

Press release

Stockholm, June 13, 2011

Electrolux to implement price increases in Europe

Electrolux plans to increase prices for appliances in the European market by 5-7%, effective as of October 1, 2011. The price increases will offset increasing costs for raw-materials and transportation.

Over the past 18 months, the average costs for some of Electrolux most important raw-materials have increased between 40- and 90%, while costs for transportation have also increased significantly. The trend is now stabilizing, but there are no signs of a broad based major downward correction towards the prior cost levels. During the same period of time, Electrolux has experienced increased price pressure in the market, which accelerated in the first part of 2011.

As a part of the work to achieve sustainable profitability, while continuing to invest in consumer preferred and sustainable innovations, Electrolux is aiming for a price increase of 5-7% across all product categories effective as of October 1, 2011. Implementation of the price increases will be managed through close contact with customers.

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 and www.electrolux.com/news.

Electrolux may be required to disclose the information provided herein pursuant to the Securities Market Act.