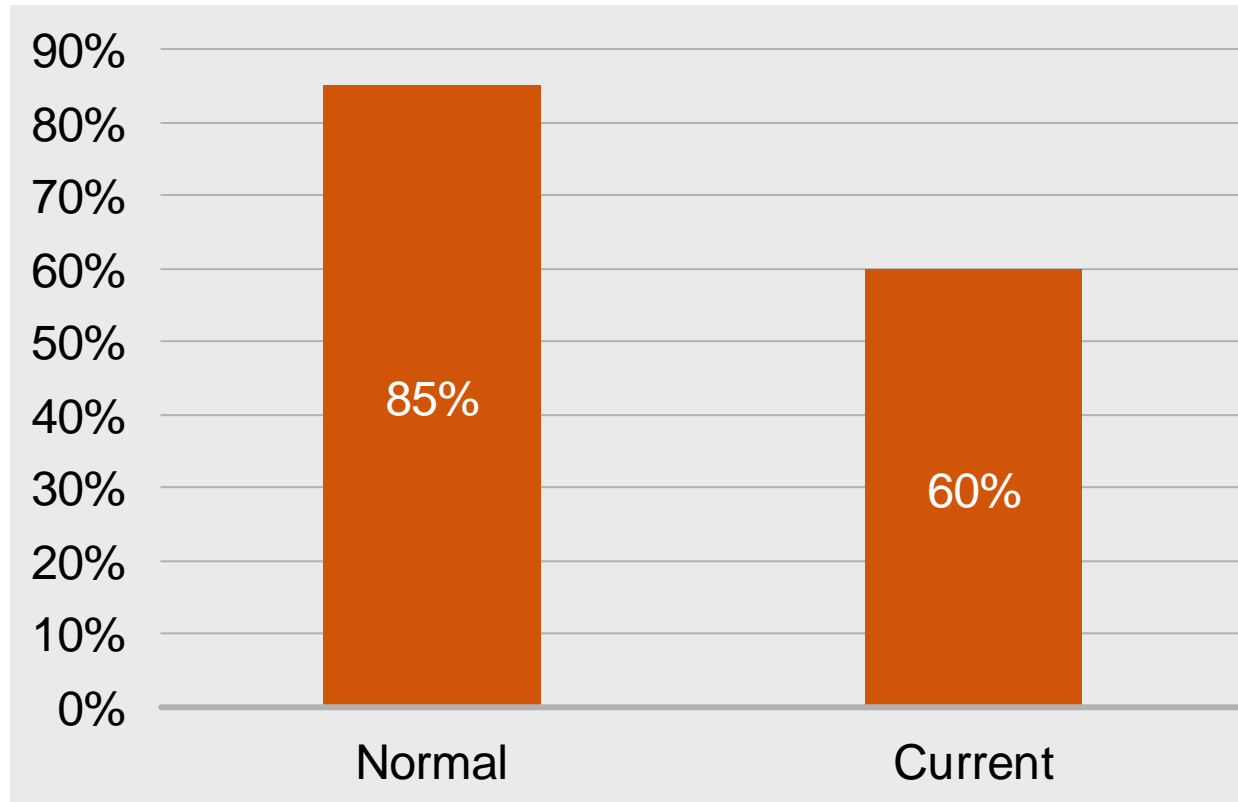


Drivers of price stability

- Competitors' balance sheets
- Being aggressive on price very costly
- Record-low inventory levels
- Industry shift towards LCC capacity almost finished – price cuts based on unique cost position will become less of an issue
- Strong internal focus on price

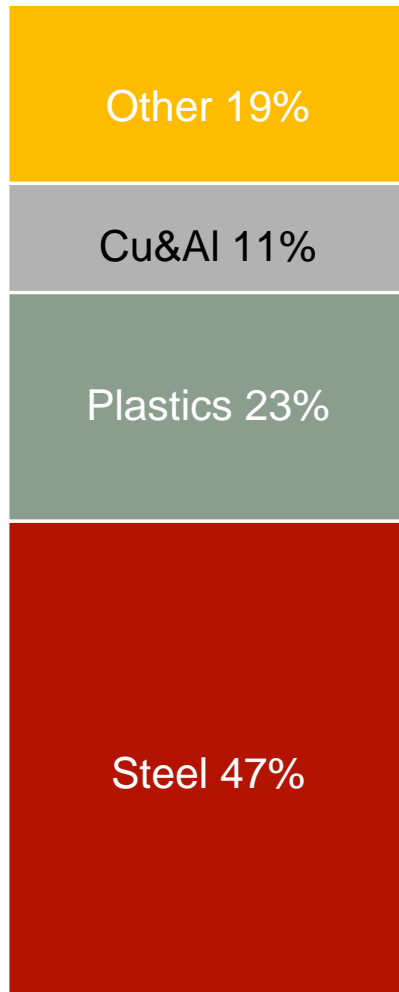
Reducing cost – profitability with capacity utilization of 60%

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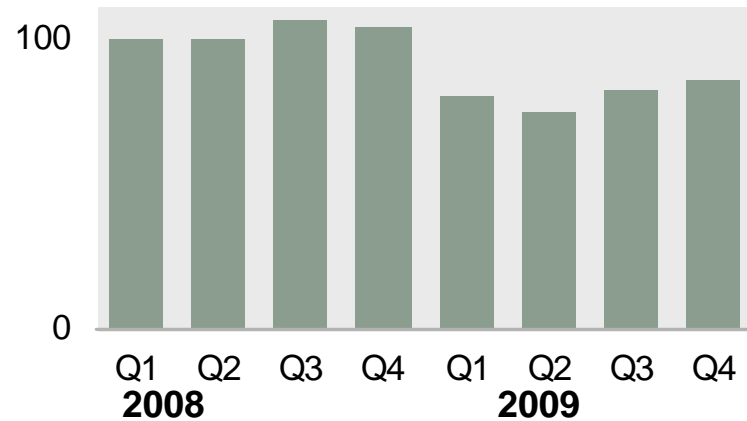


Only 20% of total cost is fixed

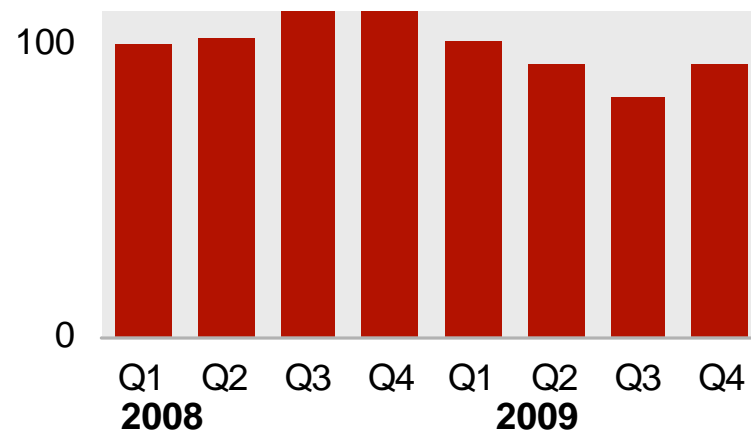
The raw-material markets are uncertain



Plastic prices development Electrolux

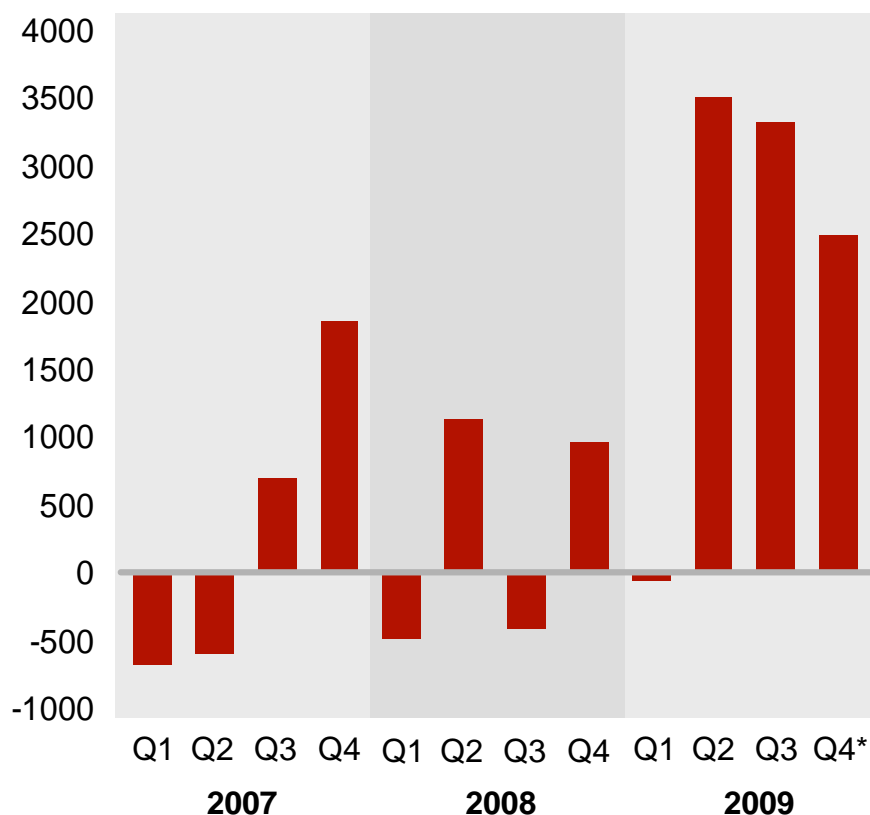


Steel prices development Electrolux



Focus on cash flow; structural improvements – lower inventories

Cash flow from operations and investments



*) Pension contributions are excluded in Q4, 2009 figures

- Improved earnings
- Significant improvement in working capital strongly contributed to high cash flow
 - Structural reduction of inventory level
 - Reduction of past due receivables
 - Improved accounts payable
- Lower capital expenditure
- Proposal to pay dividend of SEK 1.1 billion
 - Consistent with dividend policy

Further comments on the financial and balance sheet

Contributions to pension funds

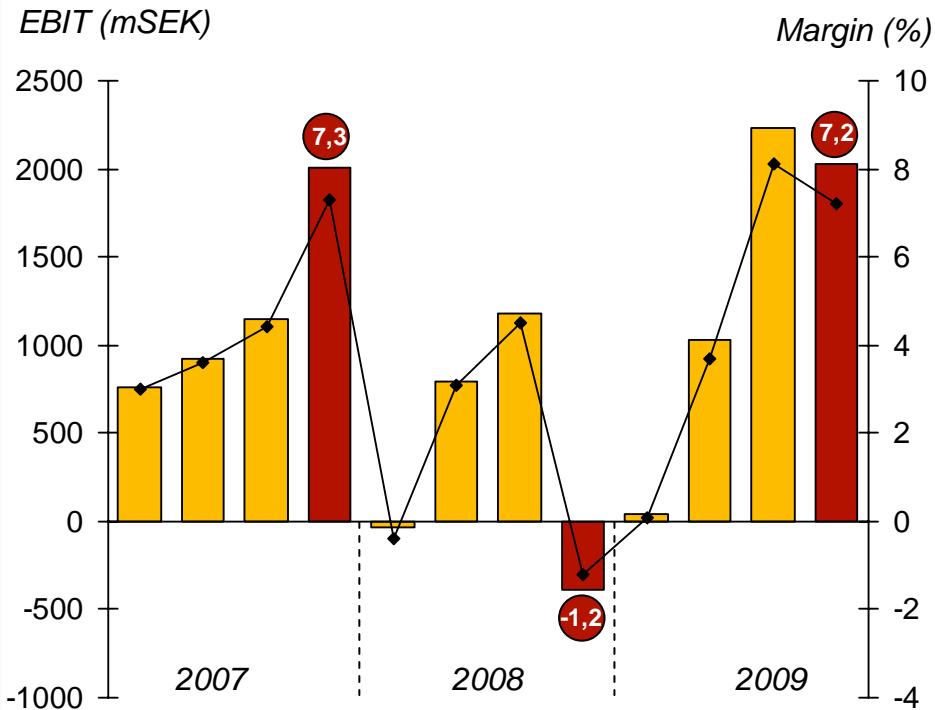
- Close to SEK 4 billion injections into pension funds
- Reduced pension net debt volatility
- Positive EBIT impact

25% tax rate in 2009

- Reversal of tax provisions

Pension funds	2009	2008
Assets	19,008	13,989
Liabilities	22,399	23,185
Pension net debt	-3,391	-9,196

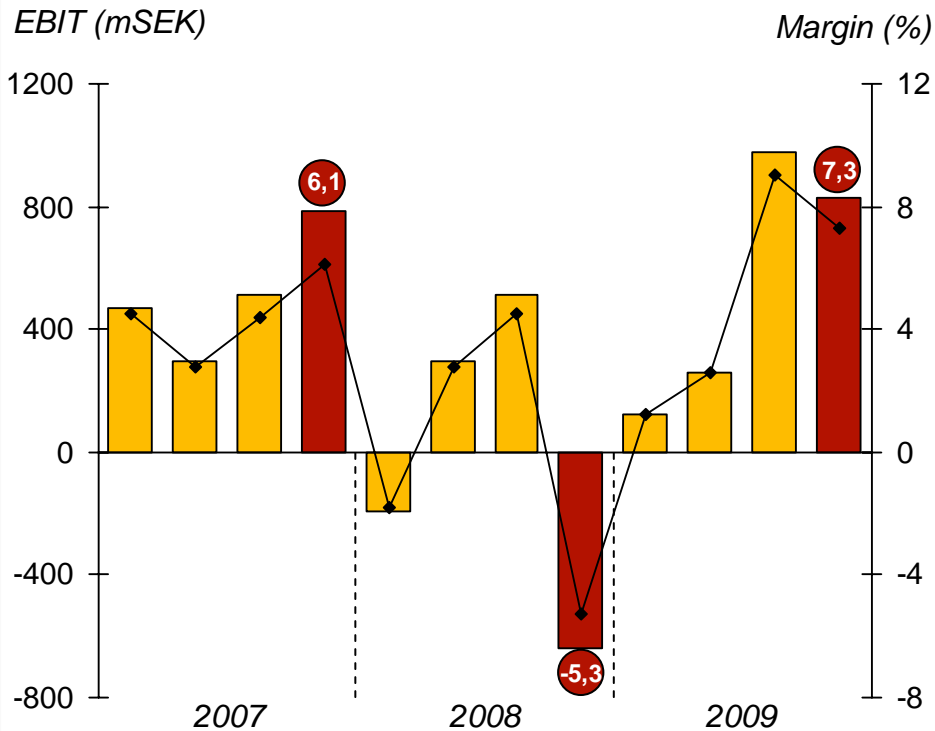
Q4 Highlights



(SEKm)	Q4 2009	Q4 2008
Sales	28,215	28,663
EBIT	2,023	-389
Margin	7.2%	-1.4%

- Net sales declined by 1% in comparable currencies
 - Continued weak market demand
 - Maintained prices
- EBIT amounted to SEK 2,023m, excluding items affecting comparability
- Improved results for all business areas despite continued weak markets
 - Cost savings
 - Positive price and mix development
 - Lower raw-material costs
- Continued strong cash flow
 - Continued structural improvement of working capital

Consumer Durables Europe

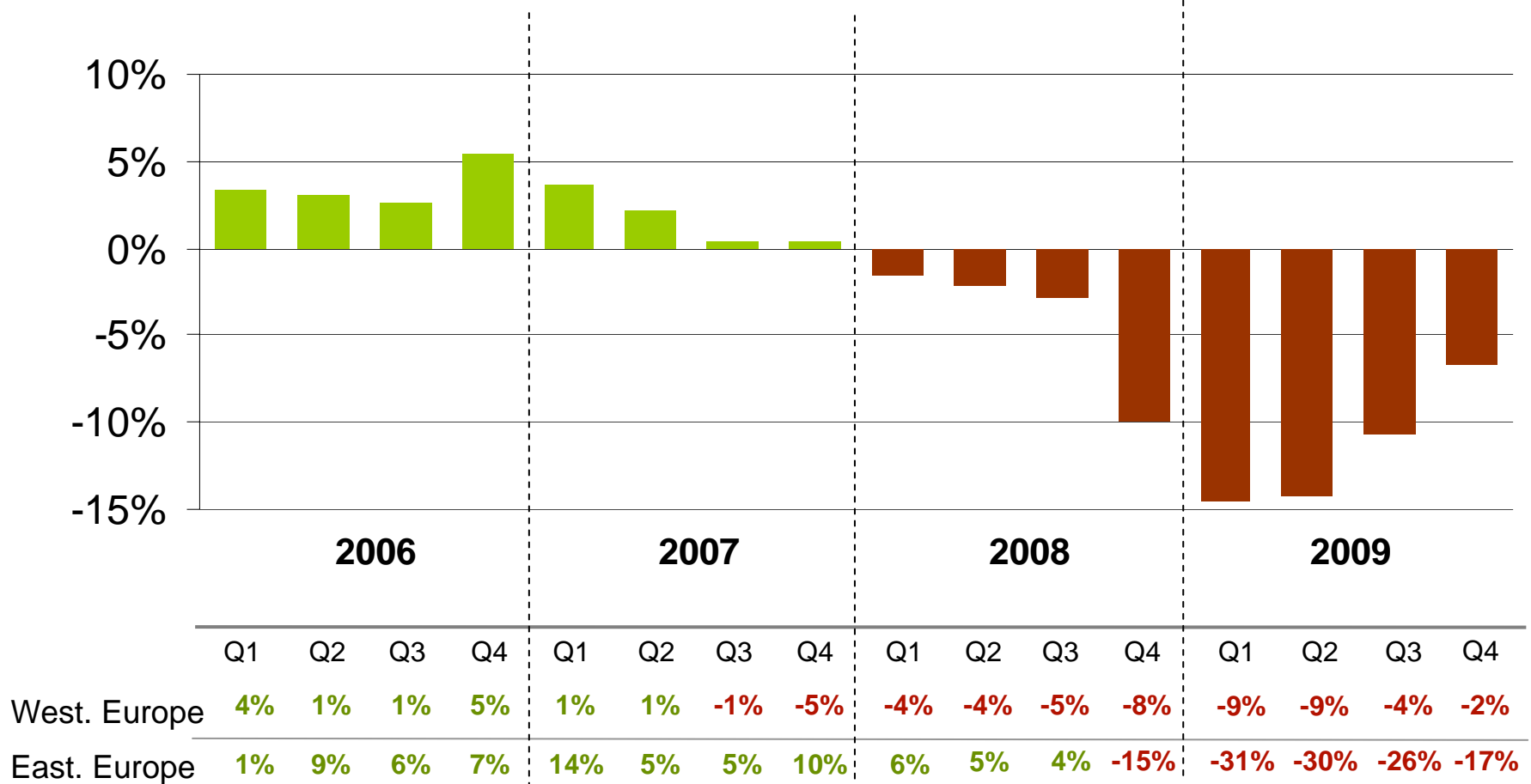


(SEKm)	Q4 2009	Q4 2008
Sales	11,285	11,972
EBIT	829	-638
Margin	7.3%	-5.3%

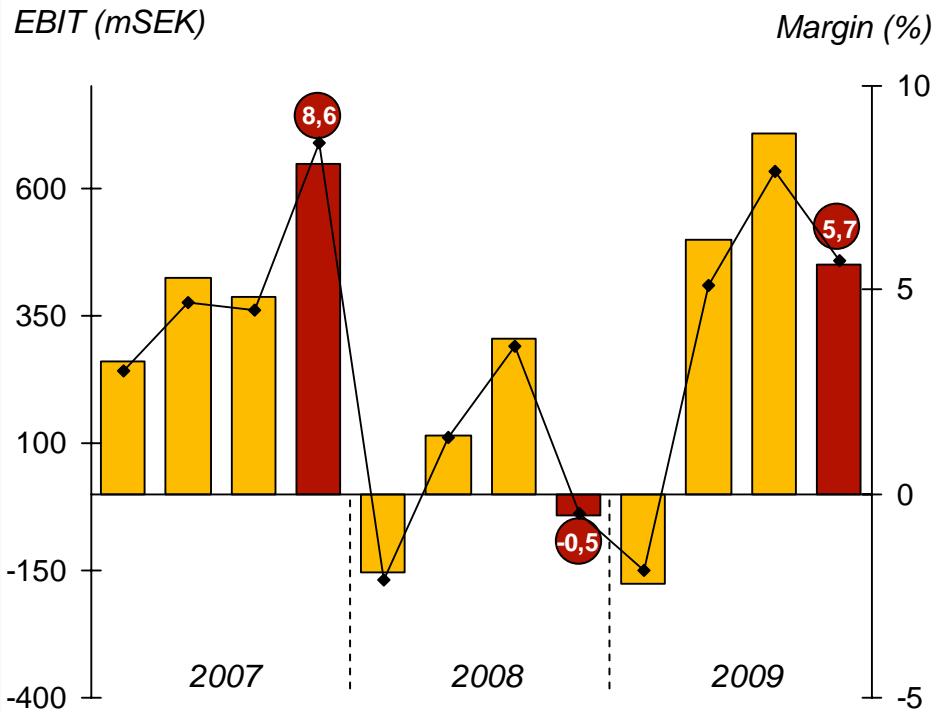
- Weak market demand
 - Stabilization in some markets
- Cost reductions
- Positive price and mix development
- Lower raw materials costs
- Improved results for floor-care products
 - Improved product mix

The European market continued to decline in 2009...

Quarterly comparison, year over year



Consumer Durables North America



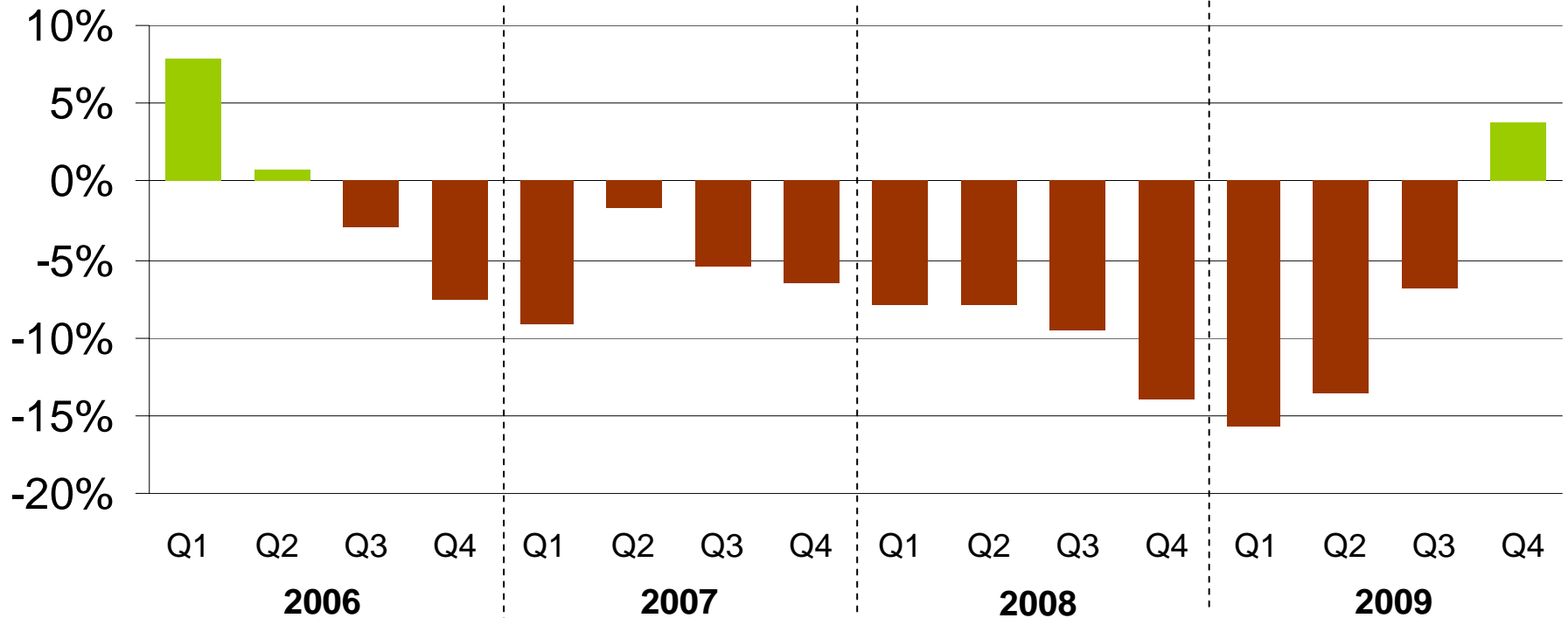
(SEKm)	Q4 2009	Q4 2008
Sales	7,865	8,928
EBIT	450	-43
Margin	5.7%	-0.5%

- Cost reductions
 - Improved internal efficiency
 - Higher productivity despite lower capacity utilization
- Positive price and mix development
- Lower raw material costs
- Improved operating income for floor-care products

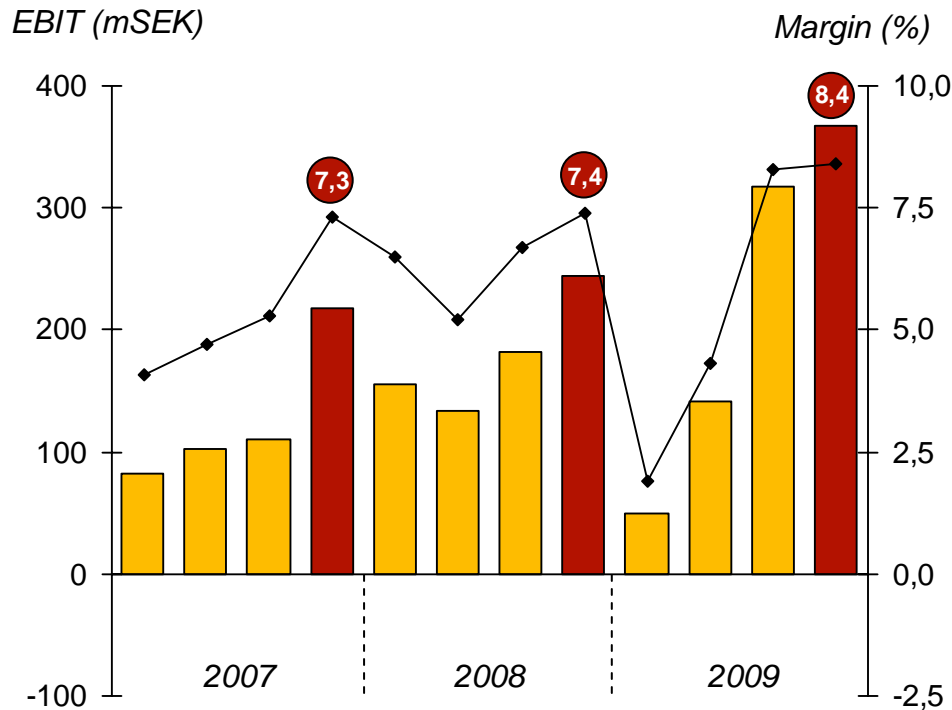
In North America, we saw the first quarter of growth in three years...

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Quarterly comparison, year-over-year



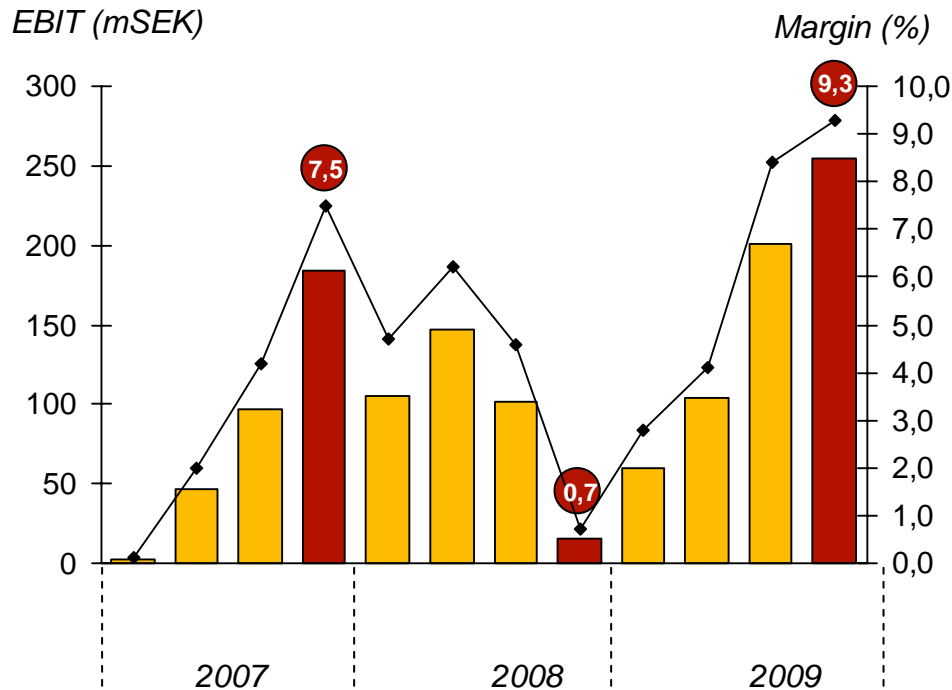
Consumer Durables Latin America



(SEKm)	Q4 2009	Q4 2008
Sales	4,401	3,305
EBIT	368	244
Margin	8.4%	7.4%

- Continued strong demand in Brazil
 - Tax incentives
 - Interest rates
 - Consumer access to credit
- Record high earnings
- Positive price/mix
- Lower raw material costs

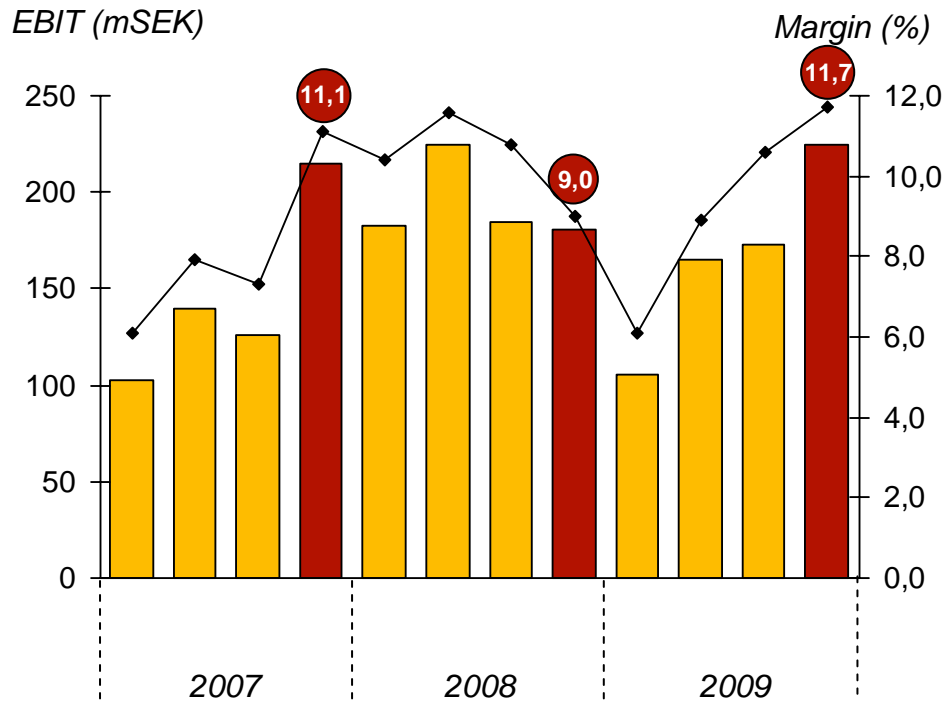
Consumer Durables Asia Pacific



(SEKm)	Q4 2009	Q4 2008
Sales	2,741	2,409
EBIT	254	16
Margin	9.3%	0.7%

- Improved operating income in Australia
 - Increased sales of air-conditioners
 - Positive price development
 - Raw materials
- Southeast Asia
 - Market share gain
 - Profitable growth
- China
 - Cost measures
 - Repositioning of Electrolux brand

Consumer Durables Professional Products



(SEKm)	Q4 2009	Q4 2008
Sales	1,923	2,021
EBIT	225	181
Margin	11.7%	9.0%

- Food-service
 - Weak market demand
 - Price pressure
 - Lower costs for raw materials
 - Cost reductions
- Laundry products
 - Market share gain
 - Cost reductions

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Factors affecting forward-looking statements

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Factors affecting forward-looking statements

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