

### **Digital transformation at Electrolux**



#### Digital 360° Consumer Experience

- Seamless shopping experience
- Relevant touchpoints & context
- Remarkable Ownership Experience



## **Connected Appliances**

- Enhanced product experience
- Partnerships that deliver real value
- Analytics & Services
- · Revenue per user
- Organizational transformation



## Digital Productivity Tools

- Improved business management
- Reduced Cost and improved Experience
- Improved Internal Productivity



## Modularization & Digital Manufacturing

- Global Modular product architectures
- Digitization and Smart Automation driving



#### Digital Supply Chain

- End to end connectivity
- Reduced lead times
  - Increase agility & productivity
  - Improve service levels



# Connectivity will further enable us to deliver great consumer experiences

Electrolux Branded Experience



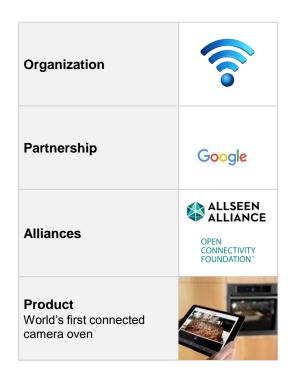
Internet of Things (IoT)

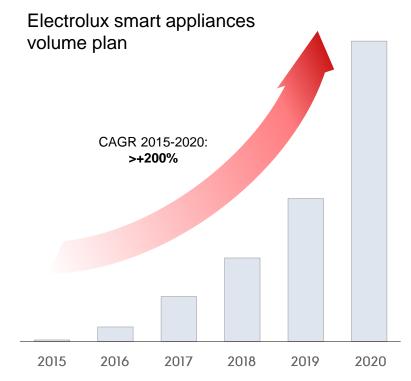
- User experience in Taste, Care, and Well-Being
- Superior branded services

- Connection to home network
- Connection to all other IoT devices, social media, internet



# We are accelerating our efforts in smart connected appliances







### Connectivity as a means to expand the consumer experience

