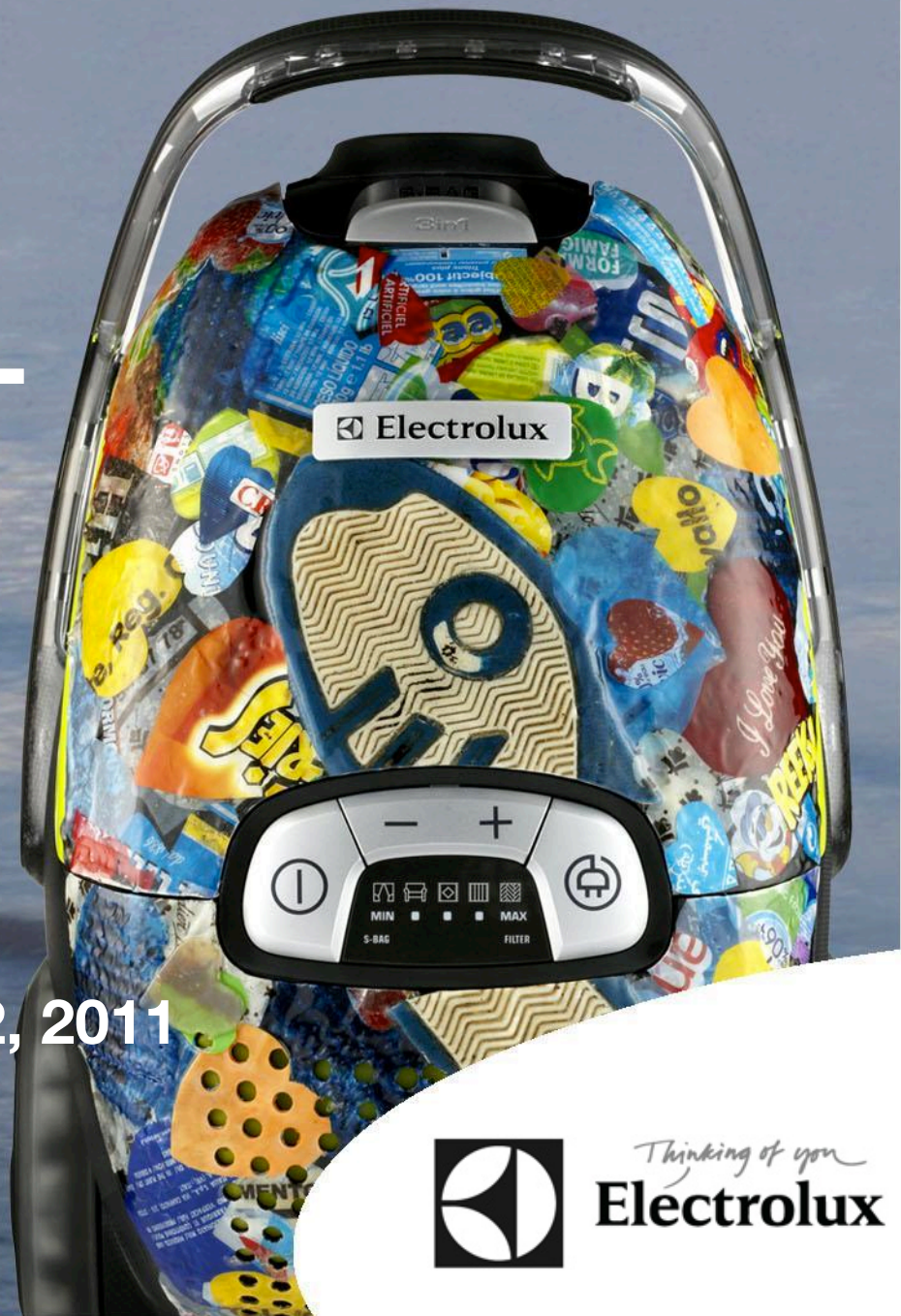


CONSUMERS ARE IN THE DRIVER'S SEAT FOR GROWTH

KEITH McLOUGHLIN
PRESIDENT AND CEO,
ELECTROLUX

IFA, BERLIN, SEPTEMBER 2, 2011



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WHERE ARE WE TODAY?

NEW CONSUMERS

NEW TECHNOLOGY



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**THE IDEAS, LIFESTYLES, DEMANDS AND
BEHAVIOR OF PEOPLE WILL ALWAYS TRIUMPH
OVER POLITICAL AGENDAS OR BUSINESS PLANS.**

PHOTO: RAPHAËL THIEMARD FROM BELGIQUE



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PROOF THAT CONSUMERS ARE IN THE DRIVER'S SEAT

WORD-OF-MOUTH

GLOBALIZED MEDIA

CORPORATE EXPECTATIONS

CUSTOMER EXPERIENCE

AFTER SALES

CONSUMER PULL



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**IS IT POSITIVE THAT CONSUMERS
ARE IN THE DRIVER'S SEAT?**

YES, IT IS!



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WHAT IS REQUIRED FROM THE APPLIANCE BUSINESS?



HIGHER DEMANDS ON QUALITY, SERVICE,
TRANSPARENCY AND FUNCTIONALITY

PRODUCTS/SERVICE BLENDING

BRAND LOADING

FLEXIBILITY



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HOW IS ELECTROLUX MEETING THIS NEW REALITY?

THOUGHTFUL DESIGN INNOVATOR

CONSUMER INSIGHT

STRONG HERITAGE

BRAND FOCUS



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AEG NEUE KOLLEKTION



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AEG PROCLEAN



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WHAT IS THE CONCLUSION?

**GLOBALIZATION AND NETWORK SOCIETY
IS CHANGING THE APPLIANCE INDUSTRY**

POWER IS SHIFTING TO CONSUMERS

THIS IS POSITIVE

THE INDUSTRY HAS TO ADAPT TO THIS

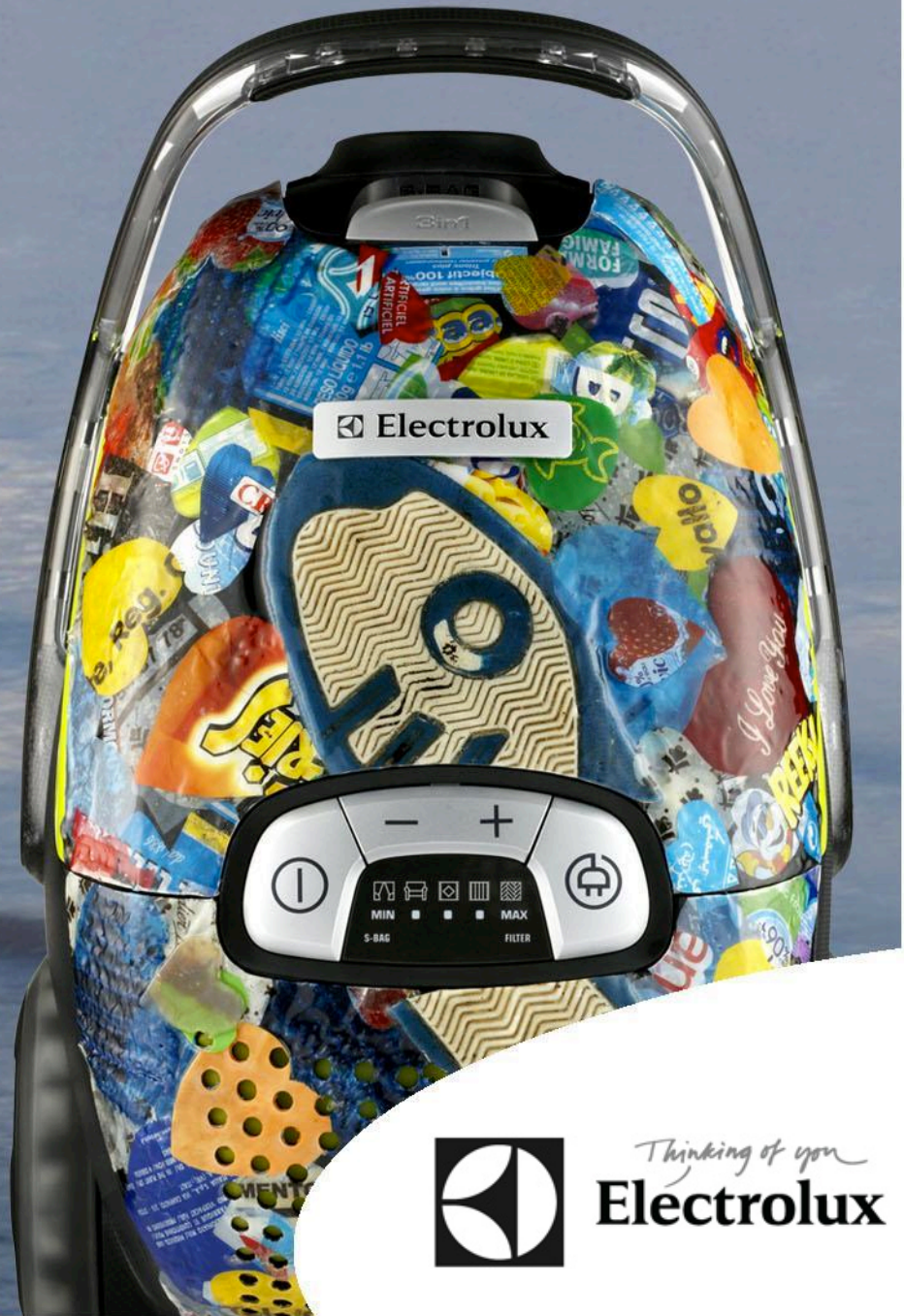


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FOR MORE INFORMATION
ON ELECTROLUX, VISIT:

BOOTH 101 (HALL 4.1)

WWW.ELECTROLUX.COM



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