

Q1 Results

April 25, 2013

Keith McLoughlin, President and CEO

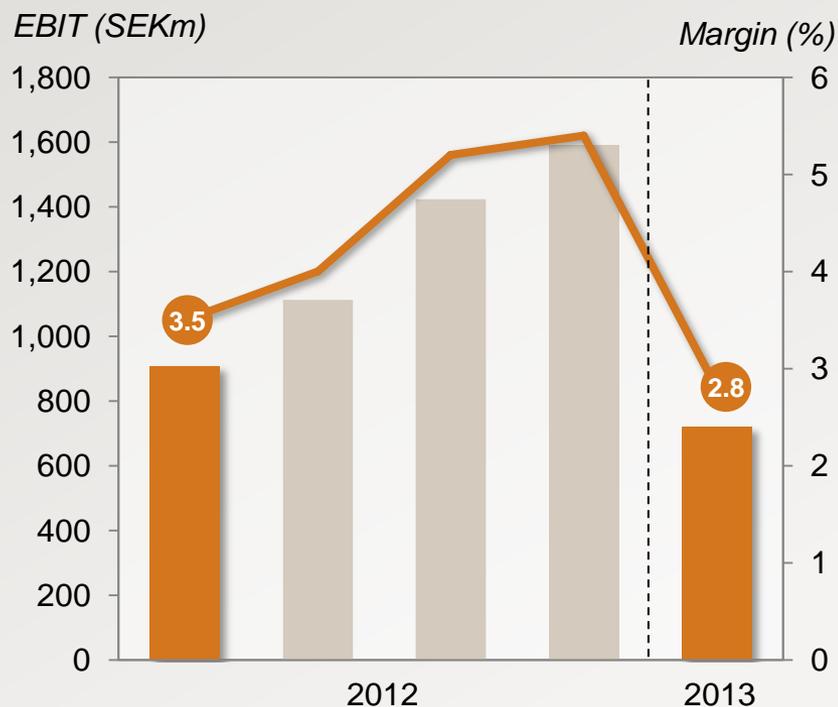
Tomas Eliasson, CFO

Peter Nyquist, SVP IR



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Q1 Highlights



(SEKm)	Q1 2012	Q1 2013
Sales	25,875	25,328
EBIT*	907	720
Margin*	3.5	2.8

* Excluding items affecting comparability.
Non-recurring items are excluded in all figures.

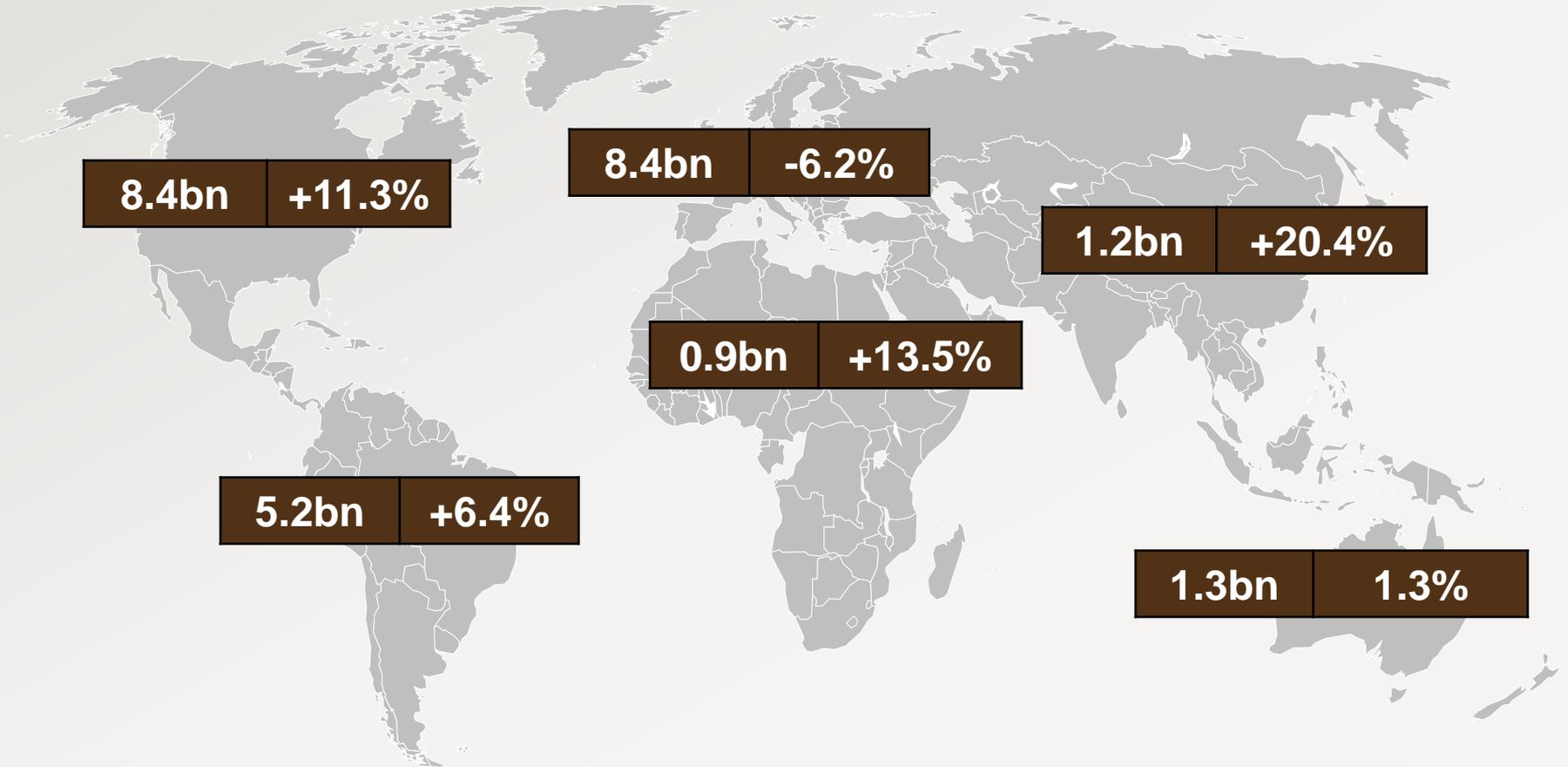
- Strong organic growth of 3.8%
 - Strong growth in Latin America, North America and Asia/Pacific
 - Weak markets in Europe
- EBIT of SEK 720m
 - Negative currency impact of SEK 318m
 - Lower volumes, negative price/mix for all our businesses in Europe
 - Price/mix improvements in North America, Latin America and Asia

Sales and organic growth, Q1

SEKbn by geography



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Sales and EBIT bridge Q1



SEKm	Q1 2012	Organic	Currency translation	Currency transaction	Acquisitions/ Divestments	Q1 2013
Net sales	25,875	922	-1,469	-	-	25,328
Growth %		3.8%	-5.9%	-	-	-2.1%
EBIT	907*	131	-51	-267	-	720
EBIT %	3.5%	14.2%	3.5%	-	-	2.8%
Dilution/accretion %		0.4%	0.0%	-1.1%	0.0%	

Note: *Restated figures, includes no extraordinary items

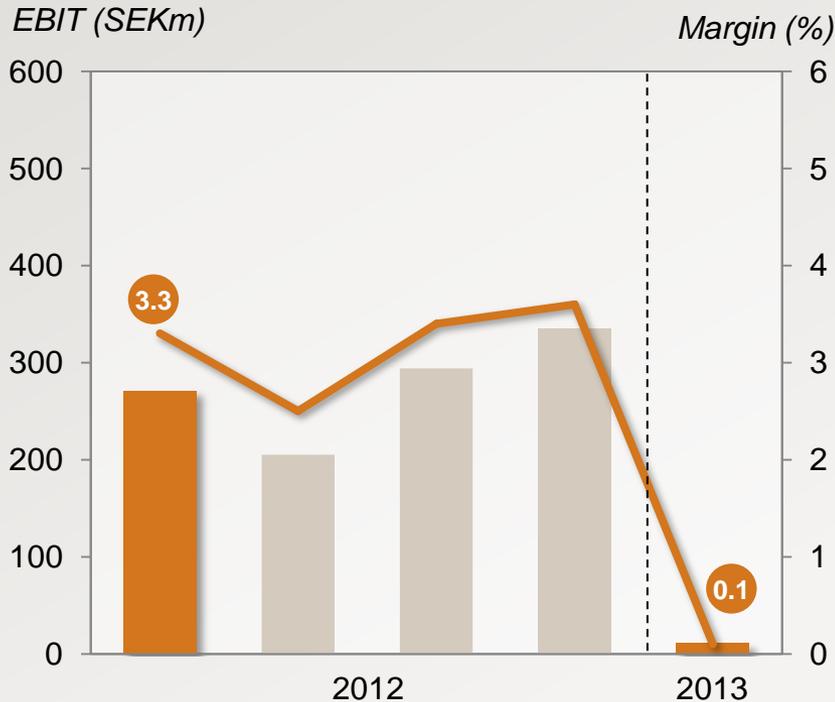
Q1 Cash flow



SEKm	Q1 2012	Q1 2013
Operations	1,480	1,478
Change in operating assets and liabilities	-520	-3,444
Capital expenditure	-1,003	-881
Operating cash flow	-43	-2,847



Major Appliances Europe, Middle East & Africa



(SEKm)	Q1 2012	Q1 2013
Sales	8,265	7,595
EBIT*	271	11
Margin*	3.3	0.1

* Excluding items affecting comparability.
Non-recurring items are excluded in all figures.

- Lower sales volumes and price/mix
 - Volumes continued to decline in key European markets
- Q1 profit at breakeven level
 - Negative country mix partially offset by positive product mix
 - Unfavorable currency movements
 - Price pressure
- Actions taken to improve capacity utilization

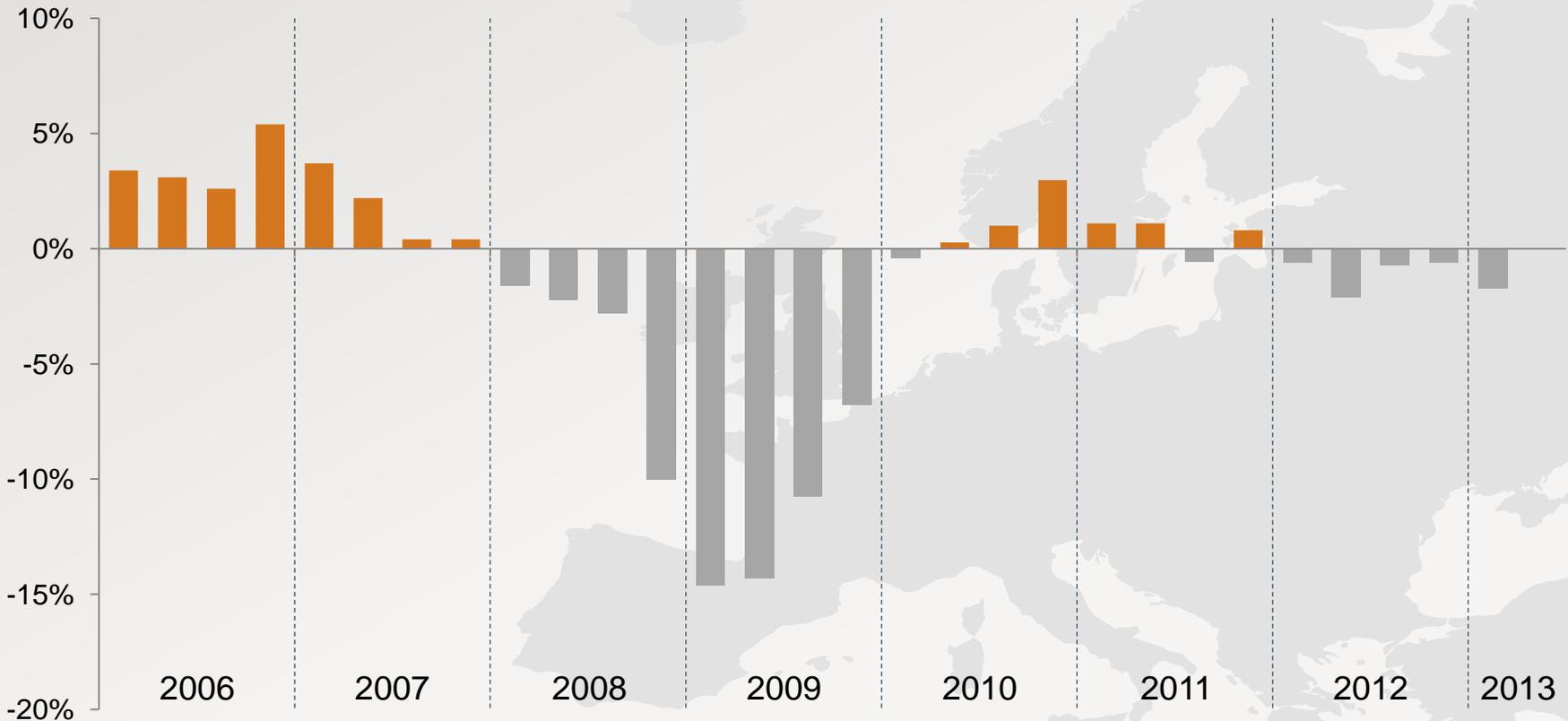
Negative growth in Europe

Weakening in Southern Europe spreading into central Europe and the Nordics



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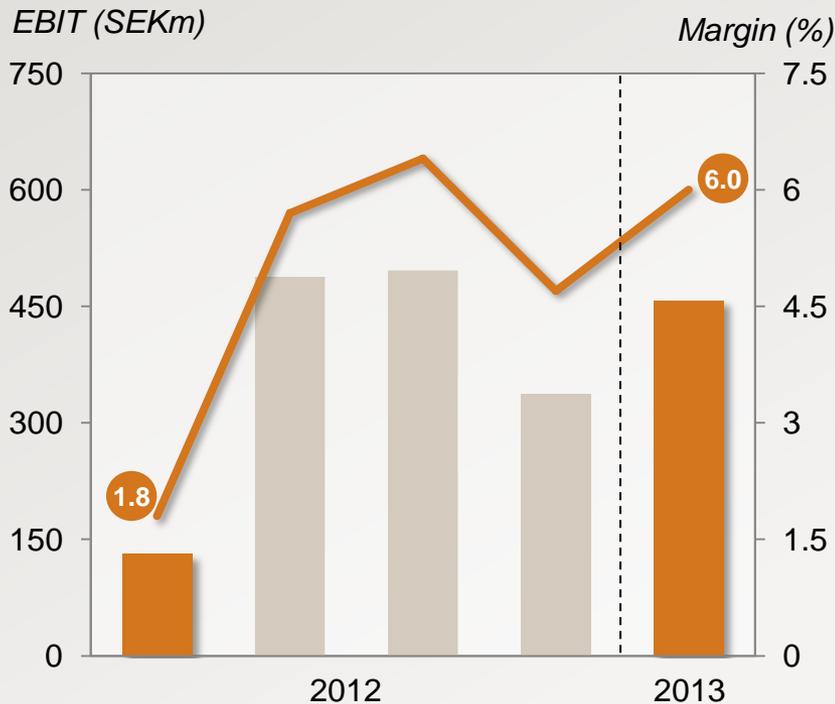
Quarterly comparison y-o-y



W. Eur.	+4	+1	+1	+5	+1	+1	-1	-5	-4	-4	-5	-8	-9	-9	-4	-2	+1	0	0	0	-2	-2	-3	-3	-2	-4	-2	-2	-3
E. Eur.	+1	+9	+6	+7	+14	+5	+5	+10	+6	+5	+4	-15	-31	-30	-26	-17	-7	+1	+5	+13	+13	+12	+7	+9	+5	+3	+2	+2	+2

Market Development %

Major Appliances North America



(SEKm)	Q1 2012	Q1 2013
Sales	7,107	7,678
EBIT*	131	457
Margin*	1.8	6.0

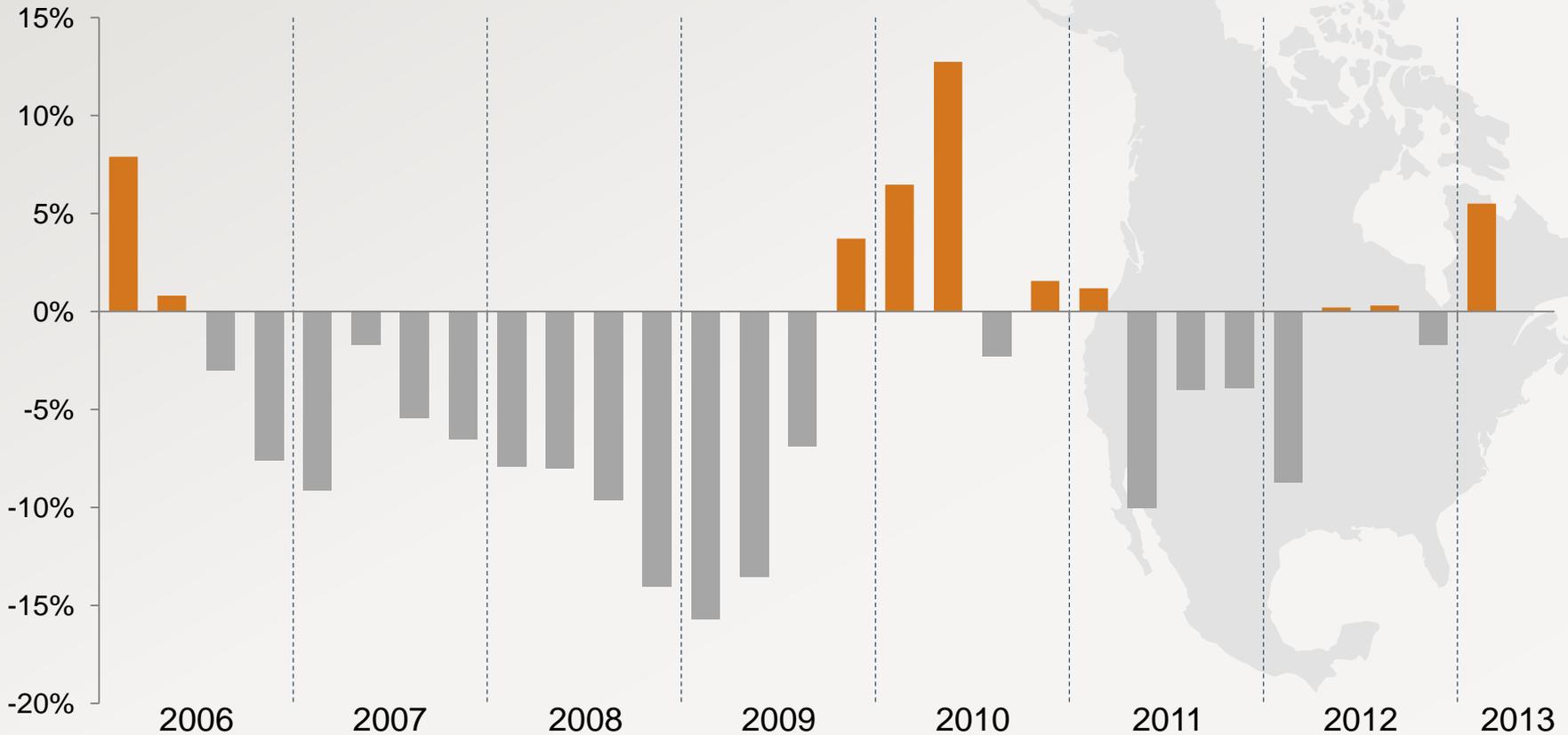
* Excluding items affecting comparability.
Non-recurring items are excluded in all figures.

- Higher sales volumes
- Improvements in price/mix
 - Selective price actions
- EBIT increased to SEK 457m
 - Strong volume growth
 - Price/mix contribution
 - Consolidation of cooking production
- Gaining market share

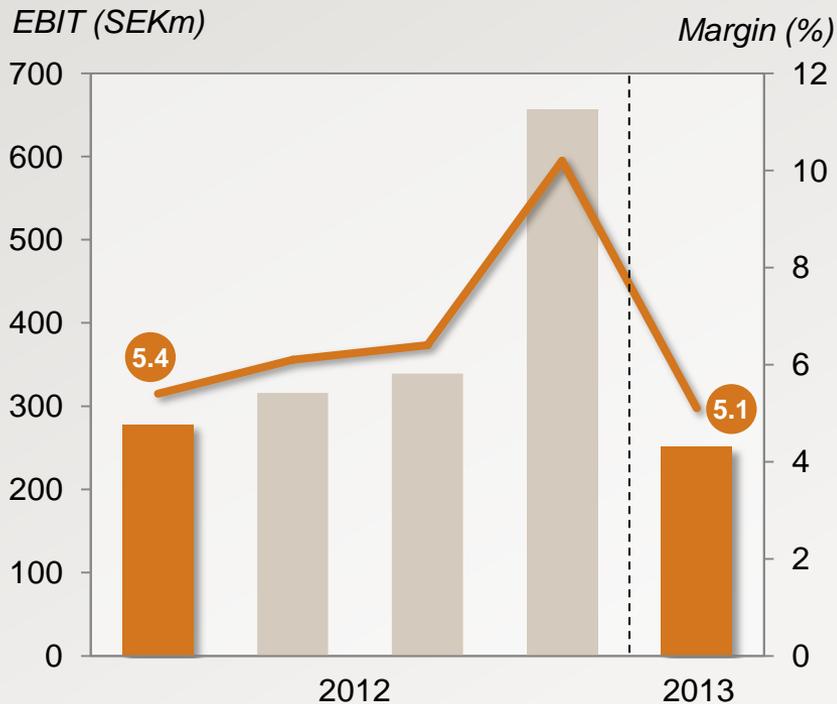
Market for core appliances increased in North America



Quarterly comparison y-o-y



Consumer Durables Major Appliances Latin America

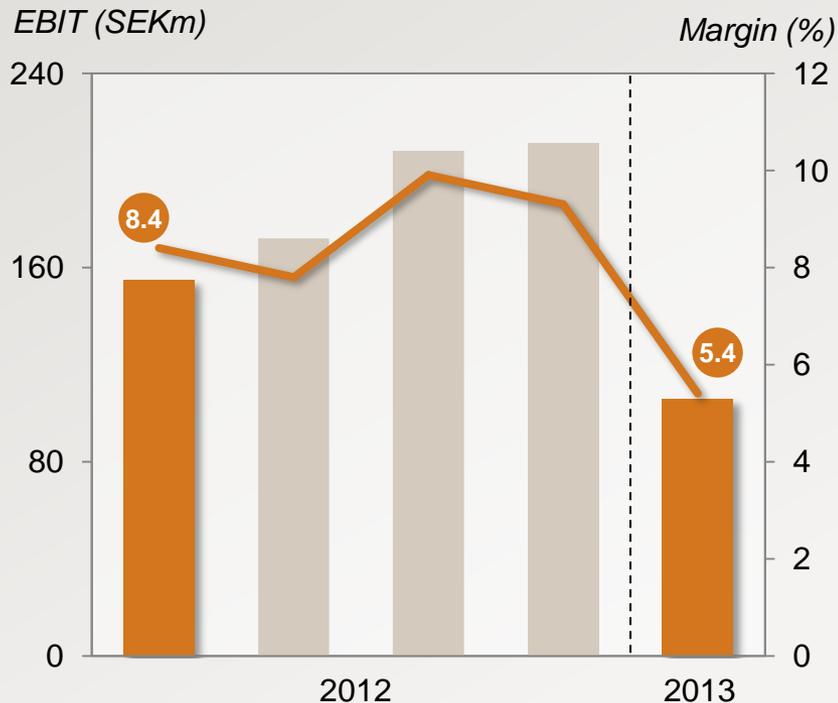


(SEKm)	Q1 2012	Q1 2013
Sales	5,149	4,885
EBIT*	278	251
Margin*	5.4	5.1

* Excluding items affecting comparability.
Non-recurring items are excluded in all figures.

- Volume growth in Brazil and rest of Latin America
 - Organic growth of 7.4%
- EBIT of SEK 251m
 - Improving prices
 - Increased costs for sourced products
 - Negative currency effect

Consumer Durables Major Appliances Asia/Pacific

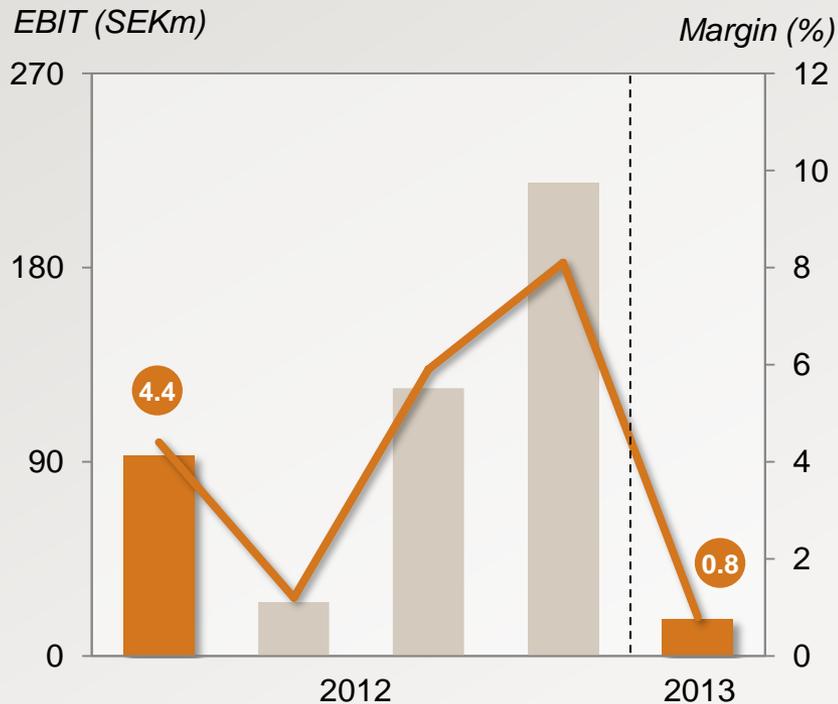


<i>(SEKm)</i>	<i>Q1 2012</i>	<i>Q1 2013</i>
Sales	1,841	1,948
EBIT*	155	106
Margin*	8.4	5.4

* Excluding items affecting comparability.
Non-recurring items are excluded in all figures.

- Volume growth in Australia in Q1
 - Positive volumes
 - Negative customer mix
- Southeast Asia and China
 - Continued good profitability in Southeast Asia
 - Gaining market share in China
- Investments for future growth in Asia according to plan

Consumer Durables Small Appliances



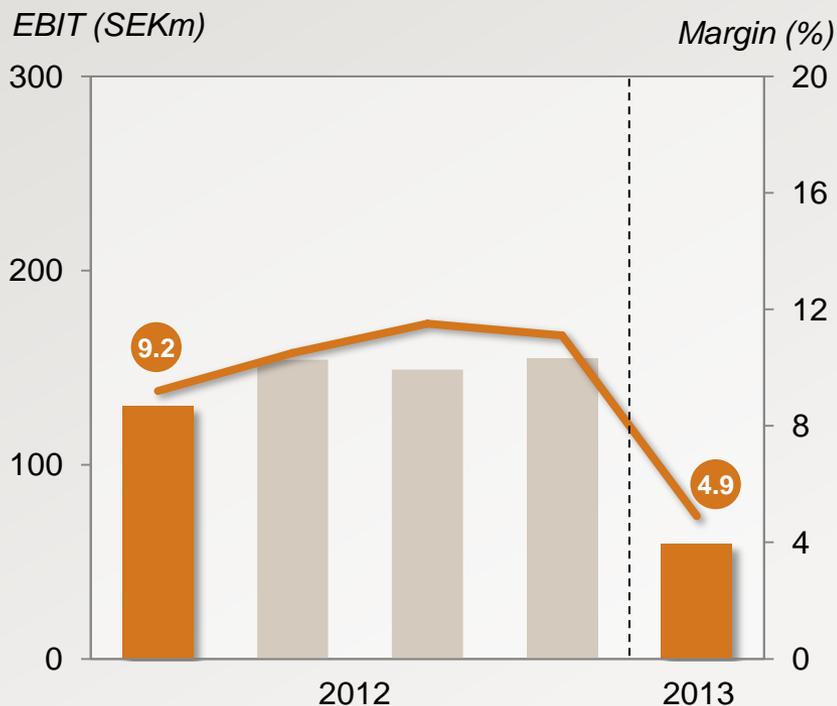
(SEKm)	Q1 2012	Q1 2013
Sales	2,105	2,020
EBIT*	93	17
Margin*	4.4	0.8

* Excluding items affecting comparability.
Non-recurring items are excluded in all figures.

- Organic sales growth
 - Weak European markets
 - Improved product mix
- Lower operating income
 - Unfavorable currency impact
 - Rising costs for plastics
- Cost savings implemented

Professional Products

Food-service & Laundry products



(SEKm)	Q1 2012	Q1 2013
Sales	1,408	1,201
EBIT*	130	59
Margin*	9.2	4.9

* Excluding items affecting comparability.
Non-recurring items are excluded in all figures.

Food-service products

- Volume decline in Western Europe
- Lower operating income
 - Negative country mix
 - Investments in chains and product innovation

Laundry products

- Lower sales volume
- Lower operating income
 - Negative price/mix
 - Restructuring costs

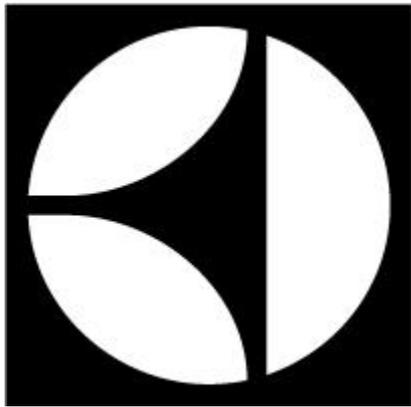
Q2 and FY 2013 y-o-y

In accordance with forward-looking statements in the CEO letter, press release and previous official statements



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	Q2	FY 2013	Comments
Market volumes	Slightly Positive	Slightly Positive	Growth in emerging markets and North America. Europe continues to be weak.
Price/Mix	Slightly Positive	Slightly Positive	Latin America and North America positive. Europe continues to be weak.
Raw-material costs	Flat	Positive	Steel: Positive Plastics: Negative
R&D and Marketing	Higher	Higher	Intensive launch period in 2013. Increased marketing spend in North America and China.
Cost savings	~SEK 250m	~ SEK 1bn	Global operations, overhead reduction and manufacturing footprint.
Logistics, warehousing etc.	Higher	Higher	Overall inflation driven cost increases such as overseas freights and other transportation.



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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.