Electrolux Group

Q2 2026

Results presentation

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Q2 – an important milestone for Electrolux Group

- Group transformation accelerated:
  - partnership with Midea Group in North America,
  - global organizational efficiency and footprint initiatives; and
  - successful completion of the rights issue of about SEK 9bn strengthened balance sheet

- Organic sales growth, earnings improvement and improved cash flow
- Market position strengthened in Europe, continued strong position in Brazil
- North American price increases between 5% and 20% during the quarter, in a declining market, partly offset increased tariff costs. Cost pressure from tariffs to remain

Main highlights – earnings improvement

Positive organic sales growth driven by volumes

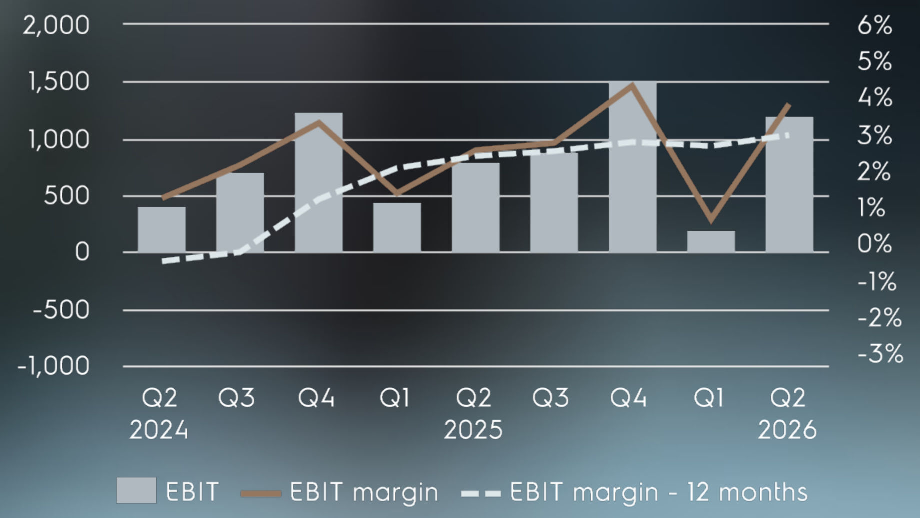
- EMEA APAC: organic sales +4.5%, supported by volume, mix and market share gains
- Latin America: organic sales +4.5%, driven mainly by Brazil volumes
- North America: organic sales -2.9%, reflecting weaker demand and negative mix
- Positive pricing in North America

EBIT and margin, excl. NRIs* improved in 2 of 3 regions

- EBIT excl. NRIs increased in EMEA APAC and Latin America
- Cost efficiency SEK 1.4bn contribution
- North America impacted by lower sales and higher U.S. tariff costs, pricing actions partly offset tariff-related cost pressure
- External factors negative, driven mainly by tariff costs, consequences of Middle East conflict
- EBIT benefited from SEK 310m of recognized tariff refund claims (incl. in external factors) & SEK 174m positive impact from decision to change traditional retiree group health plan in North America (incl. in cost efficiency)
- NRIs of SEK -2.2bn related to announced strategic partnership with Midea, org. efficiency & footprint optimization initiatives and NRI IEEPA tariff refund for 2025

SEKm	Q2 2026	Q2 2025	Change
Net sales	31,569	31,276	0.9%
Organic growth	2.0%	1.8%	0.1pts
Divestments	0.0%	-1.0%	1.0pts
Currency	-1.0%	-8.4%	7.4pts
EBIT	-1,005	797	N/A
Margin	-3.2%	2.5%	-5.7pts
EBIT excl. NRI	1,202	797	50.8%
EBIT margin excl. NRI	3.8%	2.5%	1.3pts

EBIT excl. NRIs* and margin (SEKm)



*Non-recurring items (NRI)

Europe, Middle East & Africa and Asia-Pacific

Continued market share gains for AEG and Electrolux

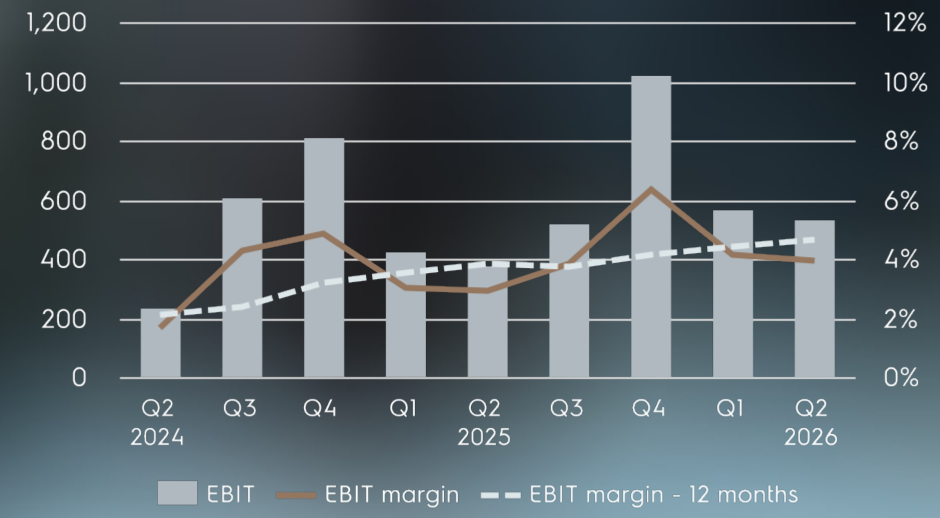
- Organic sales +4.5%, driven by volume and mix
- Competitive price pressure remained high, resulting in a negative price impact

Improved EBIT and margin excl. NRIs*

- EBIT excl. NRIs increased because of higher volumes and favorable mix
- Cost efficiency main positive driver
- External factors had a negative effect, primarily driven by consequences from the Middle East conflict, with increased raw material and logistics costs
- EBIT included a negative NRI of approximately SEK -0.6bn, restructuring charge for the closure of the refrigeration products factory in Jászberény, Hungary
- Q2 2025 included a positive SEK 180m from the Kelvinator trademark divestment in India

SEKm	Q2 2026	Q2 2025	Change
Net sales	13,633	13,139	3.8%
Organic growth	4.5%	-0.5%	5.0pts
Divestments	0.0%	-2.2%	2.2pts
Currency	-0.8%	-4.7%	3.9pts
EBIT	-89	383	N/A
Margin	-0.7%	2.9%	-3.6pts
EBIT excl. NRI	534	383	39.6%
EBIT margin excl. NRI	3.9%	2.9%	1.0pts

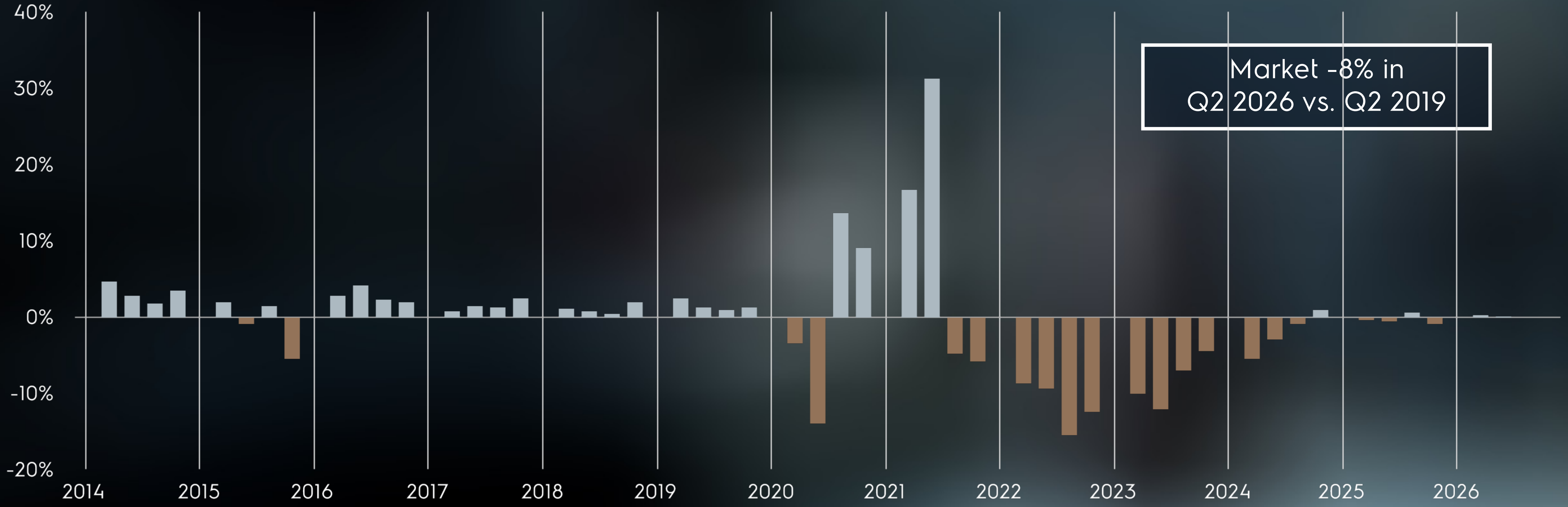
EBIT excl. NRIs* and margin (SEKm)



*Non-recurring items (NRI)

Market demand in Europe unchanged

European core appliances market - total European shipments, quarterly unit comparison y-o-y



Source: Electrolux estimates. As from Q1 2020, Russia is excluded. Electrolux estimates are subject to restatement.

North America

Lower volumes and mix, positive pricing

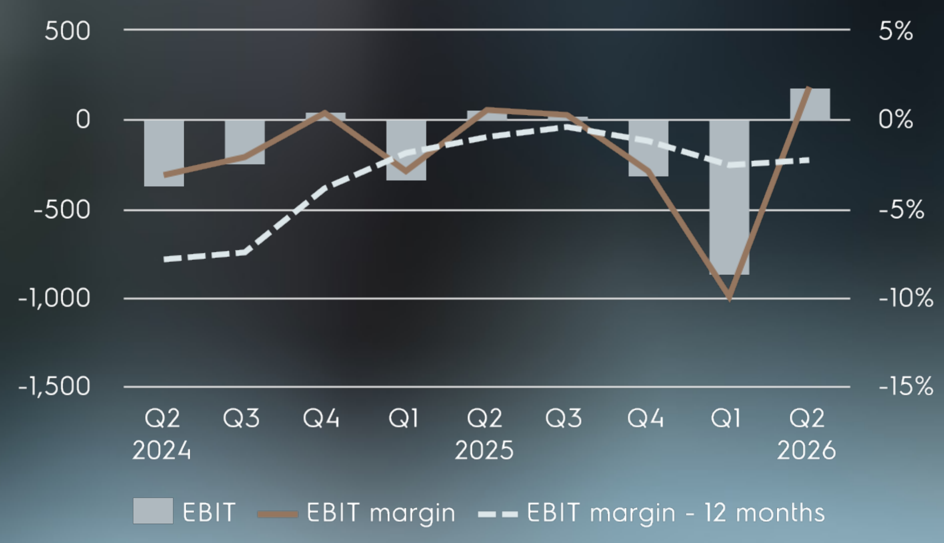
- Organic sales declined by 2.9%, mainly reflecting weaker U.S. market demand and negative mix
- Volume and mix were negative due to lower demand and a shift to lower-value categories
- Pricing was positive, increases between 5%-20%

EBIT impacted by lower sales, negative mix and higher tariff costs

- Price increases partly offset tariff-related cost pressure, impacting earnings in second half of the quarter
- Cost pressure from the extended 232 tariffs, also applicable to Mexico, will remain and impact earnings in coming quarters
- Cost efficiency contributed positively, mainly through finished goods sourcing, value engineering and purchasing savings
- External factors impacted by increased tariff costs, currency headwinds and consequences of the Middle East conflict
- SEK 174m positive impact from a decision to change the traditional retiree group health plan (incl. in cost efficiency) & SEK 310m tariff refund recognition supported earnings (incl. in external factors)

SEKm	Q2 2026	Q2 2025	Change
Net sales	10,427	11,198	-6.9%
Organic growth	-2.9%	4.1%	-7.0pts
Currency	-4.0%	-8.6%	4.6pts
EBIT	-1,297	57	N/A
Margin	-12.4%	0.5%	-12.9%
EBIT excl. NRI	187	57	230.2%
EBIT margin excl. NRI	1.8%	0.5%	1.3%

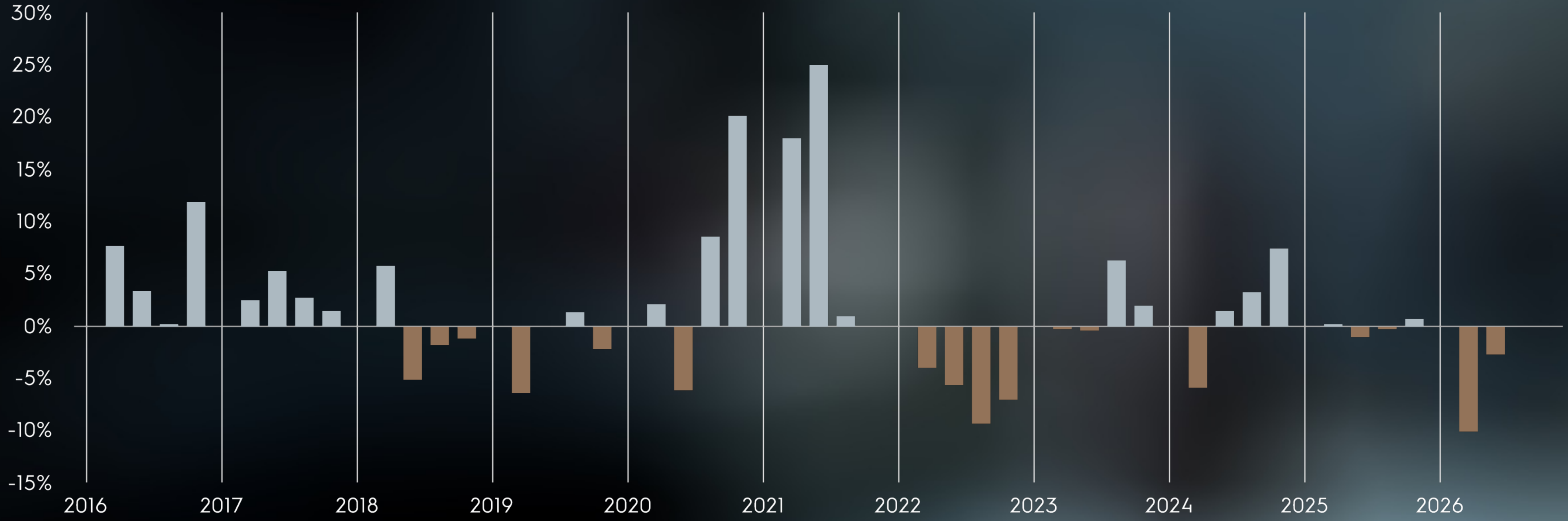
EBIT excl. NRIs* and margin (SEKm)



*Non-recurring items (NRI)

Decline in U.S. market demand

U.S. core appliances market - U.S. shipments, quarterly unit comparison y-o-y



*Source: The AHAM Factory Shipment Report data shown in the graph and table above, Q2 2026 is a comparison of weeks between March 29, 2026 – June 27, 2026 vs March 30, 2025 – June 28, 2025. Core appliances include AHAM 6 (Washers, Dryers, Dishwashers, Refrigerators, Freezers, Ranges and Ovens) and Cooktops. AHAM data is subject to restatement.

Partnership with Midea – execution according to plan

Major milestones

Q2 2026	Q3 2026	Q4 2026	Q1 2027	Q2 2027
• Governance scheme in place • Juarez[1]: – Progressing according to plan • Anderson[2]: – Planned to close end July, Q3 start repurposing to Fabric Care production • Sales JV[3]: – CEO and BoD appointed from Electrolux Group	• Planned start of all JVs *(subject to regulatory approval)*	• Juarez[1]: – Ramp-up ongoing • Anderson[2]: – Repurposing on-going • Sales JV[3]: – Running	• Juarez[1]: – Ramp-up ongoing • Anderson[2]: – Repurposing on-going – Start hiring factory personnel • Sales JV: – Running	• Juarez[1]: – Ramp-up ongoing • Anderson[2]: – Start of production • Sales JV: – Running

1) Food Preservation Joint Venture, Electrolux Group ownership is 35%
2) Fabric Care Joint Venture, Electrolux Group ownership is 55%
3) Sales Joint Venture for Food Preservation products in North America, Electrolux Group ownership is 50%

Latin America

Market development

- Positive market development in Brazil
- Continued competitive environment with pressure on market price, with elevated interest rates impacting affordability

Organic sales growth driven by volume growth

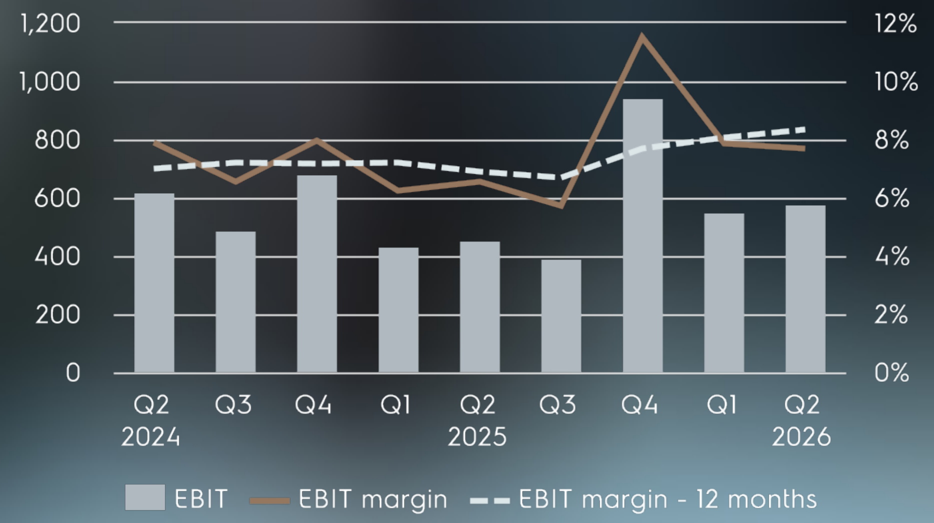
- Positive organic sales growth, driven by higher volumes
- Small domestic appliances continued to perform well
- Negative price development due to intense competitive pressure

EBIT and margin excl. NRIs*

- EBIT and margin increased, driven by increased volumes and improved cost efficiency
- Cost efficiency gains were mainly driven by product cost reduction initiatives, including improved sourcing
- EBIT included a negative NRI of SEK -101m related to downsizing measures in Argentina
- Ceased production at the Santiago manufacturing facility in Chile

SEKm	Q2 2026	Q2 2025	Change
Net sales	7,509	6,939	8.2%
Organic growth	4.5%	2.6%	1.9pts
Currency	3.7%	-14.9%	18.6pts
EBIT	475	453	4.9pts
Margin	6.3%	6.5%	-0.2%
EBIT excl. NRI	576	453	27.1%
EBIT margin excl. NRI	7.7%	6.5%	1.1%

EBIT excl. NRIs and margin (SEKm)*



*Non-recurring items (NRI)

Brazil SDA*: Innovative and Sustainable

- Gralha Azul (Brazil) plant opened in 2025
  - Local production strengthens the cost base and brings the supply chain closer
  - Site built to use renewable electricity, electric logistics, closed-loop water, and recycled materials
  - Foundation for further product lines, including pressure washers and water purifiers, enabling future growth

- Electrolux, the strongest brand in the small domestic appliances category[1]
  - New platform for blenders
  - Expansion into high-growth categories

*Small domestic appliances (SDA): Vacuum cleaners, air fryers, coffee makers, blenders, mixers, sandwich makers, fans, and electric pots

1) Kantar – National Survey (Brazil) – Conducted from February 20 to 25, 2026. 600 interviews – Men and Women / 18-70 years old / Socioeconomic Classes A, B and C / Brazilian general population

Cost reduction on track for FY 2026 outlook

Cost reduction[1] 2026
y-o-y, SEKbn

SEK 3.5-4.0bn targeted cost reductions in 2026

- Acceleration of product cost reductions
- Increased material sourcing from best-cost countries
- Continue to accelerate benefits from global scale

Major cost reduction drivers in Q2:

- Increased operational efficiency with good contributions from sourcing and product cost-out

1 Cost reductions refer to item "Cost Efficiency" in the EBIT bridge. In the second quarter a SEK 174m positive impact from a decision to change the U.S. traditional retiree group health plan impacted cost efficiency positively.

Electrolux Group

Q2 2026

Therese Friberg, CFO

Q2 Sales and EBIT Bridge

SEKm	Q2 2025	Volume/ price/mix	Innovation/ marketing[1]	Cost efficiency[2]	External factors[3]	Acquisition/ divestment[4]	Q2 2026
Net Sales	31,276	604			-310		31,569
Growth %		2.0%			-1.0%		0.9%
EBIT excl NRI	797	-286	45	1,356	-530	-180	1,202
EBIT excl NRI %	2.5%						3.8 %
Accretion/ Dilution		-0.9 pts	0.1 pts	4.3 pts	-1.6 pts	-0.6 pts	

1 Investments in consumer experience innovation and marketing, comprise of costs for R&D, marketing/brand, connectivity, CRM, aftermarket sales capability, etc.
2 Efficiencies in variable costs (excl. raw material, energy, trade tariffs, and labor cost inflation >2%) and structural costs (excl. consumer experience innovation and marketing). SEK 174m positive impact from change traditional retiree group health plan in North America.
3 Comprise raw material costs, energy costs, trade tariffs (SEK 310m recognized tariff refund claims) as well as direct and indirect currency impact and labor cost inflation >2%. Currency translation amounted to SEK 1m on EBIT and -1.0%, on net sales.
4 Relating to the divestment of the trademark Kelvinator in India.

Q2 – Non-recurring items (NRI)

SEKm	Q2 2026	Six months 2026
EMEA APAC	-623	-623
North America	-1,484	-1,484
Latin America	-101	-564
Group common costs, etc.	–	–
Total Group	**-2,208**	**-2,671**

EMEA APAC: Q2 included previously announced negative non-recurring items related to the global organization and footprint optimization. A restructuring charge of SEK -623m related to the closure of the factory in Jászberény, Hungary.

North America: Q2 included previously announced negative non-recurring items, of which SEK -1,933m refers to the strategic partnership with Midea in North America, announced on April 23; a positive USD 49m (SEK 450m) refers to claims for refunds of U.S. IEEPA tariffs related to 2025 announced on June 29

Latin America: Q2 included previously announced negative non-recurring items, SEK -101m refers to Latin America and downsizing measures in Argentina.

Q2 NRIs for Initiatives announced on April 23, 2026:

Strategic partnership with Midea in Region NA:

Total NRIs in Q2 SEK 1,933bn

Global optimized organization:

Total NRIs in Q2 SEK 724m

Q2 NRI related to IEEPA Tariff refund for 2025:

Region North America:

Total NRIs in Q2 SEK 450m

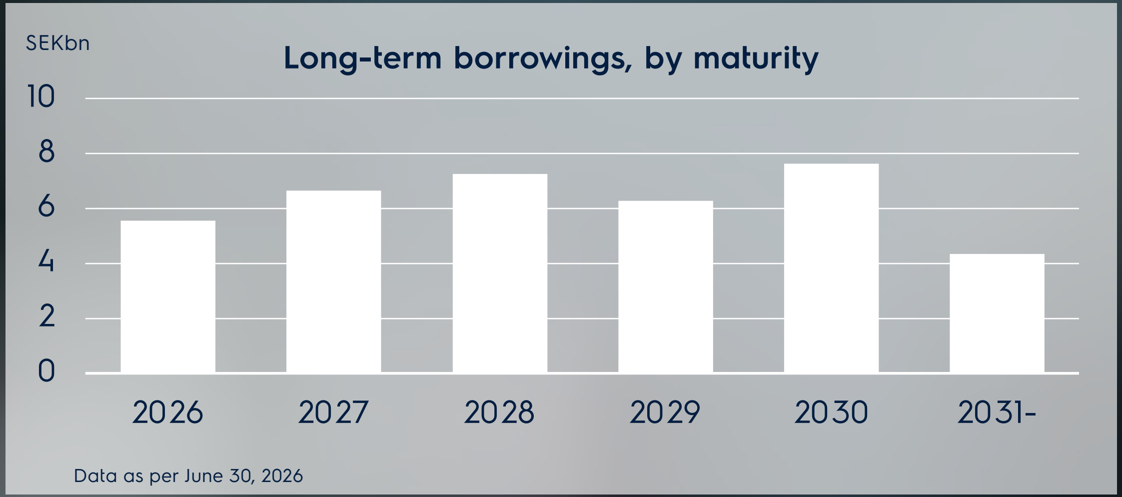
Operating Cash Flow

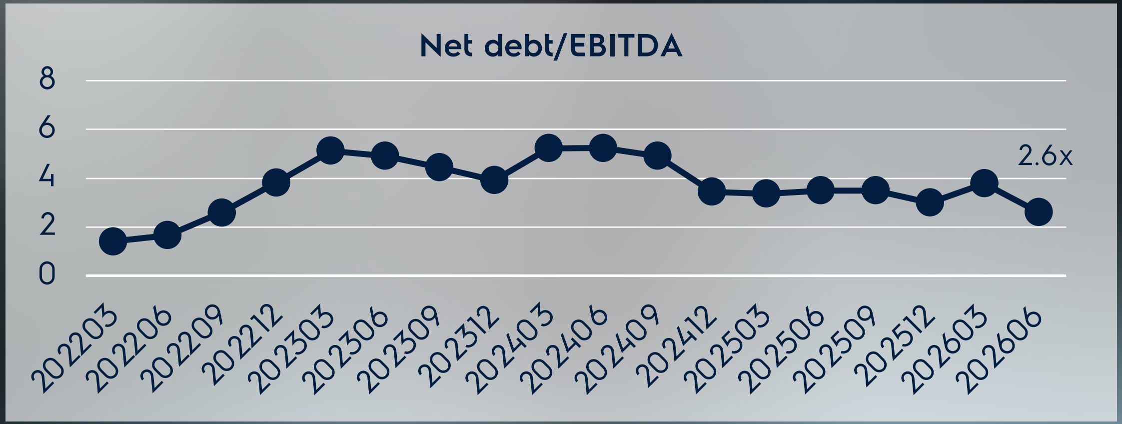
SEKm	Q2 2026	Q2 2025
EBIT	-1,005	797
D/A and other non-cash items	2,801	1,224
Change in operating assets and liabilities	353	-2,298
Investments in intangible and tangible assets	-584	-775
Changes in other investments	41	311
Cash flow after investments*	1,607	-741

*Before acquisitions and divestments

Solid liquidity and maturity profile

- SEK 37.7bn in liquidity incl. RCF as per June 30, 2026
- No financial covenants in any loan agreements
- S&P Global Ratings with BBB-, stable outlook
- Successful completion of SEK 9.1bn rights issue in second quarter, combined with positive cash flow strengthened balance sheet
- Aim to continuing to strengthen balance sheet and be at solid investment grade rating
  - Net debt/EBITDA of 2.6x as per June 30, 2026
  - Over time net debt/EBITDA should not exceed 2.0x





Market and Business outlook

Market outlook FY 2026 per region

Electrolux estimates for industry shipments of core appliances, units year-over-year
Note: Market outlook assumes no significant additional impact from the global geopolitical situation. Presented July 29, 2026.

Electrolux business outlook partly revised 2026

Business Outlook[1] y-o-y	FY 2026	Comments
Volume/price/mix[2]	Positive	Ambition to optimize organic contribution, incl. actions to mitigate cost increases
Investments in consumer experience innovation and marketing[3]	Negative, increased investments	Increased investments in innovation and marketing to support brand-building and create long-term value
Cost efficiency[4]	Positive appr. SEK 3.5-4.0bn	Product cost-out and procurement savings main drivers for cost reduction
External factors[5]	Significantly negative	Expected additional costs related to extended U.S. Section 232 import tariffs applicable since April 6, 2026. Logistics and raw material costs estimated to be negative.
Capital expenditure	Appr. SEK 3.0-3.5bn	

1 Business outlook range: Positive – Neutral – Negative, in terms of impact on earnings
2 This outlook is based on the US trade policies situation as of 28th July, 2026
3 Comprise of costs of R&D, marketing/brand, connectivity, CRM and aftermarket sales capability, etc.
4 Efficiencies in variable costs (excl. raw materials, energy, trade tariffs, and labor cost inflation >2%) and structural costs (excl. consumer experience innovation and marketing). This includes the positive effect of SEK 174m from a decision to change its traditional retiree group health plan in the U.S. during the second quarter.
5 Comprise raw material costs, energy costs, trade tariffs, direct and indirect currency impact and labor cost inflation >2%. Outlook of "Significantly negative" earnings impact FY 2026 from External factors is based on US trade policies situation as of 28th July, 2026. It includes a positive contribution from a recognition of USD 34m (SEK 310m) in cost of goods sold referring to IEEPA tariff refund claims related to the first quarter 2026.
Note: Business outlook in the above table excludes non-recurring items. Market and business outlook assume no significant additional impact from the global geopolitical situation

Q2 highlights: Strategic execution on track

Main priorities	Q2 2026
Improve North America	Midea strategic partnership for Food Preservation and Fabric Care in North America
Profitable growth	Organic sales growth in EMEA APAC and Latam above 4%
Strengthen market position	Strengthened market and price position in Europe Continued strong position in Brazil
Cost reductions & increased efficiency	Global organizational and footprint initiatives: • announced close-down of Jászberény, Hungary, factory and ceased production in Santiago, Chile, • down-sizing measures in Argentina, • initiated process to optimize organizational and manufacturing presence in Italy Delivered cost efficiency improvement of SEK 1.4bn and strengthened the balance sheet through rights issue of SEK 9.1bn
Agility & speed	Focus on delivering the transformation plan for Electrolux Group

Factors affecting forward-looking statements

This presentation contains “forward-looking” statements that reflect the company’s current expectations. Although the company believes that the expectations reflected in such forward-looking statements are reasonable, no assurance can be given that such expectations prove to have been correct as they are subject to risks and uncertainties that could cause actual results to differ materially due to a variety of factors. These factors include, but are not limited to, changes in consumer demand, changes in economic, market and competitive conditions, supply and production constraints, currency fluctuations, developments in product liability litigation, changes in the regulatory environment and other government actions. Forward-looking statements speak only as of the date they were made, and, other than as required by applicable law, the company undertakes no obligation to update any of them in light of new information or future events.

Q&A

Appendix

Earnings contribution from price/mix

Business Area	Q2, y-o-y	Comments on Q2 y-o-y
Europe, Middle East & Africa and Asia-Pacific	Negative	Increased promotions and negative price, partly offset by positive mix
North America	Negative	Pricing is positive, with a negative mix effect
Latin America	Negative	Increased promotions and negative price and mix
Group EBIT % accretion	**-2.3 pts**	**Increased promotions and negative price**

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