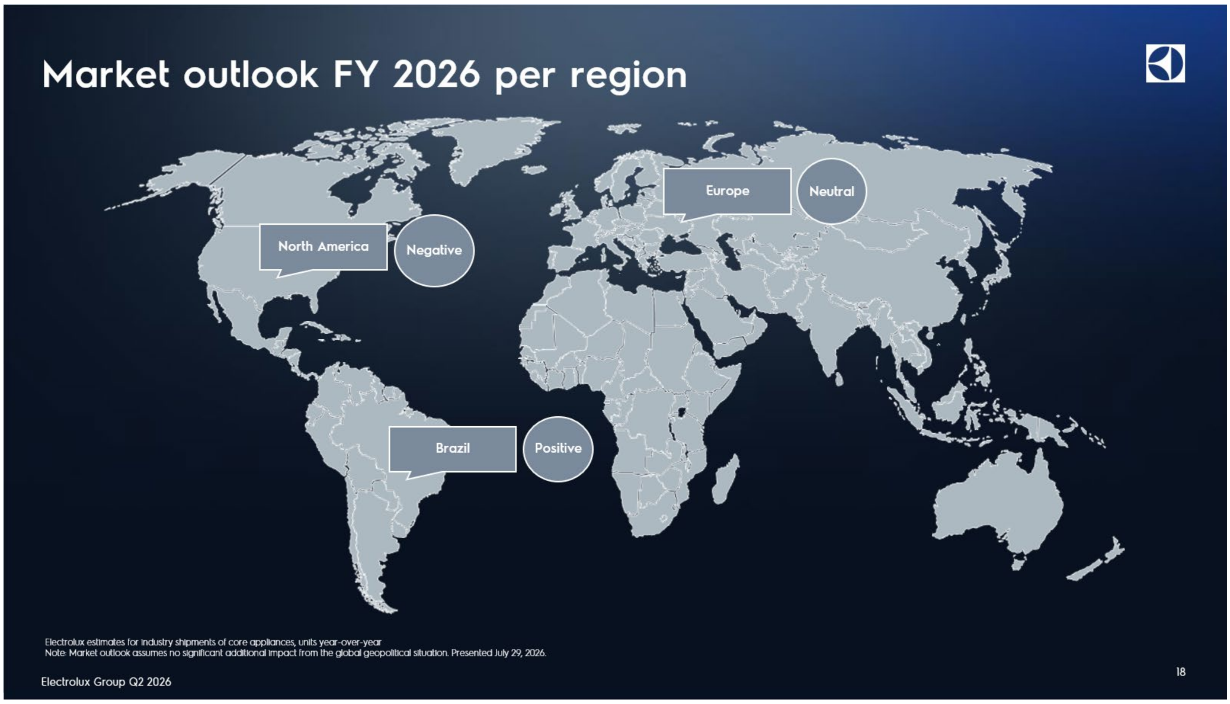
Transcript of comments to outlook slides in Q2 2026 earnings call

Below follows a transcript from the Q2 2026 earnings call held on July 29, 2026, covering the two slides “Market outlook FY 2026 per region” and “Electrolux business outlook” presented by Yannick Fierling (“YF”).

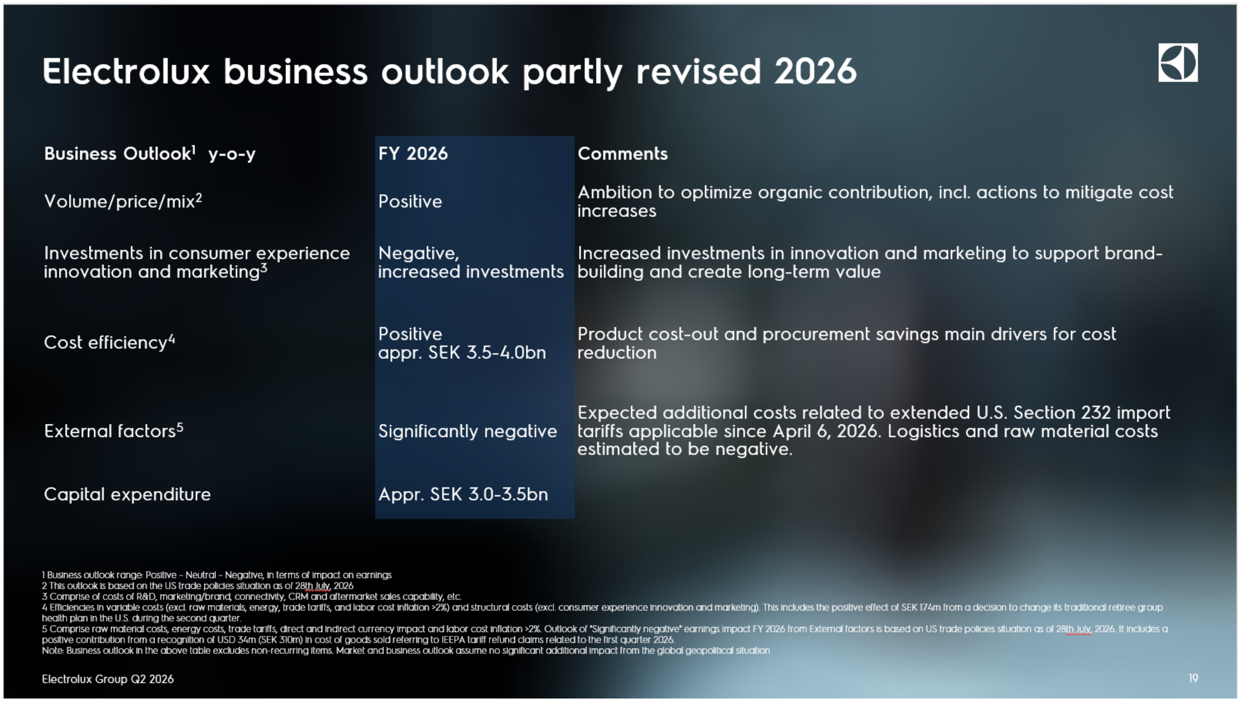


YF: Looking ahead, the market environment remains characterized by geopolitical uncertainty and macroeconomic volatility, which may continue to weigh on consumer demand throughout the year.

We maintain a Neutral market outlook for Europe. During the quarter, demand for core appliances was unchanged in Europe. Consumer sentiment remained weak, reflecting geopolitical tensions, energy-driven inflation, higher interest rates and continued economic uncertainty. As a result, consumers continued to postpone discretionary purchases, and demand for built-in kitchen products remained stable at a low level.

We also maintain a Negative market outlook for North America. Market demand for core appliances declined by approximately 3% during the quarter, with lower demand across most major product categories. Market price levels were higher year-over-year, although they did not fully reflect the impact of the U.S. tariffs implemented during the period. Economic uncertainty and inflation concerns continued to weigh on consumer confidence. Demand remained primarily replacement driven, with consumers continuing to favor products at lower price points.

In Brazil, our Positive full-year market outlook remains unchanged. Market and consumer demand remained resilient during the quarter, supported by continued positive development in Brazil. At the same time, competitive intensity remained elevated across most product categories, resulting in continued price pressure. This, combined with continued elevated interest rates, led to greater focus on access to consumer financing, affordability and promotional activity.



YF: Let’s turn over to our business outlook 2026:

Our business outlook for the full year has been partly revised.

When looking at volume, price, and mix – combined this is expected to be positive in 2026. We are of course working with all three levers to achieve a positive organic contribution for the Group.

We expect investments in Innovation and Marketing for the full year 2026 to increase to support continued growth in our focus categories.

Our focus on cost reductions and improving efficiency throughout the Group remains critical to strengthening competitiveness. We anticipate earnings contributions from Cost efficiency of SEK 3.5-4.0bn in 2026.

External factors are expected to have a significant negative impact for the year, mainly due to higher tariff costs, from extended U.S. Section 232 import tariffs. This cost inflation is reflected in “External factors” in our EBIT bridge. Also, cost increases resulting from the Middle East crisis are estimated to have a negative effect – with increased raw material and logistics costs.

In the business outlook, we have revised the capital expenditure outlook to approximately SEK 3.0-3.5bn. This is partly resulting from us being more efficient on sourcing and procurement, for example.

Factors affecting forward-looking statements

This transcript contains "forward-looking" statements presented in the Q2 2026 interim report and earnings call held on July 29, 2026, 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 considering new information or future events.