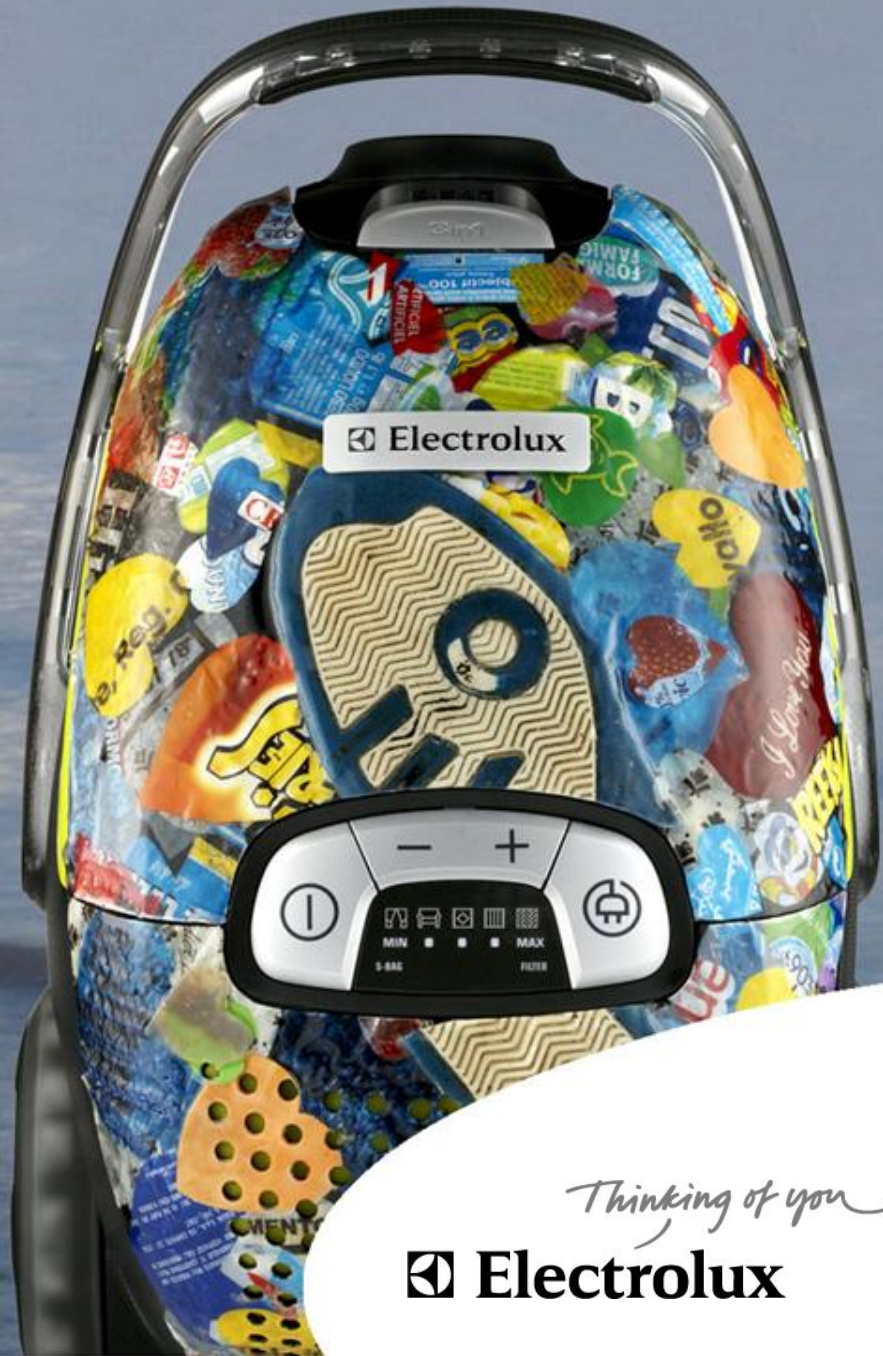


Q2 Results, July 19, 2011

*Keith McLoughlin,
President and CEO*

Jonas Samuelson, CFO & COO

Peter Nyquist, SVP IR



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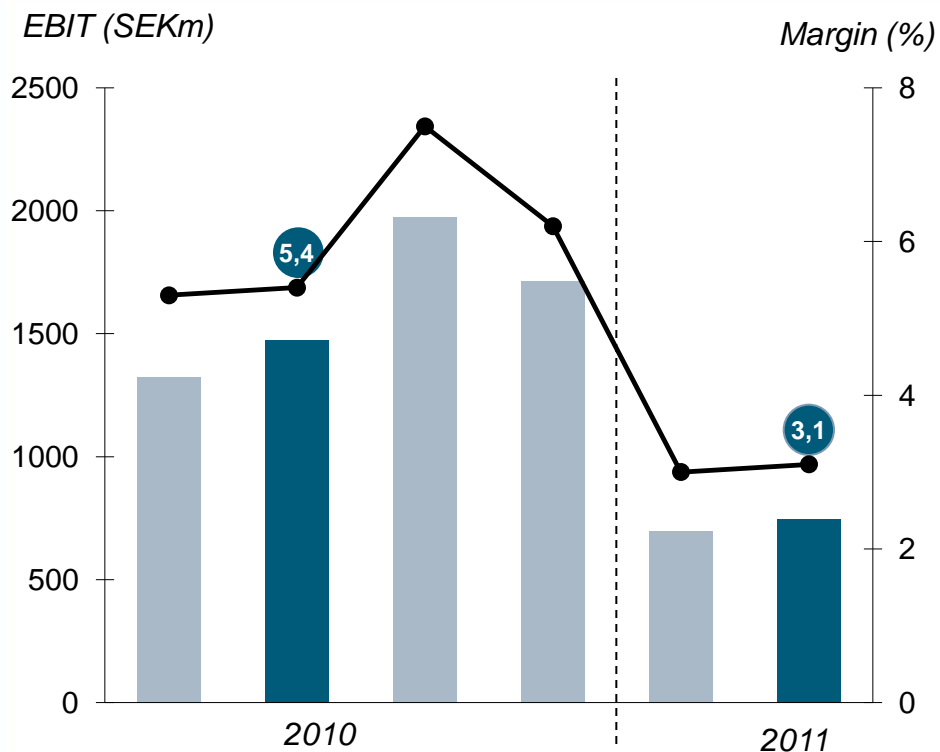


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Q2 Highlights

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(SEKm)	Q2 2011	Q2 2010
Sales	24,143	27,311
EBIT*	745	1,477
Margin	3.1%	5.4%

*) EBIT excluding items affecting comparability

- EBIT declined to SEK 745m
 - Weak demand
 - Lower prices
 - Higher costs for raw materials
 - Higher costs for sourced products
- Restore results going forward
 - Increase prices
 - Cost-efficiency measures
 - Global Operations

Q2 Cash flow

- Operating cash flow amounted to SEK 930m
- Continued structural improvement of working capital
- Cash flow reflects normal seasonal pattern
 - Build-up of inventories
 - Higher payables
- Lower operating income than Q2, 2010
- Dividend payment for 2010 of SEK 1,850m

Acquisition of Olympic Group

– accelerating growth in emerging markets



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- Purchase agreement signed
 - Paradise Capital's 52% controlling interest acquired
 - 40.60 EGP per share
- Mandatory Tender Offer is expected to be finalized July/August 2011

Olympic Group

2010 (SEK, recurring figures, excluding Namaa & B-Tech)

Sales	2.5bn
EBIT	280m
EBIT margin	11%
Net profit	200m

OLYMPIC
ELECTRIC



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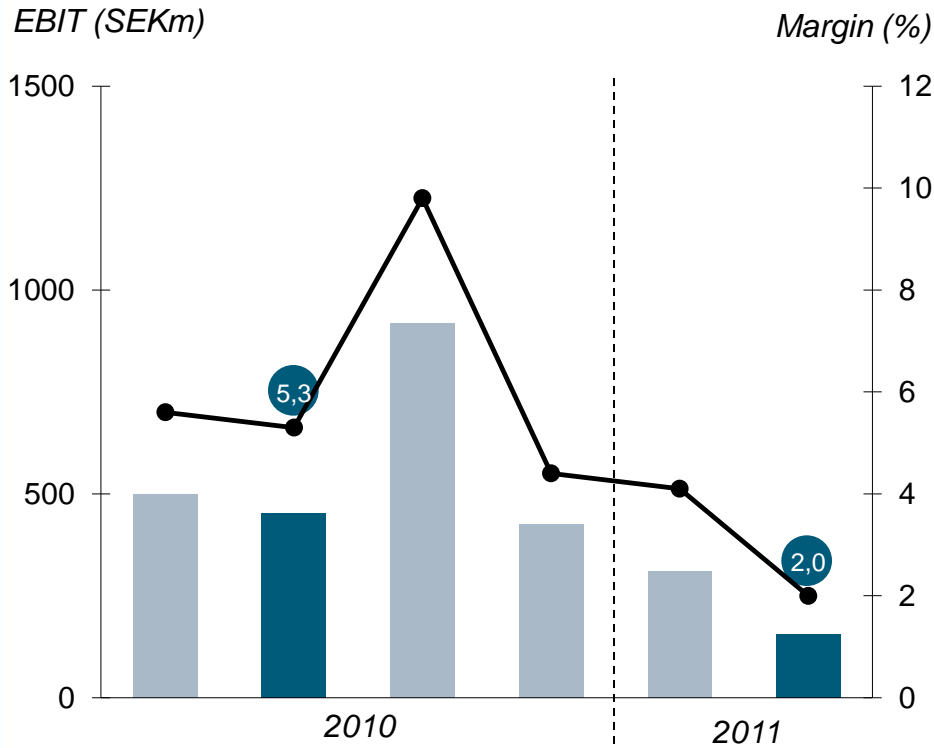


Consumer Durables

Major Appliances Europe, Middle East & Africa



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(SEKm)	Q2 2011	Q2 2010
Sales	7,660	8,603
EBIT	156	453
Margin	2.0%	5.3%

- Lower sales as a result of lower volumes and price pressure
- Lower EBIT
 - Lower volumes
 - Lower prices
 - Higher input and transportation costs
- Price increases going forward

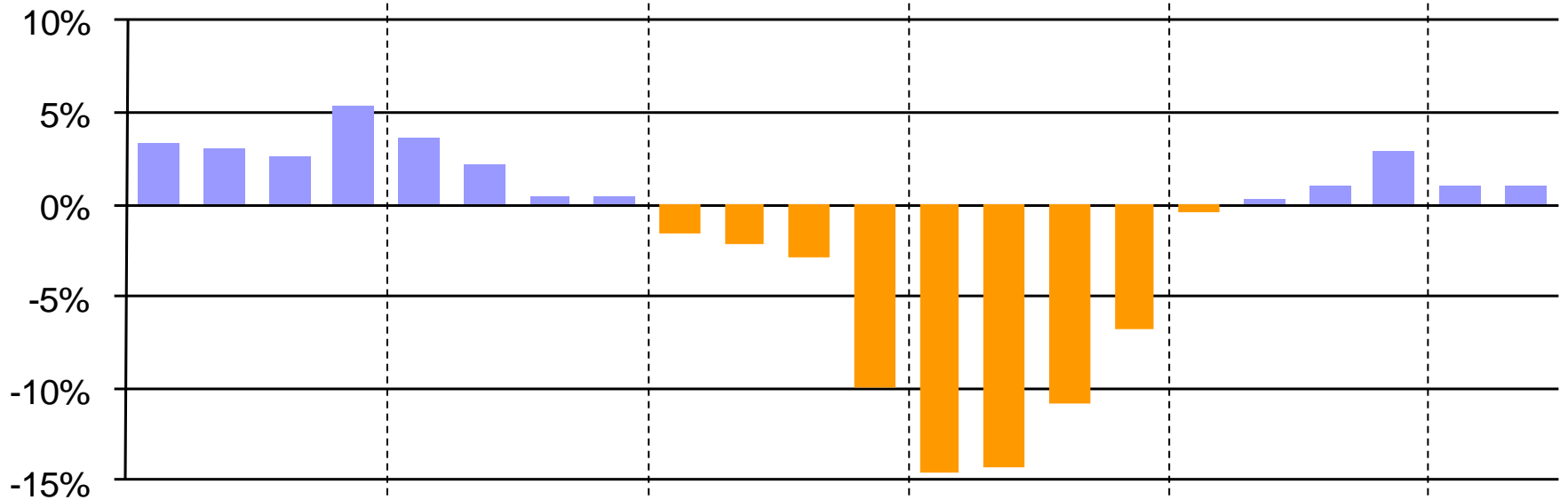
Increased growth in Eastern Europe



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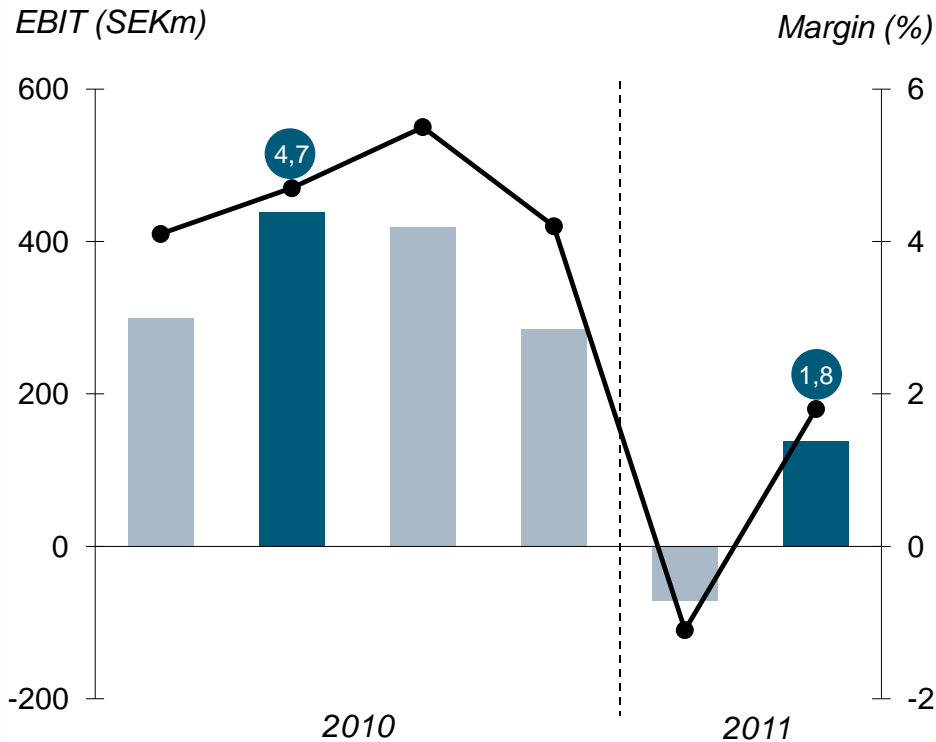
Quarterly comparison, year-over-year



	2006				2007				2008				2009				2010				2011	
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2
W. Europe	4%	1%	1%	5%	1%	1%	-1%	-5%	-4%	-4%	-5%	-8%	-9%	-9%	-4%	-2%	1%	0%	0%	0%	-2%	-2%
E. Europe	1%	9%	6%	7%	14%	5%	5%	10%	6%	5%	4%	-15%	-31%	-30%	-26%	-17%	-7%	1%	5%	13%	13%	12%

Consumer Durables Major Appliances North America

Thinking of you
Electrolux



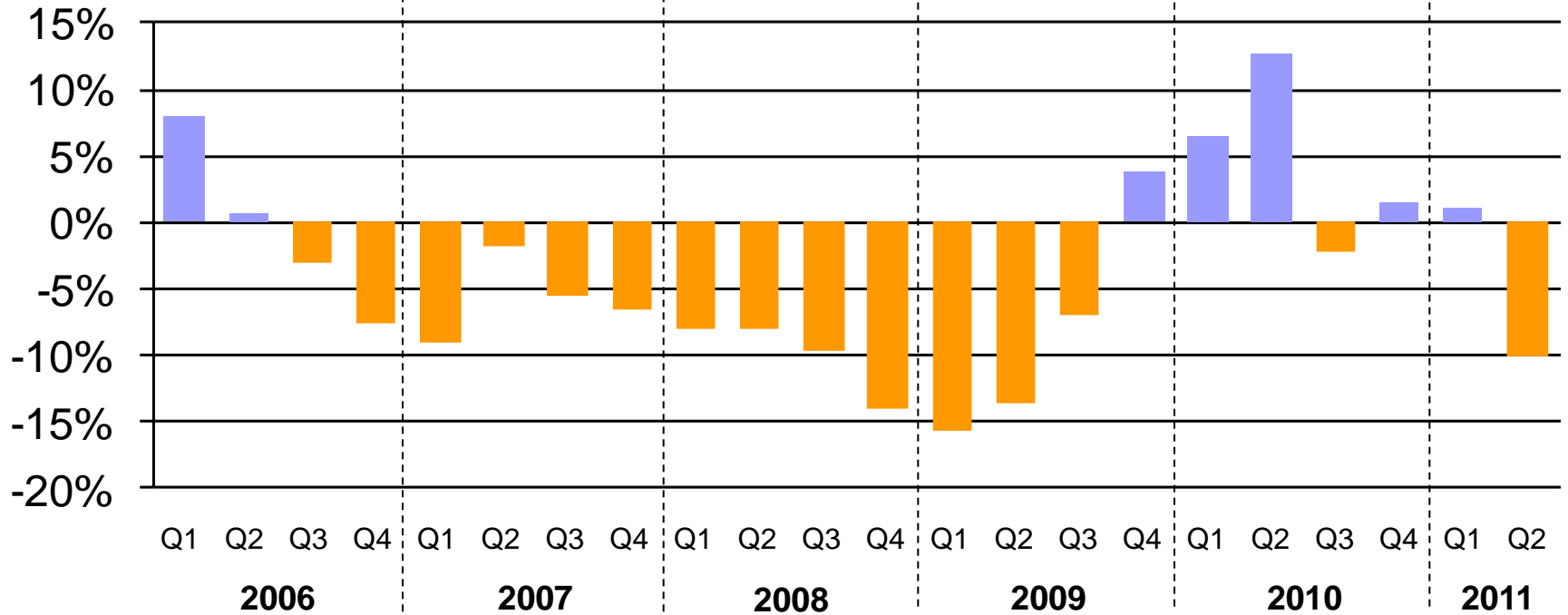
(SEKm)	Q2 2011	Q2 2010
Sales	7,544	9,308
EBIT	138	439
Margin	1.8%	4.7%

- Weak demand for appliances and lower prices led to lower sales
- EBIT declined to SEK 138m
 - Lower prices
 - Lower volumes (appliances)
 - Higher raw-material costs
 - Higher transportation costs
 - Higher costs for sourced products
- Price increases in place
 - Second round starting in August

North America is estimated to have declined by 10% in Q2

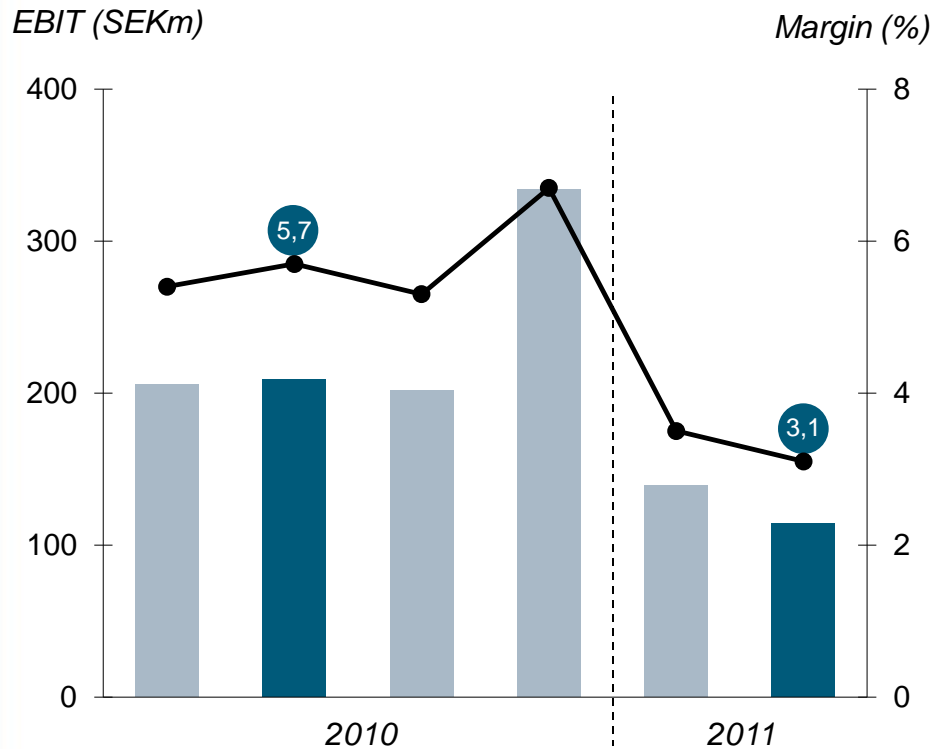
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Quarterly comparison, year-over-year



Consumer Durables Major Appliances Latin America

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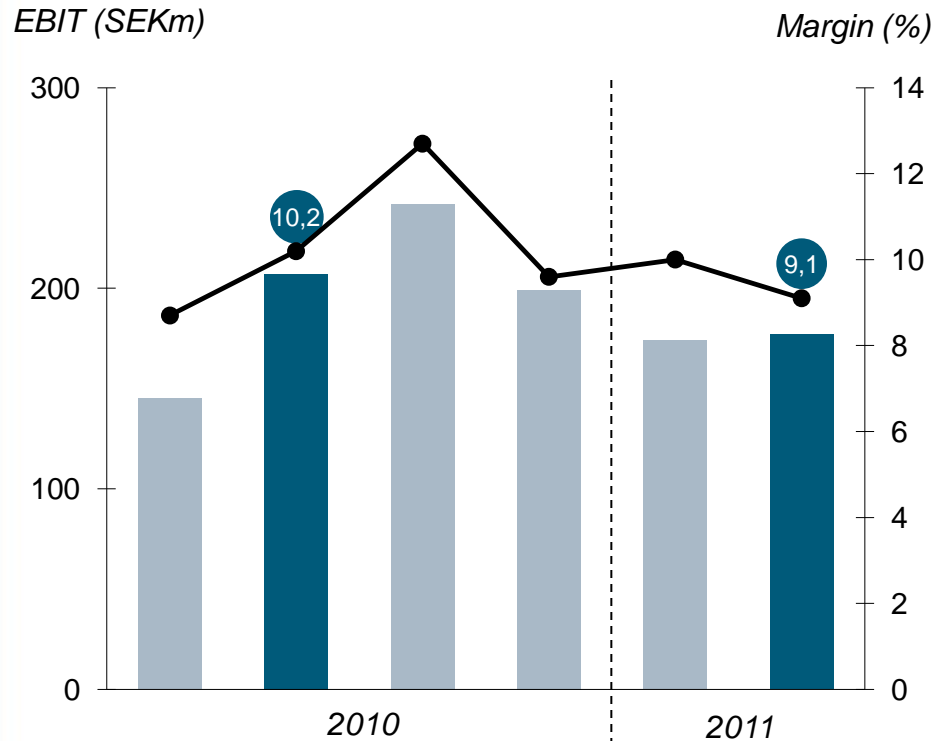


(SEKm)	Q2 2011	Q2 2010
Sales	3,708	3,667
EBIT	114	209
Margin	3.1%	5.7%

- Market growth in Brazil at lower pace
 - Strong growth in the rest of Latin America
- EBIT declined to SEK 114m
 - Negative customer mix due to consolidation of retailers
 - Increased raw-material costs
 - Price pressure
 - Increased marketing investments

Consumer Durables Major Appliances Asia/Pacific

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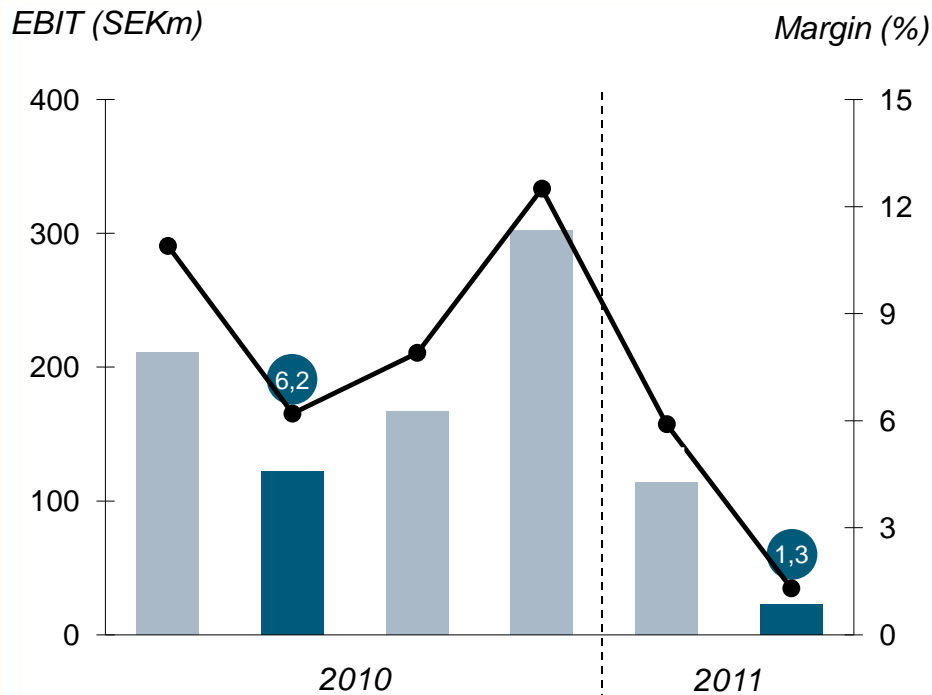


(SEKm)	Q2 2011	Q2 2010
Sales	1,945	2,035
EBIT	177	207
Margin	9.1%	10.2%

- Market growth in Australia but lower EBIT
 - Higher raw-material costs
 - Price pressure
- Southeast Asia and China
 - Market-share gain in strong markets

Consumer Durables Small Appliances

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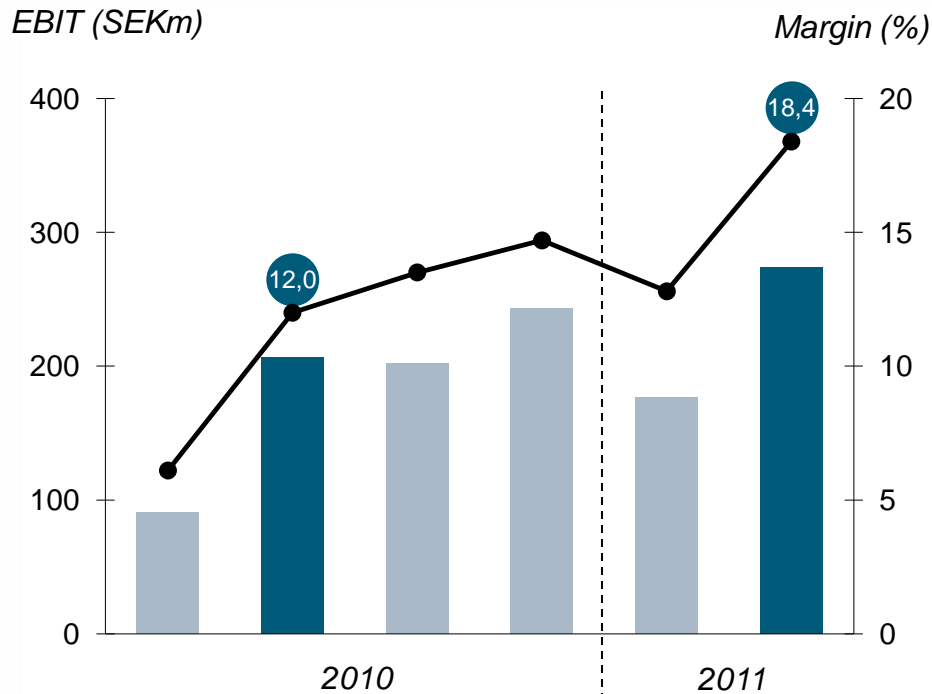
(SEKm)	Q2 2011	Q2 2010
Sales	1,794	1,966
EBIT	23	122
Margin	1.3%	6.2%

- Higher sales in comparable currencies due to higher volumes and improved mix
- Lower EBIT
 - Higher product costs
 - Increased investment in small domestic appliances
 - Price pressure
 - Higher costs for raw materials

Professional Products

Food-service & Laundry products

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(SEKm)	Q2 2011	Q2 2010
Sales	1,491	1,730
EBIT	274	207
Margin	18.4%	12.0%

- Lower sales and lower underlying EBIT for Food-service
 - Positive effect of SEK 90m related to a divestment
 - Lower project sales in Southern Europe
 - Higher raw-material costs
 - Price increases
- Solid results for Laundry products
 - Higher volumes
 - Price increases
 - Negative mix impact
 - Negative FX impact
 - Higher raw-material costs

Q3 and H2 2011

In accordance with forward-looking statements
in the CEO letter

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	Q3 2011	H2 2011	Comment
Volumes	Higher	Higher	Easier comparables in US in Q3
Price	Flat	Slightly positive	Increases in NA and Latam, gradual increases in Europe in Q4
Mix	Slightly negative	Flat	Mix improvement from product launches offset by negative country/customer mix
Raw-material costs	Higher	Higher	SEK 800m in H2 whereof SEK 500m in Q3
Costs from Global Operations	SEK 125m	SEK 250m	Approximately evenly distributed between quarters
Manufacturing footprint savings	SEK 125m	SEK 250m	Approximately evenly distributed between quarters

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Factors affecting forward-looking statements



Factors affecting forward-looking statements

This presentation contains “forward-looking” statements within the meaning of the US Private Securities Litigation Reform Act of 1995. Such statements include, among others, the financial goals and targets of Electrolux for future periods and future business and financial plans. These statements are based on current expectations and are subject to risks and uncertainties that could cause actual results to differ materially due to a variety of factors. These factors include, but may not be limited to the following: consumer demand and market conditions in the geographical areas and industries in which Electrolux operates, effects of currency fluctuations, competitive pressures to reduce prices, significant loss of business from major retailers, the success in developing new products and marketing initiatives, developments in product liability litigation, progress in achieving operational and capital efficiency goals, the success in identifying growth opportunities and acquisition candidates and the integration of these opportunities with existing businesses, progress in achieving structural and supply-chain reorganization goals.