

Yannick Fierling appointed as new President and CEO of Electrolux Group

The Board of Directors of AB Electrolux has appointed Yannick Fierling as new President and CEO of Electrolux Group effective January 1, 2025. Yannick Fierling succeeds Jonas Samuelson, who earlier this year informed the Board that he will leave his position by the end of the year.

Yannick Fierling has more than 20 years' experience from the household appliances industry, most recently as CEO Europe for Haier Corporation during the years 2015 to 2024. Between 2000 and 2015, he held several senior positions within Whirlpool Corporation in Europe and globally.

Yannick Fierling starts at Electrolux Group on October 1 and will take on the formal role as President and CEO on January 1, 2025 after a three-month handover period.

"Yannick is a very experienced leader with a solid background in the appliance industry," says Torbjörn Lööf, Chairman of Electrolux Board of Directors. "In his latest assignment, he successfully led Haier's development in Europe. His visionary leadership in developing business and people, together with a strong emphasis on entrepreneurship and a sense of urgency approach, will be very valuable on our journey making Electrolux Group an even stronger global player in the appliance industry."

"The Board wants to reinforce and accelerate the strengths of Electrolux Group by bringing in new perspectives. We are convinced that Yannick has the right background, insights and experience, as well as the drive and determination to take the company forward."

"I am grateful for the confidence of the Board and feel very excited about this opportunity," says Yannick Fierling. "Having spent many years in the household appliances industry, it is hard to find a more energizing and inspiring role. I am really looking forward to engaging with the Electrolux Group team and in developing and positioning the Group in the years to come."

Yannick Fierling is 53 years old and a French citizen. He will be based in Stockholm. He holds two Master's degrees in Mechanical Engineering from France and the United States.

This is information that AB Electrolux is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out below, at 12.00 CET on August 14, 2024.

Electrolux Group is a leading global appliance company that has shaped living for the better for more than 100 years. We reinvent taste, care and wellbeing experiences for millions of people, always striving to be at the forefront of sustainability in society through our solutions and operations. Under our group of leading appliance brands, including Electrolux, AEG and Frigidaire, we sell household products in around 120 markets every year. In 2023 Electrolux Group had sales of SEK 134 billion and employed 45,000 people around the world. For more information go to www.electroluxgroup.com.

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