

**Press Release**

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## Management change in AB Electrolux

Stockholm, Sweden, April 3, 2017

**Electrolux today announced that MaryKay Kopf, Chief Marketing Officer and member of Group Management, has decided to leave her position, effective May 1. The company has appointed Lars Hygrell, currently Senior Vice President Marketing and Brands within the business area Major Appliances Europe, Middle East and Africa, as her successor.**

MaryKay Kopf joined Electrolux in 2003 as Vice President Marketing for Electrolux Major Appliances North America. She took up her current position in 2011.

“MaryKay has truly helped make Electrolux a world-class digital consumer marketing company, with much of her work leading up to the strong focus we have today on consumer experiences in the areas of taste, care and wellbeing,” said Jonas Samuelson, President and CEO. “I want to thank her for these achievements and wish her all the best in her future endeavors.”

Lars Hygrell joined Electrolux in 2009 as VP Global Brand Management and took up his current position in 2011. He held various leading positions within marketing functions for Saab Automobile and GM Europe from 1998-2009. He has a Master’s Degree in Industrial Engineering and Management from Chalmers University of Technology.

“We’re also very pleased to welcome Lars as our new Chief Marketing Officer. He has played a key role in building a strong position for our main European brands, and driving the 360 digital transformation of our marketing. He will be a great contribution to the management team,” Samuelson said.

MaryKay Kopf will remain available to Electrolux until year-end, supporting with the leadership transition.