

## Press release

Stockholm, May 9, 2011

### Electrolux raises the bar in sustainability reporting

**Electrolux products with the best environmental performance accounted for 22% of total sold units and 35% of Electrolux gross profit in 2010. Sales of Green Range products, which have the best energy and water efficiency, have been progressing steadily since their roll-out in 2008. These are some of the findings in Electrolux 2010 sustainability performance review, *Sustainability matters*, where the Group presents its strategy and progress on integrating sustainability into the business.**

The Global Reporting Initiative (GRI) guideline is the most respected sustainability standard for reporting performance on the environment, labor and human rights practices and societal engagement. Integrated into Electrolux online [Annual Report](#), *Sustainability matters* is built around a [clickable GRI index](#), allowing readers to drill down to the Group's response to various sustainability issues.

"The report not only outlines our strategy and how we intend to achieve it, it describes the issues most relevant to our business and how we work with stakeholders to stay on top. Never before has our sustainability reporting been so interconnected with the Annual Report," says Henrik Sundström, Vice President of Sustainability Affairs in Electrolux.

Sharp focus lies on four issues: climate change, ethical business and safe workplaces, responsible sourcing and restructuring. The report details how Electrolux manages issues and also discloses information about more than 70 performance indicators as defined by the GRI.

Another finding in the report is that Electrolux has cut energy use by 25% since 2005, and set 2014 targets for transportation (15% carbon reduction from transport), and water use (20% reduction) with long and short-term product targets for energy, water and chemical use to follow in 2011.

"In 2010, we began the process of developing a blueprint for actions to strengthen our sustainability commitment. We improved our grasp on emerging global challenges. We sharpened our insight into how these will affect consumer needs and business conditions. 2011 will mark a shift in speed for Electrolux," says Keith McLoughlin, President and CEO of Electrolux.

The full report as well as a short PDF version of it can be downloaded at <http://annualreports.electrolux.com/2010/en/sustainability/sustainabilitymatte/sustainability-matt.html>.

For further information, contact Electrolux Press Hotline, +46 8 657 65 07.

Electrolux is a global leader in household appliances and appliances for professional use, selling more than 40 million products to customers in more than 150 markets every year. The company focuses on innovative products that are thoughtfully designed, based on extensive consumer insight, to meet the real needs of consumers and professionals. Electrolux products include refrigerators, dishwashers, washing machines, cookers, air-conditioners and small appliances such as vacuum cleaners sold under esteemed brands like Electrolux, AEG, Eureka and Frigidaire. In 2010 Electrolux had sales of SEK 106 billion and 52,000 employees. For more information go to [www.electrolux.com/press](http://www.electrolux.com/press) and [www.electrolux.com/news](http://www.electrolux.com/news).