Year Results, 2009
February 3, 2010
Hans Stråberg, President and CEO
Jonas Samuelson, CFO
Peter Nyquist, IR
Strong results for 2009 confirm the Group’s strategy

EBIT, %

6

Target of 6% over a business cycle

4.4%  4.6%  4.9%

2006  2007  2009

EBIT excluding items affecting comparability.
Through continuing launching products we have improved our mix.
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%

Only 20% of total cost is fixed
The raw-material markets are uncertain

- Steel (47%)
- Plastics (23%)
- Cu&Al (11%)
- Other (19%)

Steel prices development Electrolux

Plastic prices development Electrolux
Focus on cash flow; structural improvements – lower inventories

- 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

<table>
<thead>
<tr>
<th>Pension funds</th>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assets</td>
<td>19,008</td>
<td>13,989</td>
</tr>
<tr>
<td>Liabilities</td>
<td>22,399</td>
<td>23,185</td>
</tr>
<tr>
<td>Pension net debt</td>
<td>-3,391</td>
<td>-9,196</td>
</tr>
</tbody>
</table>
Q4 Highlights

- 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

<table>
<thead>
<tr>
<th>(SEKm)</th>
<th>Q4 2009</th>
<th>Q4 2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>28,215</td>
<td>28,663</td>
</tr>
<tr>
<td>EBIT</td>
<td>2,023</td>
<td>-389</td>
</tr>
<tr>
<td>Margin</td>
<td>7.2%</td>
<td>-1.4%</td>
</tr>
</tbody>
</table>
**Consumer Durables Europe**

- **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

### Performance Summary

<table>
<thead>
<tr>
<th>(SEKm)</th>
<th>Q4 2009</th>
<th>Q4 2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>11,285</td>
<td>11,972</td>
</tr>
<tr>
<td>EBIT</td>
<td>829</td>
<td>-638</td>
</tr>
<tr>
<td>Margin</td>
<td>7.3%</td>
<td>-5.3%</td>
</tr>
</tbody>
</table>

**EBIT (mSEK)**

- 2007: 6.1
- 2008: -5.3
- 2009: 7.3

**Margin (%)**

- 2007: 12.0
- 2008: -8.8
- 2009: 7.3
The European market continued to decline in 2009...

Quarterly comparison, year over year

<table>
<thead>
<tr>
<th></th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>West. Europe</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q1</td>
<td>4%</td>
<td>1%</td>
<td>-4%</td>
<td>-9%</td>
</tr>
<tr>
<td>Q2</td>
<td>1%</td>
<td>1%</td>
<td>-4%</td>
<td>-9%</td>
</tr>
<tr>
<td>Q3</td>
<td>1%</td>
<td>-1%</td>
<td>-5%</td>
<td>-4%</td>
</tr>
<tr>
<td>Q4</td>
<td>5%</td>
<td>-5%</td>
<td>-8%</td>
<td>-2%</td>
</tr>
<tr>
<td></td>
<td>4%</td>
<td>1%</td>
<td>-5%</td>
<td>-15%</td>
</tr>
<tr>
<td></td>
<td>6%</td>
<td>5%</td>
<td>-30%</td>
<td>-31%</td>
</tr>
</tbody>
</table>

| East. Europe |     |      |      |      |
| Q1    | 1%   | 9%   | 14%  | 6%   |
| Q2    | 9%   | 6%   | 5%   | 5%   |
| Q3    | 7%   | 5%   | 4%   | 4%   |
| Q4    | 7%   | 5%   | -15% | -31% |
$\textbf{Consumer Durables North America}$

- **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**

<table>
<thead>
<tr>
<th>(SEKm)</th>
<th>Q4 2009</th>
<th>Q4 2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>7,865</td>
<td>8,928</td>
</tr>
<tr>
<td>EBIT</td>
<td>450</td>
<td>-43</td>
</tr>
<tr>
<td>Margin</td>
<td>5.7%</td>
<td>-0.5%</td>
</tr>
</tbody>
</table>
In North America, we saw the first quarter of growth in three years...
**Consumer Durables Latin America**

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

<table>
<thead>
<tr>
<th></th>
<th>Q4 2009</th>
<th>Q4 2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>4,401</td>
<td>3,305</td>
</tr>
<tr>
<td>EBIT</td>
<td>368</td>
<td>244</td>
</tr>
<tr>
<td>Margin</td>
<td>8.4%</td>
<td>7.4%</td>
</tr>
</tbody>
</table>

*SEKm*
Consumer Durables
Asia Pacific

- 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

<table>
<thead>
<tr>
<th>(SEKm)</th>
<th>Q4 2009</th>
<th>Q4 2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>2,741</td>
<td>2,409</td>
</tr>
<tr>
<td>EBIT</td>
<td>254</td>
<td>16</td>
</tr>
<tr>
<td>Margin</td>
<td>9.3%</td>
<td>0.7%</td>
</tr>
</tbody>
</table>
Consumer Durables Professional Products

- **Food-service**
  - Weak market demand
  - Price pressure
  - Lower costs for raw materials
  - Cost reductions

- **Laundry products**
  - Market share gain
  - Cost reductions

### 2007-2009

<table>
<thead>
<tr>
<th>(SEKm)</th>
<th>Q4 2009</th>
<th>Q4 2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>1,923</td>
<td>2,021</td>
</tr>
<tr>
<td>EBIT</td>
<td>225</td>
<td>181</td>
</tr>
<tr>
<td>Margin</td>
<td>11.7%</td>
<td>9.0%</td>
</tr>
</tbody>
</table>
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.