Q2 Results, 
July 19, 2010

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Jonas Samuelson, CFO 
Peter Nyquist, IR
Q2 Highlights

- Net sales increased by 3% in comparable currencies
  - Solid recovery in the US on the back of the rebate program
  - Southern Europe volatile
- EBIT SEK 1,477m, excluding items affecting comparability
  - Volume growth
  - Positive mix
  - Raw-material headwind
  - Increased marketing spend

<table>
<thead>
<tr>
<th>(SEKm)</th>
<th>Q2 2010</th>
<th>Q2 2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>27,311</td>
<td>27,482</td>
</tr>
<tr>
<td>EBIT</td>
<td>1,477</td>
<td>1,027</td>
</tr>
<tr>
<td>Margin</td>
<td>5.4%</td>
<td>3.7%</td>
</tr>
</tbody>
</table>
Operating cash flow Q2, 2010

- Solid cash flow
- Positive earnings contribution
- Seasonal build-up of inventories
- Higher level of investments compared to last year
Raw-material costs 2010

2009 SEK 19 billion

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

2010 ~ SEK 1 Billion in increase
- Negative impact of SEK 300m y-o-y in Q2
- Raw-material y-o-y headwind expected to increase to SEK 500m in Q3
Consumer Durables
Europe

- Lower sales
  - Decline in private label sales
  - Price pressure
- Strong EBIT improvement
  - Strong mix – increased sales within built-in segment
  - Cost savings – Previous cost measures
- Increased marketing spend
- Strong results for floor-care products – mix improvement

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<tr>
<th>(SEKm)</th>
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</tr>
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<tbody>
<tr>
<td>Sales</td>
<td>9,349</td>
<td>10,452</td>
</tr>
<tr>
<td>EBIT</td>
<td>504</td>
<td>300</td>
</tr>
<tr>
<td>Margin</td>
<td>5.4%</td>
<td>2.9%</td>
</tr>
</tbody>
</table>
The European market continued to be unchanged in Q2

Quarterly comparison, year-over-year

<table>
<thead>
<tr>
<th></th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
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<tbody>
<tr>
<td></td>
<td>Q1</td>
<td>Q2</td>
<td>Q3</td>
<td>Q4</td>
<td>Q1</td>
</tr>
<tr>
<td>West. Europe</td>
<td>4%</td>
<td>1%</td>
<td>1%</td>
<td>5%</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>
</tr>
</tbody>
</table>

Thinking of you

Electrolux
Solid market growth led to higher volumes
- Exited unprofitable volumes
- Increased sales under own brands

Improved earnings in comparable currencies
- Improved mix
- Increased sales of air-conditioners
- Extra consolidation and transition costs
- Higher raw-material costs

Lower sales and operating income for floor-care products

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<tr>
<td>Sales</td>
<td>10,027</td>
<td>9,848</td>
</tr>
<tr>
<td>EBIT</td>
<td>458</td>
<td>498</td>
</tr>
<tr>
<td>Margin</td>
<td>4.6%</td>
<td>5.1%</td>
</tr>
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</table>
Strong growth in US in the second quarter

Quarterly comparison, year-over-year

-20% -15% -10% -5% 0% 5% 10% 15%

2006 2007 2008 2009 2010
### Consumer Durables
Latin America

- **Slowdown of market growth in Brazil**
  - Expired tax incentives
  - Rest of Latin America showed strong growth

- **Improved operating income**
  - Higher volumes
  - Improved efficiency
  - Positive currency impact

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<tr>
<td>Sales</td>
<td>3,905</td>
<td>3,326</td>
</tr>
<tr>
<td>EBIT</td>
<td>237</td>
<td>142</td>
</tr>
<tr>
<td>Margin</td>
<td>6.1%</td>
<td>4.3%</td>
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</tbody>
</table>
- **Australia: Improved EBIT despite market decline**
  - Improved product mix
  - Positive currency impact
  - Improved efficiency

- **Southeast Asia and China**
  - Market-share gain
  - Positive impact of cost-cutting measures

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<tr>
<td>Sales</td>
<td>2,298</td>
<td>2,004</td>
</tr>
<tr>
<td>EBIT</td>
<td>231</td>
<td>61</td>
</tr>
<tr>
<td>Margin</td>
<td>10.1%</td>
<td>3.0%</td>
</tr>
</tbody>
</table>
Professional Products

- Stabilization of market demand
- Improved operating income
- Food service
  - Improved product mix
  - Higher production efficiency
  - Lower costs for raw materials
- Laundry products
  - Improved cost efficiency
  - Improved mix

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<tr>
<td>Sales</td>
<td>1,730</td>
<td>1,850</td>
</tr>
<tr>
<td>EBIT</td>
<td>207</td>
<td>165</td>
</tr>
<tr>
<td>Margin</td>
<td>12.0%</td>
<td>8.9%</td>
</tr>
</tbody>
</table>
## Third quarter

### Top line development
- Product mix; continues to have a positive impact
- Market volumes; flat year-over-year
- Price development; defend current levels

### Cost development
- Cost savings; positive impact from restructuring program
- Raw material prices; peak in Q3, y-o-y negative effect of SEK 500m
- Increase marketing and brand spend

### Take into account
- With more replacement business there is less seasonal variations between quarters
- The appliance industry is experience a shortage of components which is expected to continuo into the second half of 2010
“……. I still think 2010 could be the year we approach our goal of an operating margin of 6% with continued improved capital efficiency.”
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