

Q2 Results

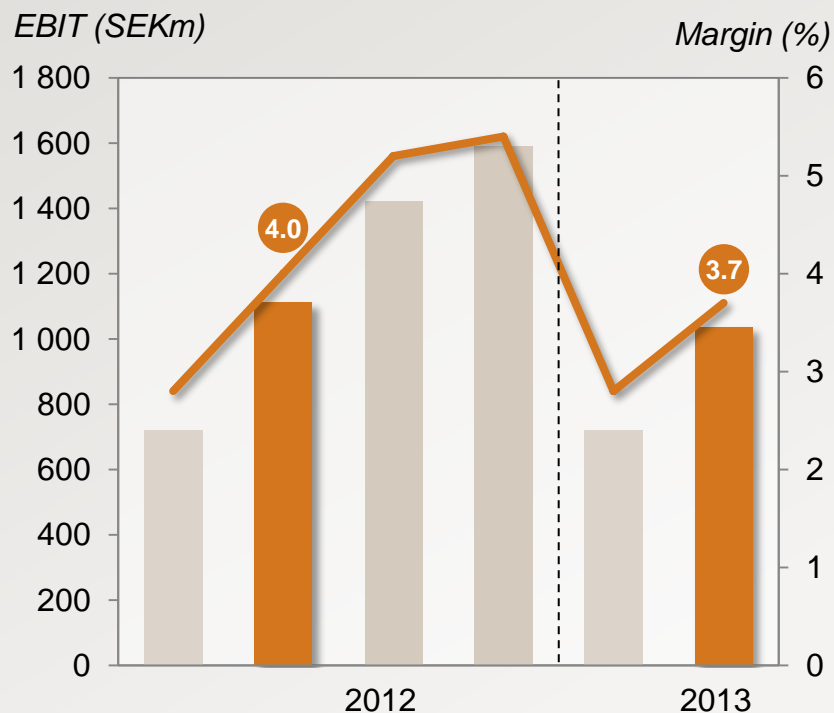
July 19, 2013

Keith McLoughlin, President and CEO
Tomas Eliasson, CFO



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Q2 Highlights



(SEKm)	Q2 2012	Q2 2013
Sales	27,763	27,674
EBIT*	1,112	1,037
Margin*	4.0	3.7

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

- Organic growth of 5.9%
 - Strong growth in Latin America and Asia/Pacific
- EBIT of SEK 1,037m
 - Improved results in North America and Small Appliances
 - Results offset by soft markets in Europe
 - Negative currency impact of SEK 181m
- Strong cash flow driven by inflow from changes in WC

Sales and EBIT bridge Q2



SEKm	Q2 2012	Organic	Currency translation	Currency Transaction	Acquisitions/ Divestments	Q2 2013
Net sales	27,763	1,545	-1,634	-	-	27,674
Growth %	-	5.9%	-6.2%	-	-	-0.3%
EBIT	1,112	106	-56	-125	-	1,037
EBIT %	4.0%	6.9%	3.2%	-	-	3.7%
Dilution/accretion %		0.2%	0.1%	-0.5%	0.0%	



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Jack Truong
Head of Electrolux Major Appliances North America
Electrolux Investors' Meeting
July 19, 2013

Our Path to Value Creation

Sustainable, Profitable Growth

- Electrolux North American Company
- Market Growth
- Growth Drivers
 - Extending Brand Portfolio
 - Delivering Consumer-Driven Innovation
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- Driving Price Mix Gains
- Summary



Strength in North American Market

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ONE
out of every
THREE
Cooking
Products



ONE
out of every
TWO
Top Freezer
Refrigerators



SIX
out of every
TEN
Freezers

Full Line Supplier

Major Appliances

Electrolux



Full Line Supplier Small Appliances



Full Line Supplier *Professional Appliances*

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Two Iconic Brands



Invested in North America

Design, R&D, Sales & Marketing, Manufacturing, Customer Service and Distribution

Headquarters: Charlotte, NC

Design Center - 1

R&D Centers - 5

Customer Engagement Center - 1

📍 Factories - 9

📍 Regional Distribution Centers - 11

Employees - **14,800**

Total Footprint (sq ft) - **11.3M**

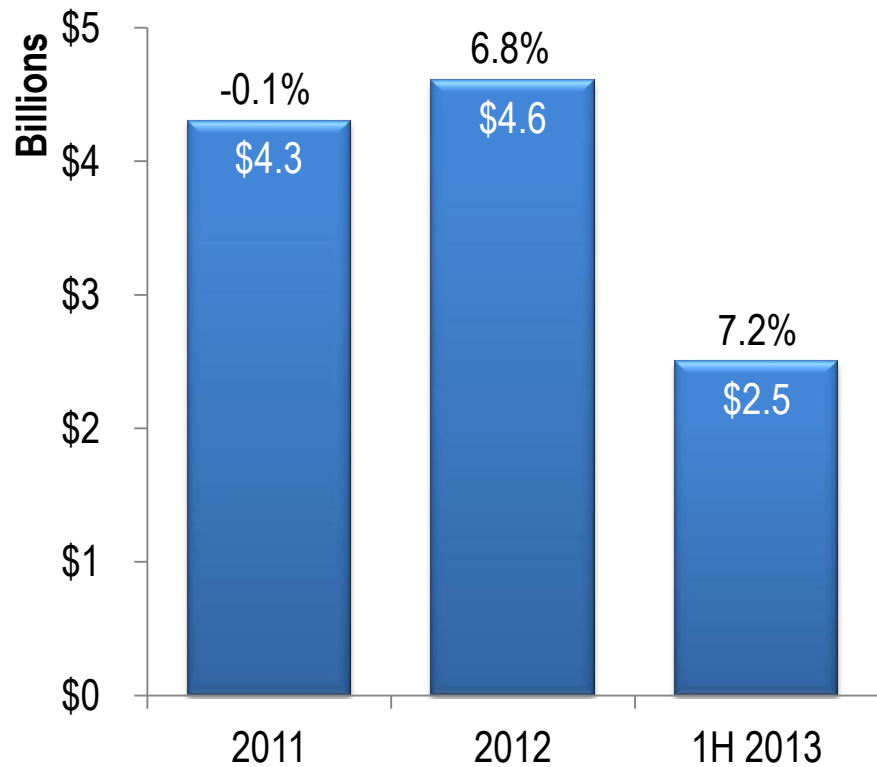


North American infrastructure providing speed to market and relevant innovation

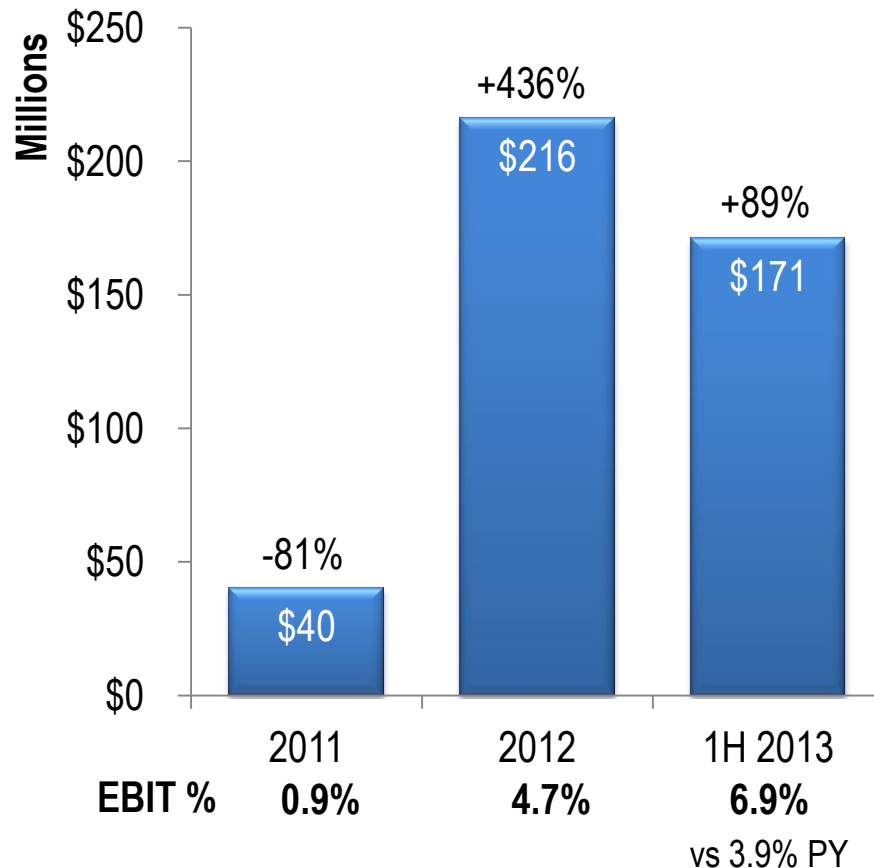
Profitable Sales Growth



Net Sales



EBIT



Six Consecutive Quarters of Profitable Sales Growth

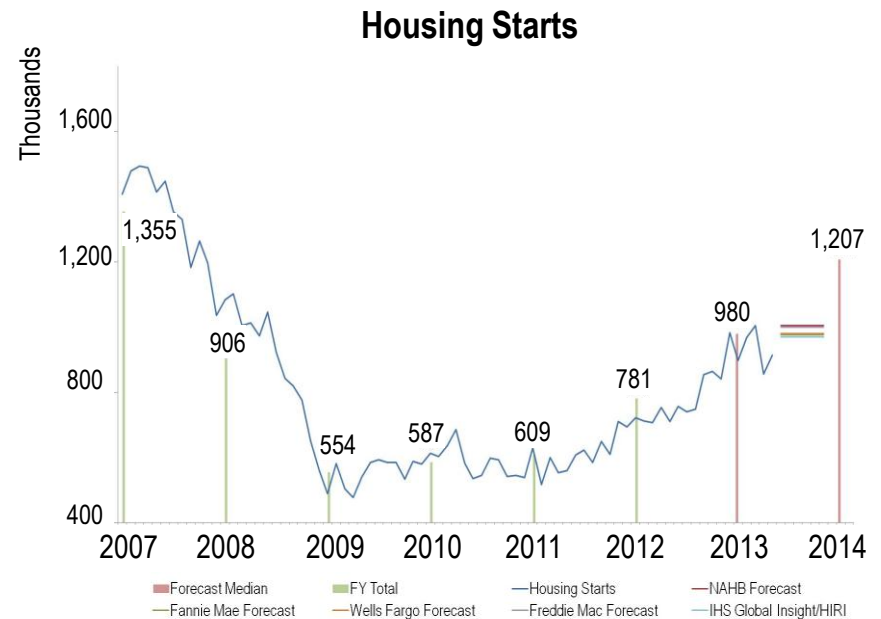
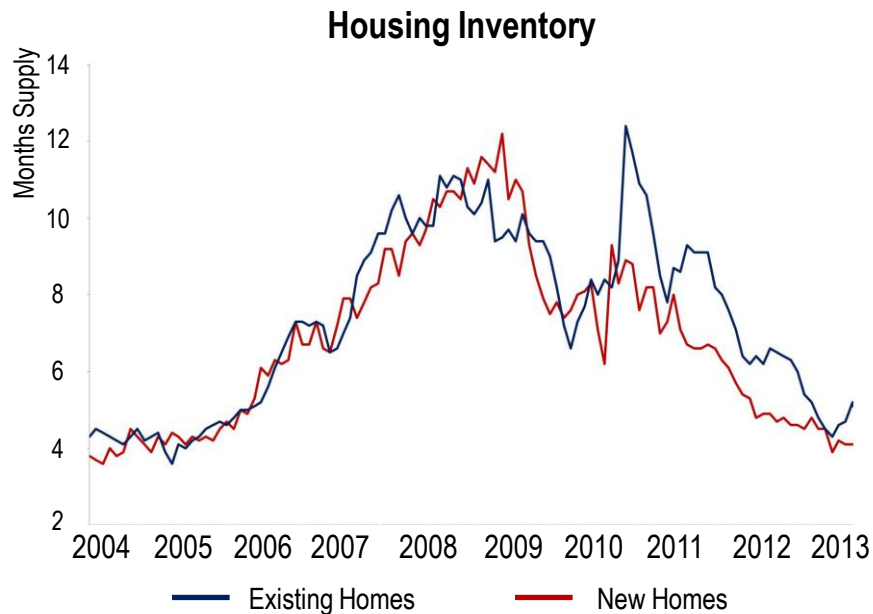
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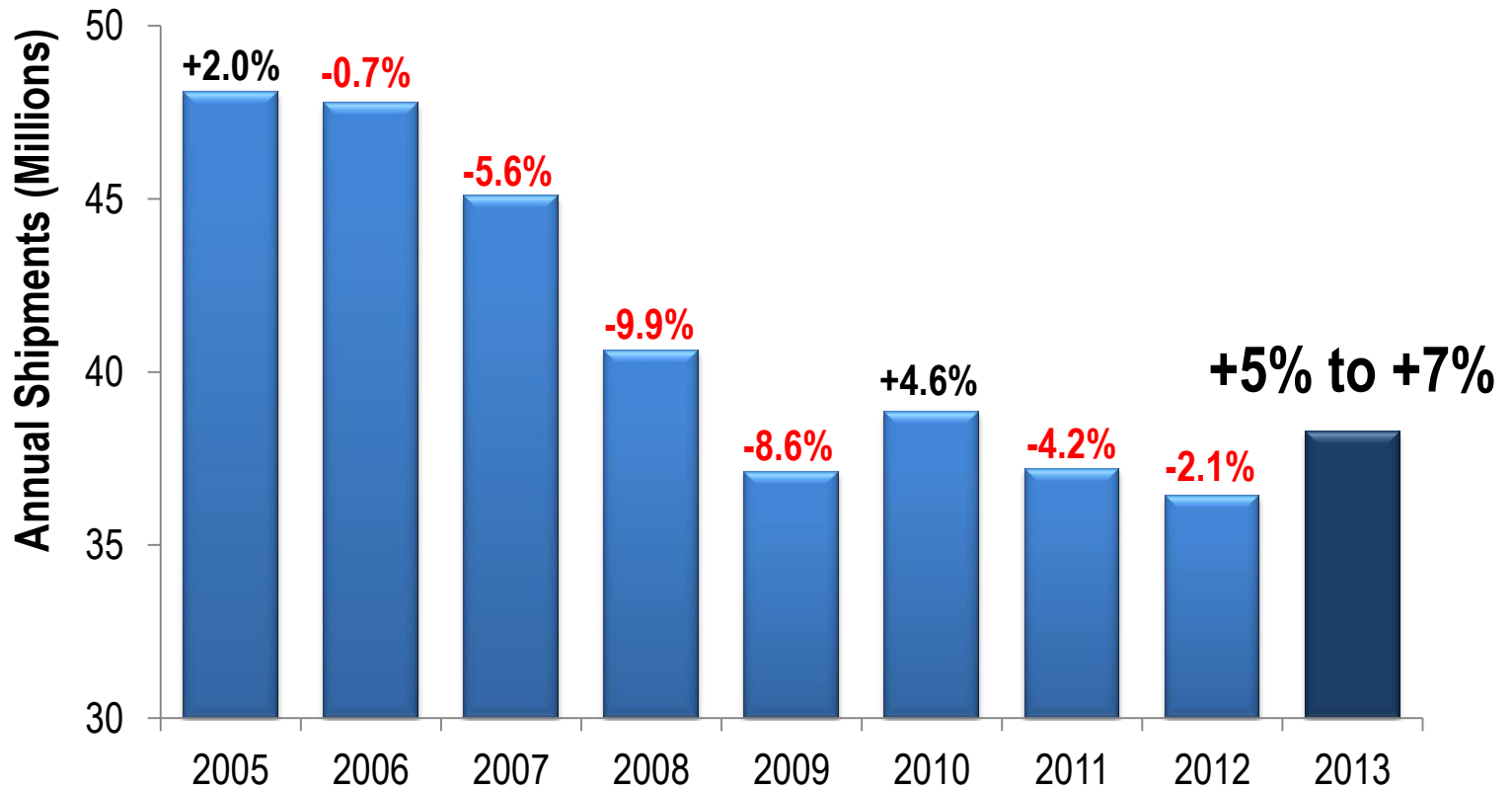


Improving Market Conditions



- Rising consumer confidence
- Housing inventory is at 2005 levels
- New housing starts expected to reach 1.2 M in 2014

Annual US Total Core Shipments



Revised expectation for industry core shipments to 5-7% from 3-5%

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John Weinstock
VP Marketing, Major Appliances North America
Electrolux Investors' Meeting
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Sustainable, Profitable Growth

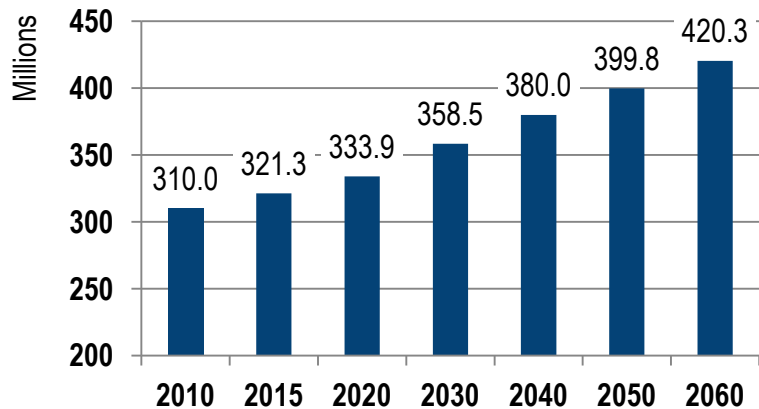
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Appliance Market Growth Drivers



U.S. Population Growth



Premium Segment Growth



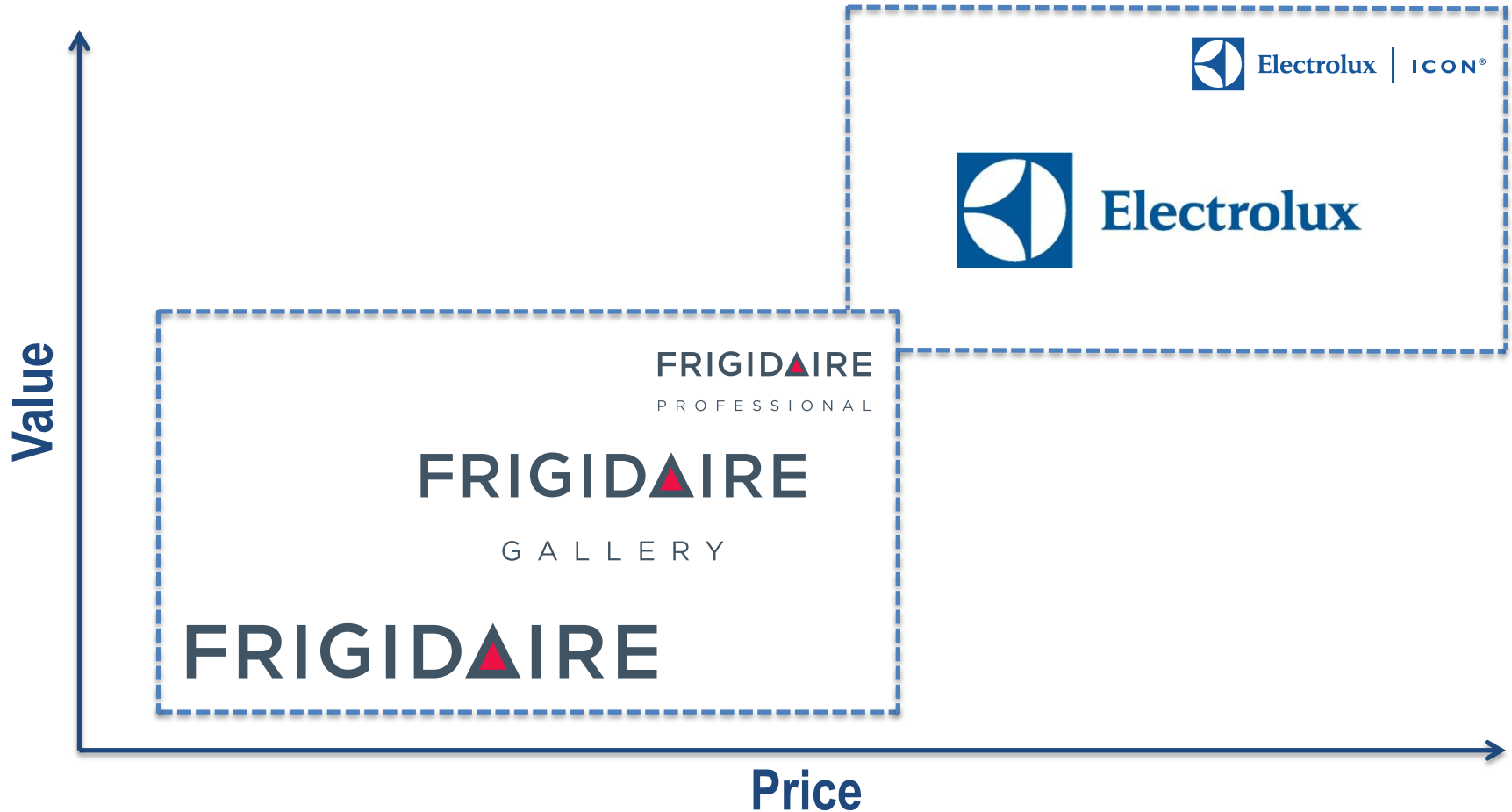
Renters Purchasing



Population Aging



Extending Brand Portfolio



Our brand portfolio provides a broad range of innovation, from basic to high value

Our Brands Attract a Diverse Group of Consumers

FRIGIDAIRE®



Home

- Well-run
- Organized

Appliances

- Save time
- Get it right the first time

 Electrolux



Home

- Latest technology
- Showcases latest interior design trends

Appliances

- Enable great entertaining
- Have high-tech appeal

Extending Brand Portfolio

Grow Frigidaire Brand

2012

- Viewed as Innovative +60%
- Brand Awareness +21%
- Brand Consideration +12%
- Viewed as Reliable/Durable +11%

2013

- New Advertising
 - French Door Bottom Mount
 - Smudge Proof™ Stainless Steel
- New Products – All Core Categories
- Driving Mix to Frigidaire Gallery and Frigidaire Professional



Extending Brand Portfolio

Grow Electrolux Brand

New Advertising (2013 Q3 & Q4)

- Two TV advertisements
 - French door bottom mount refrigerator
 - Induction cooking
- Featuring Kelly Ripa
- July through November

Expanded Digital Programs

- New website
(electroluxappliances.com)
- New post-purchase engagement program
(livelovelux.com)



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A Legacy of Innovation

Thinking
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First
**Electric
Refrigerator**



1918

First
**Home
Freezer**



1929

First
**Room
A/C**



1938

First
**Agitator
Washer**



1947

First
**Compact
Range**



1950

First
**Laundry
Center**



1970

First
**Filtered
Ice & Water**



1998

Frigidaire has been improving the lives of consumers for nearly 100 years

Delivering Consumer-Driven Innovation



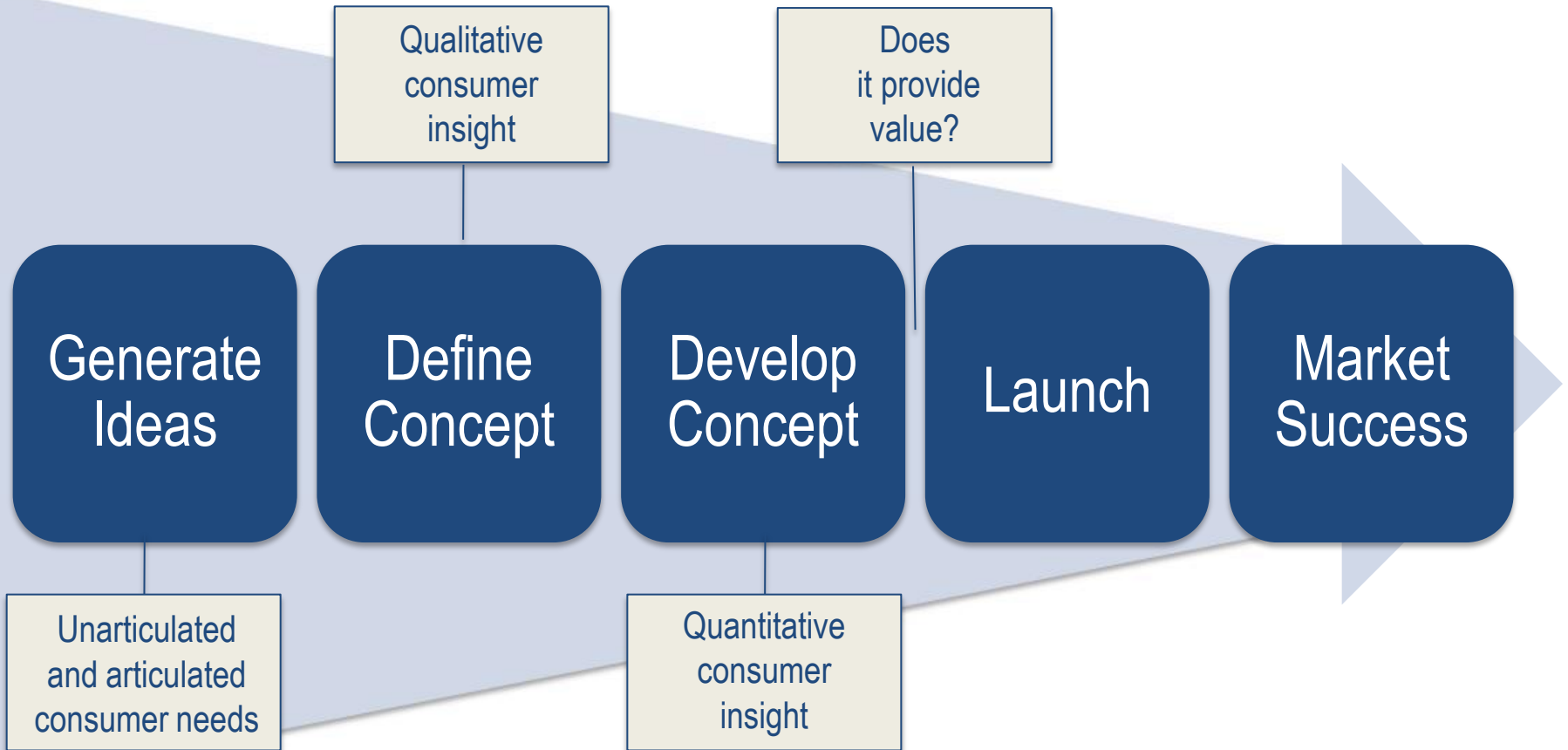
North American Design Center



Electrolux Innovation Center

Develop innovative products based on consumers' future needs

Delivering Consumer-Driven Innovation



Focus on Quality and Simplicity

Frigidaire Product Innovation

Cooking

Thinking
Electrolux



50/50 Symmetry Double Oven

- Multiple dishes at multiple temperatures



2012



Frigidaire Brand Product Innovation

Dish Care



OrbitClean™ Wash System

- 4x water coverage
- Leverage Electrolux global technology



2012



Frigidaire Brand Product Innovation

Refrigeration

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Electrolux

100 Ways to Organize Smudge-Proof™ Stainless Steel



2013



Electrolux Brand Product Innovation

Cooking

Induction Freestanding Range

- Boils water in 90 seconds
- Leverage Electrolux Professional technology



Electrolux Brand Product Innovation

Cooking



Fresh Clean™ Technology

- Removes odors during self-cleaning cycle



Electrolux Brand Product Innovation

Refrigeration

Perfect Temp® Drawer

- Adjustable to keep food & beverages at their ideal serving temperature





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Mark Chambers
SVP Sales, Major Appliances North America
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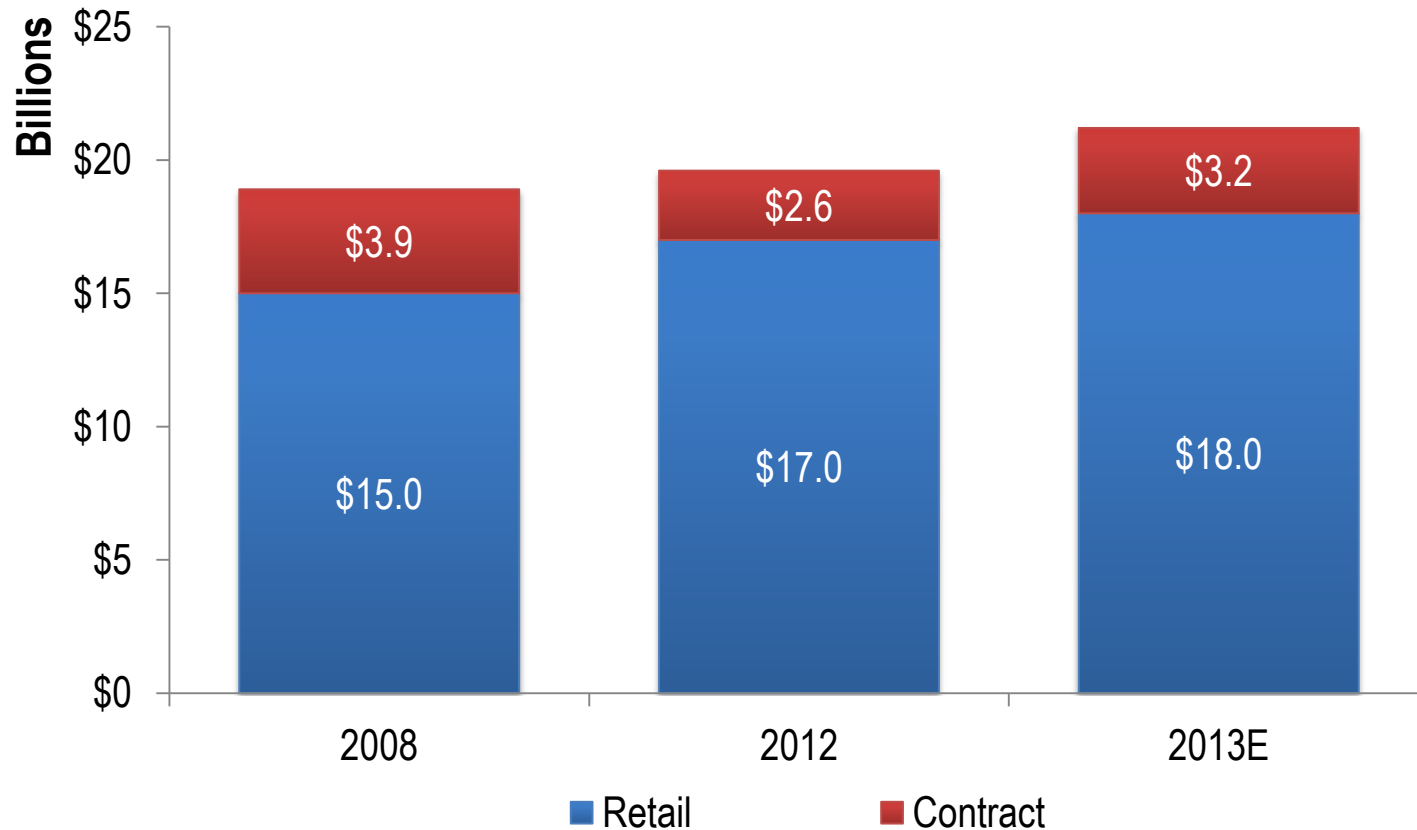
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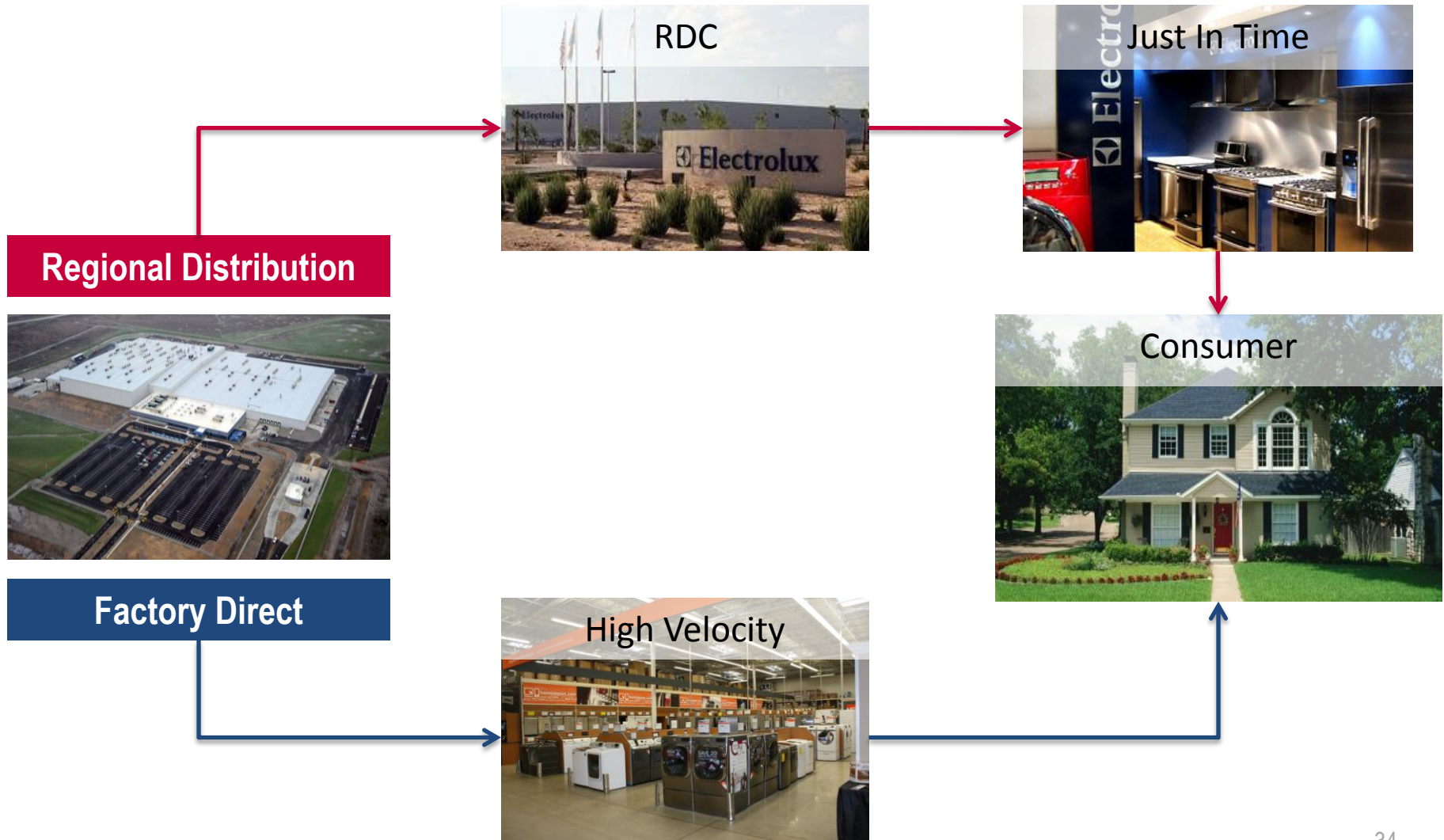
US Appliance Market



Expectation - Positive Trend in Market Demand

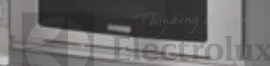
Transforming Our Business

Route to Market

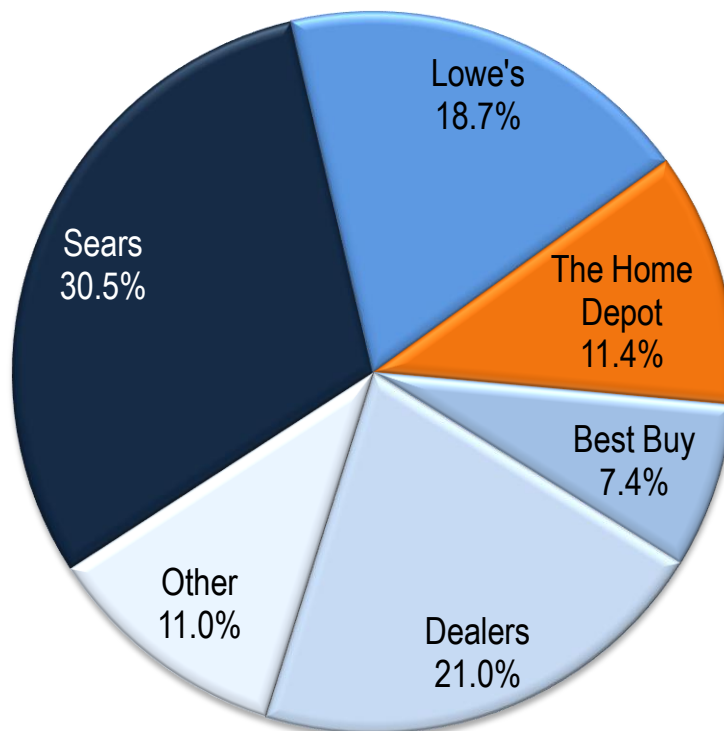


Growth via New Customer

US Retailers Value Share



2012

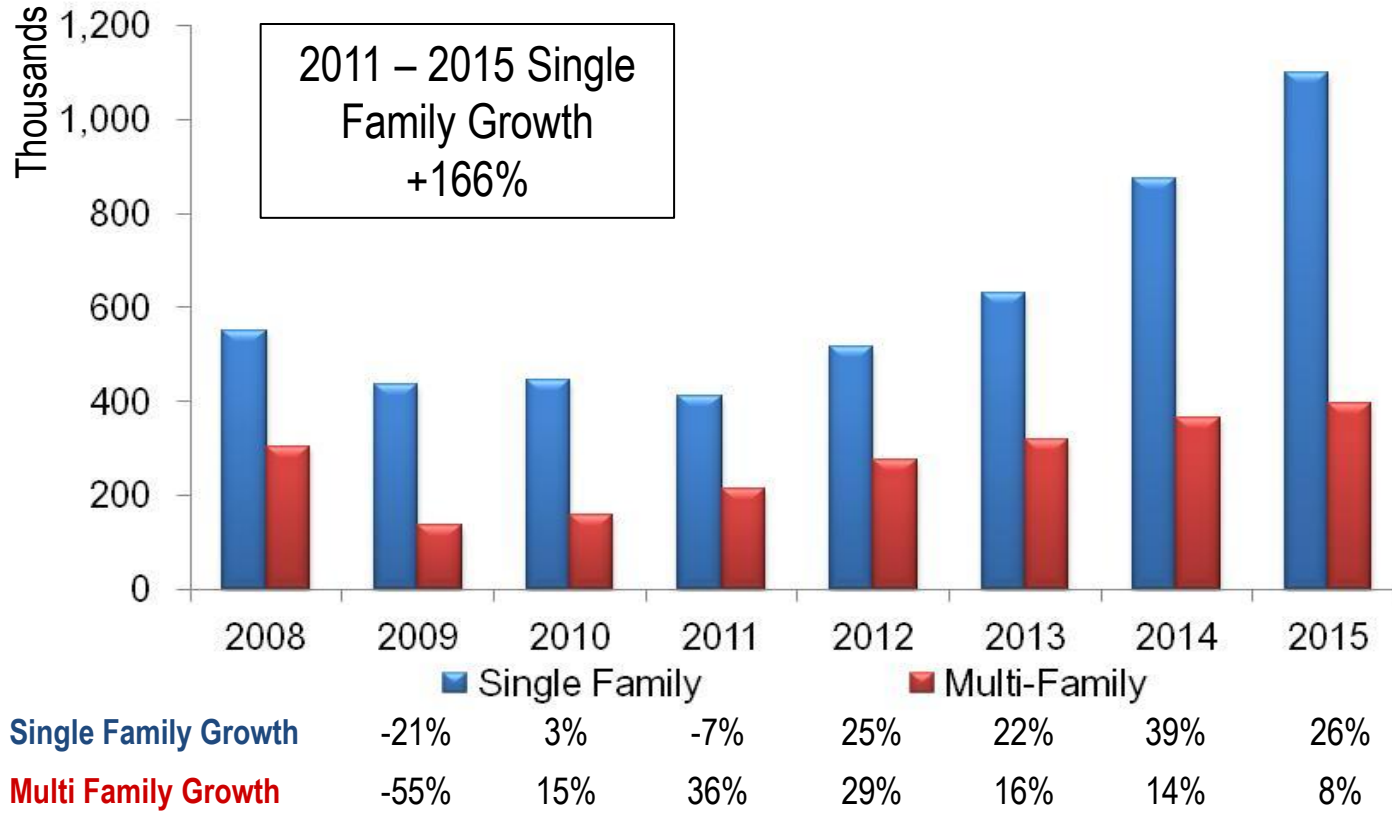


\$17B

New Growth Opportunity with The Home Depot

Housing Starts

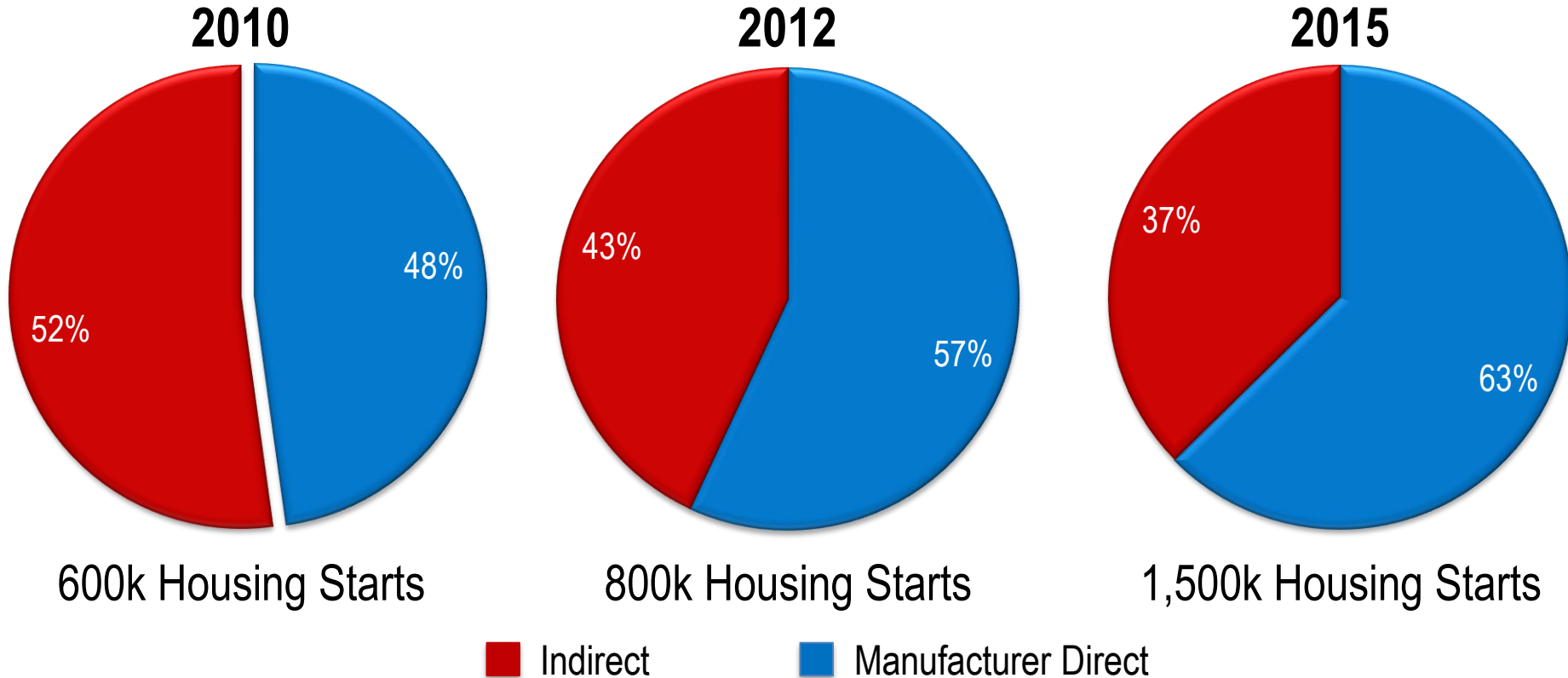
Industry Mix Shift



Capitalizing on the growth of single family home starts

Contract Channel Growth

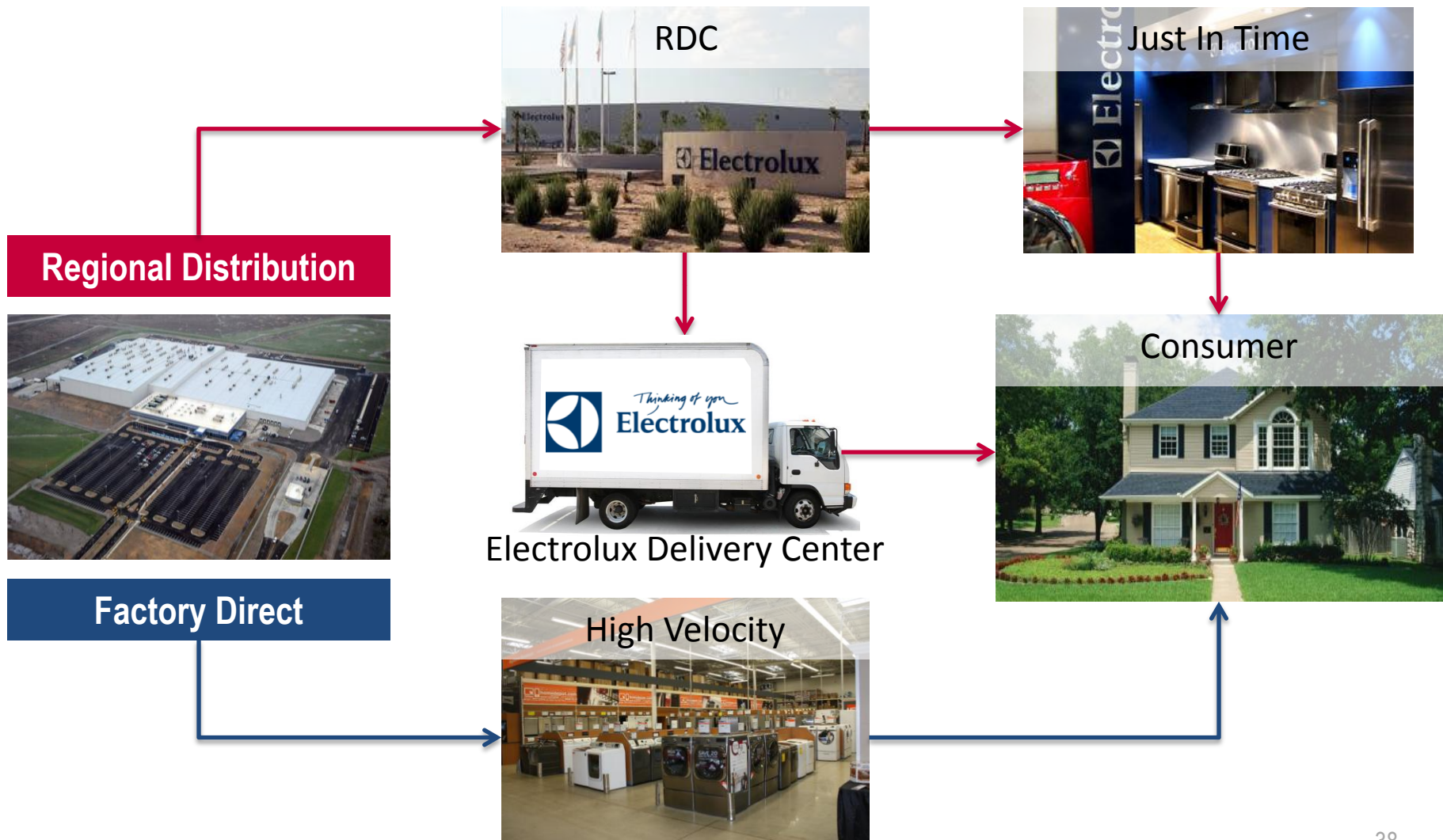
Volume Share by Mix



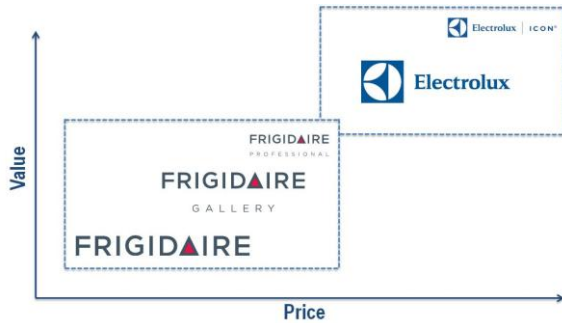
New Growth Opportunity in Contract Channel

Transforming Our Business

Route to Market



Contract Invest for Growth



**Broad
Brand Portfolio**



**Sales and
Marketing**



**Distribution
and Service**



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Daren Couture
SVP End-to-End Supply Chain,
Major Appliances North America
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Invest in World Class Manufacturing

Memphis Facility

Thinking
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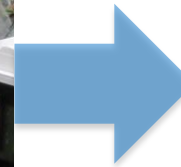
Invest in World Class Manufacturing

Memphis Facility

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FROM: L'Assomption, Canada



TO: Memphis, TN



- Cycle Time – 50% Reduction
- Lot Size – 75% Reduction
- Conversion Cost – 25% Reduction

Memphis facility improves speed, flexibility, and quality

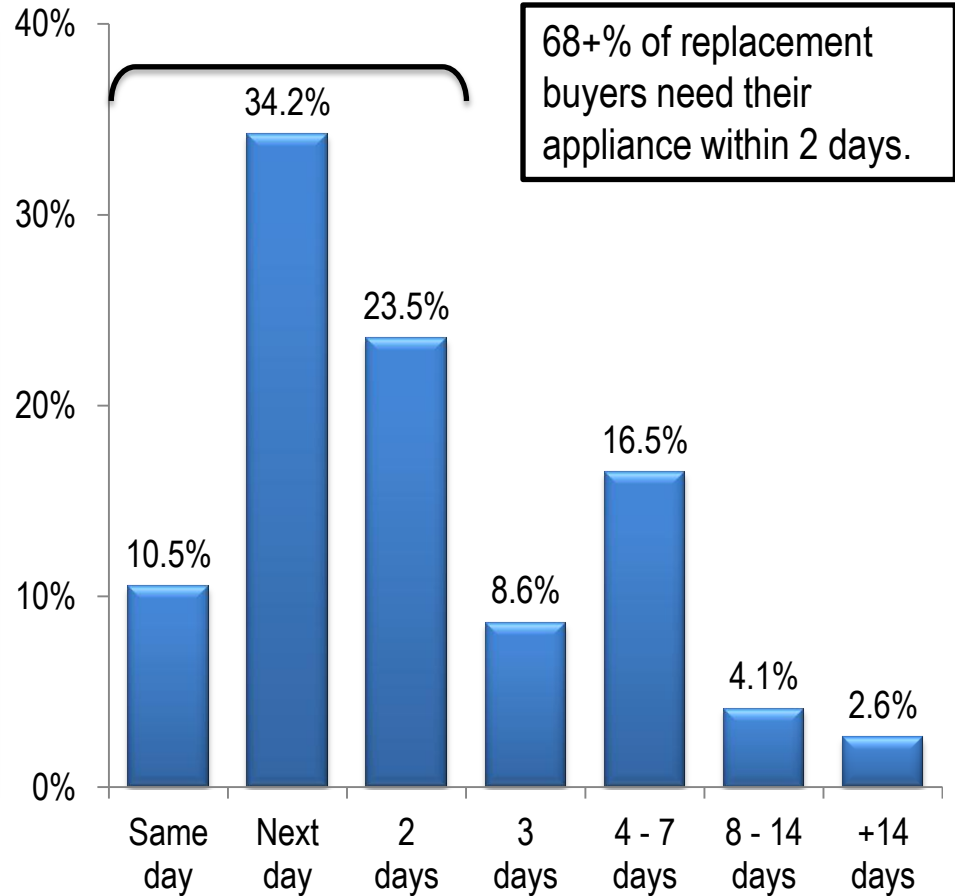
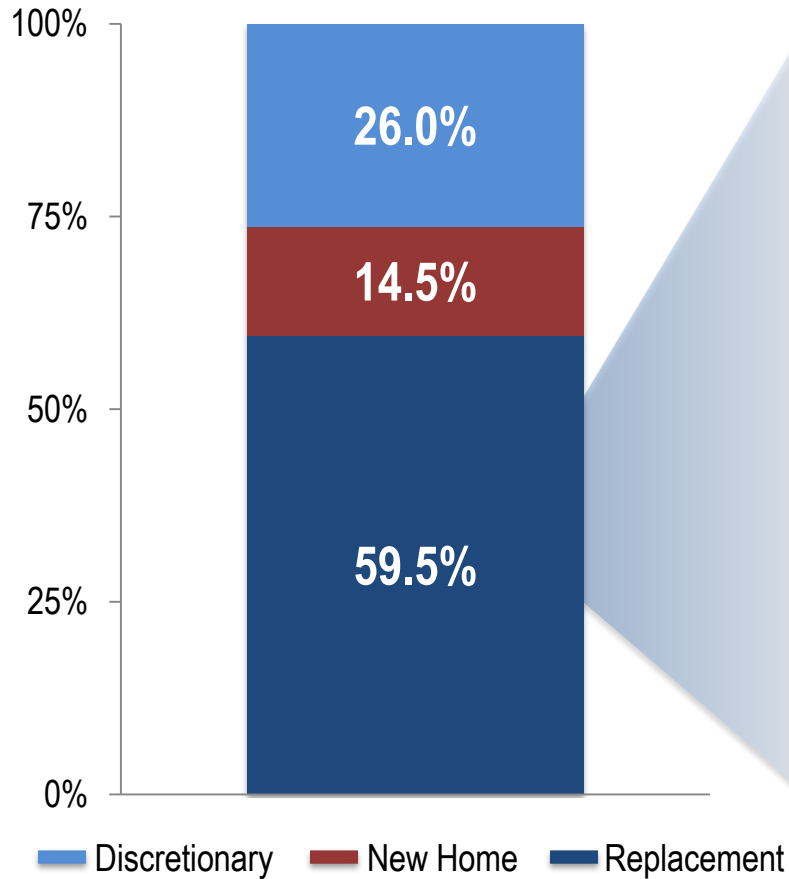
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Consumer Purchase Drivers



To capture new homes and replacement markets

Managing Price, Mix, and Promotions



Kitchen packages across broad consumer segments

Managing Price, Mix, and Promotions

Results

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2012 Black November Results

Net Sales Dollars	+29%
Gross Margin Dollars	+40%
Average Net Sales Price	+12%

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Electrolux North America

Sustainable and Profitable Sales Growth

- 2013 US market demand is growing 5-7%; 2014 and beyond >4%
- Well-positioned to outgrow the market
 - Full-line supplier with extended brand portfolio
 - Proven consumer-driven innovation pipeline
 - Accelerating national channel growth
 - Transforming operations
- Target profit margin expansion to >6%

BUILD STRENGTH ON STRENGTH



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