



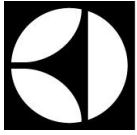
Non-official translation

Proposal of the Board of Directors of AB Electrolux for resolution on implementation of a performance based long-term share program for 2013

The Board of Directors of Electrolux has decided to propose a long-term incentive program for 2013. The Board is convinced that the proposed program will be beneficial to the company's shareholders as it will contribute to the possibilities to recruit and retain competent employees, is expected to increase the commitment and the motivation of all the program participants and will strengthen the participants' ties to the Electrolux Group and its shareholders.

The Board of Directors of Electrolux proposes, in view of the above, that the Annual General Meeting resolves to implement a performance based, long-term share program for 2013 (the Share Program 2013) with the following principal terms and conditions:

- a) The program is proposed to include up to 225 senior managers and key employees of the Electrolux Group, who are divided into five groups; the President and CEO (Group 1), other members of Group Management (Group 2), and three additional groups for other senior managers and key employees (Group 3-5). Invitation to participate in the program shall be provided by Electrolux no later than on May 14, 2013.
- b) Participants are offered to be allotted Performance Shares, provided that the participant remains employed until January 1, 2016. Exemptions to this requirement may be prescribed in specific cases, including a participant's death, disability, retirement or the divestiture of the participant's employing company from the Electrolux Group.
- c) The Performance Shares shall be based on maximum performance values for each participant category. The maximum performance value for the participants in Group 1-3 will be 80 per cent of the participant's annual base salary for 2013, for participants in Group 4, 60 per cent of the participant's annual base salary for 2013, and for participants in Group 5, 40 per cent of the participant's annual base salary for 2013. The total sum of the maximum values thus defined for all participants will not exceed MSEK 227 excluding social costs.
- d) Each maximum value shall thereafter be converted into a maximum number of Performance Shares, based on the average closing price paid for Electrolux B-shares on NASDAQ OMX Stockholm during a period of ten trading days before the day the participants are invited to participate in the program, reduced by the present value of estimated dividend payments for the period until shares are allotted.
- e) The calculated number of Performance Shares shall be connected to performance targets for the Group established by the Board for (i) earnings per share (excluding items affecting comparability), (ii) return on net assets, and (iii) organic sales growth, for the 2013 financial year. The performance targets adopted by the Board will stipulate a minimum level and a maximum level, with the relative weight of the performance targets (i), (ii) and (iii) being 40 per cent, 30 per cent and 30 per cent respectively.
- f) Performance outcome will be determined by the Board after the expiry of the one-year performance period, in 2014. In connection therewith the Board will also publish the performance targets. If the maximum performance level is reached or exceeded, the allocation will amount to (and will not exceed) the maximum number of Performance Shares following from c) and d). If performance is below the maximum level but exceeds the minimum level, a proportionate allocation of shares will be made. No allocation will be made if performance amounts to or is below the minimum level.



-
- g) The total award of Performance Shares may never exceed one (1) per cent of the total number of shares in Electrolux. If required, allotments shall be reduced to ensure that this dilution cap is observed.
 - h) If all conditions in the Share Program 2013 are met, allocation of Performance Shares will take place in the first half of 2016. Allocation will be free of charge except for tax liabilities.
 - i) Certain deviations in or adjustments of the terms and conditions for the Share Program 2013 may be made based on local rules and regulations as well as applicable market practice or market conditions.
 - j) The Board of Directors, or a committee established by the Board for these purposes, shall be responsible for the preparation and management of the Share Program 2013, within the framework of the aforementioned terms and conditions.
 - k) If material changes would occur within the Electrolux Group or on the market that, according to the Board's assessment, would lead to the conditions for allocation of Performance Shares no longer being reasonable, the Board will have the right to make also other adjustments of the Share Program 2013, including e.g. a right to resolve on a reduced allotment of shares.

Costs for the Share Program 2013

The total costs for the Share Program 2013 if the maximum number of Performance Shares are delivered, are estimated to a maximum of MSEK 254, which corresponds to approximately 1.5 per cent of total employment cost for 2012. The costs will be recognized over the years 2013-2016. The costs have been calculated as the sum of salary costs, including social costs, and administration costs for the program. Administration costs are estimated to be less than MSEK 1. If no allotment of shares is made, only administration costs will arise.

The salary costs have been calculated based on the value, at the start of the program, of the Performance Shares that may be allotted at maximum performance, with a reduction of the present value of estimated dividend payments during a three-year period. The estimate on maximum costs assumes maximum performance and that the number of participants that will leave the Group during the performance period is the same as the historical average since the introduction of share programs in 2004. In the calculation, a maximum share price of SEK 250 per share has been applied.

Allocation of repurchased shares under the program is estimated to increase the number of outstanding shares with not more than 1,850,000 B-shares. Such maximum increase would have a dilutive effect on earnings per share of approximately 0.7 per cent. The total maximum increase in the number of outstanding shares of the Share Program 2013 and the share programs for 2011 and 2012 is estimated to not more than 5,625,000 B-shares, corresponding to a dilutive effect on earnings per share of approximately 1.9 per cent.

The above calculations assume that Electrolux undertakings under the Share Program 2013 are secured with own shares (see further below).

Hedging measures for the Share Program 2013

The Board of Directors has evaluated different methods for securing the undertakings under the Share Program 2013, and considers that repurchased shares provide the most cost-efficient and flexible hedge for the program.

Electrolux holds a significant number of repurchased shares, which have been repurchased under mandates from previous Annual General Meetings for the purpose of i.a. securing undertakings under Electrolux incentive programs. The holding is sufficient to hedge the Share Program 2013.

If the Annual General Meeting approves the Share Program 2013, the program will provide for a possible delivery of Performance Shares in 2016. To meet the delivery undertakings at such time, the Board has decided to propose that the Annual General Meeting resolves to transfer repurchased shares to program



participants. The full proposal in this respect is set out in the Board's proposal to the Annual General Meeting regarding transfer of own shares under item 16 c).

If the proposal to transfer repurchased shares to program participants would not be approved by the Annual General Meeting, the Board of Directors will consider other means to meet the delivery undertakings under the program. One such method would be to enter into a share swap agreement with a third party at a later stage, whereby the third party will deliver Performance Shares (if any) to the participants, and to sell repurchased shares in the market to offset the costs of such swap arrangement. Such arrangement would increase the costs of the Share Program 2013, although no significant cost increases would be anticipated.

Preparation of the proposal for the Share Program 2013

The proposal regarding the Share Program 2013 has been prepared by the Remuneration Committee and has been presented to the Board of Directors.

Previous incentive programs in Electrolux

For a description of the company's other share related incentive programs, reference is made to the annual report for 2012, note 27, and the company's website, www.electrolux.com. In addition to the programs described, no other share related incentive programs have been implemented in Electrolux.

Majority requirements

In order for the Annual General Meeting's resolution in accordance with the above proposal to be valid, shareholders representing more than fifty per cent of the votes cast must be in favour of such proposal or, in case of parity of votes, the chairman of the meeting being in favour of such proposal.

Stockholm, February 2013
THE BOARD OF DIRECTORS