



Thinking of you
Electrolux

Press release

Stockholm, October 7, 2014

Electrolux acquires Australian BBQ business

Electrolux has agreed to acquire the Australian-based international barbecue business BeefEater, as part of the local strategy to boost the niche range of barbecues and help accelerate the growth of this market segment.

BeefEater Barbecues was founded in 1984 and is a wholly-owned Australian business with export markets in the US, the Middle East and Europe, Asia and New Zealand. Their barbecues are recognized as high performance quality products. The business has annual sales of AUD 17 million (about SEK 110 million).

With Australia and New Zealand's mild weather being ideal for cooking and eating outdoors, Electrolux has been active in the domestic barbecue products market for about a decade. BeefEater has a significant presence in portable compact barbecue products, complementing Electrolux market offering of integrated and high-end freestanding models. The acquisition of BeefEater will become effective on November 1.

For further information, please contact: Electrolux Press Hotline, +46 8 657 65 07.

Electrolux is a global leader in home appliances, based on deep consumer insight and developed in close collaboration with professional users. We offer thoughtfully designed, innovative solutions for households and businesses, with products such as refrigerators, dishwashers, washing machines, cookers, vacuum cleaners, air conditioners and small domestic appliances. Under esteemed brands including Electrolux, AEG, Zanussi, Frigidaire and Electrolux Grand Cuisine, the Group sells more than 50 million products to customers in more than 150 markets every year. In 2013 Electrolux had sales of SEK 109 billion and 61,000 employees. For more information go to <http://group.electrolux.com>.