Q1 Results, April 27, 2010

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Jonas Samuelson, CFO
Peter Nyquist, IR
Q1 Highlights

- Net sales increased by 4% in comparable currencies
  - Solid recovery in the US
  - Strong demand in Brazil
- EBIT amounted to SEK 1,326m, excluding items affecting comparability
  - Increased efficiency
  - Mix and price improvements
  - Favorable currencies

<table>
<thead>
<tr>
<th></th>
<th>Q1 2010</th>
<th>Q1 2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>25,133</td>
<td>25,818</td>
</tr>
<tr>
<td>EBIT</td>
<td>1,326</td>
<td>38</td>
</tr>
<tr>
<td>Margin</td>
<td>5.3%</td>
<td>0.1%</td>
</tr>
</tbody>
</table>
Rolling 12 months broke Electrolux EBIT margin target in March 2010

EBIT margin 6.1%
**Electrolux financial targets based on the last 12 months**

<table>
<thead>
<tr>
<th>Financials</th>
<th>Target</th>
<th>Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>Growth(^1)</td>
<td>&gt;4%</td>
<td>-1.6%</td>
</tr>
<tr>
<td>Gross margin</td>
<td>&gt;21%</td>
<td>21.4%</td>
</tr>
<tr>
<td>EBIT</td>
<td>&gt;6%</td>
<td>6.1%</td>
</tr>
<tr>
<td>Capital TO(^2)</td>
<td>&gt;4x</td>
<td>4.4x</td>
</tr>
<tr>
<td>ROCE(^2)</td>
<td>&gt;25%</td>
<td>26.5%</td>
</tr>
</tbody>
</table>

1) Currency-adjusted growth  
2) Capital employed defined as Equity + Net Financial Liabilities
- Stable cash flow
- Positive earnings contribution
- Build-up of inventories
  - Low level at the end of 2009
  - Seasonal sales pattern
- Continued favorable development of working capital/net sales
- Low investment level
An increase of max SEK 1 billion in cost for raw-material in 2010

19 Billion SEK in 2009

Steel 48%
Plastics 23%
Copper 7%
Aluminium 4%
Other 18%

Raw material cost development

Q1 Q2 E Q3 E Q4 E
0 300 400 300
2010
Limited correlation between results and raw-material cost increases

* Excluding items affecting comparability. In 2008, one-offs are excluded.
Consumer Durables Europe

- Lower sales
  - Decline in private label sales
- Strong EBIT improvement
  - Positive price/mix - strengthened position within the built-in segment
- Cost savings
  - Previous cost measures
- Lower costs for raw materials compared to previous year
- Strong results for floor-care products – mix improvement and positive currency impact

### Q1 2010 vs Q1 2009

- **Sales**: 9,719 vs 10,568
- **EBIT**: 620 vs 160
- **Margin**: 6.4% vs 1.5%

2009-2010 numbers are restated due to new reporting structure.
The European market stabilized in Q1, 2010

Quarterly comparison, year-over-year

<table>
<thead>
<tr>
<th></th>
<th>Q1</th>
<th>Q2</th>
<th>Q3</th>
<th>Q4</th>
<th>Q1</th>
<th>Q2</th>
<th>Q3</th>
<th>Q4</th>
<th>Q1</th>
<th>Q2</th>
<th>Q3</th>
<th>Q4</th>
<th>Q1</th>
<th>Q2</th>
<th>Q3</th>
<th>Q4</th>
<th>Q1</th>
</tr>
</thead>
<tbody>
<tr>
<td>West. Europe</td>
<td>4%</td>
<td>1%</td>
<td>1%</td>
<td>5%</td>
<td>1%</td>
<td>1%</td>
<td>-1%</td>
<td>-5%</td>
<td>-4%</td>
<td>-4%</td>
<td>-5%</td>
<td>-8%</td>
<td>-9%</td>
<td>-9%</td>
<td>-4%</td>
<td>-2%</td>
<td>1%</td>
</tr>
<tr>
<td>East. Europe</td>
<td>1%</td>
<td>9%</td>
<td>6%</td>
<td>7%</td>
<td>14%</td>
<td>5%</td>
<td>5%</td>
<td>10%</td>
<td>6%</td>
<td>5%</td>
<td>4%</td>
<td>-15%</td>
<td>-31%</td>
<td>-30%</td>
<td>-26%</td>
<td>-17%</td>
<td>-7%</td>
</tr>
</tbody>
</table>
- Local currency sales in line with previous year
  - Exited unprofitable volumes in private label
  - Increased sales under the Frigidaire and Electrolux brands
- Strong improvement in earnings
  - Improved mix
  - Improved efficiency
  - Higher costs for raw materials
- Higher sales and improved operating income and for floor-care products
In North America, we saw the second quarter of growth in three years...

Quarterly comparison, year-over-year

2006 2007 2008 2009 2010
Continued strong demand in Brazil
  ➢ In spite of expired tax incentives

Improved operating income
  ➢ Improved product mix

Lower raw-material costs

Positive currency impact

<table>
<thead>
<tr>
<th>(SEKm)</th>
<th>Q1 2010</th>
<th>Q1 2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>3,998</td>
<td>2,625</td>
</tr>
<tr>
<td>EBIT</td>
<td>220</td>
<td>50</td>
</tr>
<tr>
<td>Margin</td>
<td>5.5%</td>
<td>1.9%</td>
</tr>
</tbody>
</table>
Australia: Improved EBIT despite market decline
- Improved product mix
- Positive currency impact
- Improved efficiency

Southeast Asia
- Market share gain in a strong market
- Product launches

China
- Positive impact of cost-cutting measures

**Consumer Durables Asia Pacific**

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<thead>
<tr>
<th></th>
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<th>Q1 2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>1,912</td>
<td>1,752</td>
</tr>
<tr>
<td>EBIT</td>
<td>160</td>
<td>25</td>
</tr>
<tr>
<td>Margin</td>
<td>8.4%</td>
<td>1.4%</td>
</tr>
</tbody>
</table>

2009-2010 numbers are restated due to new reporting structure.
- **Food service**
  - Weak market demand
  - Improved operating income through higher production efficiency and lower costs for raw materials

- **Laundry products**
  - Weak market demand
  - Slight decline in operating income

### Professional Products

<table>
<thead>
<tr>
<th>(SEKm)</th>
<th>Q1 2010</th>
<th>Q1 2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>1,501</td>
<td>1,727</td>
</tr>
<tr>
<td>EBIT</td>
<td>91</td>
<td>105</td>
</tr>
<tr>
<td>Margin</td>
<td>6.1%</td>
<td>6.1%</td>
</tr>
</tbody>
</table>
**2010 going forward**

**Top line development**
- Product mix
- Volume
- Price

**Support earnings**
- Cost
- Currency

**Take into account**
- Raw-material market
- Investments in marketing

**Launch of new products**
- A stable market growth
- Defend current levels

**Positive impact from savings**
- Tailwind first half peaked in Q1

**Headwind starting in Q2**
- Increased support of product launches
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