Keith McLoughlin

How will Electrolux create sustainable economic value?

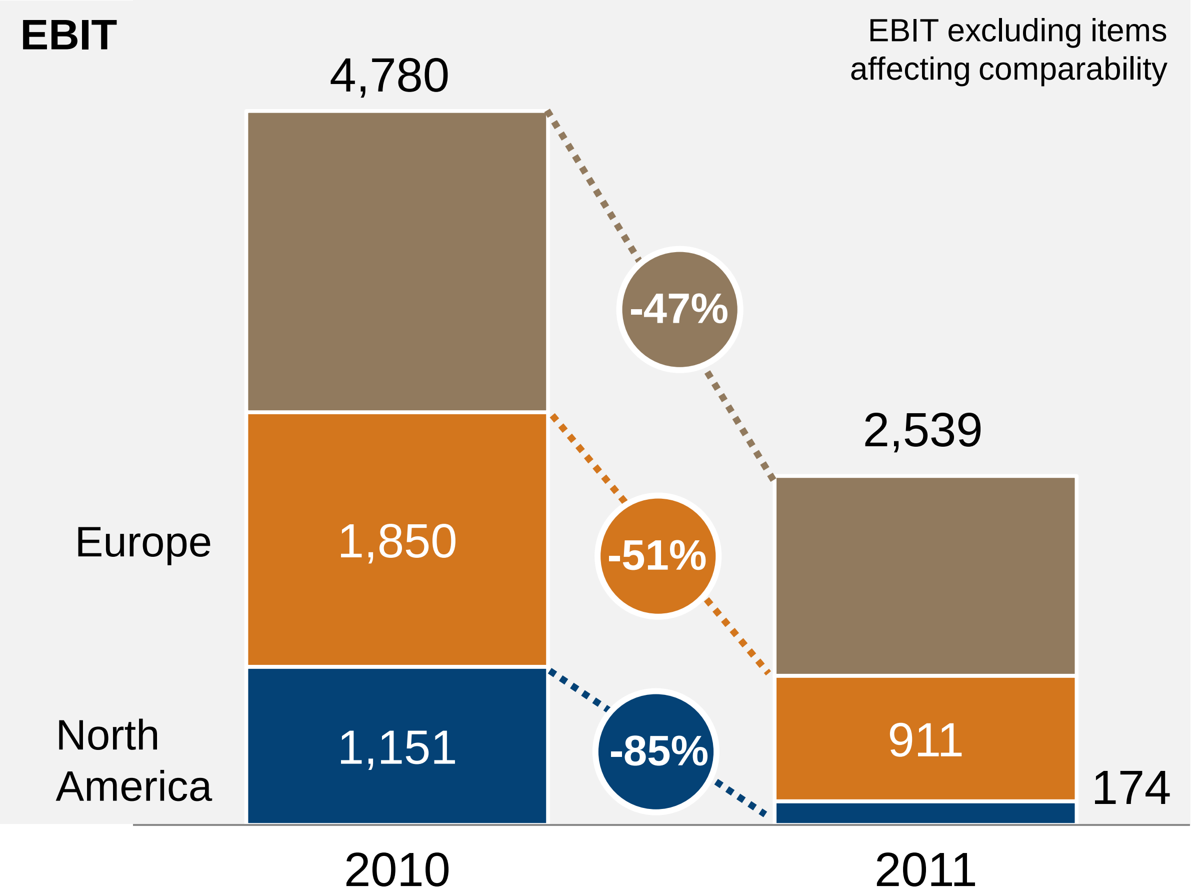
Capital Markets day
November 15, 2011

Thinking of you
Electrolux

A tough start

Earnings is down by approximately 50%

2011, Q3 YTD (SEKm)



Earnings drop caused by three factors

Thinking of you
Electrolux

Volume
Weak demand
(mature markets)

North America:
-5% in 2011 YTD
Western Europe:
-3% in 2011 YTD

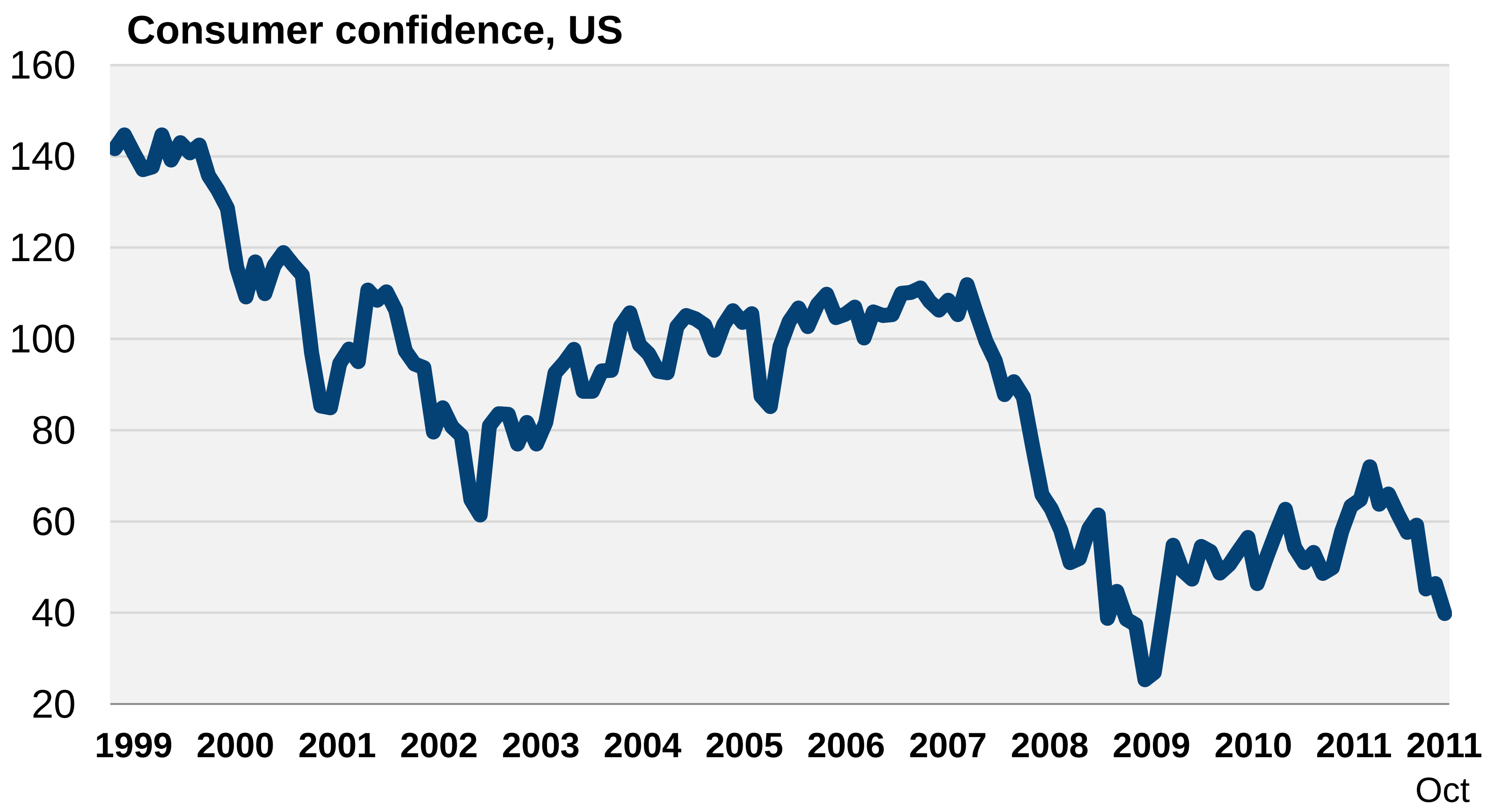
Raw material
Increased costs for steel and plastics

Headwind of
~SEK 1.8bn in 2011 YTD

Price
Decline in mature markets

Headwind of
~SEK 1bn in 2011 YTD

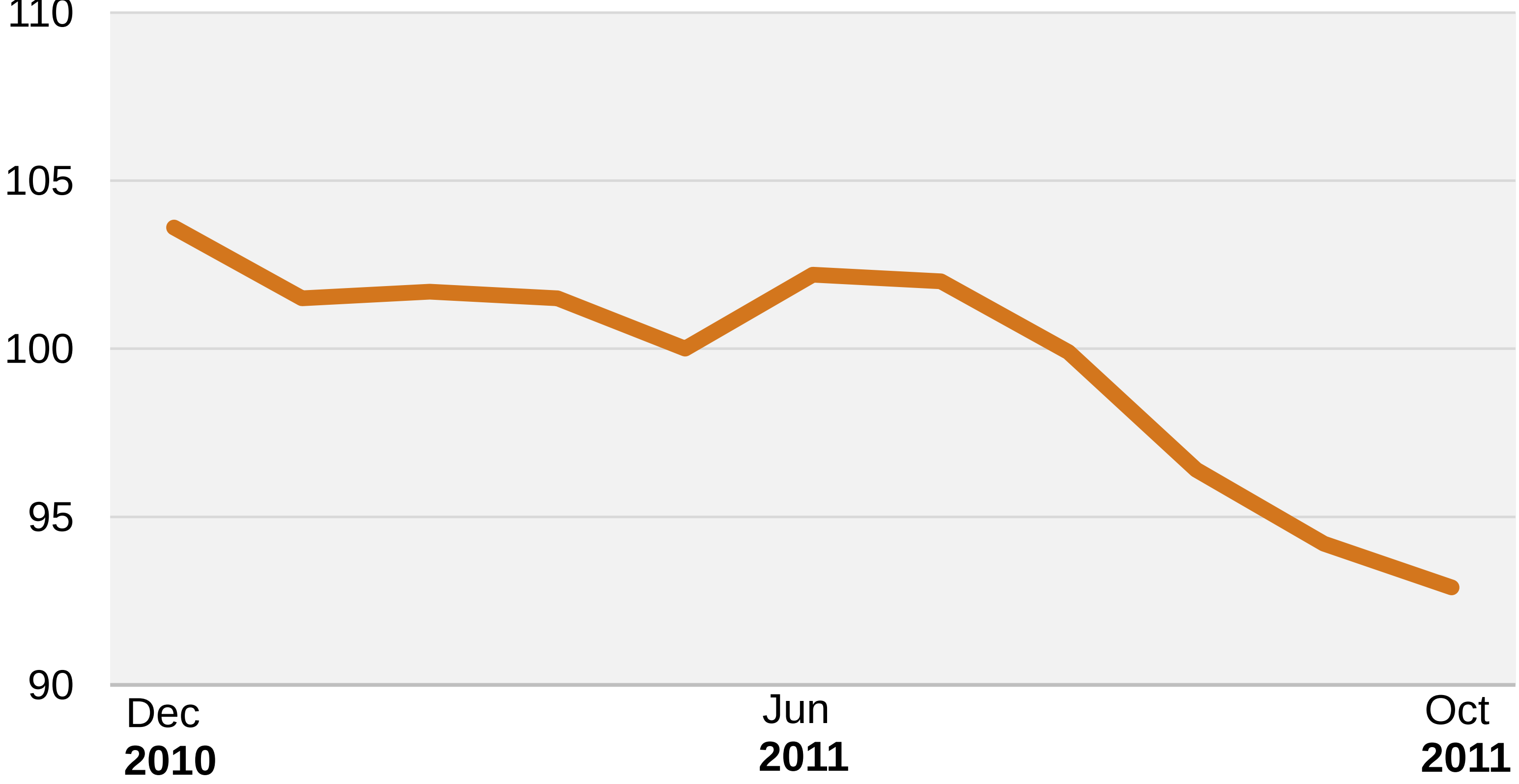
Significant deterioration of consumer confidence in US…



…as well as in Europe

Thinking of you
Electrolux

Consumer confidence, Italy



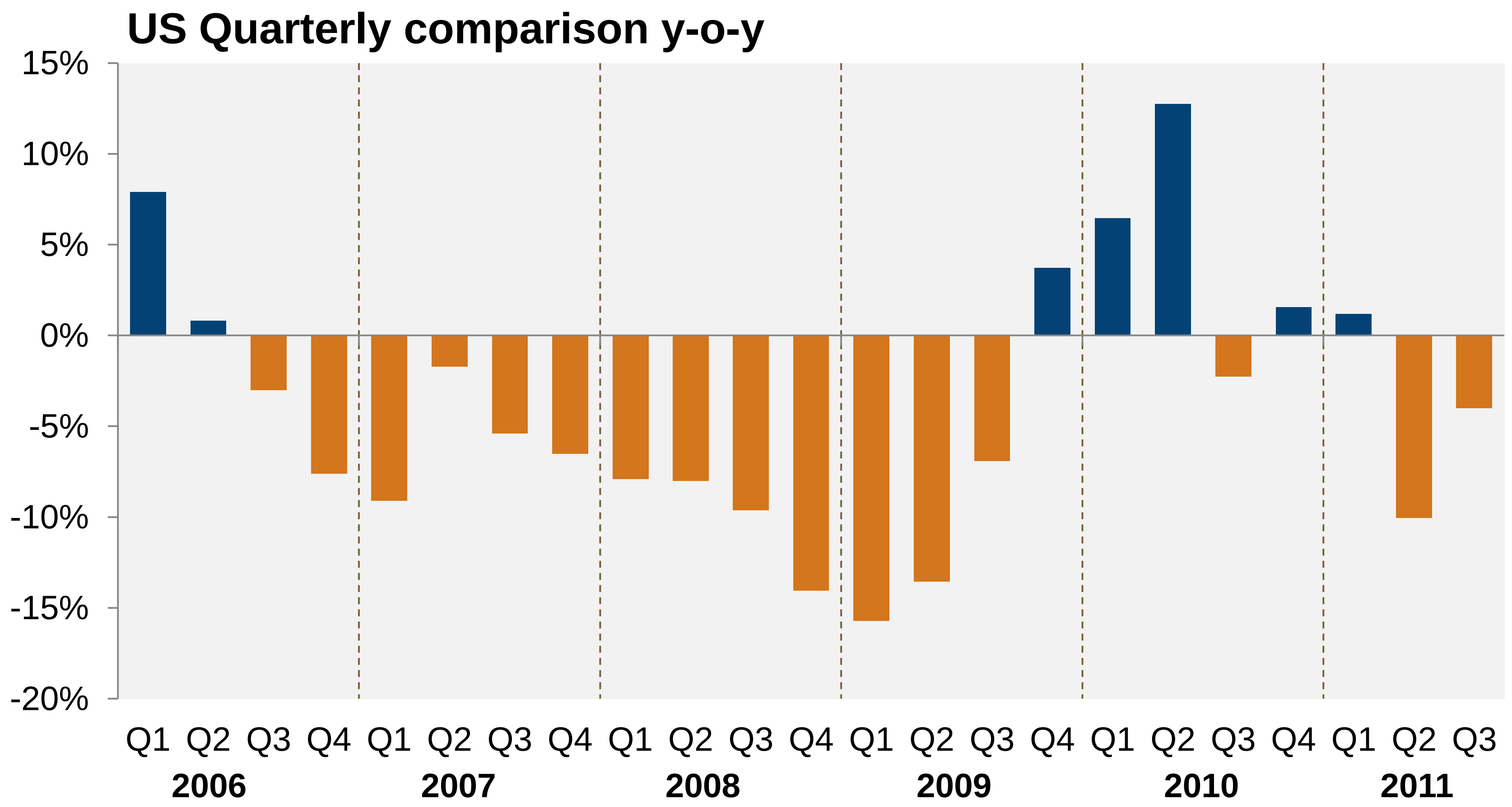
...which generated weak demand in the mature markets

Electrolux
Thinking of you

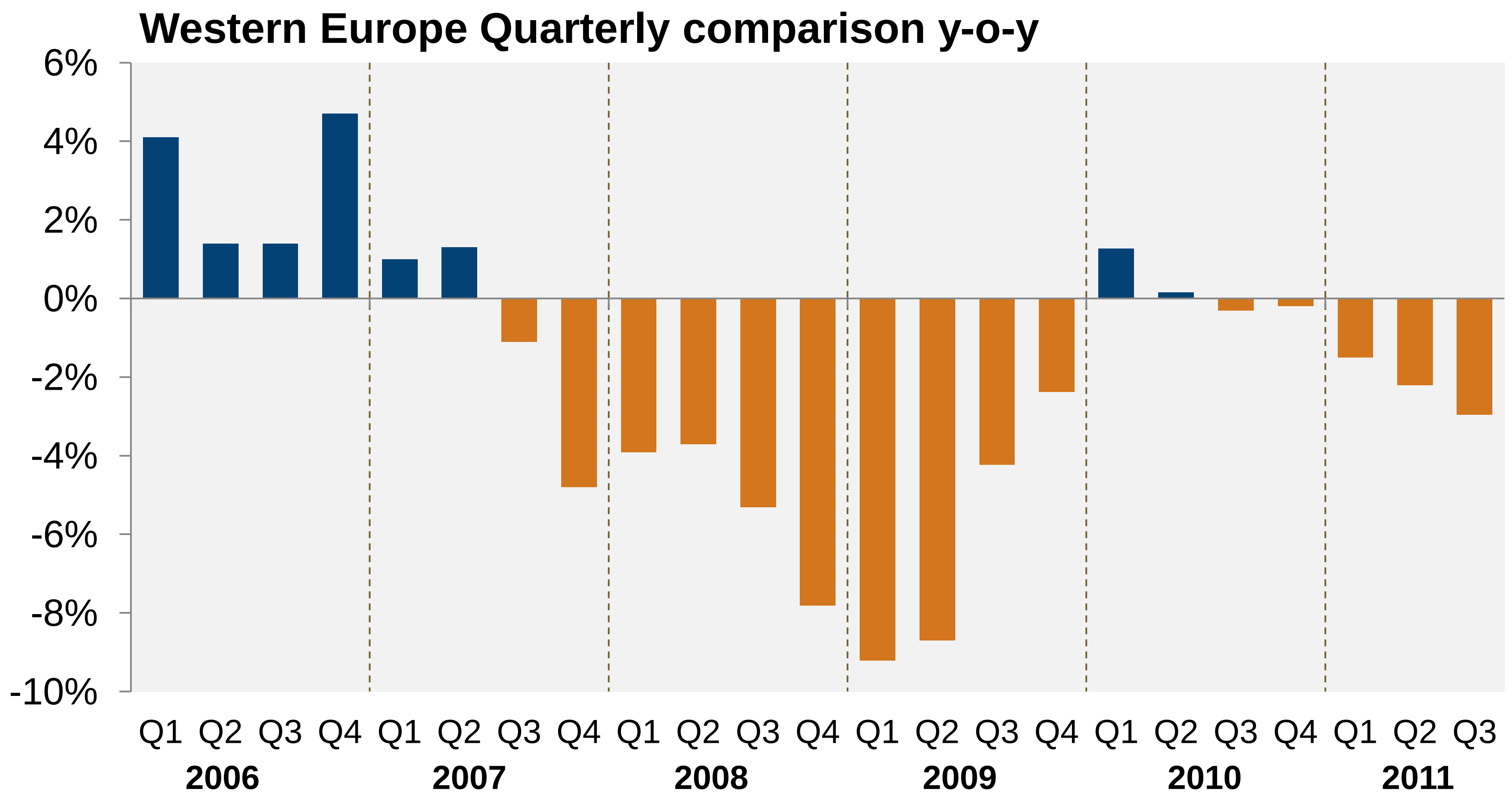
Mature markets (Core appliances)	Change YTD (%)
US	-5
Western Europe	-3
Italy	*-9*
Spain	*-12*

Growth markets (Core appliances)	Change YTD (%)
Eastern Europe	+10
Russia	*+21*
Brazil	+7
Southeast Asia	+10

No US recovery in short term



Southern Europe is down 12% YTD

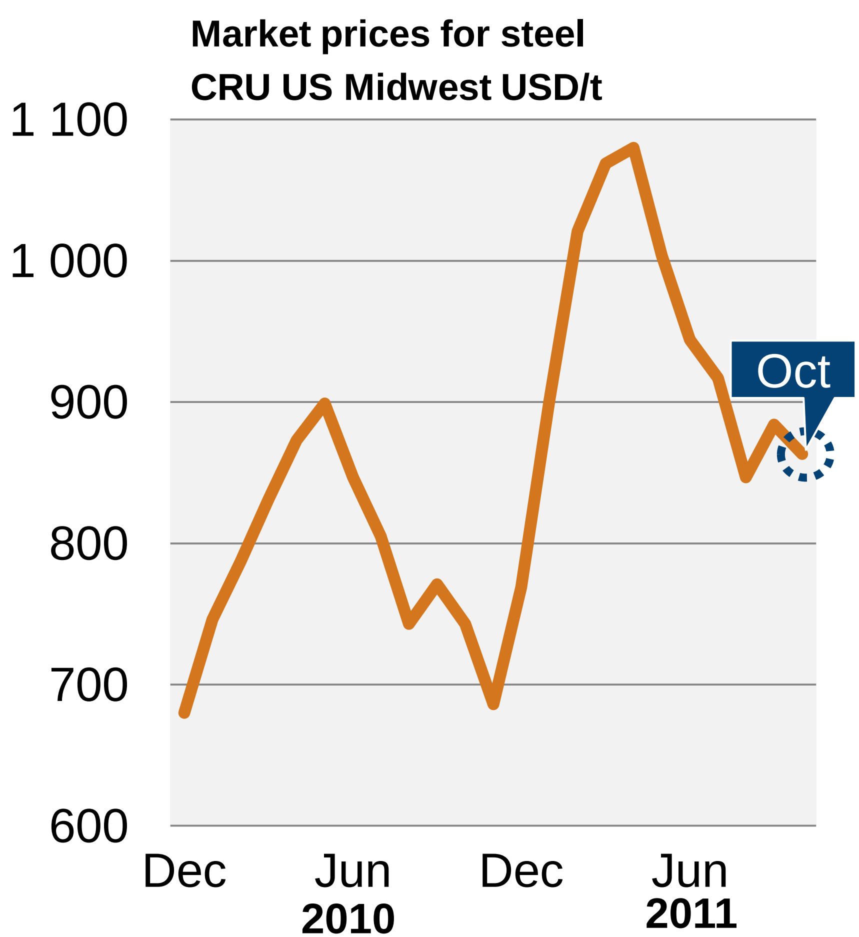


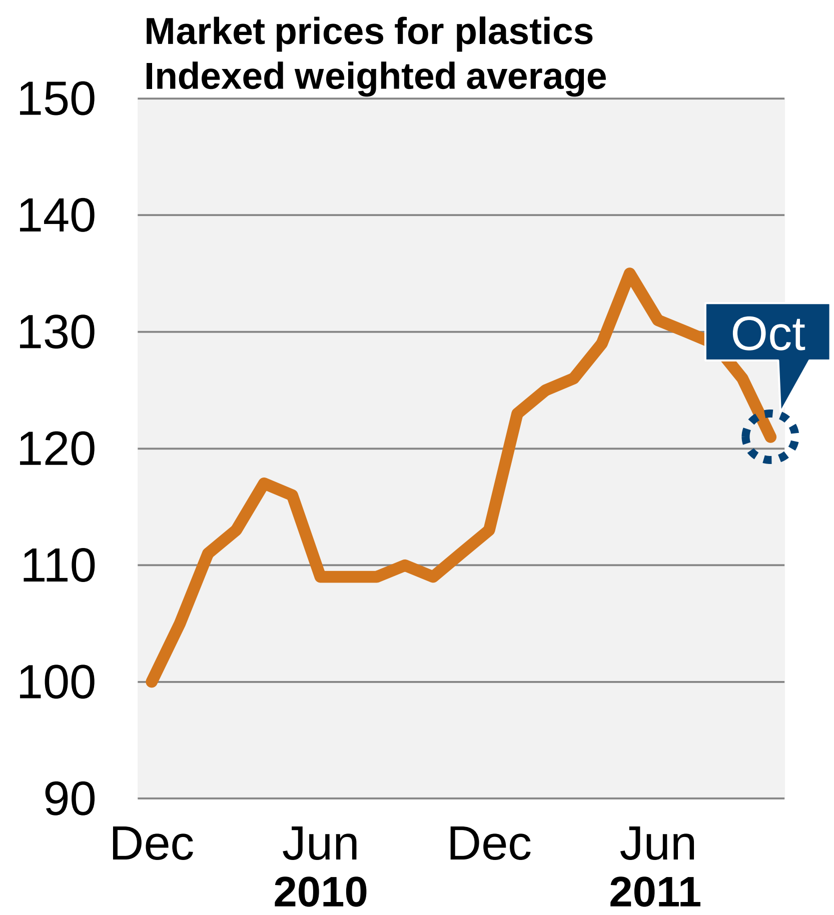
… and we needed to adapt our estimate for 2011

Electrolux expectations
for market development FY 2011
Core appliances

2011	North America	Europe
February	+3%	+2%
October	-4-5%	-1%

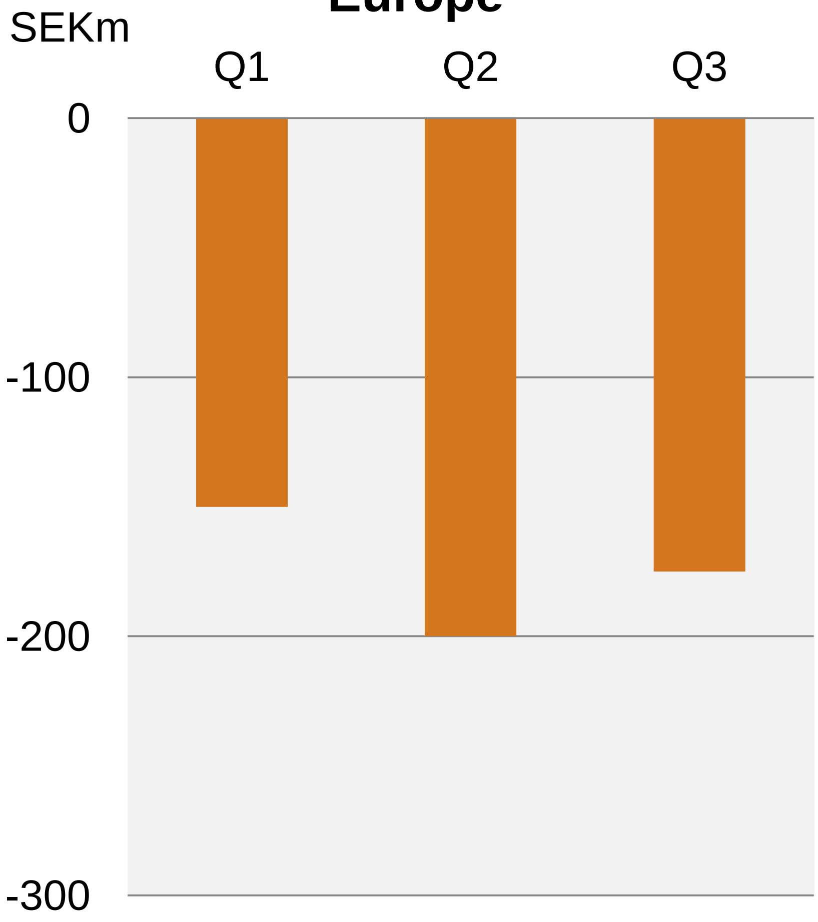
Raw material prices are coming down…but from a high level



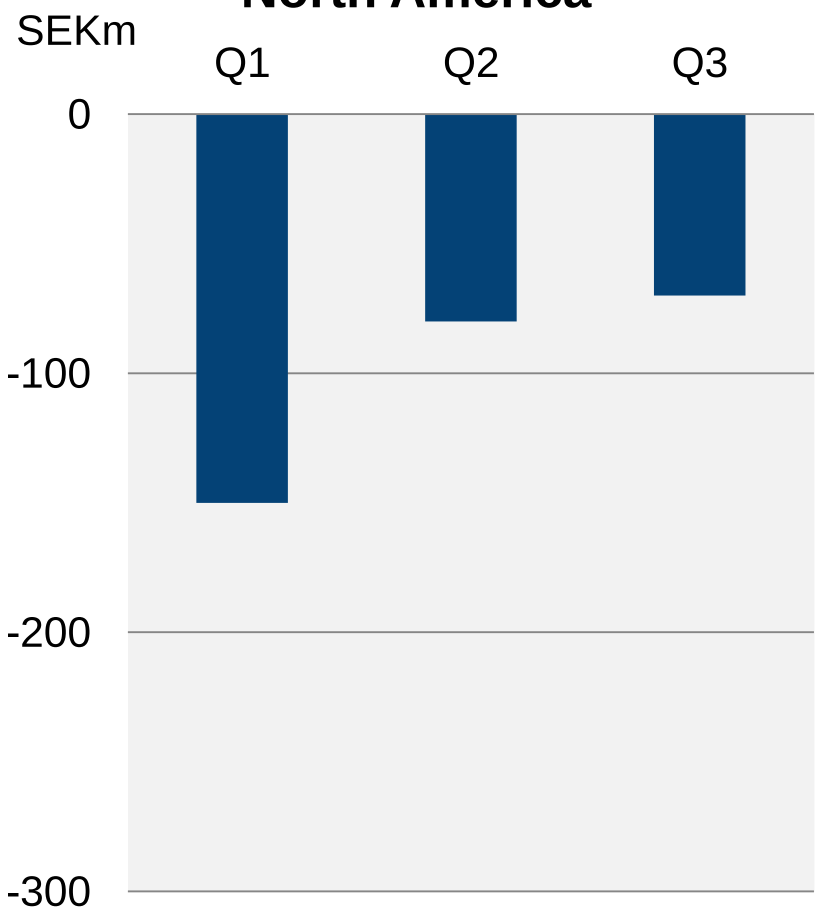


Prices are down in 2011, but actions are being taken to increase them

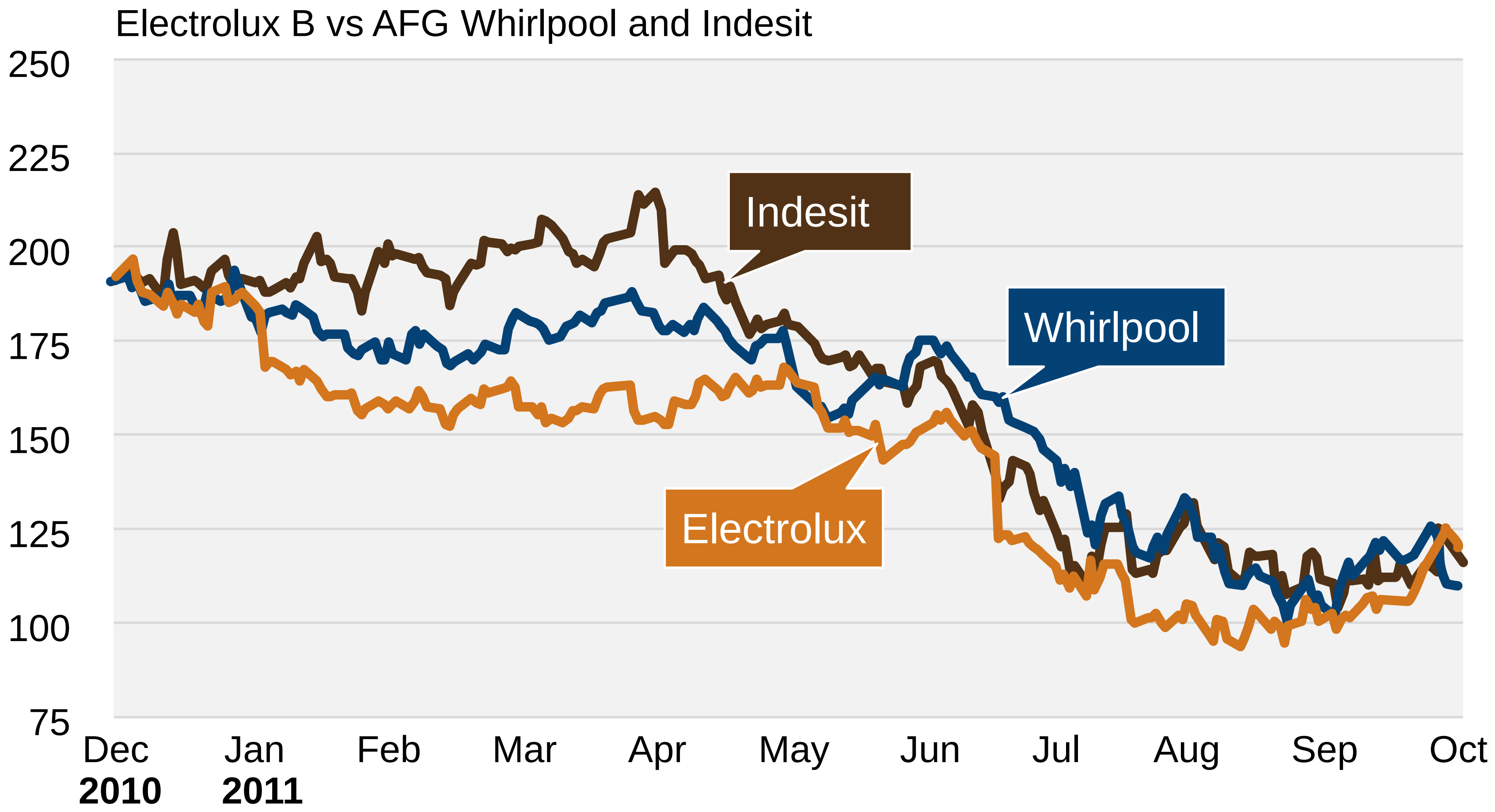
Europe



North America



Share price is down by 1/3 – as the rest of the industry



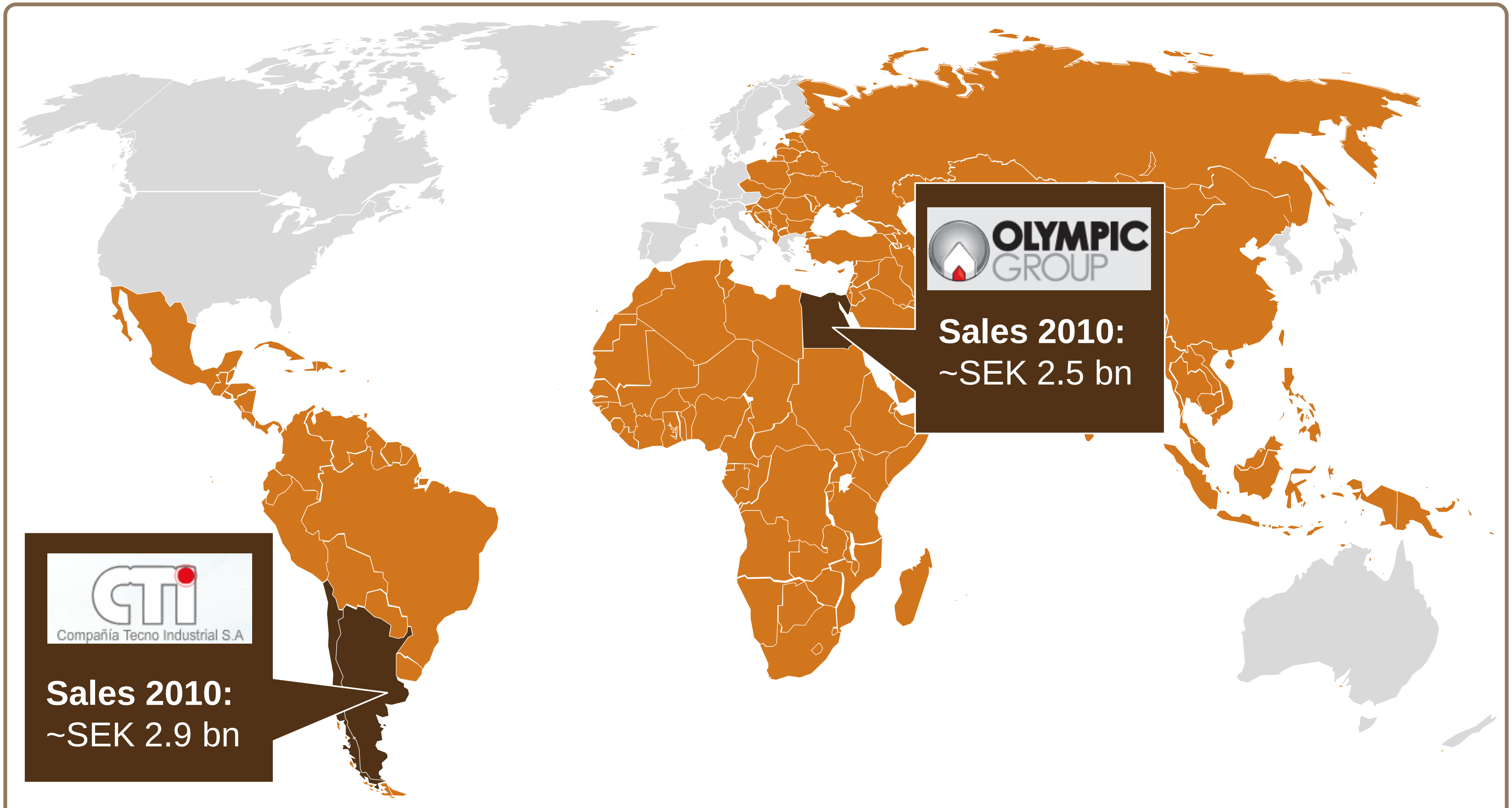
But we are not standing still

Actions taken

- Acquisitions
- Taking out costs
- Increasing prices
- Launching new products

Delivering on our growth strategy in emerging markets

Thinking of you
Electrolux



Exposure to emerging markets

35%

Continuing to take out costs

2011 actions

Sweden	Spain	USA	Globally
Disposal of production in Motala	Factory in Alcala closed	Factory in Webster City closed	Improved purchasing and manu-facturing

Increasing prices

Announced price increases in the US, effective as of April, 2011

- Second round started in August
- Third round announced for January 2012

Announced price increases in Europe of 5-7%

- Expected implementation in Q1, 2012

Gradual price increases in Latin America

Launching new products

AEG Neue Kollektion

AEG Neue Kollektion

FILM 1
AEG

Frigidaire

Frigidaire


FRIGIDAIRE
affinity
vibration control system
ready steam system
normal
quick wash
whitest whites
delicates
heavy
rinse & spin
bulky
specialty cycles
sanitize
START pause
cancel
auto temp
warm
cold
cold water clean

FILM 2

Jennifer Garner

Frigidaire

Ultra Clean Washing Machine

UltraOne


Electrolux
ultraone
TOP TESTED
CLEANING PERFORMANCE
MIN
MAX
Electrolux
ultraone
Electrolux

Film 3
UltraOne

Ergothree


Electrolux
ergothree
2
Electrolux
ergothree
2
Electrolux
ergothree
2

Ergorapido Green

Keyhole Hob

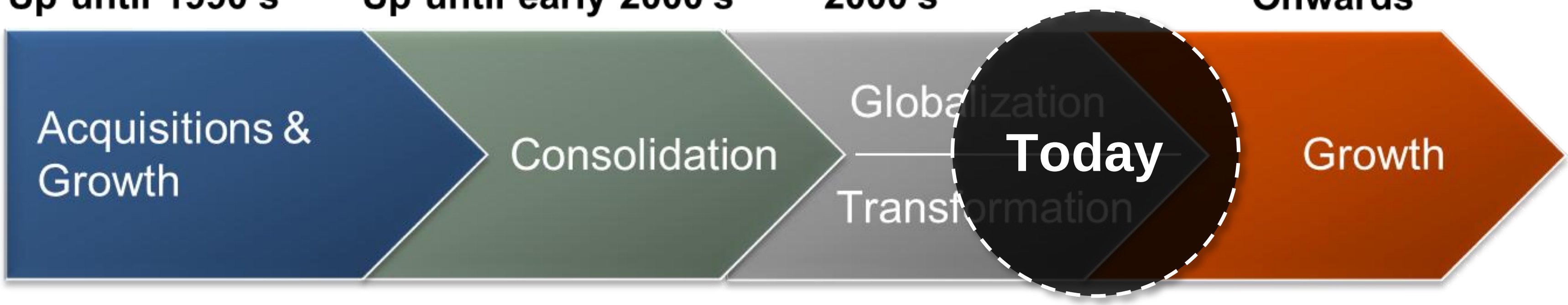
Professional Food Services

Professional Laundry

The core strategy
is the same…

Phases in Electrolux development

Up until 1990's | Up until early 2000's | 2000's | Onwards



Creation of a global and diversified Electrolux

Concentration on appliances and professional products

Transformation to a global consumer marketing company

Profitable growth with transformed businesses

Strategic direction – with increased focus on growth, accelerated execution and people

Thinking of you
Electrolux

Our Core Values & Principles

Values
Passion for Innovation
Customer Obsession
Drive for Results

Foundation
Respect & Diversity
Ethics & Integrity
Safety & Sustainability

Our Strategy

Products & Services

Brand

Cost

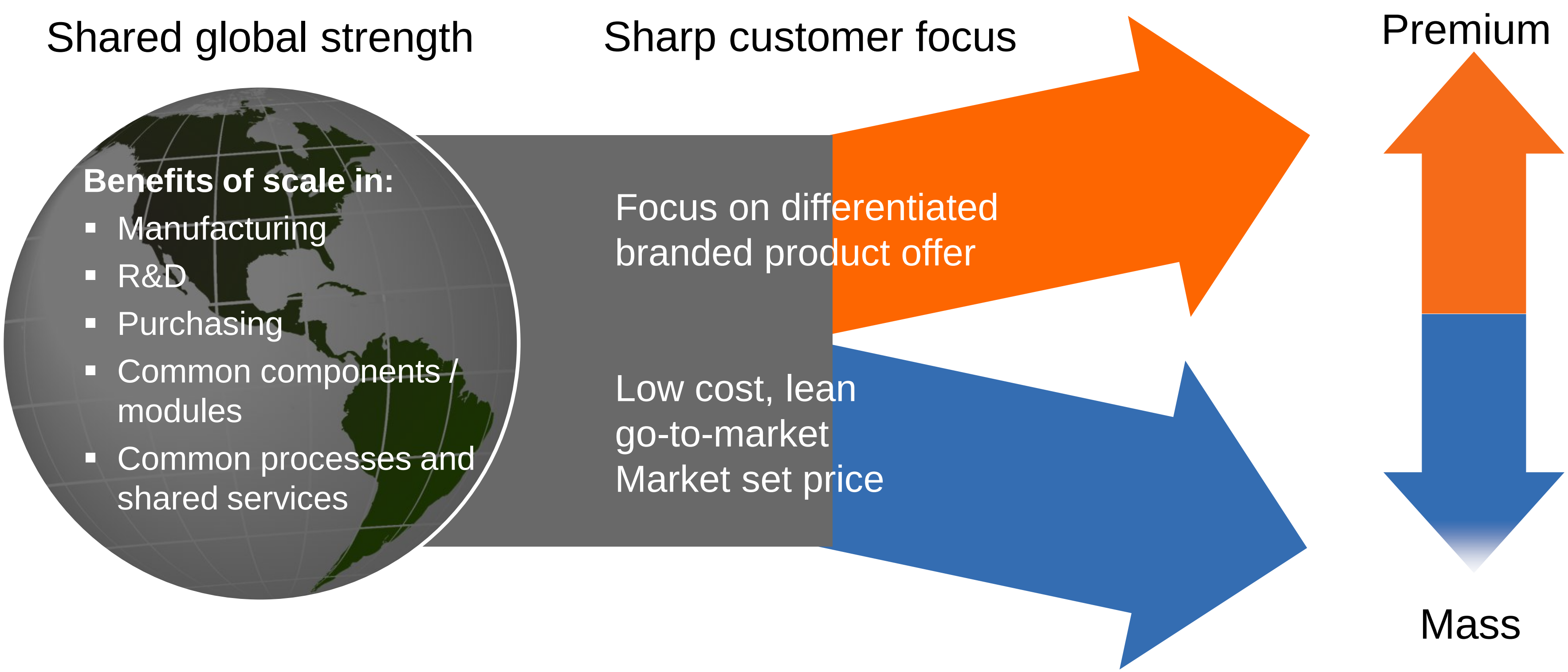
People

Growth

Our Purpose

Vision
The worldwide leader in making life easier and more enjoyable with the help of powered appliances

We will pursue our dual business model while leveraging global scale and operational synergies



We will continue optimizing our manufacturing footprint and improve capacity utilization

Thinking of you
Electrolux

9

Opened plants in low-cost areas*

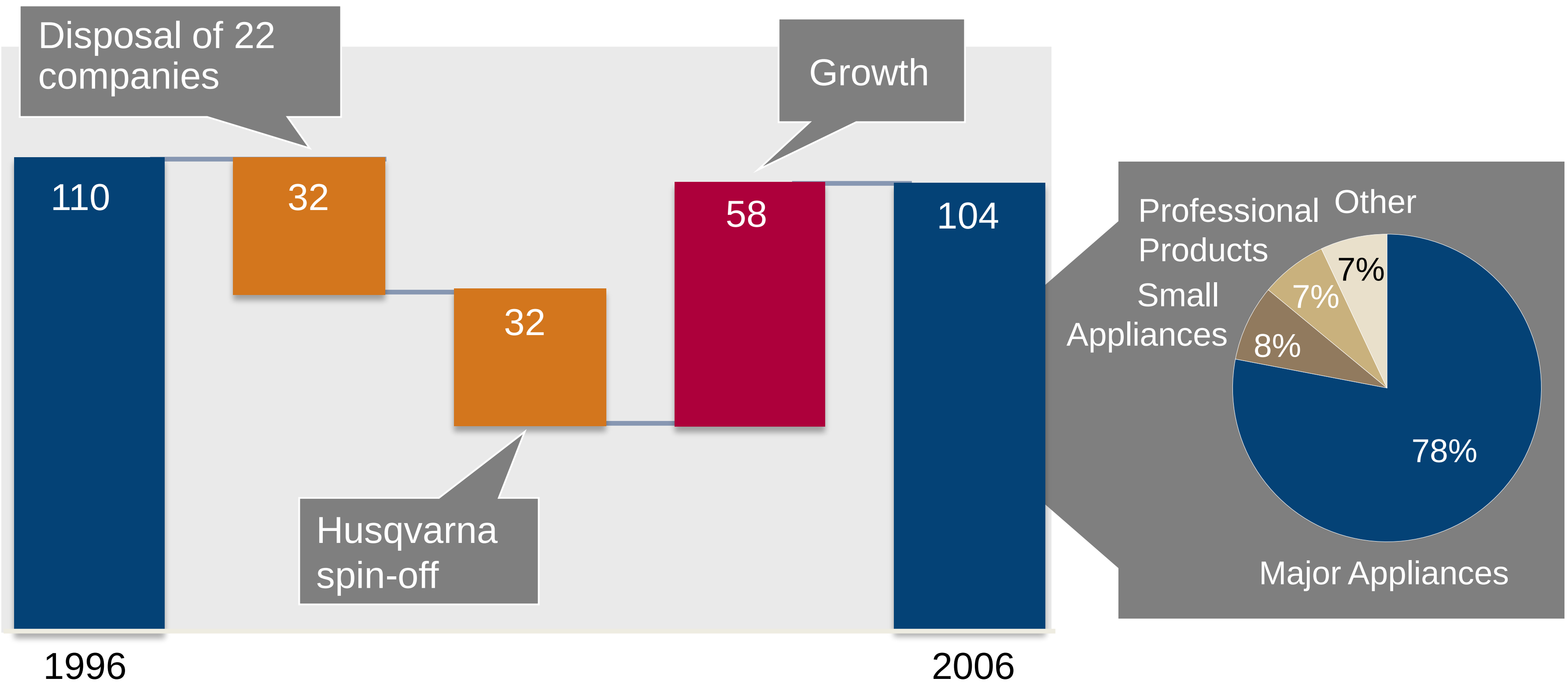
34

Closed plants in high-cost areas*

*As of 1996

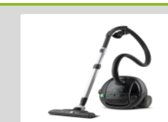
Husqvarna spin-off – the final step in a focused company

Sales SEKbn



We will build the winners and address core categories through innovation and cost competitiveness

Thinking of you
Electrolux

Cooking	• Traditionally a strong category due to regional cooking habits • Steam ovens, induction hobs, hoods	
Refrigeration	• Challenging category with over-capacity • Focus on pockets of growth and sub-categories	
Dish Washing	• Low penetration and growth area; opportunity to convert consumers to machine washing	
Laundry	• Largest category driven by large capacity and high efficiency	
Air Care	• Strong position in North America and Latin America, opportunity to grow	
Floor Care & SDA	• Strong position to build from in Europe • Profitable business sharing its global strength	
Professional	• Only Major Appliance company with a true professional base • Large replacement market growth through the chain business	

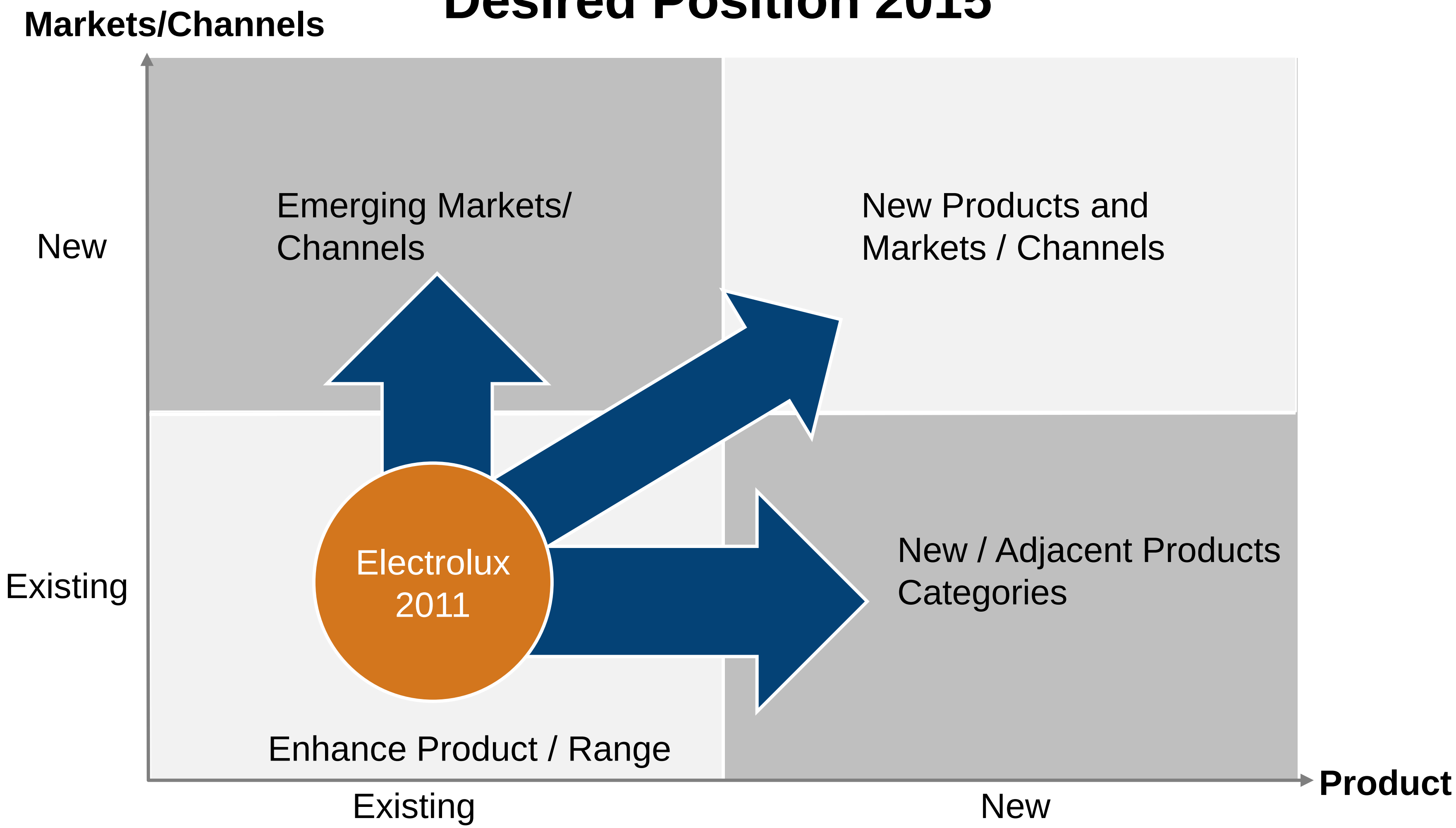
We will pursue the alignment of our brand architecture, connecting business models to brand, product/services and cost

Thinking of you Electrolux

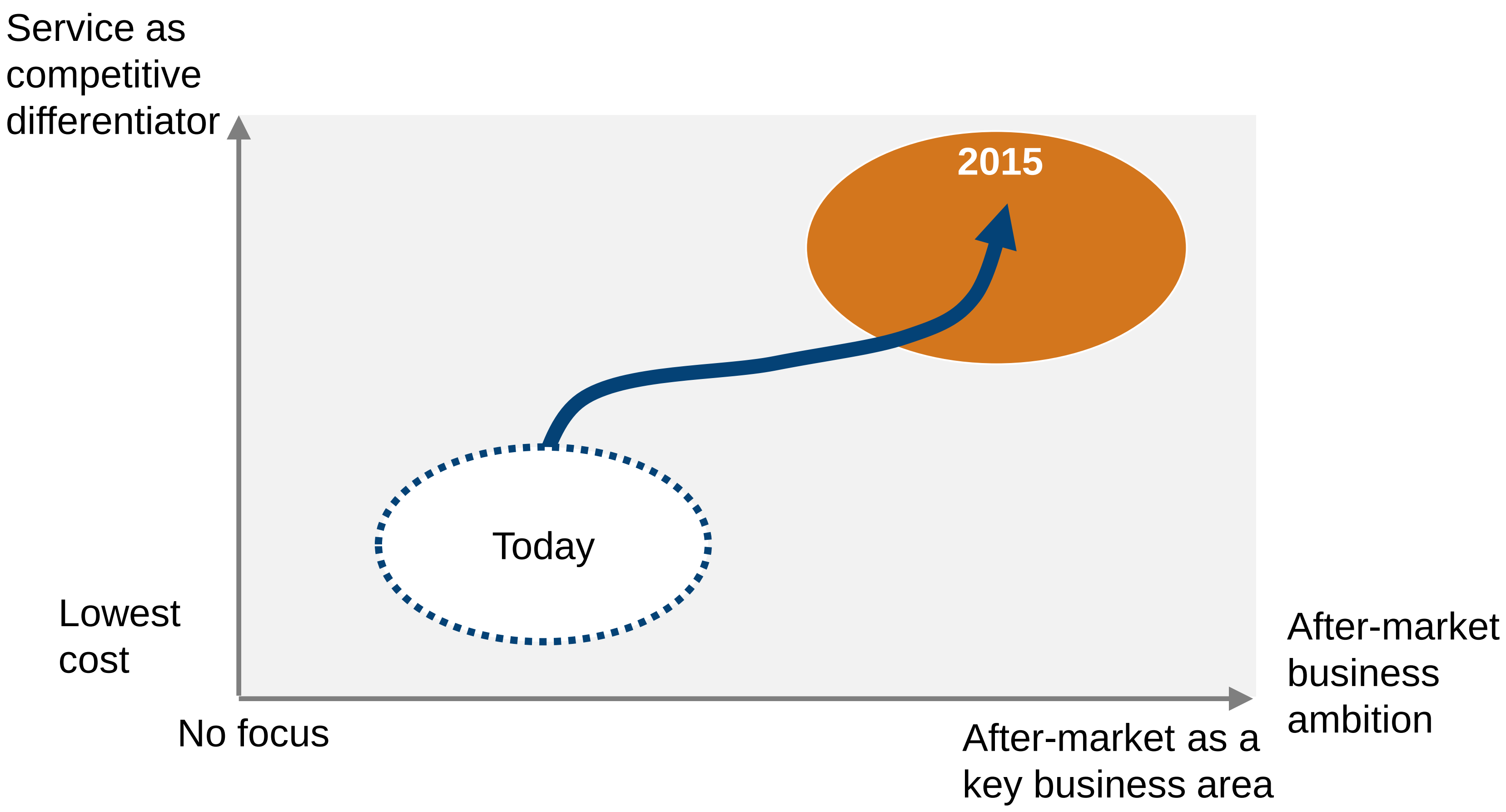
	EU	NA	LA	AP
NICHE	Niche Brand	Niche Brand	Niche Brand	Niche Brand
PREMIUM	AEG Thinking of you Electrolux	Thinking of you Electrolux	Thinking of you Electrolux	Thinking of you Electrolux Westinghouse (Australia)
MASS	ZANUSSI Tactical Brands	FRIGIDAIRE	Thinking of you Electrolux (Brazil) FRIGIDAIRE	SIMPSON (Australia)

Growth will come from value share in core markets and expanding in emerging markets, new channels and adjacencies

Desired Position 2015



We will invest in benchmark customer care to enhance service and seize business opportunities



Electrolux sustainability strategy

Our mission:

“making appliances that are more resource efficient, more affordable and available to more people around the world”

Our key strategic areas

1. Products, Services & Markets
Driving innovation and growing the market for more resource efficient appliances

2. People & Operations
Alignment to our foundation by continuously improving our operations for people and the environment

3. Stakeholders & Society
Stakeholder dialog, raising awareness and building partnerships for sustainable solutions

Recognition of sustainability leadership

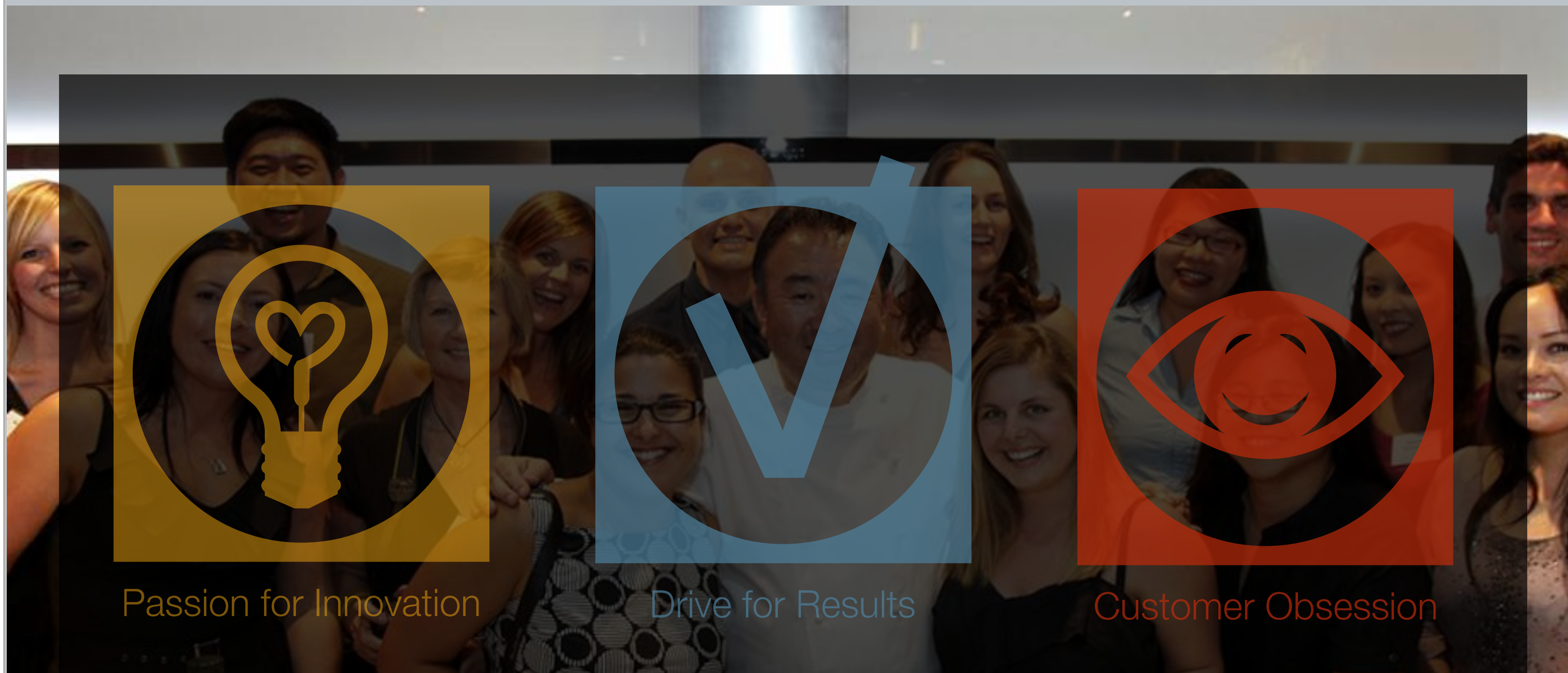
Sustainability sector leader in the US (2006-2010) and Germany (2010)

Component of the World's Most Ethical Companies (2011)

Energy Star Partner (2011)

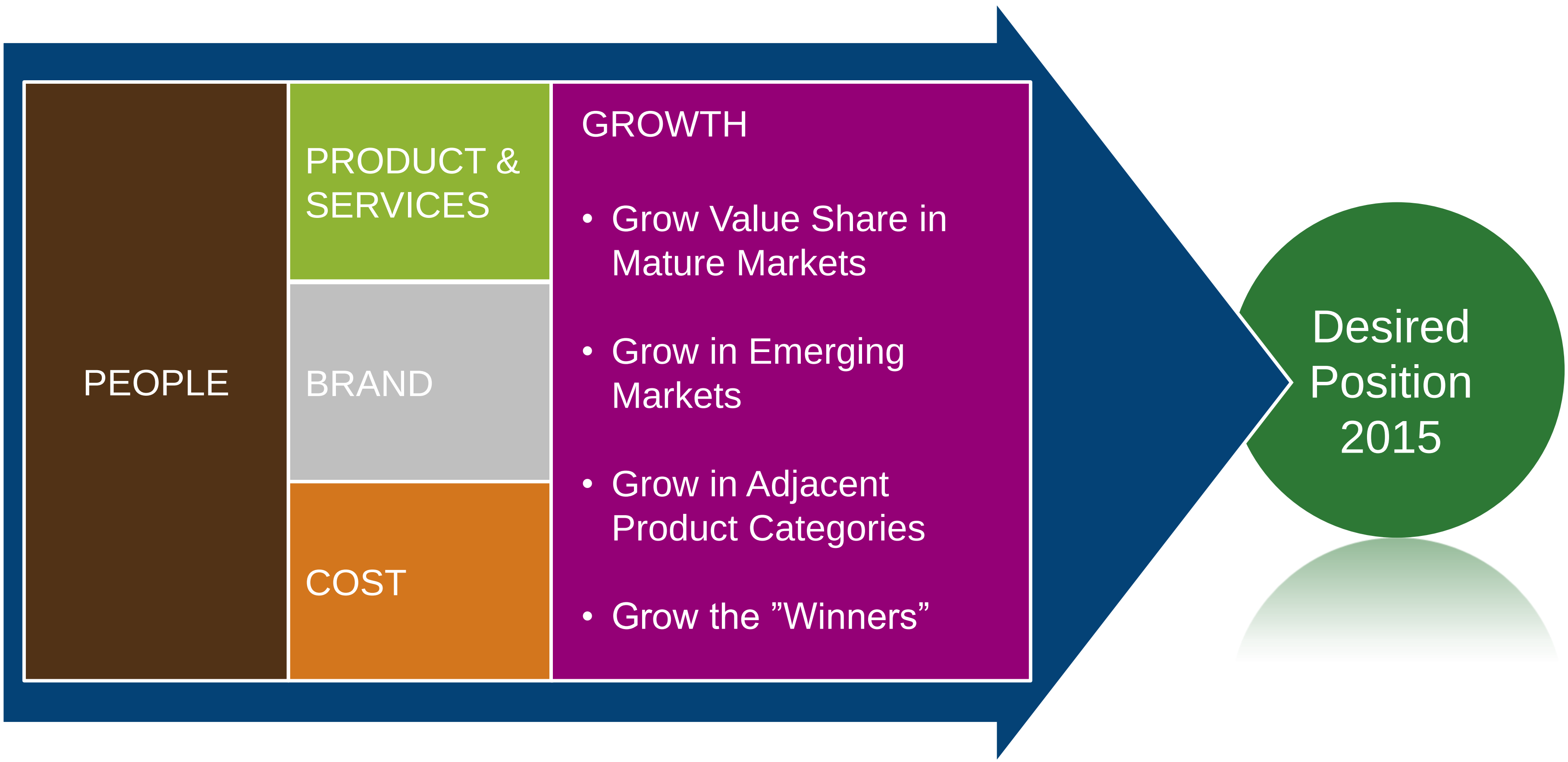
"Best corporate commitment" European Commission (2007)

Attracting, retaining and developing the best people fundamental in realizing our strategic objectives



Values	Passion for Innovation	Customer Obsession	Drive for Results
Foundation	Respect & Diversity	Ethics & Integrity	Safety & Sustainability

Summary



PEOPLE
PRODUCT & SERVICES
BRAND
COST
GROWTH
• Grow Value Share in Mature Markets
• Grow in Emerging Markets
• Grow in Adjacent Product Categories
• Grow the "Winners"
Desired Position 2015

Desired Position 2015

Best Appliance Company in the world:

…and we need to speed up implementation

– Innovation
– Operational Excellence
– Profitable Growth

New Group Management

Thinking of you
Electrolux

75% of Group Management members have worked and lived in two or more continents

ABB

ALCOA

ERICSSON

Electrolux

3M

DUPONT

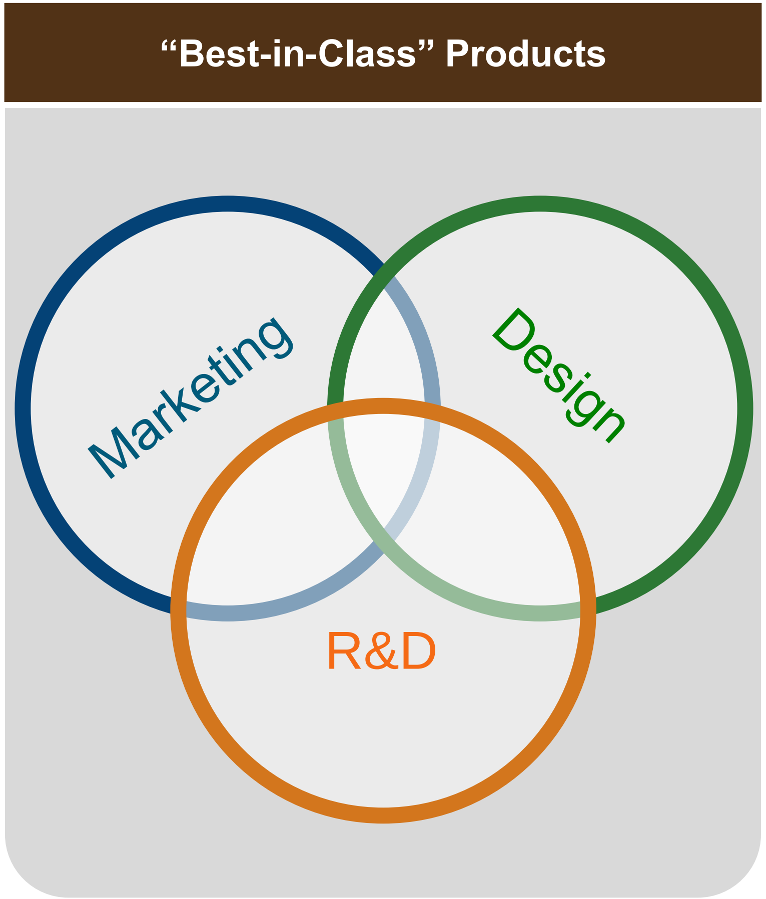
VOLVO

GM

Accelerate innovation and time to market

Increased focus on ”Innovation Triangel”, new members of Group Management

1. Develop best-in-class products
2. Speed up product innovation
3. Continue investing in premium brands



Develop “Best-in-class” products

- Identify consumer needs and segments
- Develop products with innovative design and functions
- Increase sales of premium products

Speed up product innovation

- Accelerate consumer insight driven differentiation
- Tailor products with high consumer preference
- Increase innovation rate and reduce time to market

Product Creation Process

Strategic market plan → Consumer opportunities → Primary development / Concept development → Product development → Launch execution → Range management → Phase-out

Intent

Commercial Launch Process

70% consumer preference

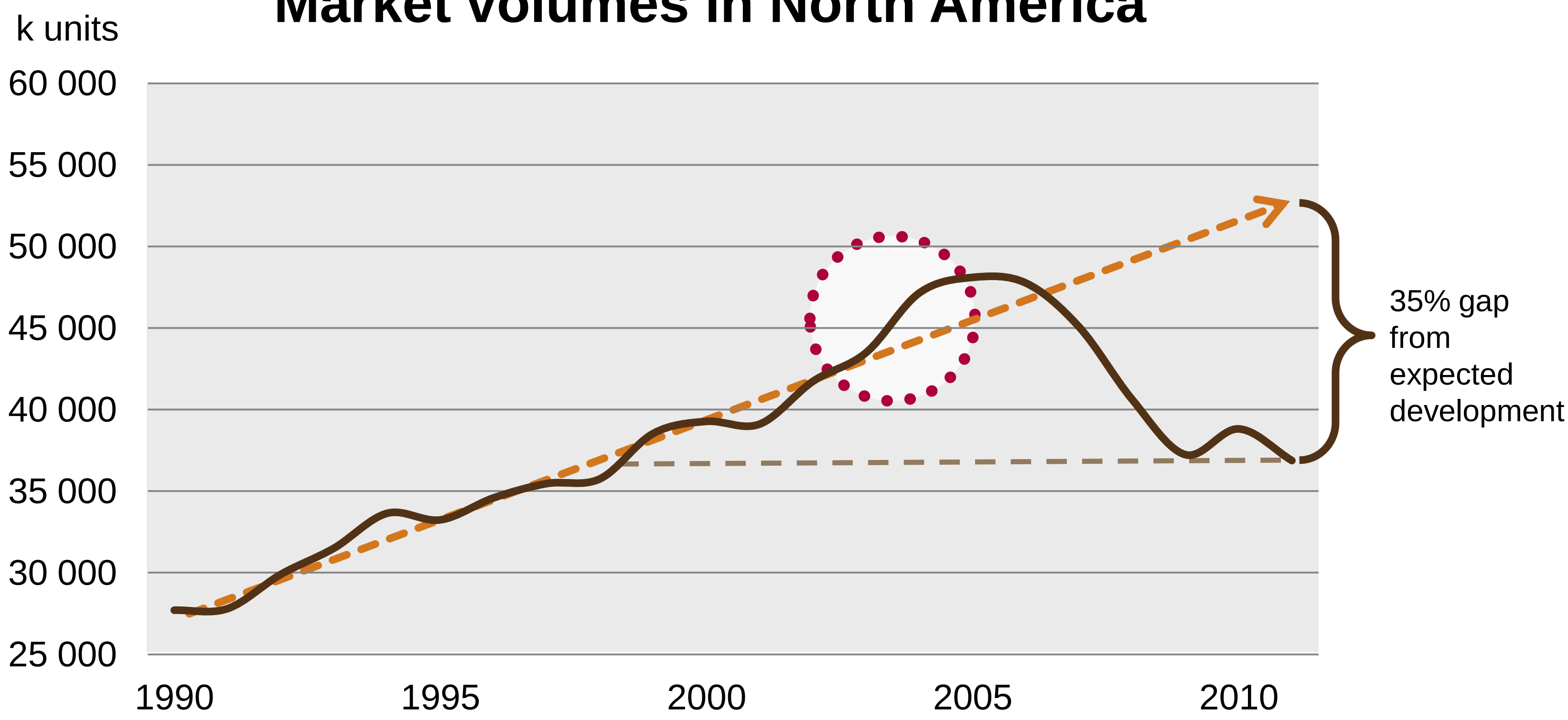
Investments in premium brands

- Invest in premium brands across all markets
- Align Electrolux brand architecture and position globally
- Leverage our knowledge in the professional business

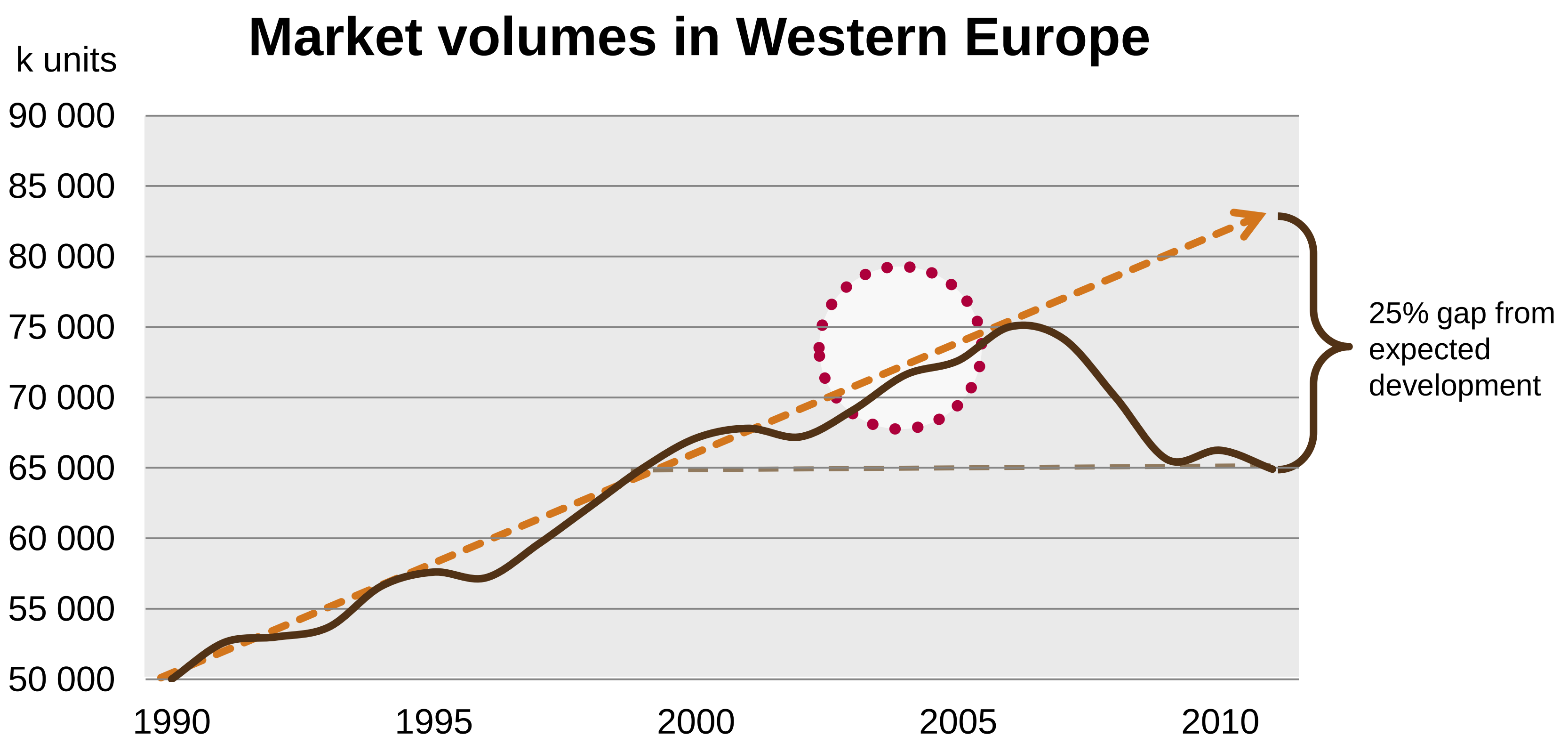
Adjust our capacity
- manufacturing footprint

North America

Market volumes in North America



Western Europe



Accelerate efficiency improvements and cost reductions - global operations

Accelerate activities to bring down cost…

Thinking of you Electrolux

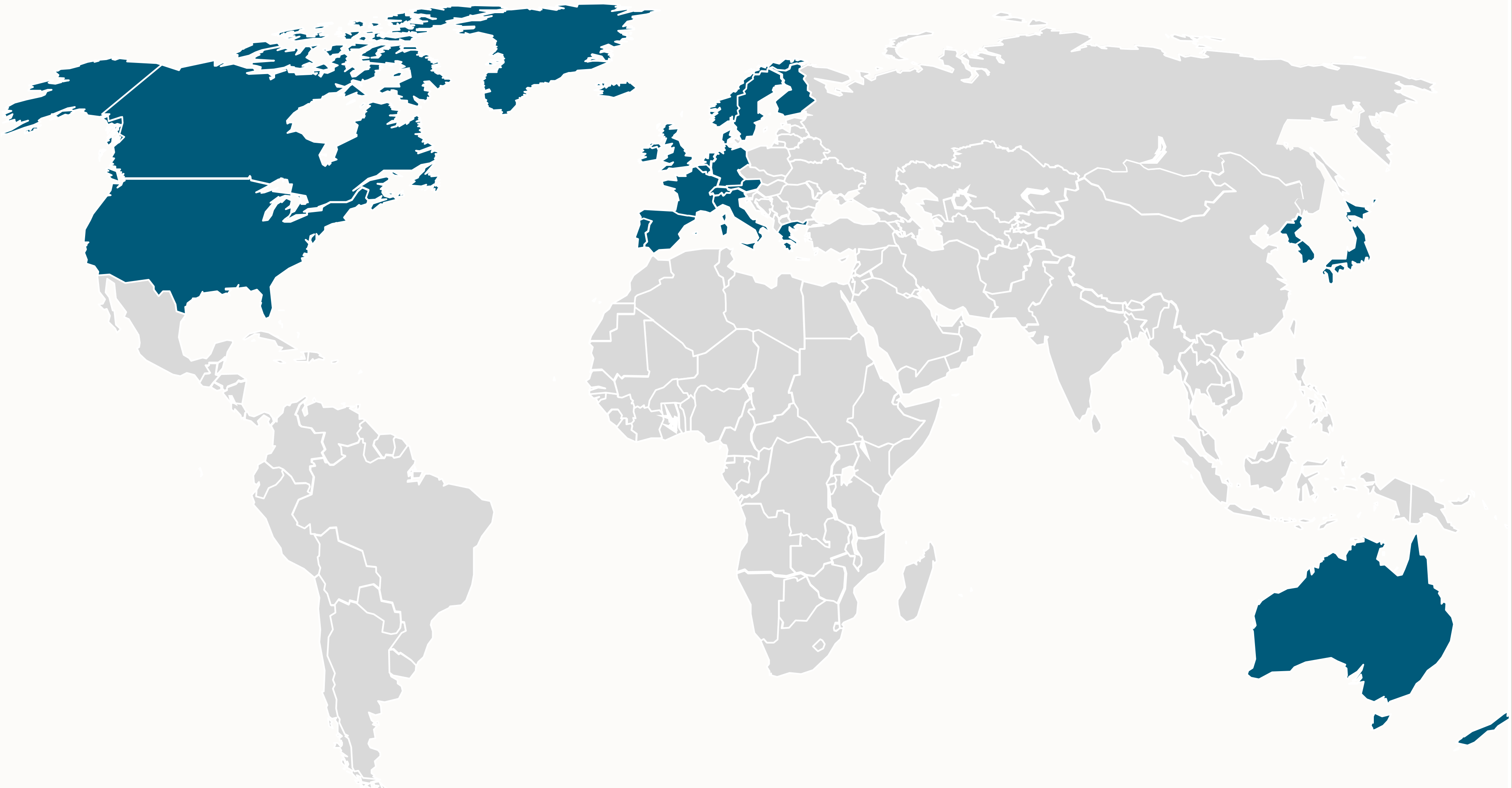
Total savings **SEK 5.1bn**

	Manufacturing footprint 1.6	Global Operations 3.0	Overhead cost 0.5
Costs, SEKbn	3.5	1.0*	0.5
Actions taken until	2015	2015	2012
Realized	2016	2015	2012

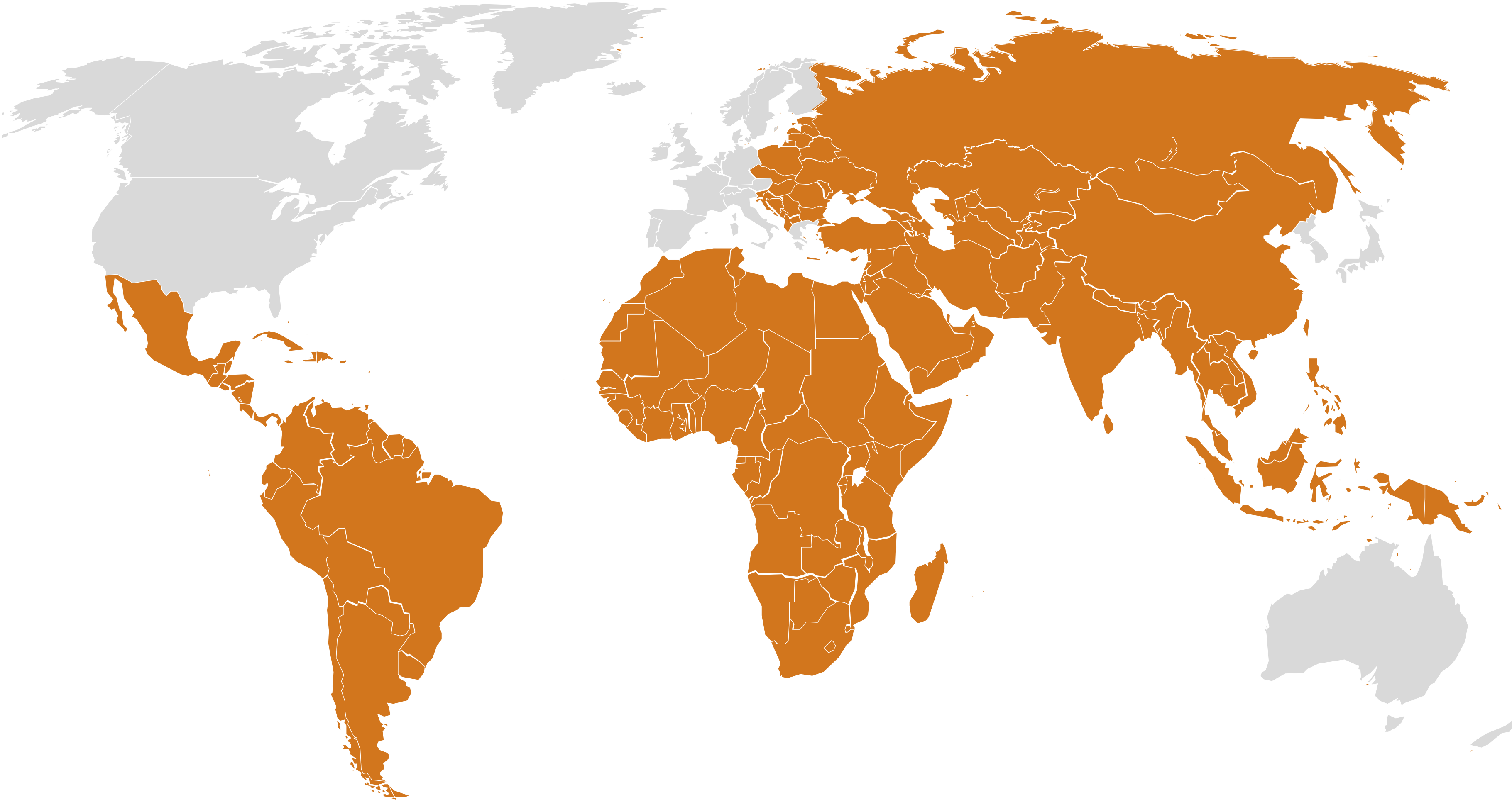
Total costs **SEK 5.0bn**

* SEK 500m in 2011 and SEK 500m in 2012

Coming from heavy exposure to mature markets…

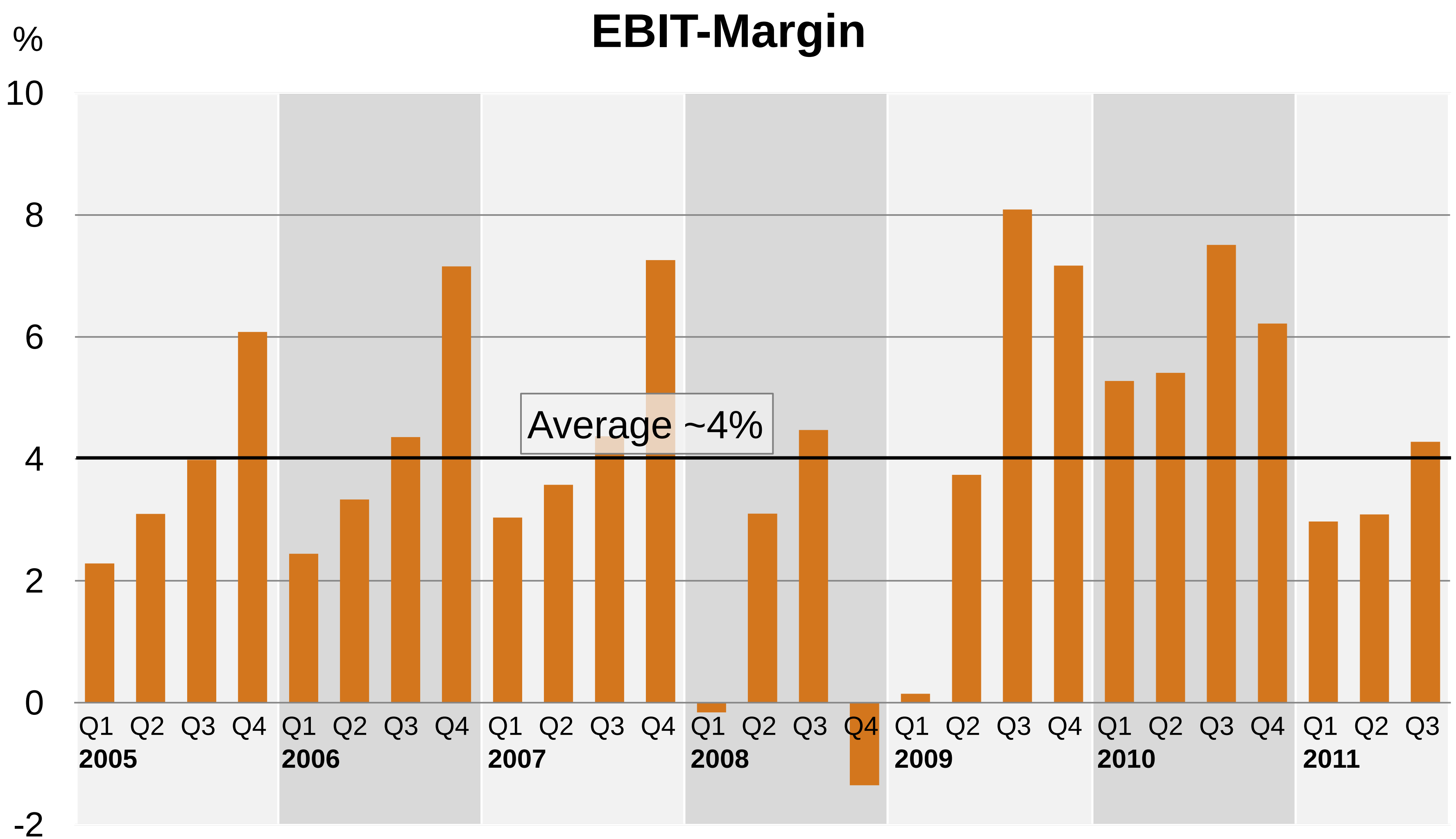


…with tremendous growth opportunities in emerging markets



Electrolux will continue to create sustainable economic value

Consensus gives a margin of 4% for 2011
– Electrolux normal earnings some years ago



EBIT Target

6%

Capital Turnover

4

ROCE Target

25%

Organic Growth

4%

We are a healthy company…

… and we still have work to do

Thinking of you
Electrolux

Factors affecting forward-looking statements

Factors affecting forward-looking statements

This presentation contains “forward-looking” statements within the meaning of the US Private Securities Litigation Reform Act of 1995. Such statements include, among others, the financial goals and targets of Electrolux for future periods and future business and financial plans. These statements are based on current expectations and are subject to risks and uncertainties that could cause actual results to differ materially due to a variety of factors. These factors include, but may not be limited to the following: consumer demand and market conditions in the geographical areas and industries in which Electrolux operates, effects of currency fluctuations, competitive pressures to reduce prices, significant loss of business from major retailers, the success in developing new products and marketing initiatives, developments in product liability litigation, progress in achieving operational and capital efficiency goals, the success in identifying growth opportunities and acquisition candidates and the integration of these opportunities with existing businesses, progress in achieving structural and supply-chain reorganization goals.

Jonas Samuelson

Focus on cost to stay competitive

Capital Markets day
November 15, 2011

Thinking of you
Electrolux

What we have achieved

Status of manufacturing program

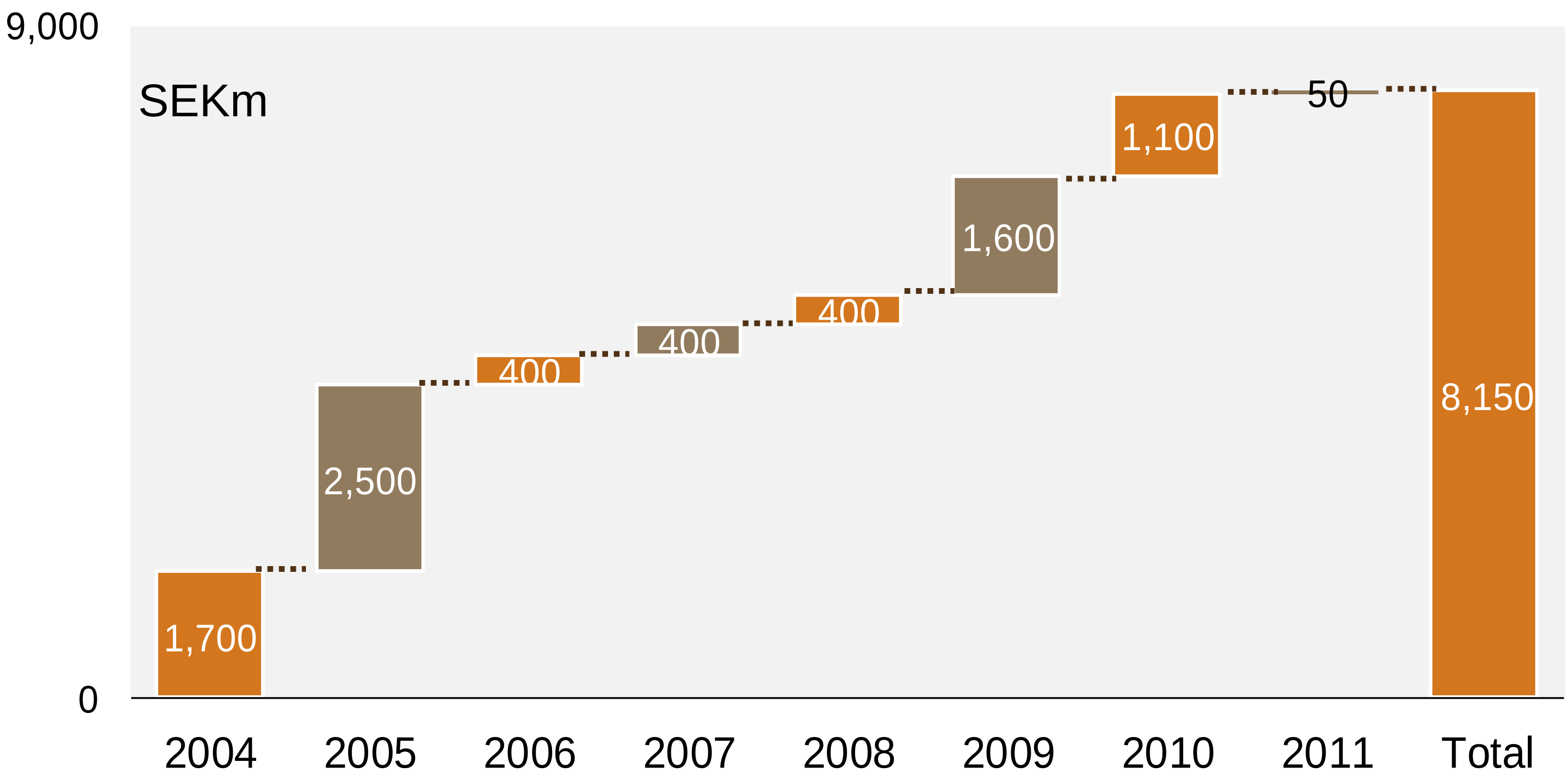
Current status

- Total costs: SEK 8.1 billion
  - Booked as items affecting comparability
  - Current accumulated cash out: SEK 5.5 billion
  - Write downs: SEK 2.6 billion
- Savings: Annual savings of SEK 3 billion (since 2004)
- 62% of capacity in low cost areas

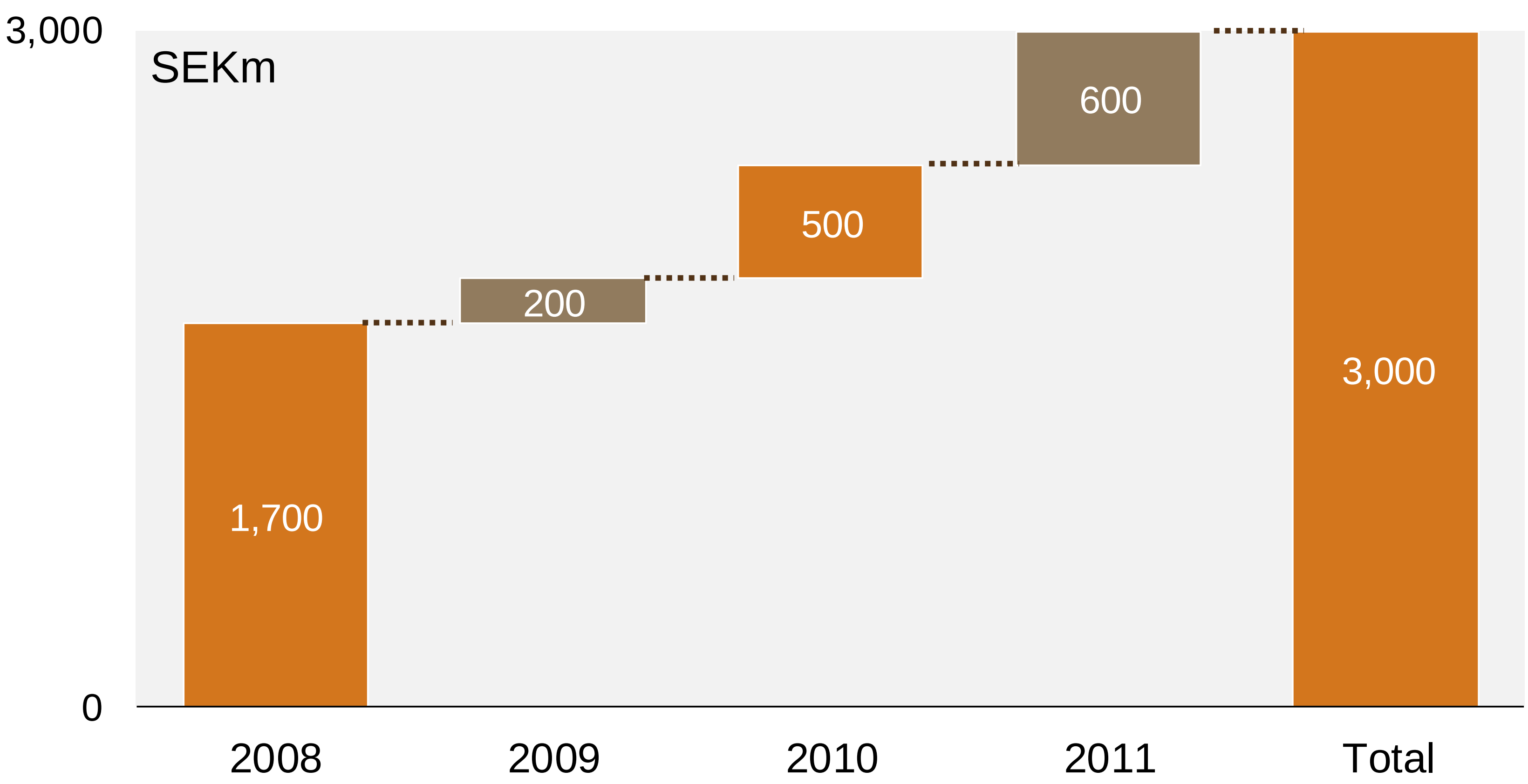
Our journey since 2004

- 19 factories closed down
- 5 factories downsized
- 11 new factories
- Approximately 35% of production moved

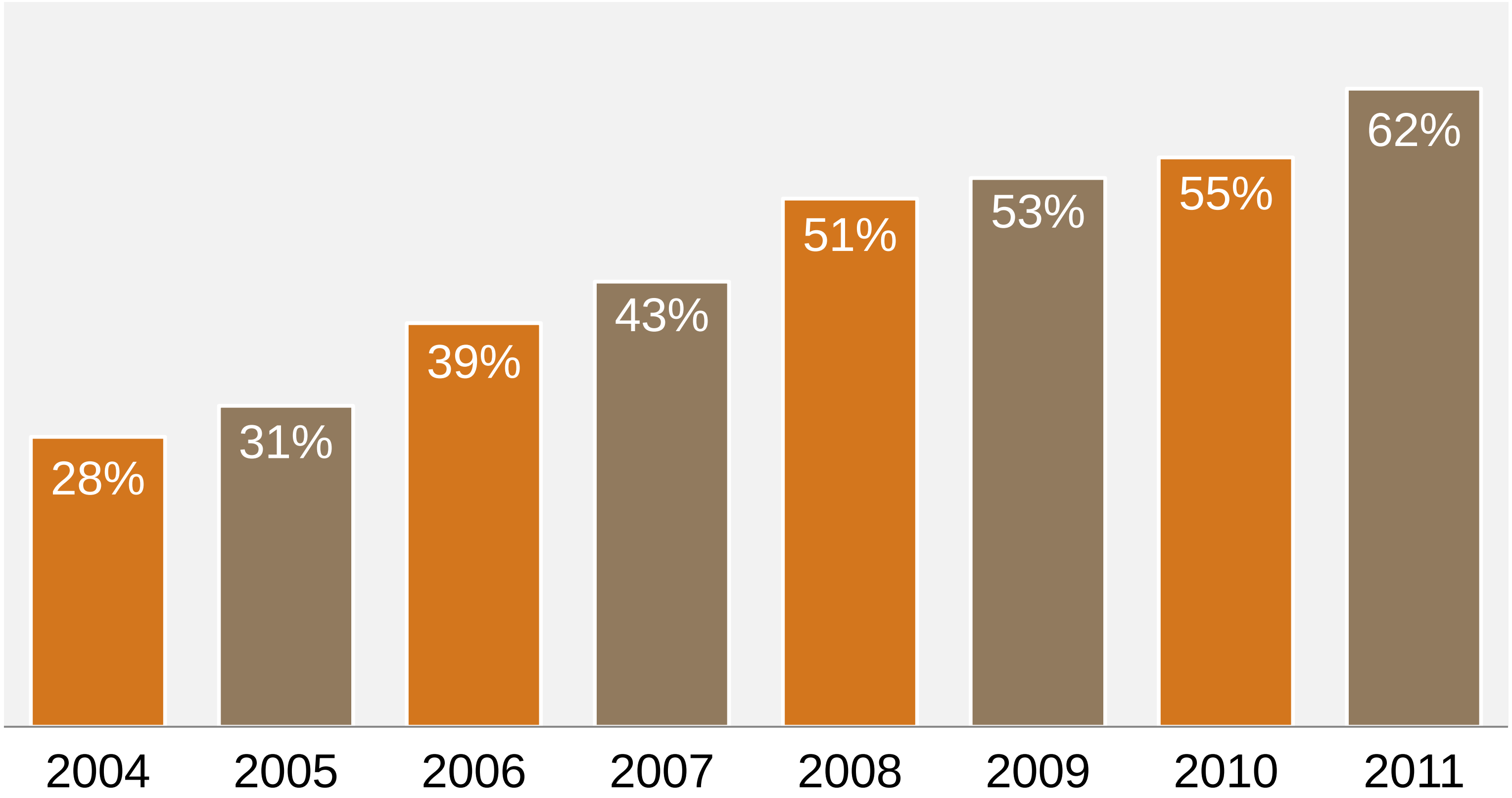
Restructuring time line – Costs



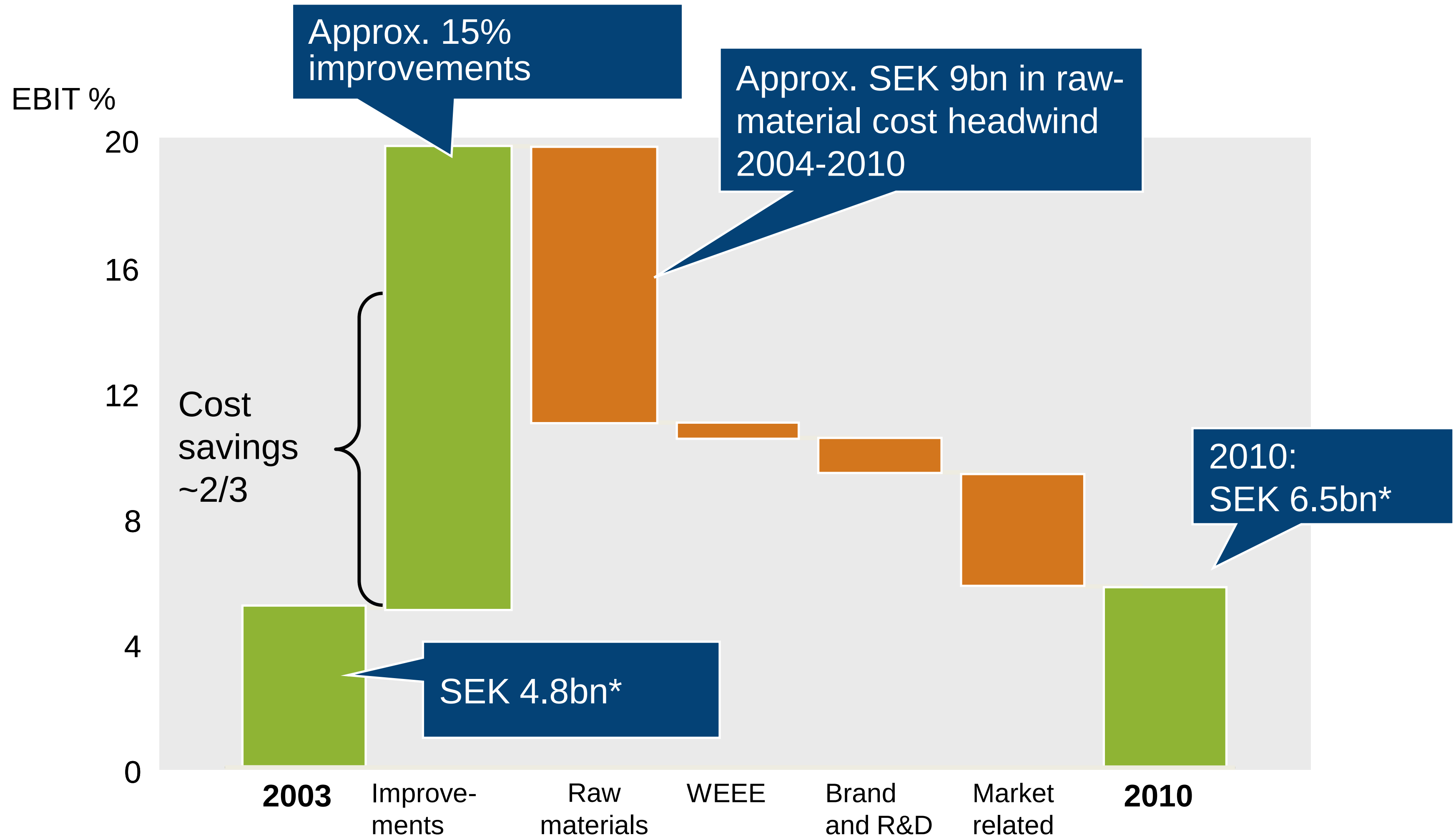
Restructuring time line – Savings



Restructuring time line – Capacity in low-cost areas



We have been able to deliver on previous cost-savings programs



*) Excluding items affecting comparability

New production centers have been built and acquired

- Reducing Global Manufacturing Costs
- Supporting Strategic Growth Areas

Current activities

- Closure of L'Assomption in Canada (2013)
- Build Memphis plant in the US
  (to receive L'Assomption volume)
- New refrigeration plant for SEA market
  in Thailand (starts operating in 2013)
- Close down production line in Kinston
- Olympic, Egypt
- CTI, Latin America

Moving forward,
things have changed

We need to further adapt our capacity

- Regional vs global manufacturing strategy
- Declining demand in mature markets
- Improve manufacturing efficiency
- Accelerate our efforts

Broadening drivers for manufacturing strategy

Thinking of you
Electrolux

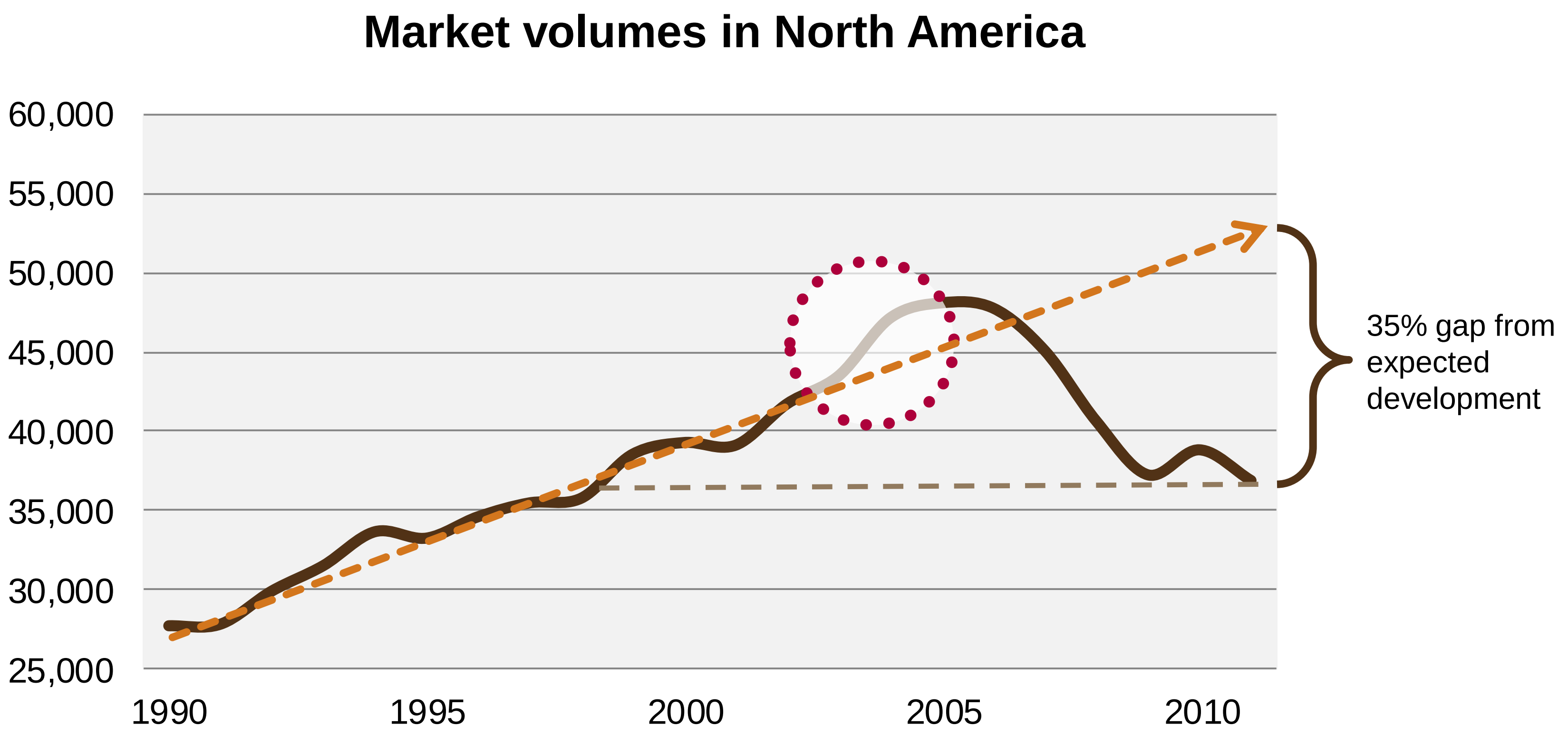
COSTS

- Costs
- Global manufacturing strategy
- Support strategic growth

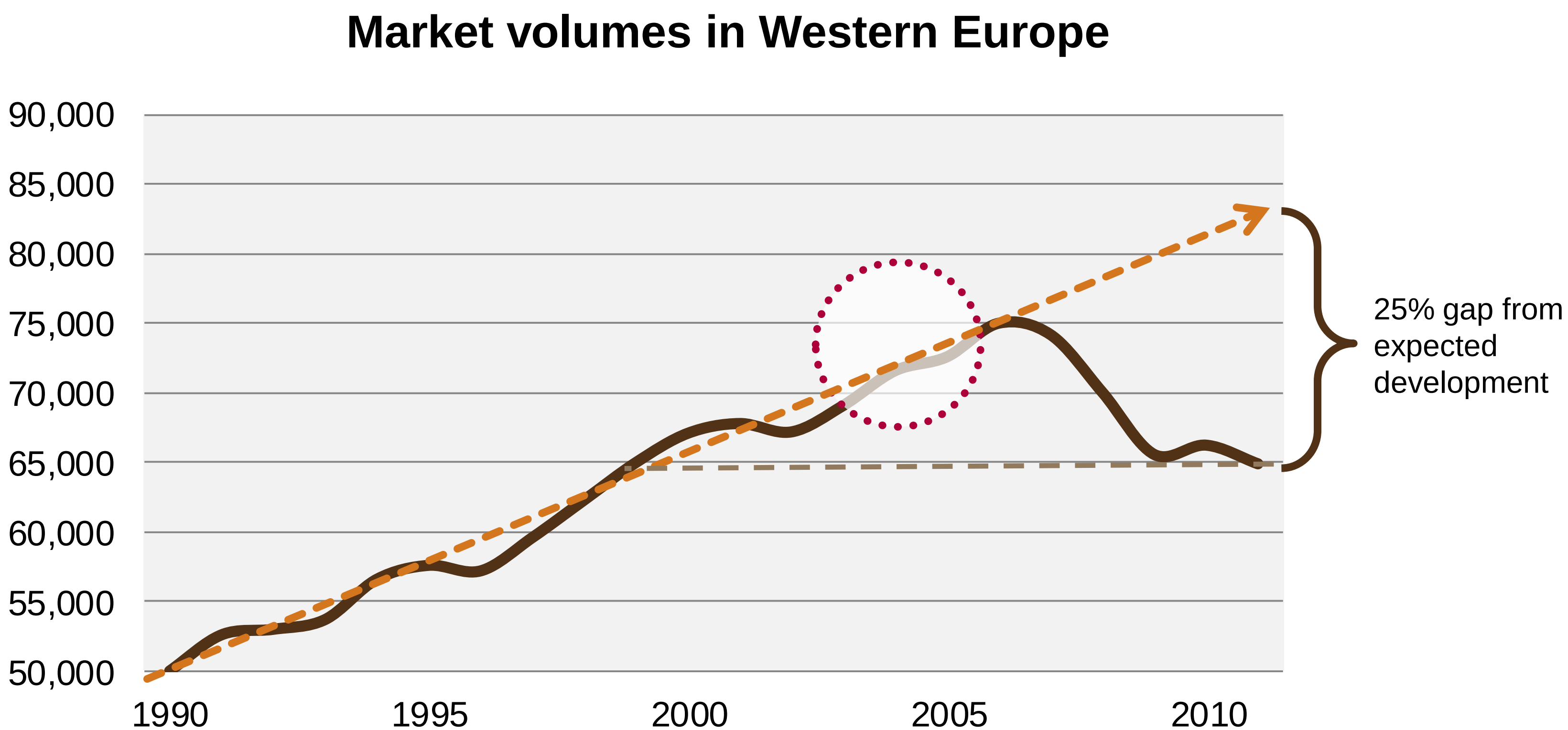
2004 - 2010

2011 - 2015

Adapt our production capacity to current demand



Adapt our production capacity to current demand



Electrolux Manufacturing System (EMS)

Thinking of you
Electrolux

- Standardized manufacturing principles, tools and methods, for all factories, using best internal and external experiences
- Continuous improvement of methodology – with full involvement of all employees

Cost reduction and customer satisfaction

Productivity improvement	Inventory reduction	Delivery on time	Quality	Safety

Further actions

Further actions

Thinking of you
Electrolux

Costs

SEK 3.5 billion

- Cash out: **~2/3**
- Write downs: **~1/3**

Savings

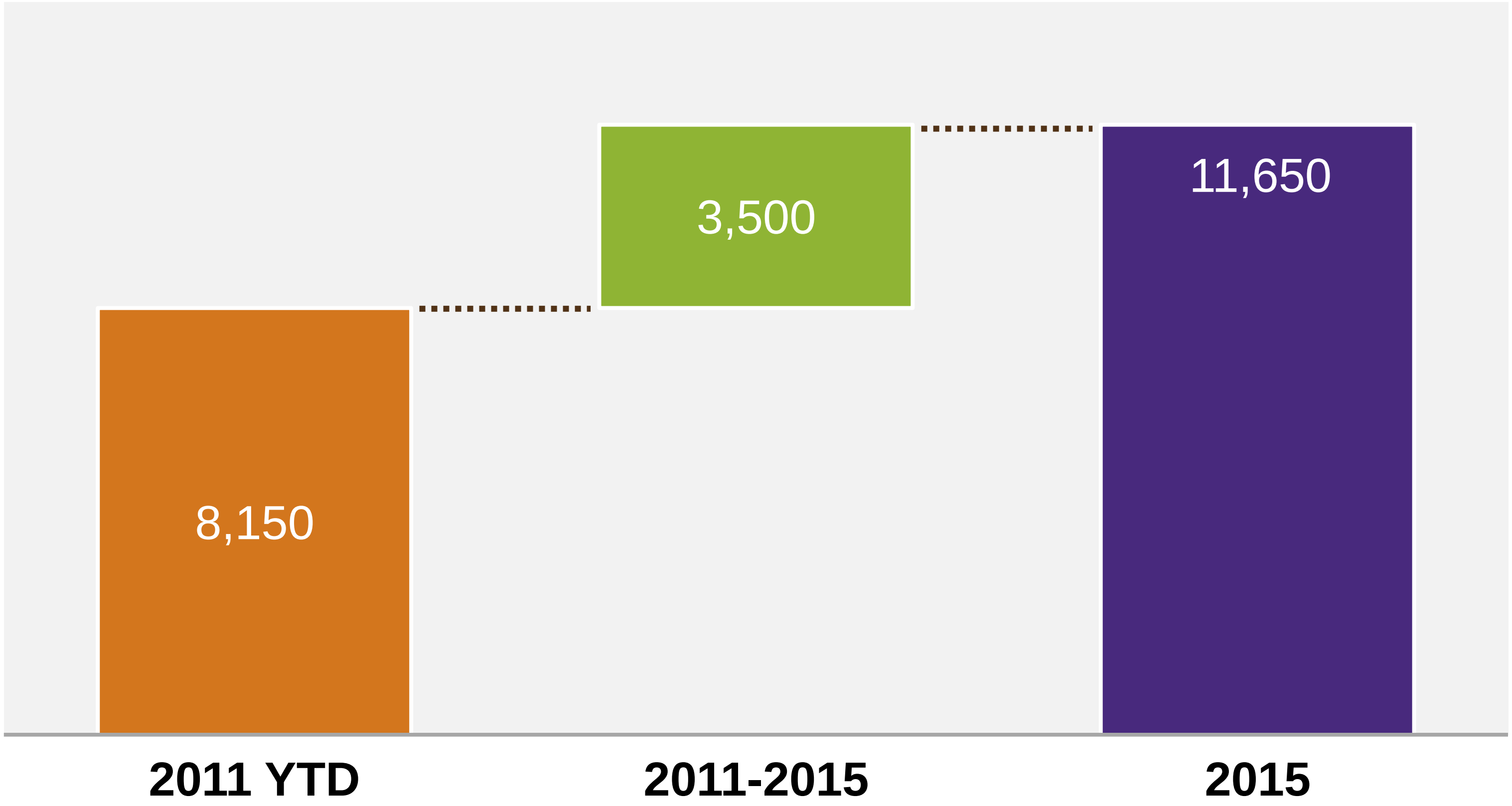
Annual savings of SEK 1.6 billion

- **2011** Volume assumptions **used**

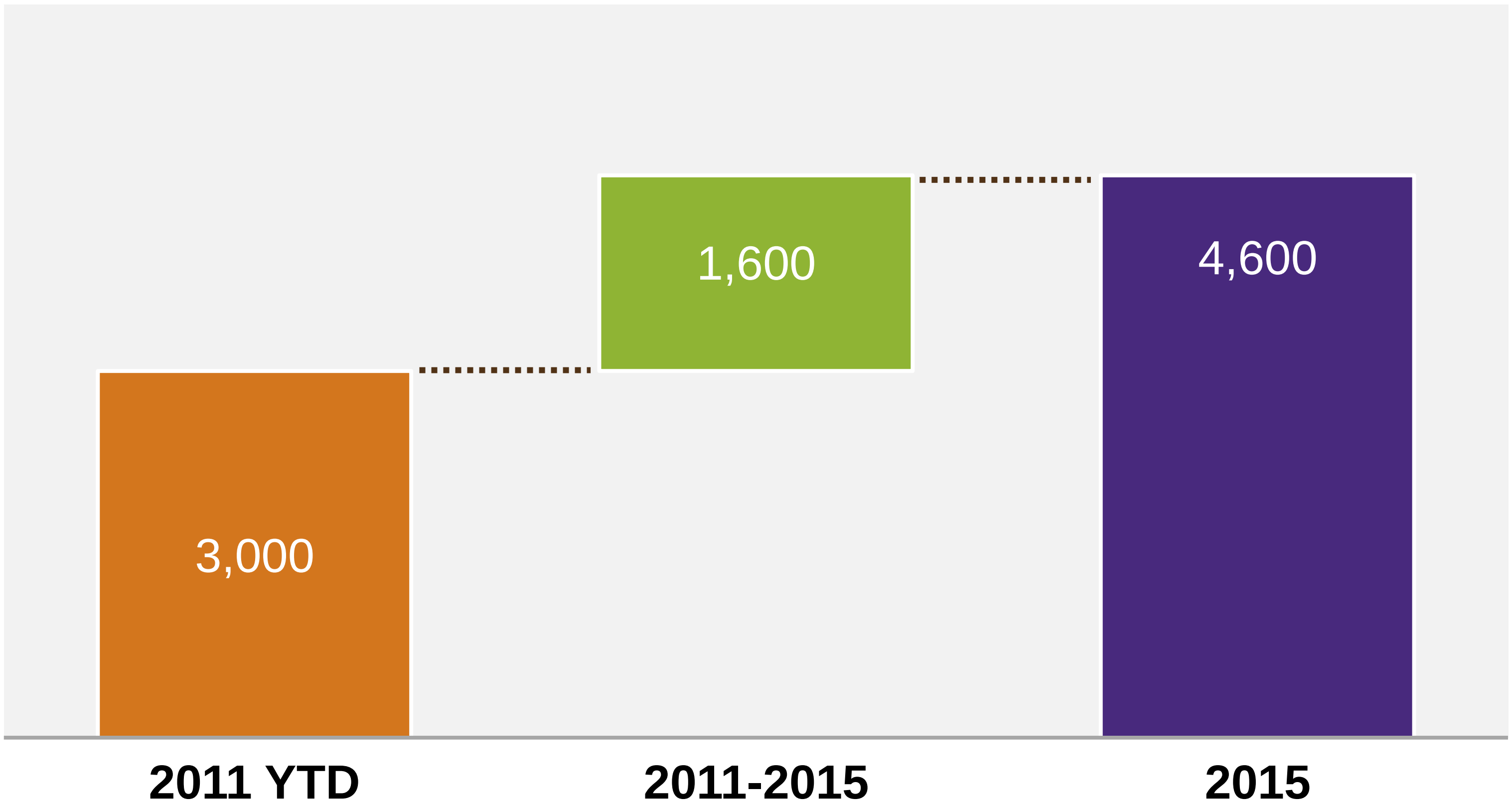
Manufacturing footprint

70% of capacity in low-cost areas

Restructuring time line – Costs



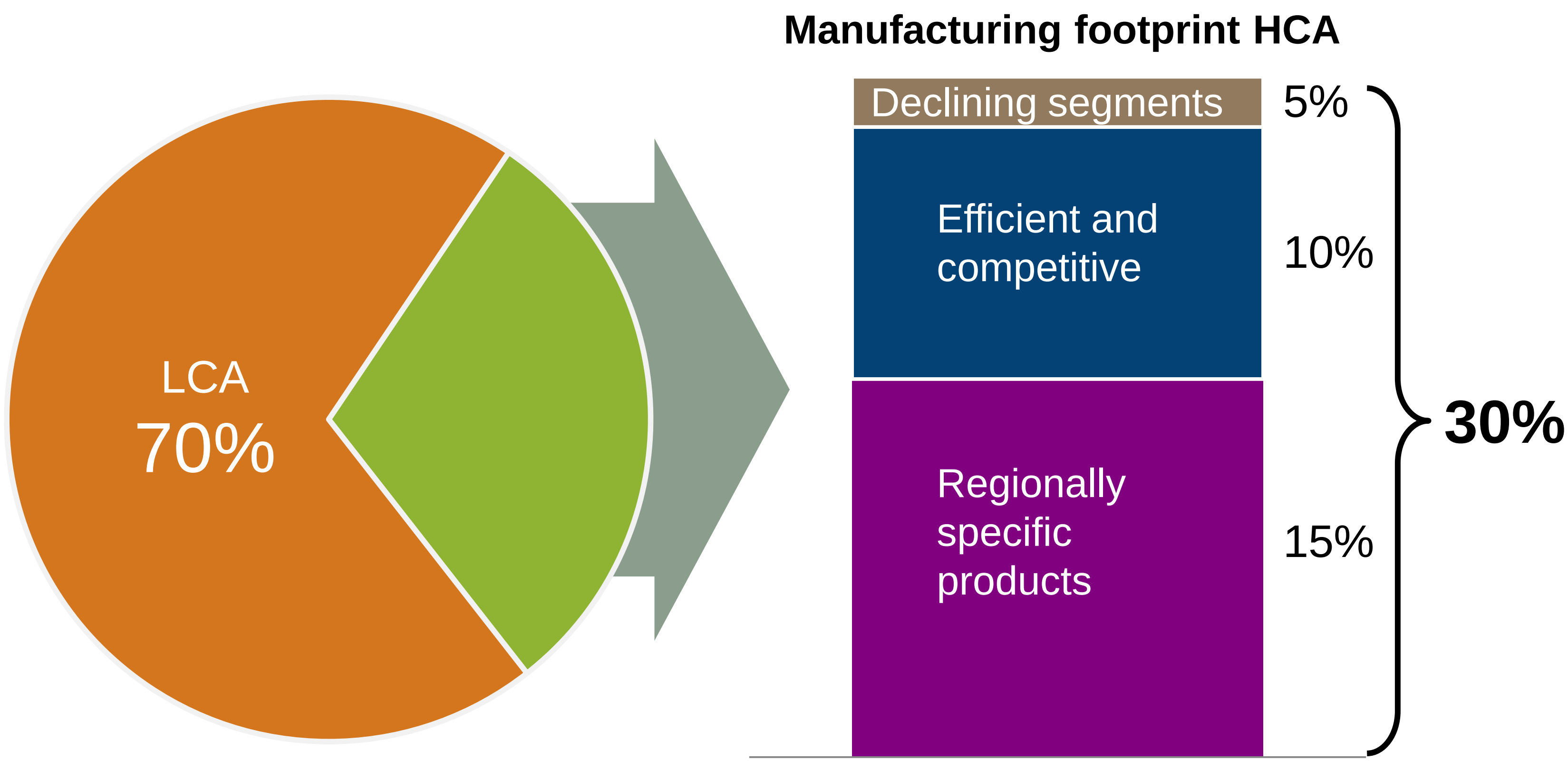
Restructuring – Savings



Annual savings/
Total costs

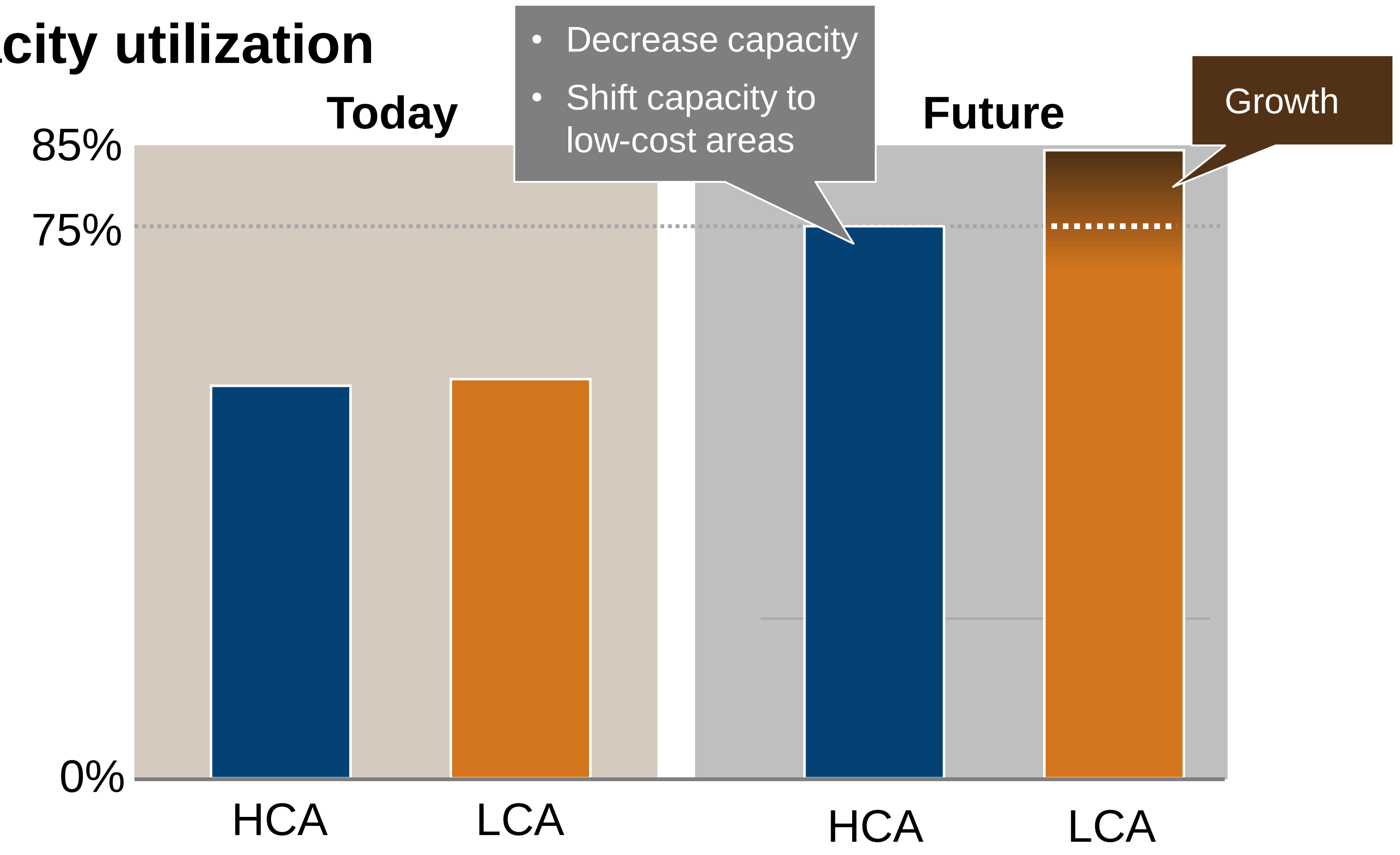
46%

Target manufacturing footprint by 2015



We need to increase current capacity utilization

Capacity utilization



In 2005-2006, we moved 25% of our total European volumes to new plants in low-cost areas

Will not build
new factories
to move capacity

We are in the final phase of our restructuring program

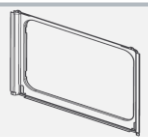
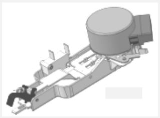
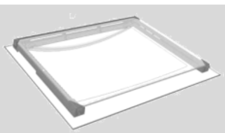
Global Operations – an update

We stick to our plan and accelerate delivery

- Ambitious targets for 2015
- Rigorous plan; confident in delivery
- Visible results, now
  - Accelerated manufacturing footprint improvement
  - Bottom-line impact from purchasing
  - Roll-out of modularization accelerated
  - Globalized governance in R&D

Outcome from the first modularization deep dive in Food Preparation

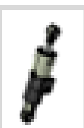
Thinking of you
Electrolux

Module		Annual purchasing spend Percent of total spend, 100% = SEK 1,344m	Impact on complexity From …	… to	
	Mechanical structure	41	11	10	Mechanical structure concepts
	Glass pack	35	94	16	Glass width classes
	Handle	12	58	5	Handle mounting positions
	Hinge	9	11	2	Hinge concepts (bodies)
	Door lock	3	20	1	Door locks
	Total door	100	50	10	Door concepts

Structural savings SEK 150 million

Modularization in Fabric Care

Wash Group example

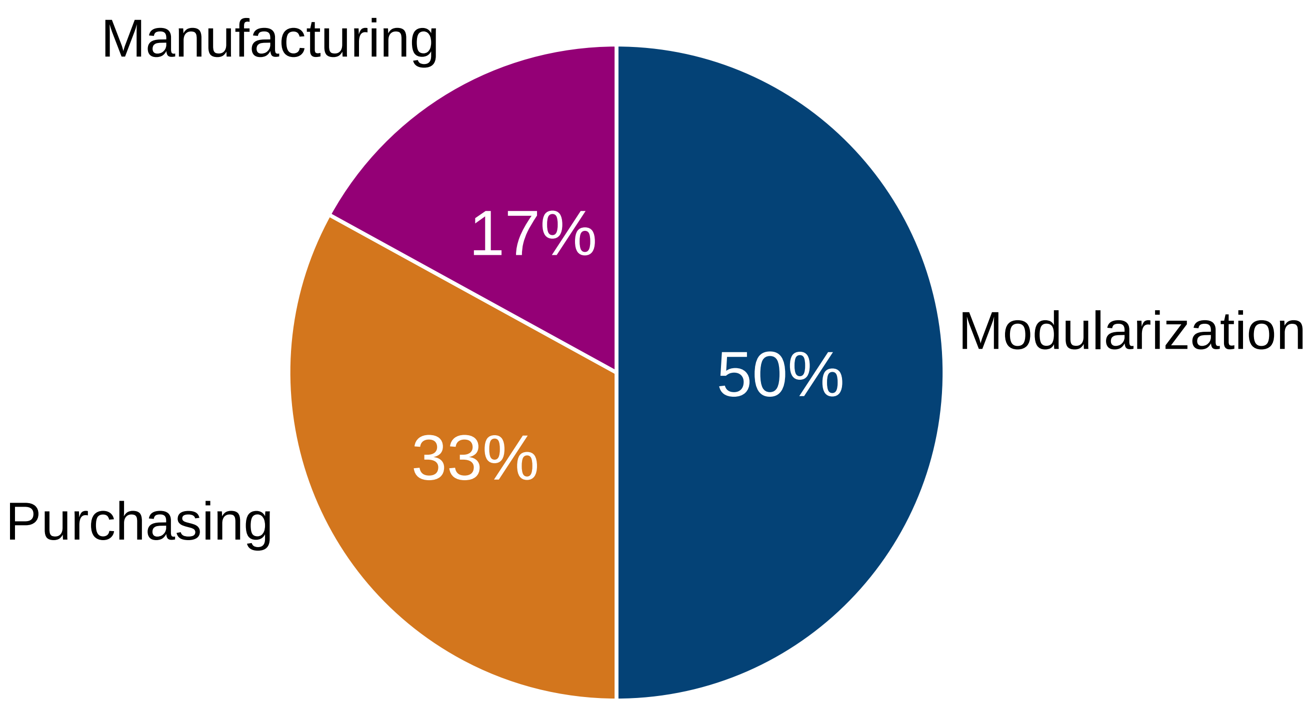
	Module	Annual spend, share (100% = SEK 2.1 billion)	Impact on complexity – Number of parts: From 2011	To 2016	Impact on differentiation
	Total Wash Group	100	1,027	891	
	Drum/Spin bowl	40	346	337	↗
	Tub/Outer bowl	35	304	253	↗
	Vibration dampening	14	242	203	↗
	Bellow and clamp	6	79	53	→
	Heater	4	56	45	↘

Structural savings of SEK 370 million

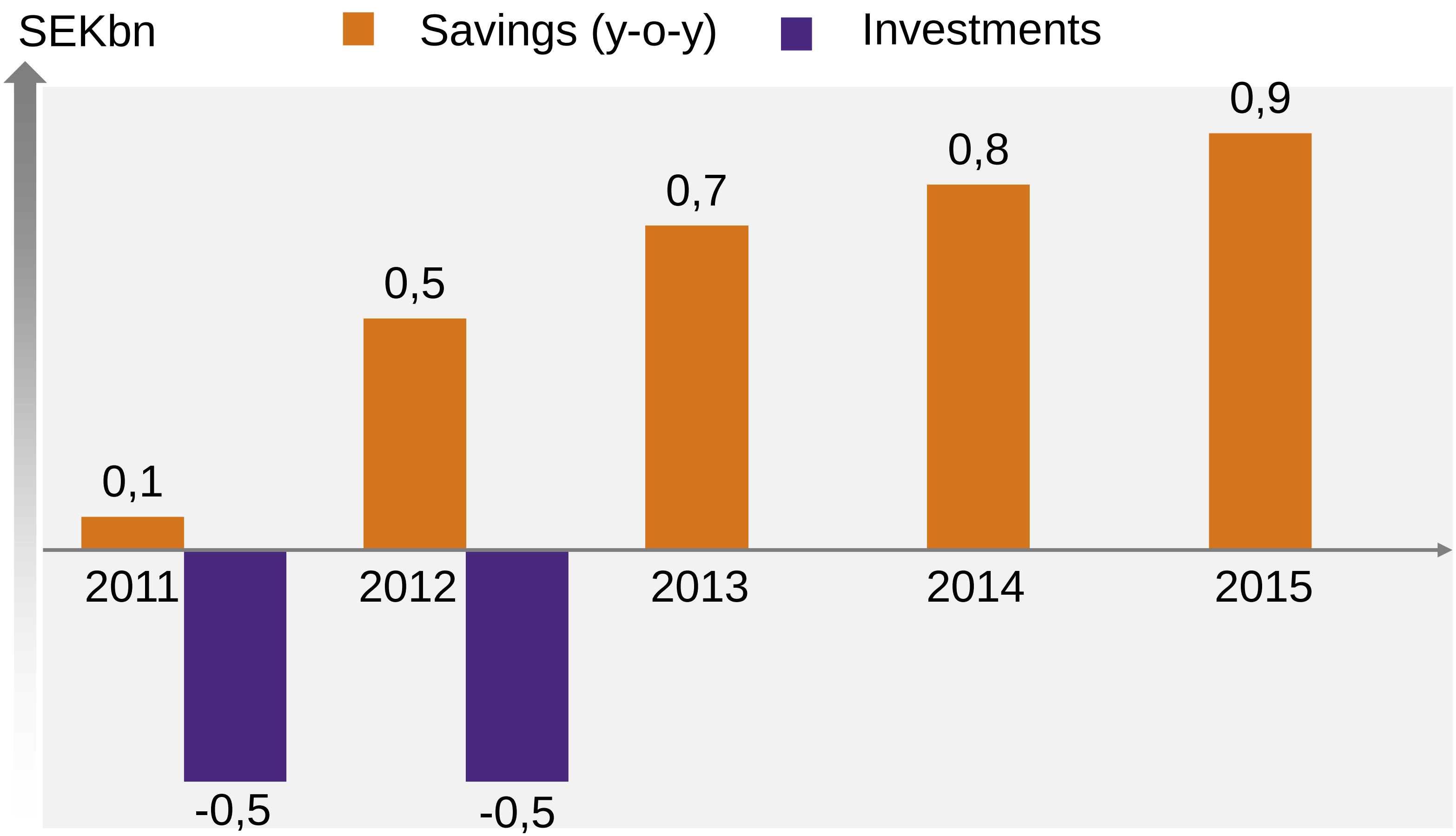
Global Operations

We have identified a greater potential within modularization which will generate higher savings

Savings from Global Operations



Savings from the Global Operations program



We stick to our plan and accelerate delivery

Thinking of you
Electrolux

- Ambitious targets for 2015
- Rigorous plan;
  confident in delivery
- Visible results, now
  - Accelerated manufacturing footprint improvement
  - Bottom-line impact from purchasing
  - Roll-out of modularization accelerated
  - Globalized governance in R&D

Thinking of you

Electrolux

Factors affecting forward-looking statements

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MaryKay Kopf
The Innovation Triangle

Capital Markets day
November 15, 2011

Thinking of you
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Innovation Strategic Priorities for Marketing

Differentiate Brand Platform

- Target More Consumers with Strategic Brands for More Products Consumers Prefer

Accelerate Front End Innovation

- Improved Collaboration across Marketing, R&D and Design for Faster Innovations
- Prioritized Global Innovation and Growth Areas
- Streamlined Planning/Global Governance and Managing Process (ITC)
- Activate Innovation Triangle Teams in the Sector

Streamlined Innovation Process

- Leverage Local Consumer Insights and Market Knowledge
- More Inspired Thinking, More Ideas, More Innovations
- Faster

More Best in Class Products Consumers Prefer

- 70 percent consumer preference rule
- Ultra Clean

Innovations in Marketing

- Design Lab
- The Cube
- Instant Clean

Accelerate Front End Innovation

Linking insights to innovation to plans is key to building'best-in-class'product portfolio

Thinking of you
Electrolux

Best-in-Class" Products & Product Ranges

- Brand
- Consumer
- Market
- Design
- Technology
- Competition

Marketing

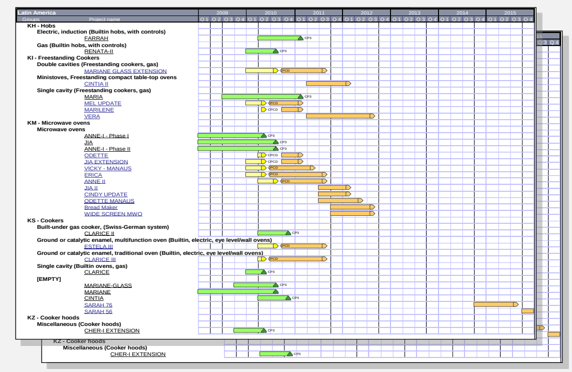
ITC

R&D

Design

Consumer Insight driven differentiation

Coordinated long term brand driven product planning & launching



Innovation Activation

OPPORTUNITY IDENTIFICATION

OPPORTUNITY ASSESSMENT

INSIGHT 2 INNOVATION

DEVELOPMENT & LAUNCH

Streamlined Innovation Process

Innovation Activation

Thinking of you
Electrolux

Key Objectives

Accelerate Innovation

- Get relevant and differentiated products into the hands of consumers faster by reducing time to market.

Stronger Brands with More Products Consumers Prefer

- Develop strong brands that our consumers aspire to own by launching new products and services they prefer over the best in class competition by 70%.

Relentlessly Execute Growth Strategy

- Operationalize our growth strategy by working within the Innovation Triangle Council and activating the Innovation Triangles in the Sector. Innovation Activation brings our strategy to life through best in class, insight-driven products and services.

Innovations in Marketing

Electrolux Design Lab 2011

- Intelligent mobility
- Over 1300 entries
- Finals in London
- 6 month internship
- Winner Portable washer
- All to be admired outside

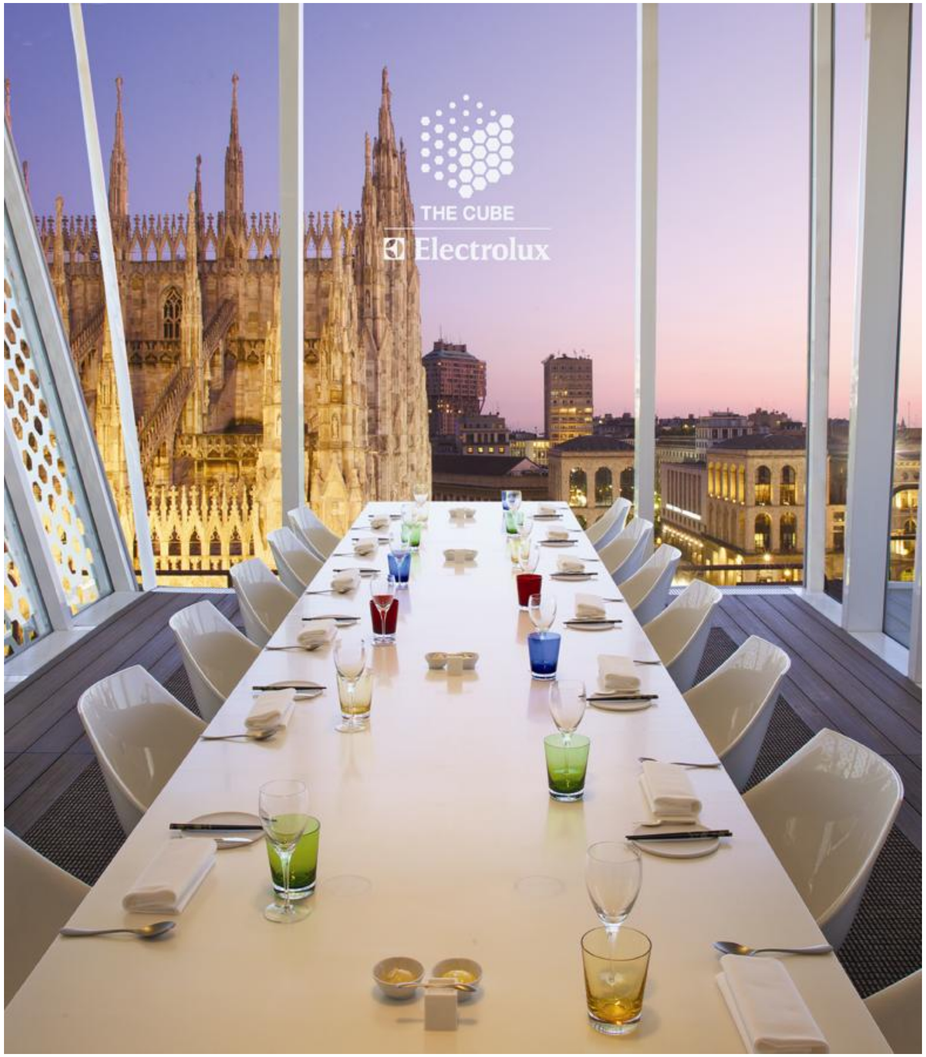
Innovations in Marketing

The Cube

Thinking of you Electrolux

Image of Cube in Milan:
to open on December 1st

- Experiential platform for professional heritage
- Pop up restaurant touring Europe
- Exclusive location with unique view for 18 guests
- Top chefs using professional and home appliances



FILM 4
The cube

Innovations in Marketing

Instant Clean

Thinking of you
Electrolux

2004 Ergorapido
1st generation

2005 Range extension

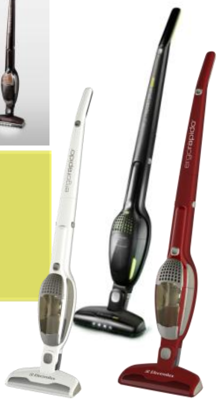
2006 Facelift (colors,
technical improvements)

2007 2nd generation, Centaur
(new colors, updated design,
100% technically improved product

2008 Ergorapido Special Edition
(High Gloss Paint,
Mirror dust cup,
new metallic paint)

2009 Facelift (new colors, nozzle
front lights, tech.
improvements, Lithium-model
with battery display)

2011 Range ext. (new colors,
special edition, green,
more lithium models)



Innovations in Marketing

Vac from the Sea Story

October 2010:

- Electrolux relaunches its green range of vacuum cleaners made from up to 70% recycled plastics.
- High grade recycled plastics are a scarce resource.
- Plastic waste contaminates oceans and is becoming a growing threat to marine life all over the world.

Launch communication:
Electrolux inspires both industry and future generations to act responsibly. We improve our work every day and engage science, politics and consumers to join forces around the plastic issue.

FILM 5
Vac from the sea

Thinking of you

Electrolux

Factors affecting forward-looking statements

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Jan Brockmann
The Innovation Triangle

Capital Markets day
November 15, 2011

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Electrolux Dual Business Model – how Product Development supports it

Thinking of you
Electrolux

Shared global strength

Sharp customer focus

Premium

Benefits of scale in:

- Manufacturing
- R&D
- Purchasing
- Common components / modules
- Common processes and shared services

Focus on differentiated branded product offer

Low cost, lean go-to-market
Market set price

Mass

Product concepts need to allow:

- **Brand differentiation** in consumer relevant areas
- **Product innovation** at a **fast** rate
- **Cost differentiation** in non-consumer relevant areas and in the product and operations structure

Automotive tools and methods used in product development

- **Modularization**
- **Cost-differentiated product platforms**
- Strengthened **internal innovation** capabilities in core competence areas
- **Open** innovation
- **Front loading** of the product development-process
  - With **marketing and design** = winning product specifications
  - With **advanced purchasing and manufacturing planning** (simultaneous engineering) = cost effective, robust and scaled products

Thinking of you
Electrolux

Factors affecting forward-looking statements

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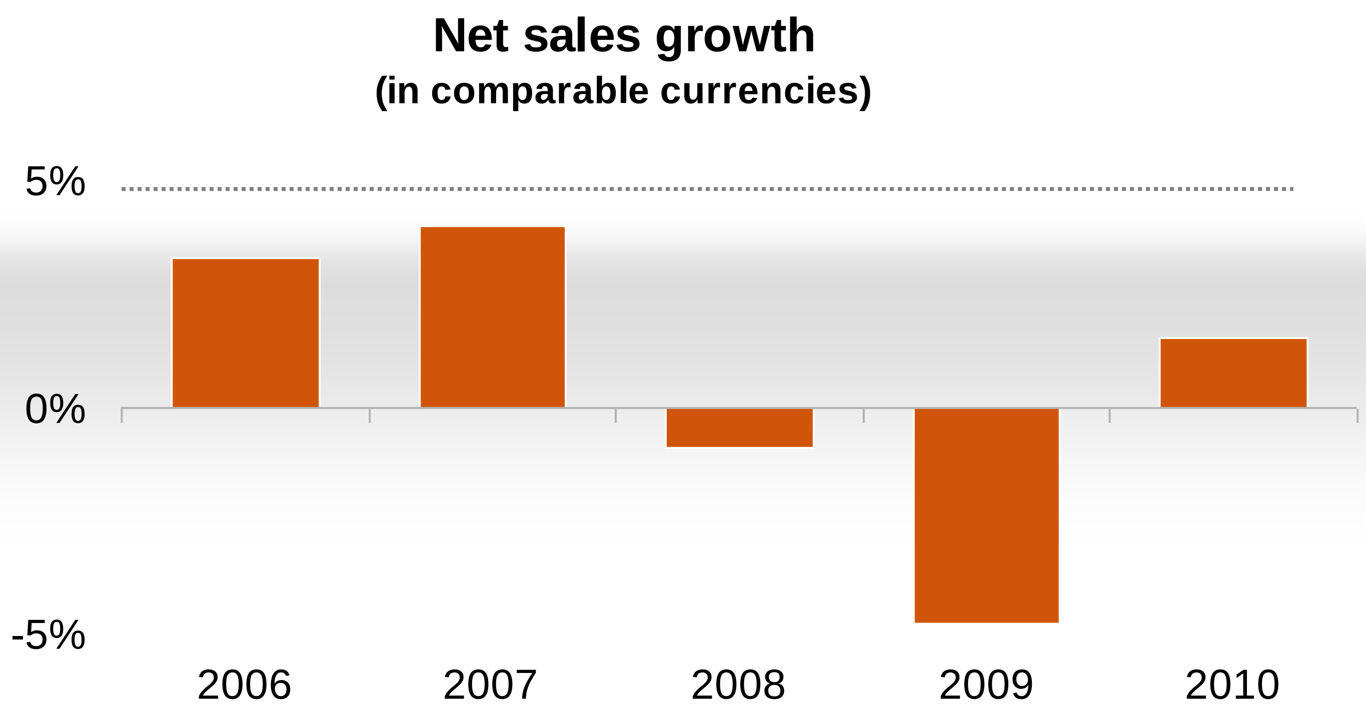
Keith McLoughlin
Profitable Growth

Capital Markets day
November 15, 2011

Growth



Net sales growth
(in comparable currencies)
5%
0%
-5%
2006
2007
2008
2009
2010

Growth Target

4%

Sell-side
Consensus

1-2%

Our strategic growth initiatives

Growth

	EMEA	NA	LA	APAC	Prof.	FC
Segments/Channels	●	●	●	●	●	●
Geographic Expansion	●		●	●		
M & A	●		●	●	●	●
Product Expansion	●	●	●	●		●

Film 6
Mixer

Electrolux exposure to emerging markets

2009

25%

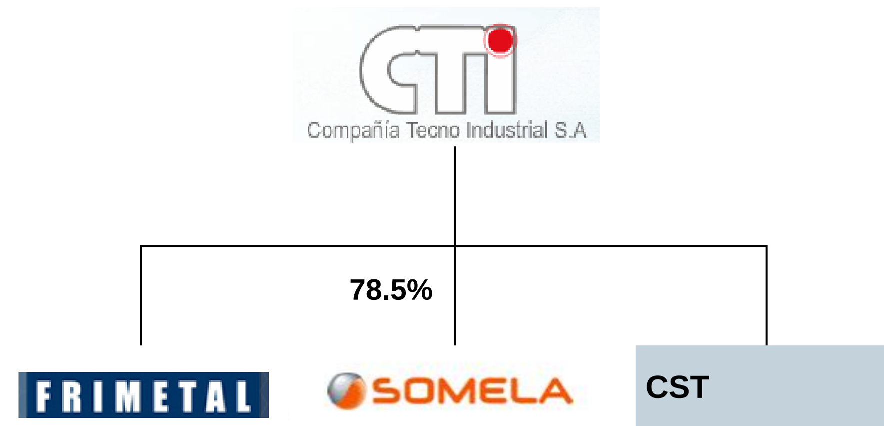
2011

35%

Acquisition of CTI

Acquisition of CTI completed

- Founded in 1905, CTI is the leading manufacturer of large household appliances in Chile
- Listed on the Santiago Stock Exchange, with controlling shareholder Sigdo Koppers
- Key subsidiaries: Frimetal and Somela (listed)
- Three production sites in Chile and Argentina
- Approx. 2,200 employees



Key Financials (SEK) [1]	
2010	
Sales	2.9bn
EBIT	453m
EBIT Margin	*15.8 %*
Net Profit [2]	331m

1) Converted at average 2010 rate CLP/SEK 70.8

2) Pre minority interest

CTI brands

Gafa

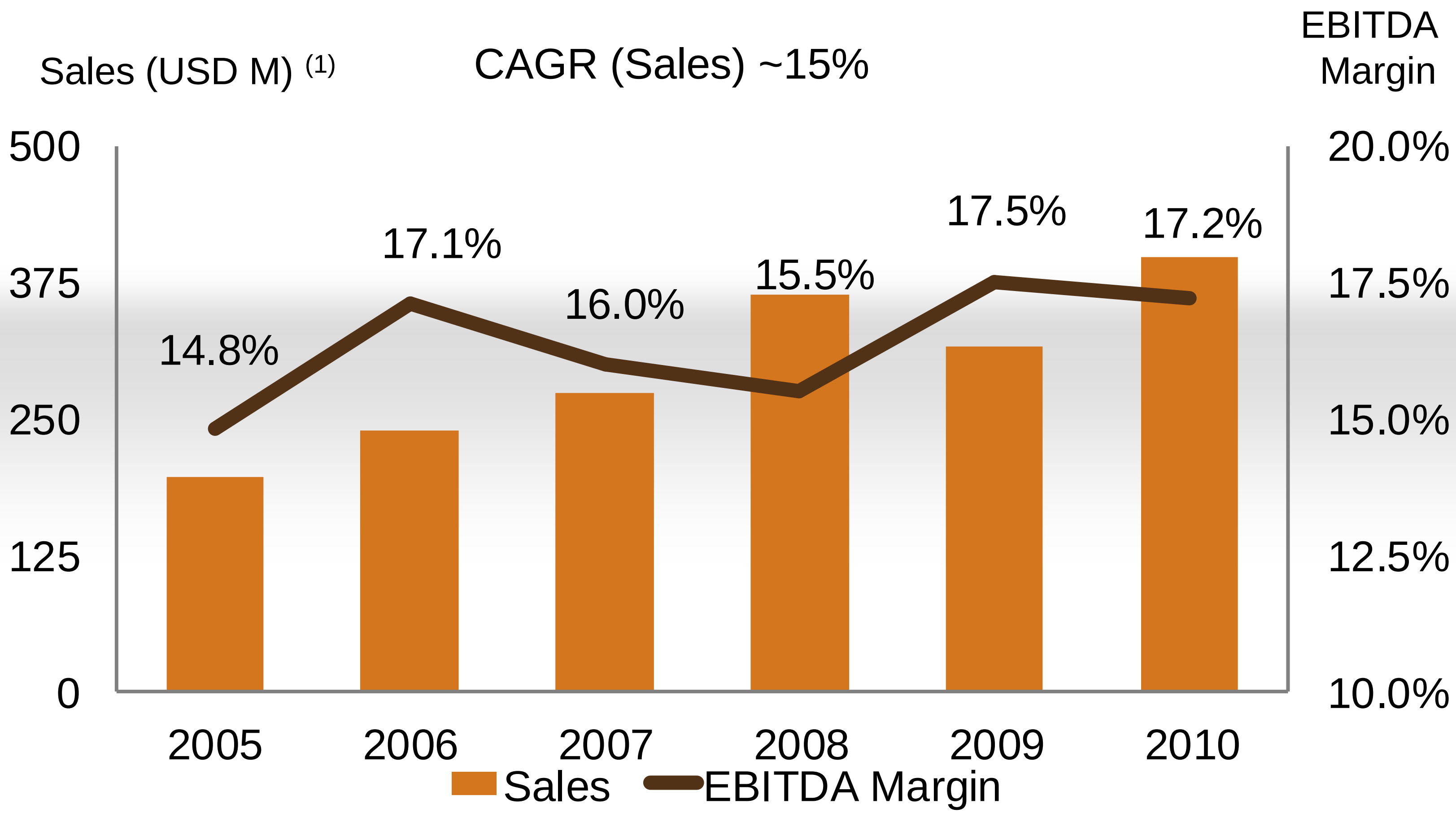
SOMELA

Fensa

mademsa

Film 7
CTI Gafa

CTI-Historical financial development



Notes
1) Converted at average 2010 rate CLP/USD 509

Strong synergies through combined footprint

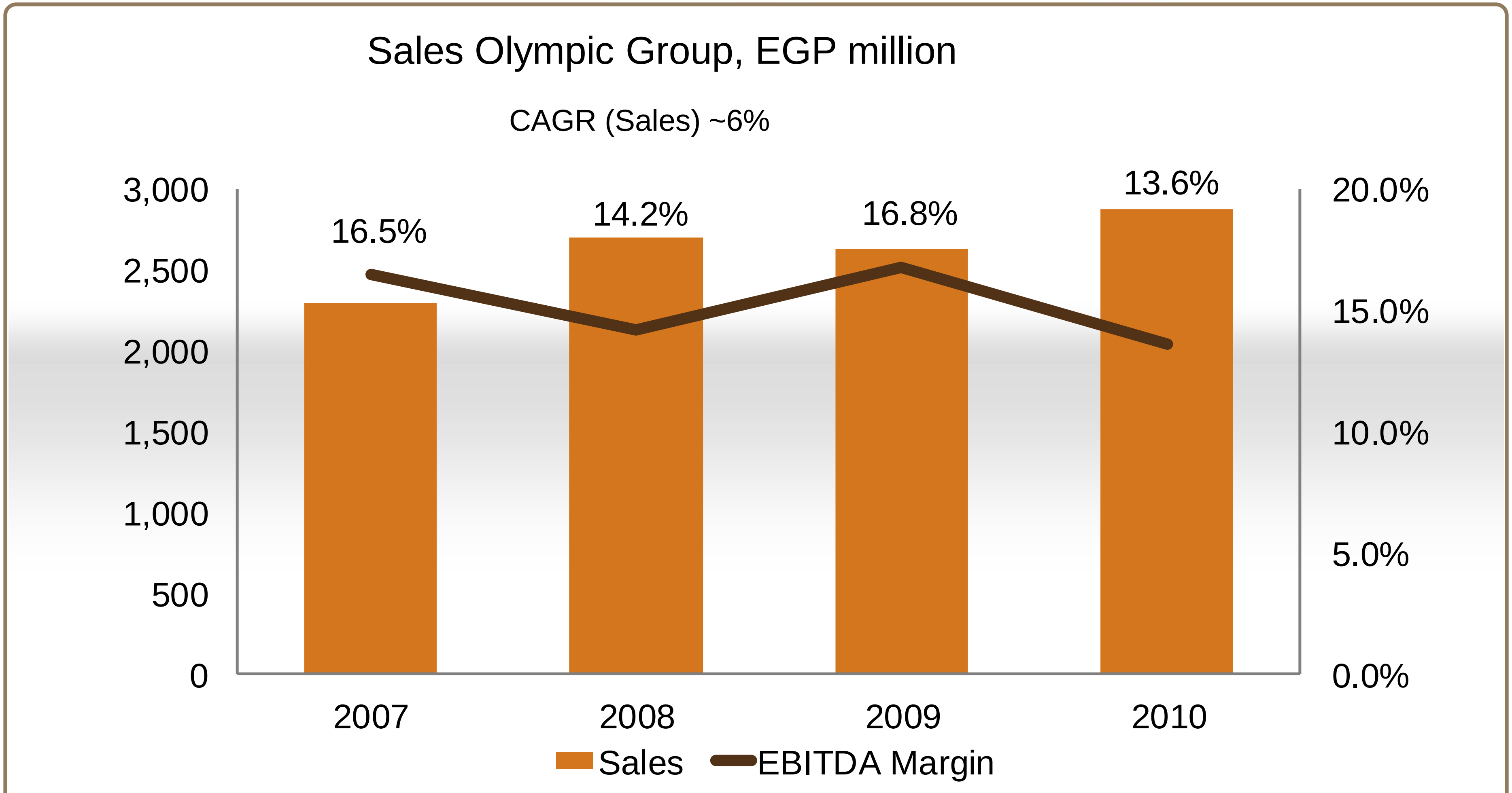
Snapshot of Combined Business

- Combined sales in Latin America of >SEK 20 billion on a pro forma basis
- Leading player in Brazil and Southern Cone region
- Market-leading brands and complementary product portfolios
- Seven manufacturing facilities
- >12,000 employees
- Strategic fit
- Financial fit

Acquisition of Olympic

Film 8
Describing Olympic

A solid result and growth



Film 9
Olympic
Water heater

Our Ukrainian acquisition positions us for continued growth in the region

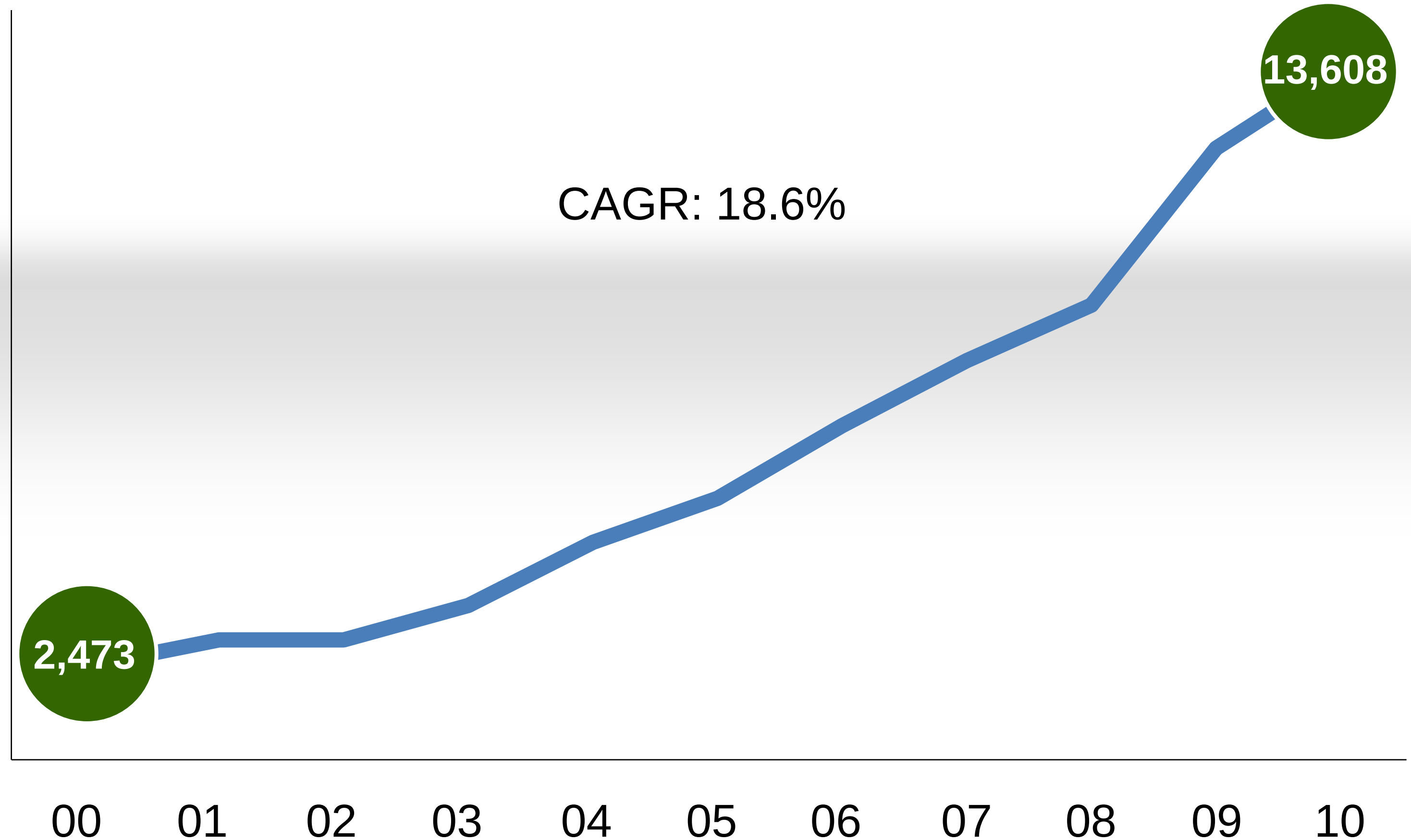
What can we achieve?

Our acquisitions support growth in emerging markets

Growth markets

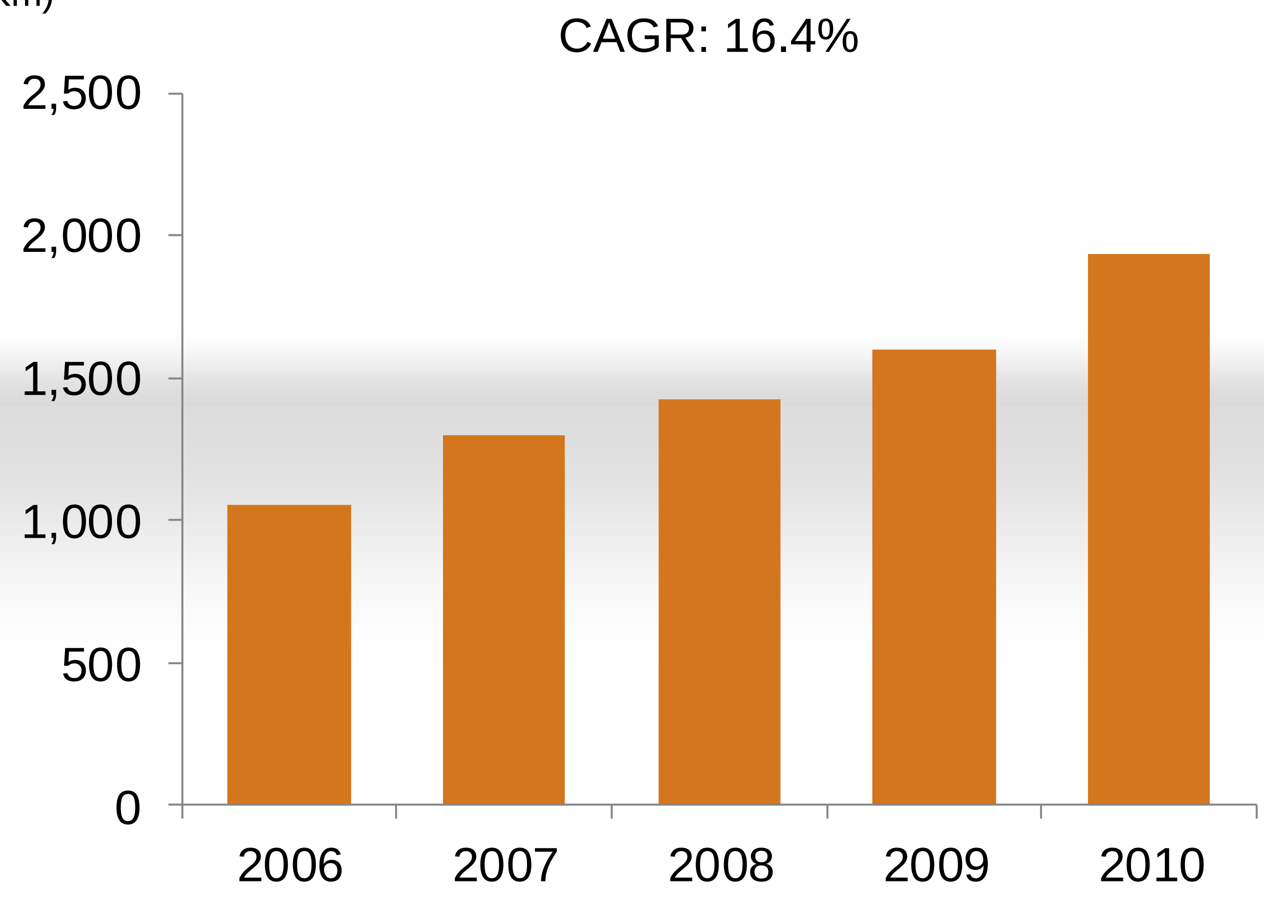
Electrolux growth in Brazil

Electrolux Net Sales Brazil
(In SEKm)



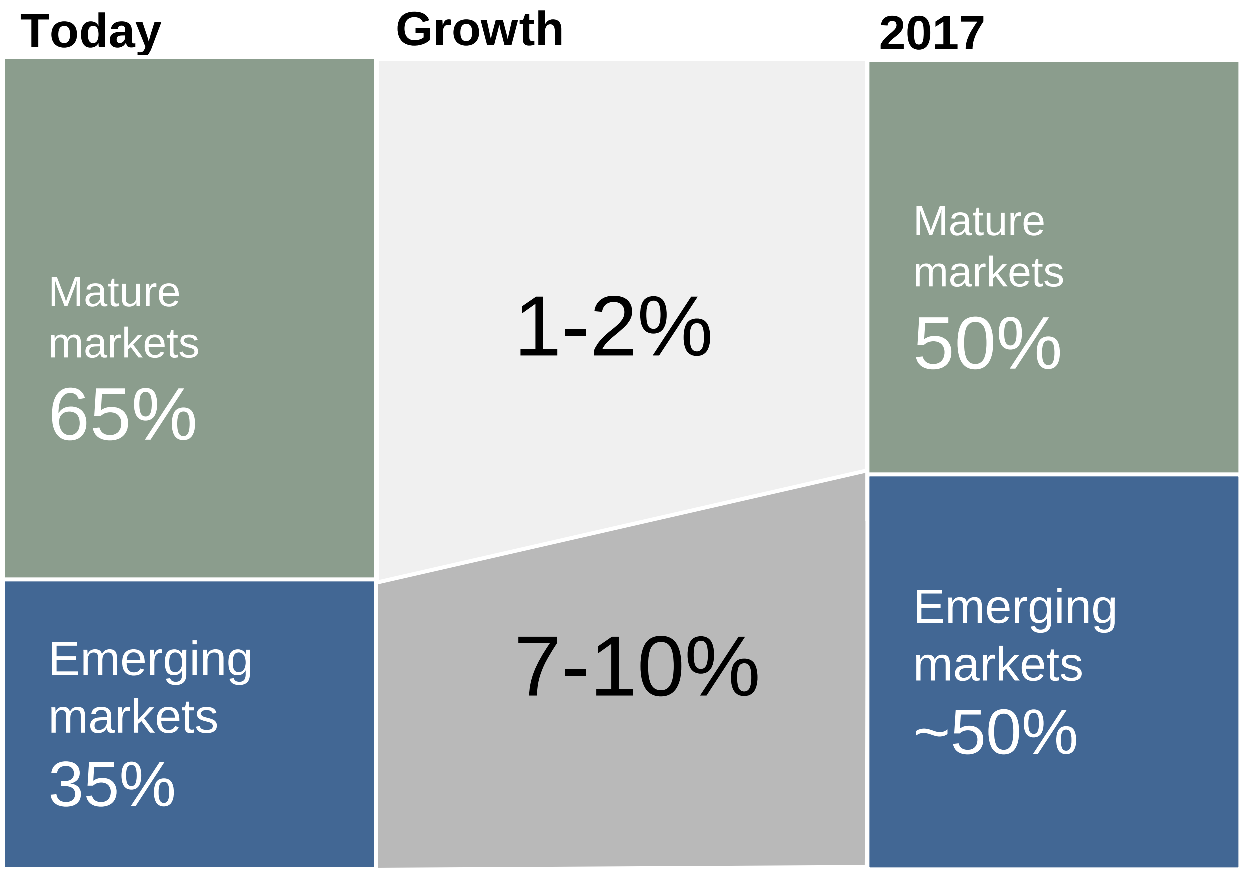
Electrolux growth in Southeast Asia

Electrolux Net Sales Southeast Asia
(In SEKm)



If we fully utilize organic growth opportunity – more than 40% of sales could be in emerging markets by 2015

Electrolux
Thinking of you



Note: Estimated figures

Tremendous growth opportunities in Asia

Region/Country	Population (million)	GDP (USD billion)
China	1,340	5,900
India	1,210	1,600
Southeast Asia[1)]	**594**	**1,700**
US	313	14,500
Western Europe	413	15,000

1) Includes: Brunei, Burma, Cambodia, East Timor, Indonesia, Laos, Malaysia, Philippines, Singapore, Thailand, Vietnam

Thinking of you

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Gunilla Nordström
EMA Asia/Pacific

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Asia Pacific – a growth region

- Over 1.2 billion people will be added to global middle class in Asia Pacific

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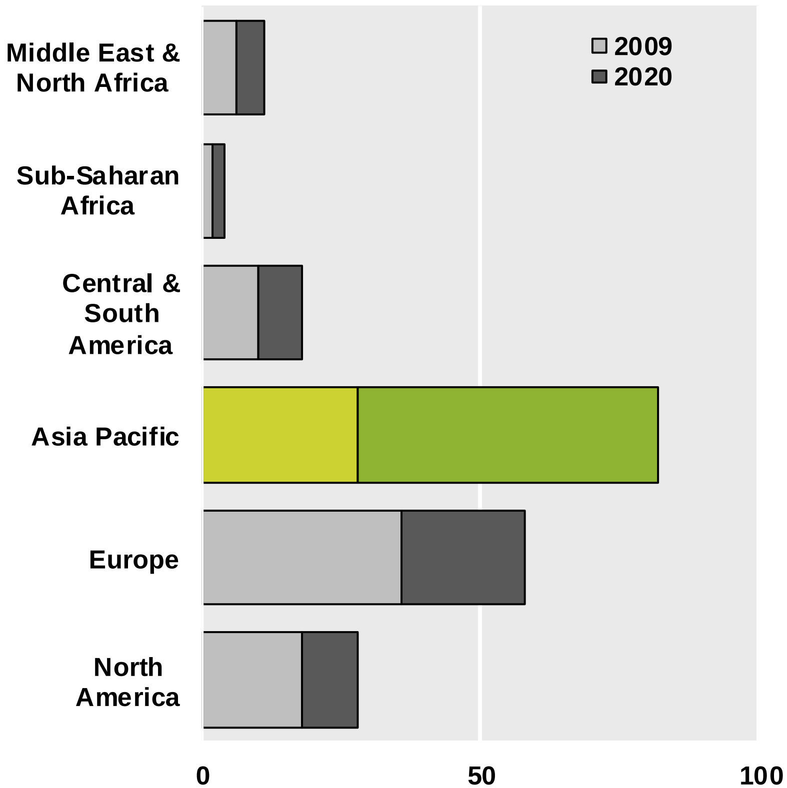
Global Middle Class (millions)



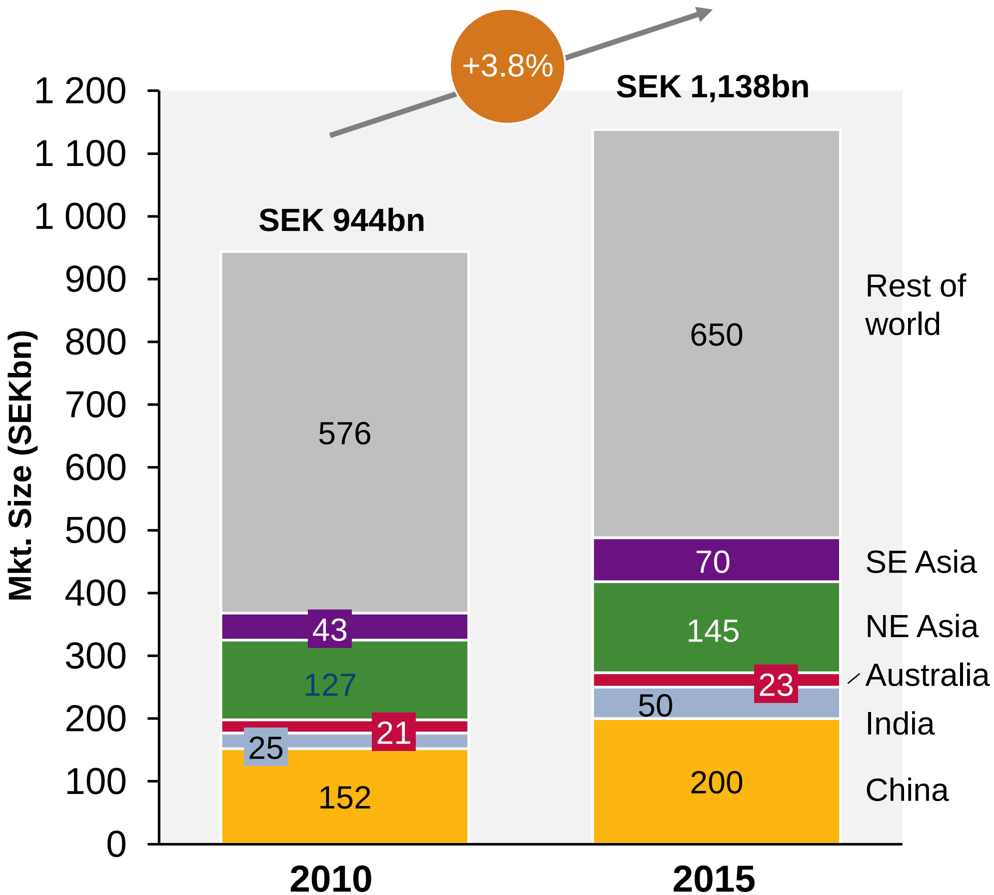
2010 Penetration rate (Examples)

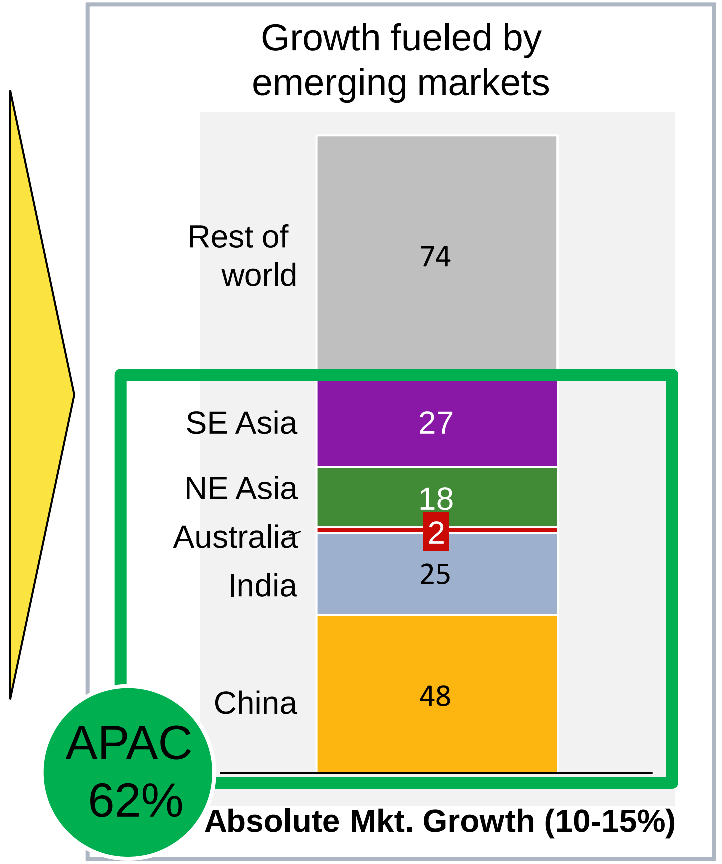
	Australia	China	Indonesia
Refrigerators	99	54	19
Washers	97	58	9
Dryers	60	1	0.1
BI Hobs & Cookers	94	55	6
Hoods	79	41	1
Ovens	48	2	2
Air-con	78	53	8

- Strong growth across Asia
- APAC representing over 80% of the growth in the global middle class

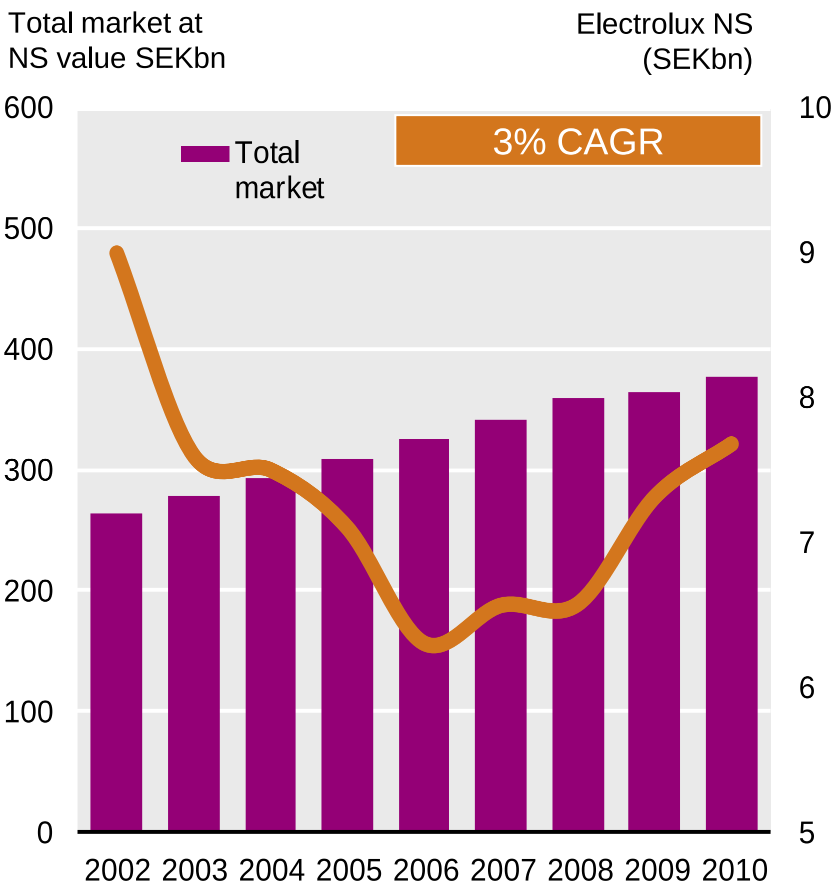
Source: OECD & The Economist

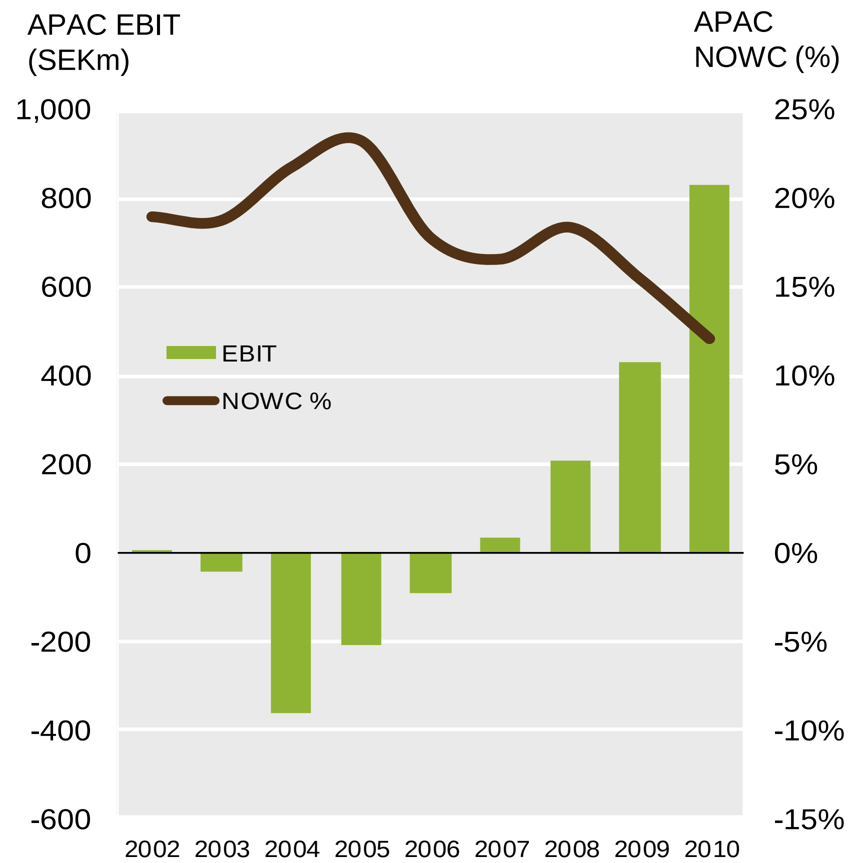
2/3 of global appliance growth will come from APAC





EMA APAC has gone from turnaround to profitable growth





Asia/Pacific – key priorities

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Fix China
- Eliminate losses
- Build a platform for profitable growth
- Invest in design and BIC products for China

Build a double-digit position in SE Asia
- Accelerate profitable growth in SEA
- From niche to mass premium
- Expand distribution and product range

Grow value share in Australia
- Defend profit pool and market leadership
- Enter adjacent categories
- Strengthen and grow Electrolux brand

Accelerate *Consumer Insight* lead Product Innovation

Asian consumers similar but products differ from Western

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- Externally driven Affirmation
- Prestigious Brands important
- Technology Adopters
- Asian Cooking
- Fresh Food
- Living Space
- Design

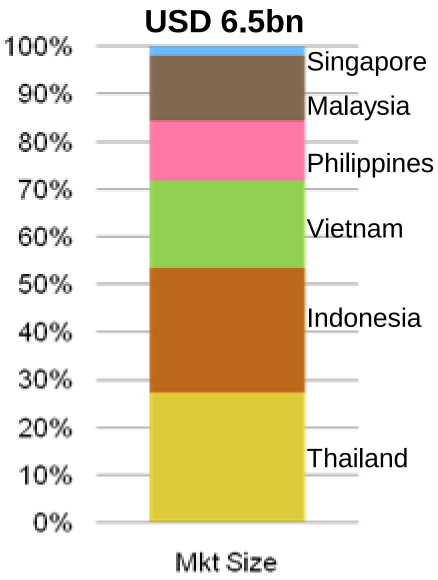
Market Fresh Refrigeration

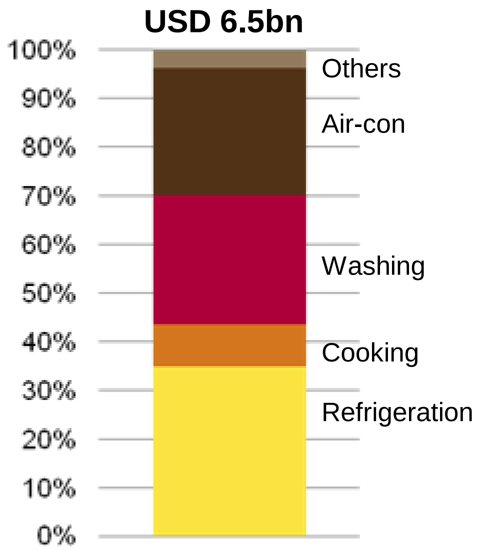
Deep Hood

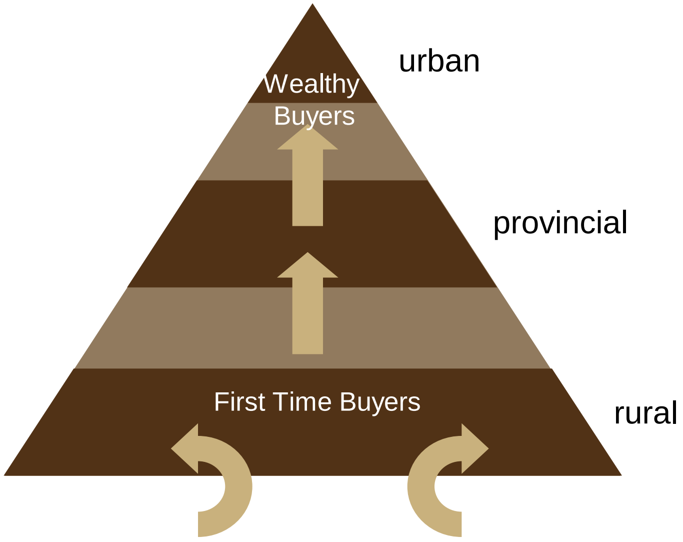
Southeast Asia

SE Asia Economics

	Population millions	Urban	GDP USDbn	2006-11 CAGR
Indonesia	245	44%	707	5.7%
Philippines	102	49%	189	4.9%
Vietnam	90	30%	104	7.0%
Thailand	67	34%	319	3.6%
Malaysia	28	72%	238	4.5%
Singapore	5	100%	223	6.5%







Southeast Asia growth strategy

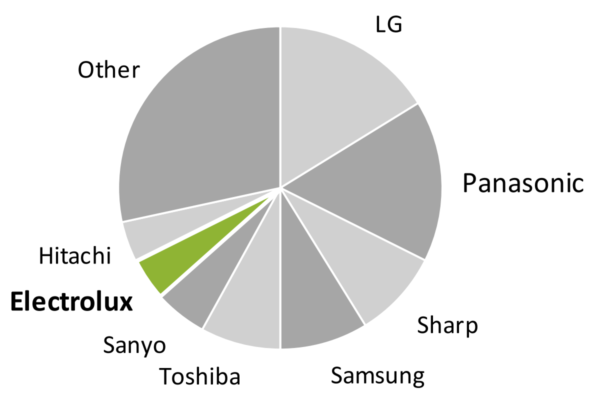
Background & Position

- Established early – long history
- Strong premium brand position
- Strong in high end / niche market
- Market leadership in front load washers
- Electrolux = High quality

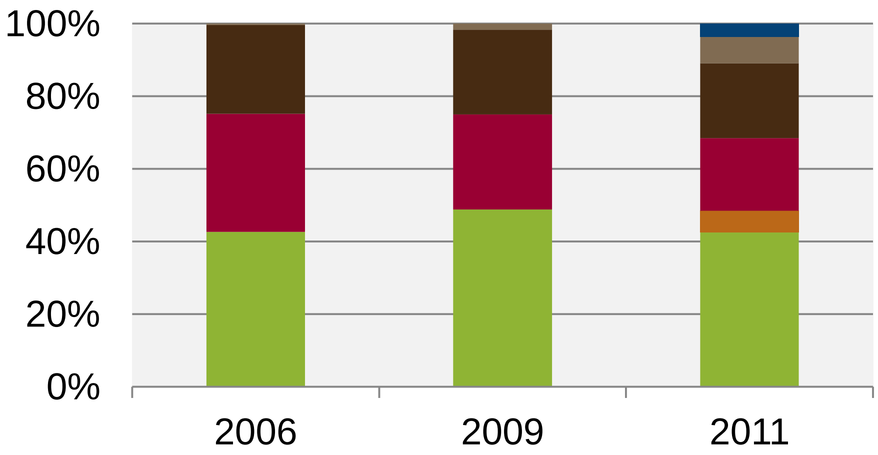
Growth Strategy

- Category expansion
- Distribution expansion
- Strong trade relations
- In-store execution & promoter presence
- Brand building – consistent campaigns

Market shares



Category mix



Marketing in SEA

Thinking of you
Electrolux

Washing Marathon

Asian Food Channel

Concept Stores

Cooking Demonstration

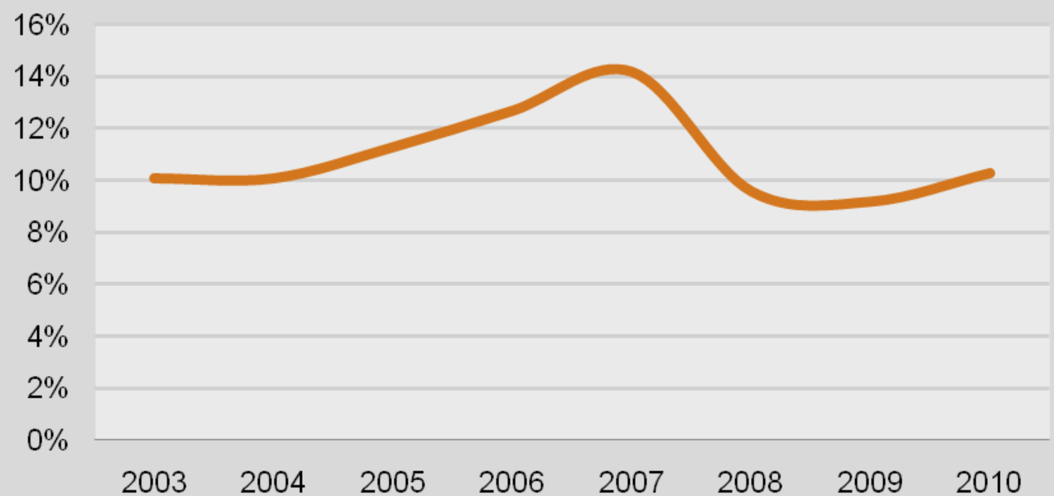
My Mobile Kitchen

Brand Corners

Country overview - China

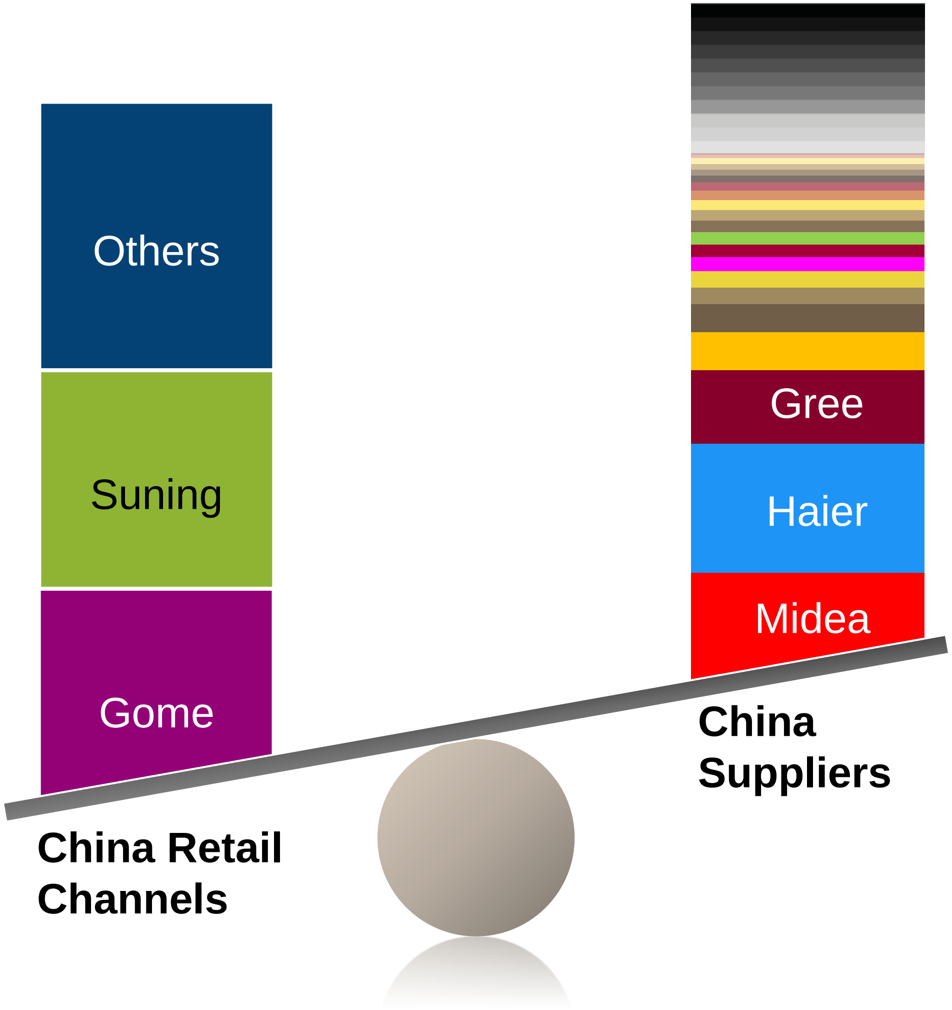
Facts	
Population	1.3bn
Urban population	47%
2010 GDP	USD 5,900 bn
Population below poverty line	2.8%
Inflation rate	3.2%

GDP growth



- Most populous country
- 2nd largest economy
- World leader in industrial output
- World's largest exporter
- Labour force – Agriculture (38%), Industry (28%), Services (34%)

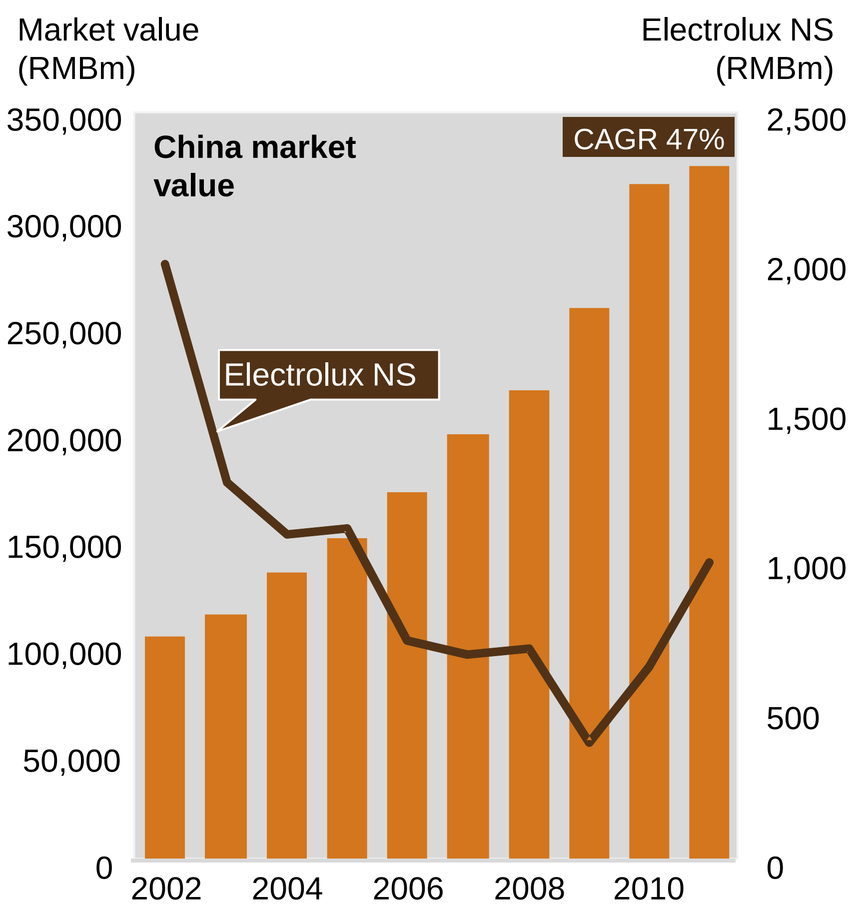
The China market
– A huge opportunity



- Competitive
- Challenging
- Complicated

EMA China – 2002 to 2011

Net Sales vs Market Value



Electrolux Profitability

Thinking of you

Electrolux

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