

Press Release

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Electrolux acquires Continental brand in Latin America

Stockholm, Sweden, October 23, 2017

Electrolux today announced that the Brazilian court administering the bankruptcy of Mabe Brazil has accepted a BRL 70 million (SEK 178 million) bid to acquire the intellectual property assets of the estate. Electrolux will consequently take over the rights to the Continental brand of home appliances.

Continental is a well-known, traditional brand, with a long history of supplying cooking, cooling and laundry products to Brazilian families.

“Continental will be a valuable asset to Electrolux, supporting the continued profitable growth in our region,” said Ricardo Cons, Head of Electrolux business area Major Appliances Latin America. “The acquisition will enable us to further expand our market coverage by offering great experiences to more consumers.”