

Press Release

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Electrolux names new heads of Major Appliances EMEA and Major Appliances North America

Stockholm, Sweden, January 28, 2016

Daniel (Dan) Arler has been appointed new Head of Major Appliances Europe, Middle East and Africa, and Executive Vice President of AB Electrolux. He is currently Senior Vice President of the Kitchen product line with the business area.

Alan Shaw has been appointed new Head of Major Appliances North America and Executive Vice President of AB Electrolux. His most recent position was President of Husqvarna AB's Consumer Brands division.

The appointments follow the announcement on January 11 that Jonas Samuelson, currently Head of Major Appliances EMEA, will take over on February 1 as President and CEO from Keith McLoughlin, who also is acting Head of Major Appliances North America. Both new appointments are effective as of February 1.

“We’re very pleased to welcome two such strong leaders with records of proven success to key positions in Group Management,” said Jonas Samuelson. “Dan has been instrumental in developing and implementing our strategy to focus on profitable, built-in kitchen products and reducing complexity in EMEA’s product portfolio. Alan’s strong track record with leading consumer durables brands in North America makes him the right person to drive the continued profitable growth of the business area.”

Dan Arler has held his current position since 2012. He has been with Electrolux since 2002, with previous responsibilities including heading the Laundry product line in Asia-Pacific, General Manager of Electrolux Japan and head of the Electrolux brand’s business activities in EMEA. Prior to joining Electrolux he held various management positions within Stanley Works and at Whirlpool in Europe. Dan Arler, a Dutch native, has a BSc from Aston University with a major in marketing.

Alan Shaw worked for Husqvarna AB, a world-leading producer of outdoor power products, from 2013-2015. He was President and CEO of outdoor grill maker Char-Broil LLC from 2005, prior to which he was President and CEO of consumer power equipment company Murray Group. He has also held a number of senior management positions in Whirlpool Corporation. Alan Shaw, who is a U.S. citizen, has B.S. degrees in economics and political science from the University of Idaho, and an M.B.A. in marketing from Indiana University.

Electrolux discloses the information provided herein pursuant to the Securities Market Act and/or the Financial Instruments Trading Act. The information was submitted for publication at 08.00 CET on January 28, 2016.