

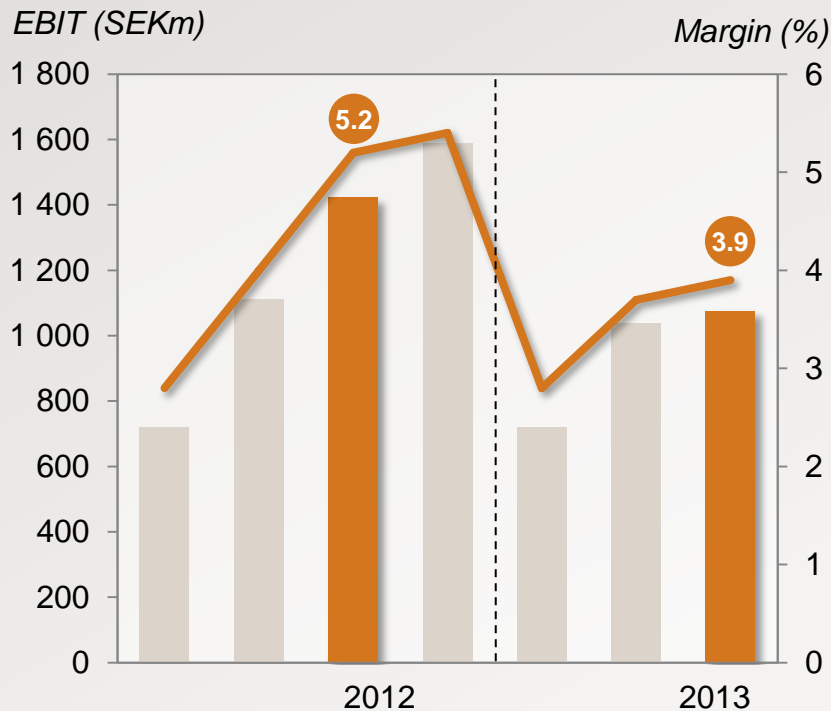
Q3 Results October 25, 2013

Keith McLoughlin, President and CEO
Tomas Eliasson, CFO



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Q3 Highlights



(SEKm)	Q3 2012	Q3 2013
Sales	27,171	27,258
EBIT*	1,423	1,075
Margin*	5.2	3.9

* Excluding items affecting comparability.
Non-recurring items are excluded in all figures.

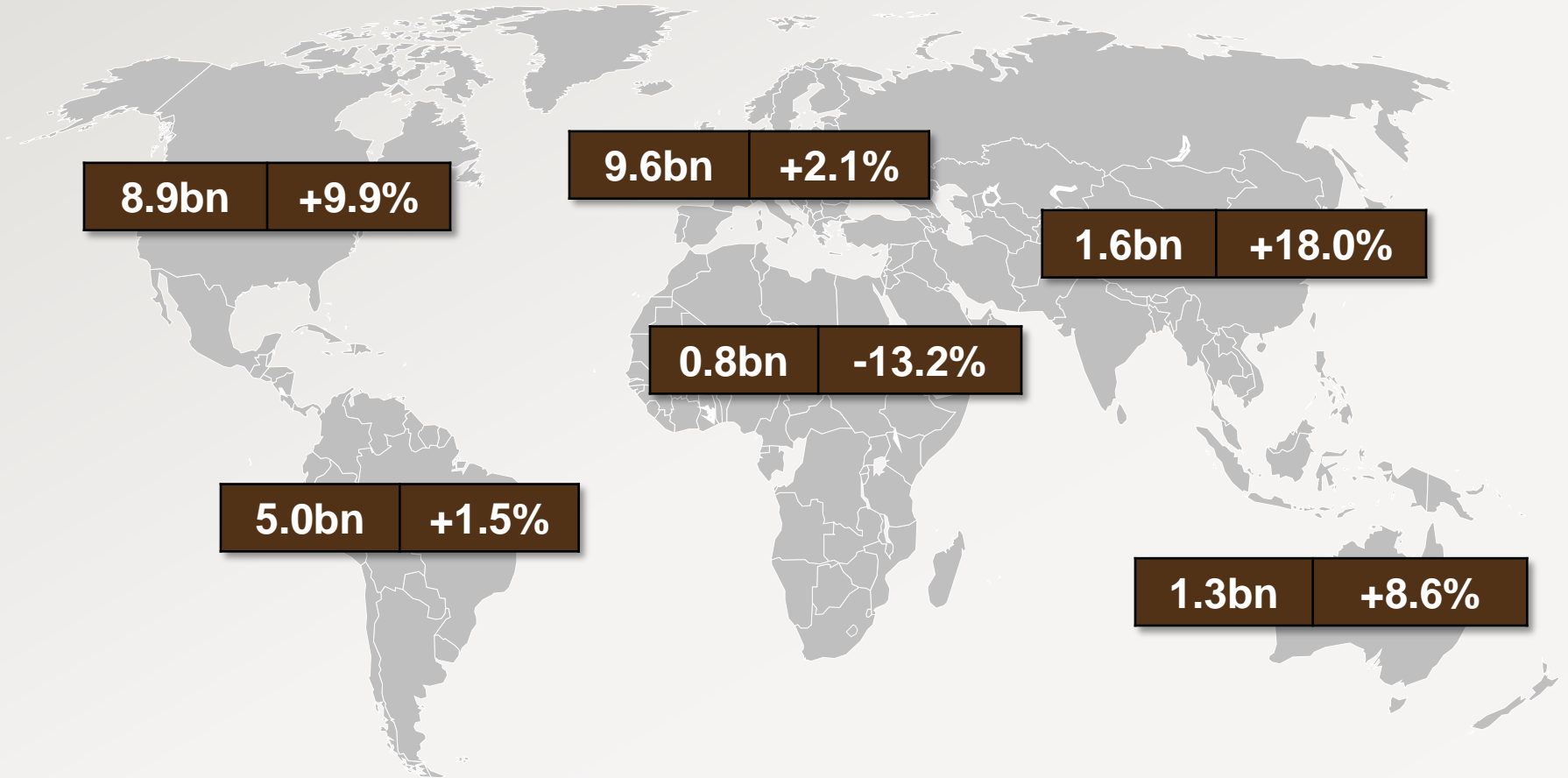
- Organic growth of 4.9%
 - Continued sales growth in all regions except EMEA
- EBIT declined to SEK 1,075m
 - Weak demand in Europe
 - Solid results for North America and Professional Products
 - Results impacted by negative currency of SEK -519m
- Actions taken
 - Adapt cost structure
 - Manufacturing footprint
- Solid cash flow

Sales and organic growth, Q3

SEKbn by geography



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Sales and EBIT bridge Q3



SEKm	Q3 2012	Organic	Currency translation	Currency Transaction	Acquisitions/ Divestments	Q3 2013
Net sales	27,171	1,301	-1,214	-	-	27,258
Growth %	-	4.9%	-4.6%	-	-	0.3%
EBIT	1,423	171	-71	-448	-	1,075
EBIT %	5.2%	13.1%	5.8%	-	-	3.9%
Dilution/accretion %		0.3%	0.0%	-1.6%	0.0%	

Q3 Cash flow



SEKm	2012 Q3	2013 Q3
Operations	2,180	1,907
Change in operating assets and liabilities	-1,182	168
Capital expenditure	-1,228	-1,168
Operating cash flow	-230	907



Restructuring



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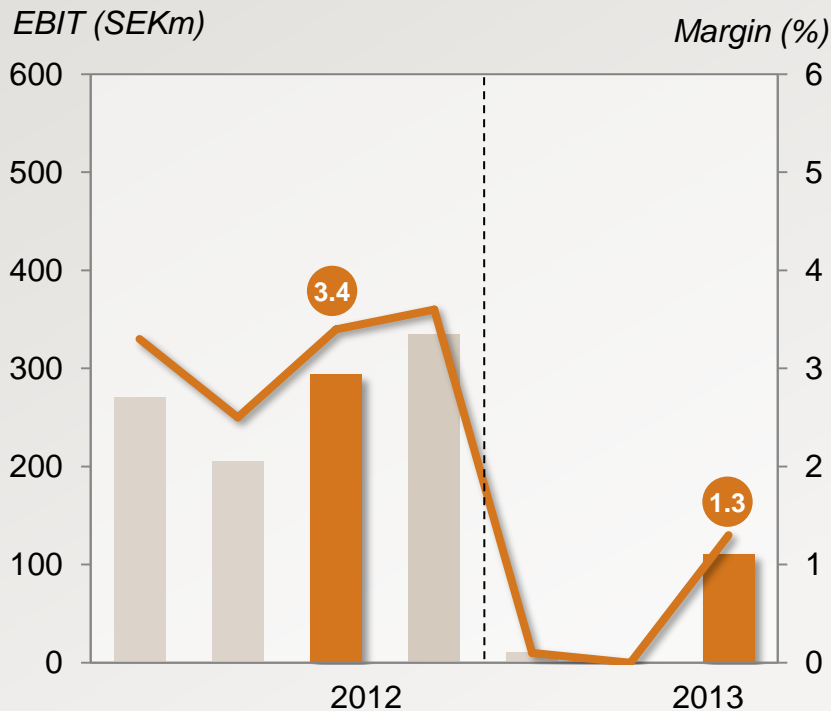
Manufacturing footprint

SEK m	Announced plan in 2011	Actual in 2012-2013	Planned 2013-2014	Program to date 2012-16
Charges	3 500	1 000	2 200	3 200

Over-head cost reduction

SEK bn			Planned 2013-2014	
Charges			1 200	
Charges			3 400	
Savings			1 800	

Major Appliances Europe, Middle East & Africa



(SEKm)	Q3 2012	Q3 2013
Sales	8,581	8,520
EBIT*	294	111
Margin*	3.4	1.3

* Excluding items affecting comparability.
Non-recurring items are excluded in all figures.

- Signs of stabilization, but still weak demand in key markets
 - Growth in Nordics, UK, Germany
 - Decline in France, Italy, Spain
- EBIT at SEK 111m
 - Positive product mix
 - Negative currency impact
 - Continued price pressure
- Negative contribution from Egyptian operations

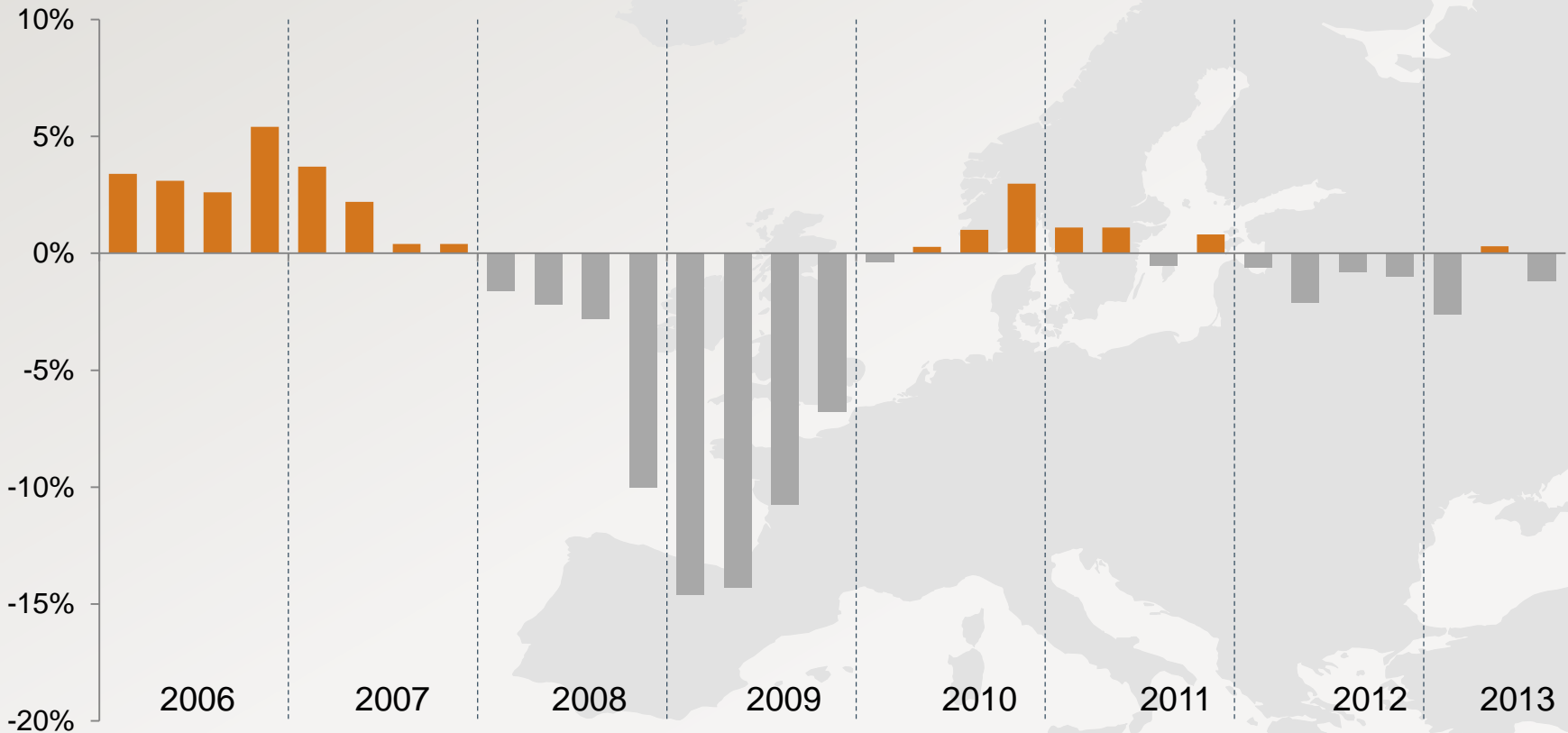
Weak growth in Europe

Southern Europe still weak y-o-y
and slow-down in Eastern Europe



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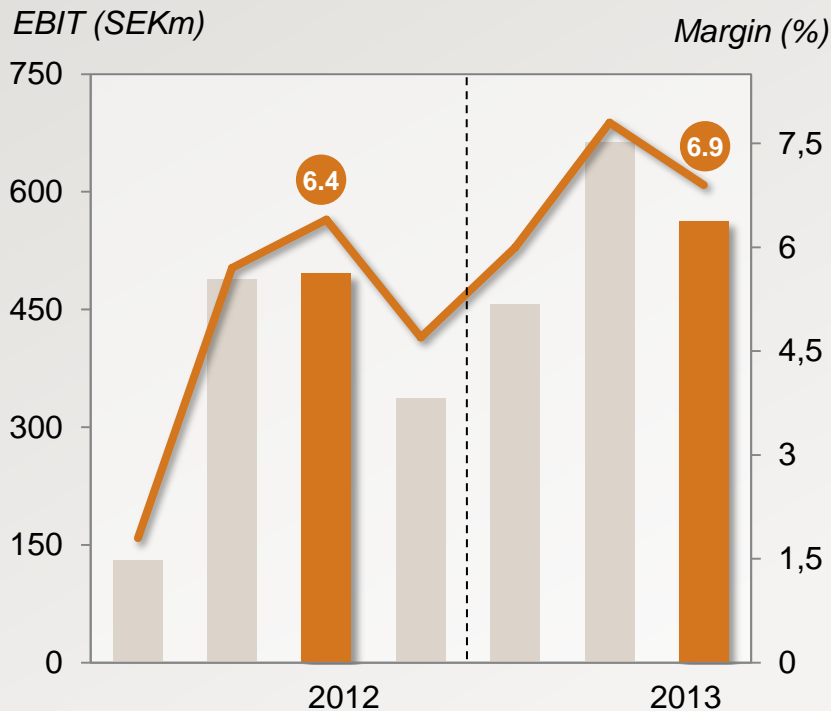
Quarterly comparison y-o-y



W. Eur.	+4	+1	+1	+5	+1	+1	-1	-5	-4	-4	-5	-8	-9	-9	-4	-2	+1	0	0	0	-2	-2	-3	-3	-2	-4	-2	-2	-3	0	-1
E. Eur.	+1	+9	+6	+7	+14	+5	+5	+10	+6	+5	+4	-15	-31	-30	-26	-17	-7	+1	+5	+13	+13	+12	+7	+9	+5	+3	+2	+2	+3	+2	+1

Core White market development %

Major Appliances North America



(SEKm)	Q3 2012	Q3 2013
Sales	7,771	8,165
EBIT*	496	563
Margin*	6.4	6.9

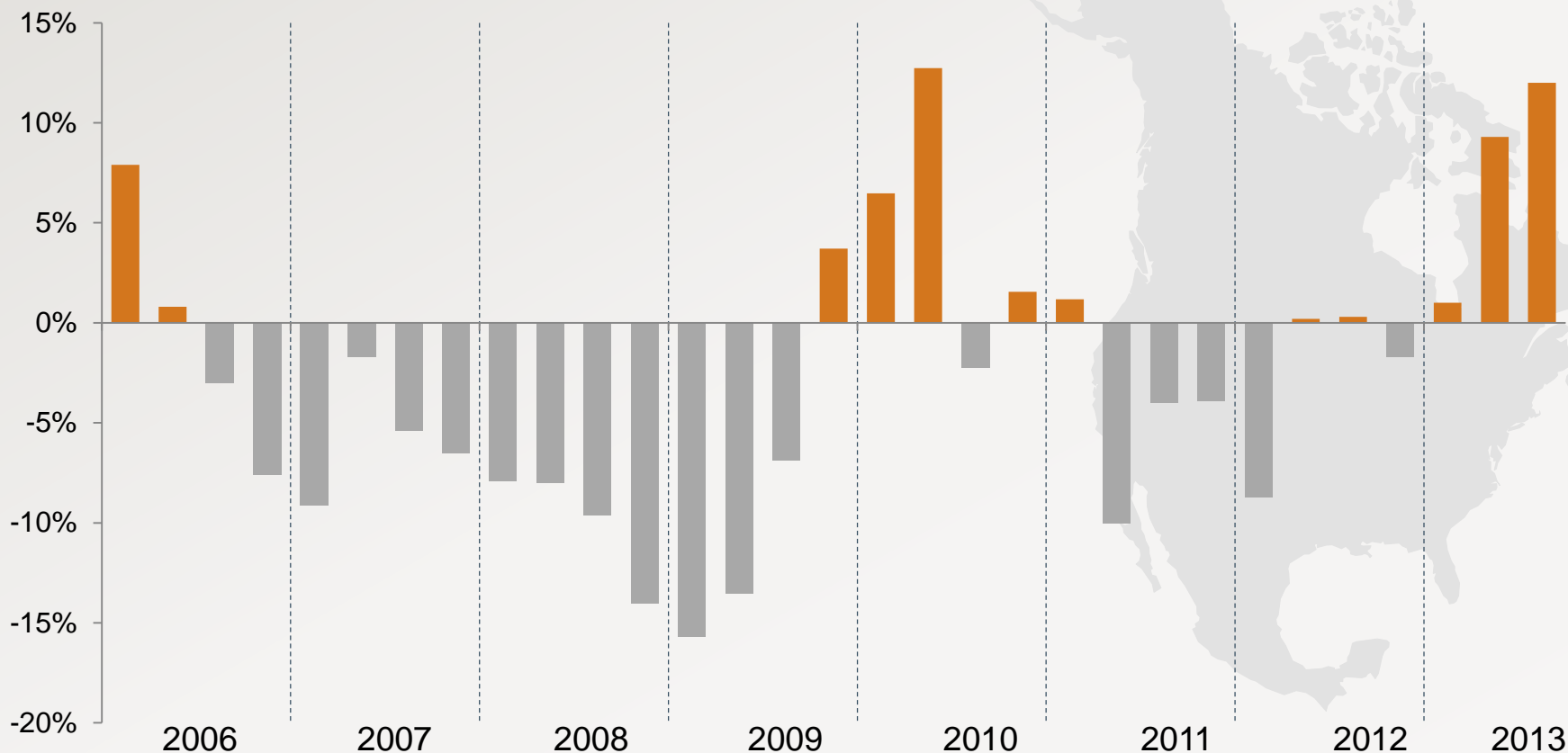
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Non-recurring items are excluded in all figures.

- Strong organic growth of 8%
 - Favorable volume growth
 - Mix improvement
- EBIT improved to SEK 563m
 - Margin expansion despite investments in new channels
 - Positive mix contribution
 - Consolidation of cooking production
- Continue to gain market share in core product categories

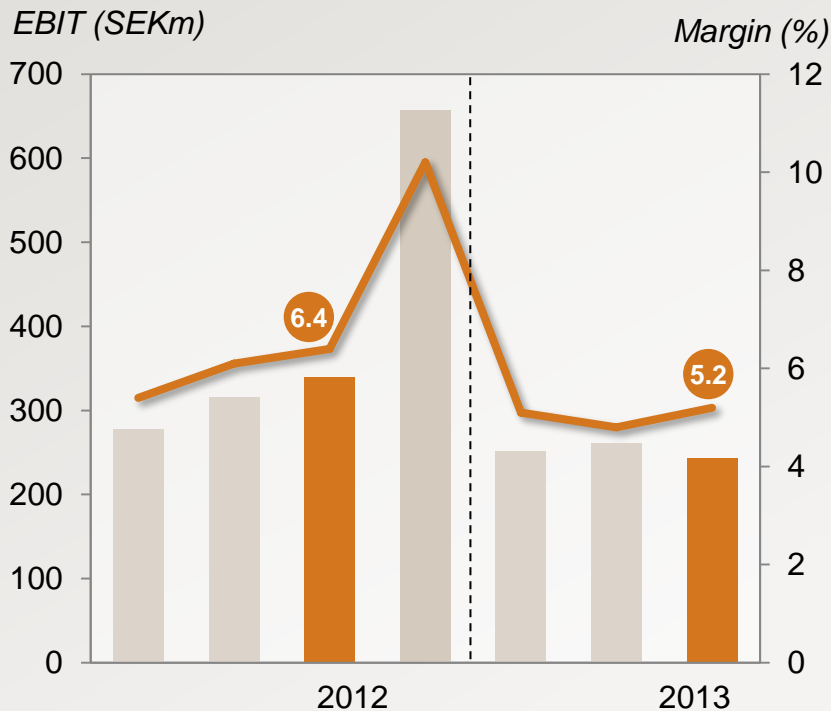
Market in North America continues to grow in Q3



Quarterly comparison y-o-y



Major Appliances Latin America

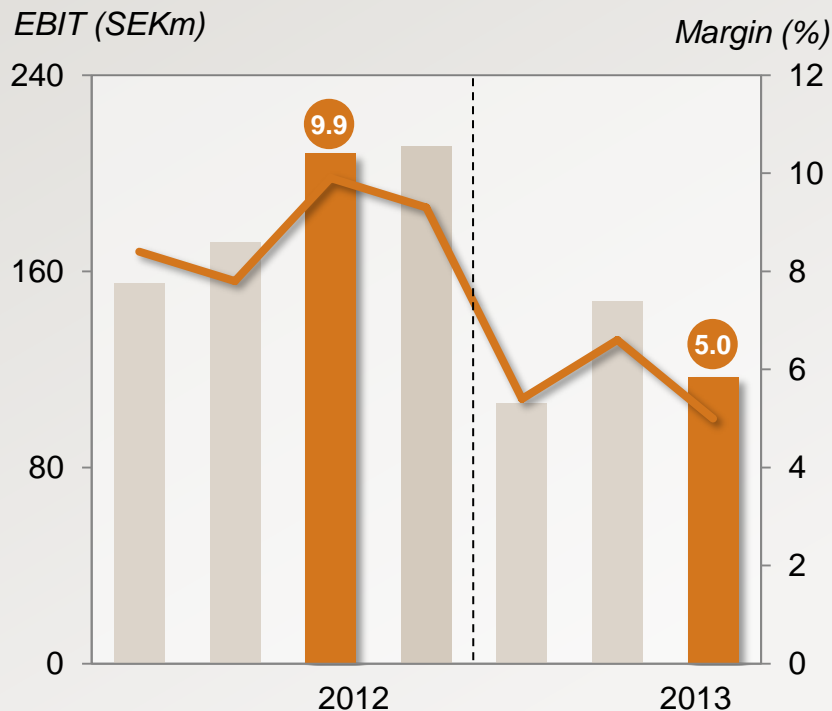


(SEKm)	Q3 2012	Q3 2013
Sales	5,301	4,699
EBIT*	339	243
Margin*	6.4	5.2

* Excluding items affecting comparability.
Non-recurring items are excluded in all figures.

- Organic growth of 1.6%
 - Lower volumes due to weaker demand in Brazil
 - Negative impact from the Curitiba warehouse fire
 - Positive price/mix
- EBIT declined to SEK 243m
 - Negative currency affecting profitability
 - Impact from volume loss
 - Warehousing and transportation costs higher in the quarter

Consumer Durables Major Appliances Asia/Pacific

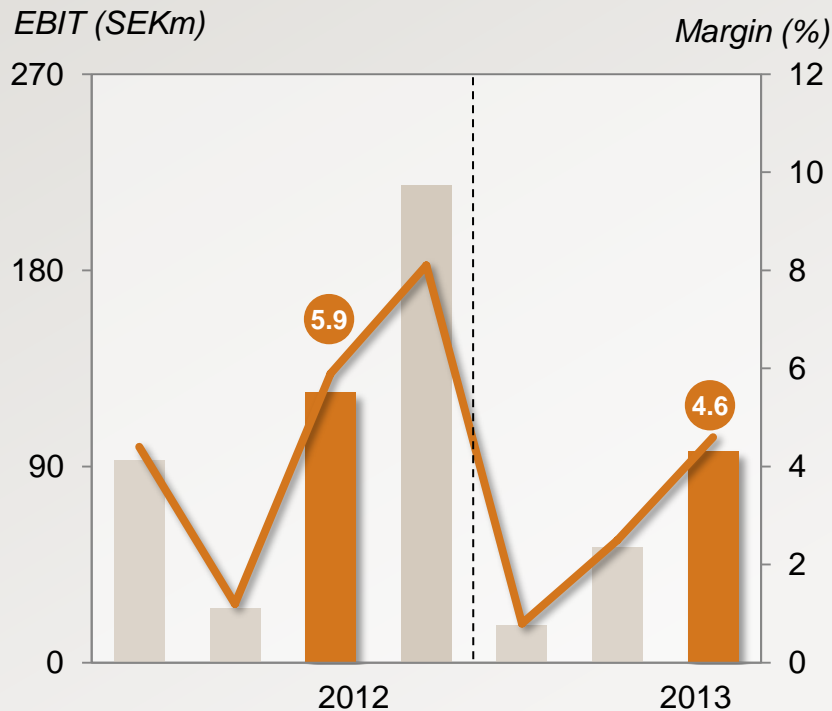


(SEKm)	Q3 2012	Q3 2013
Sales	2,107	2,321
EBIT*	208	117
Margin*	9.9	5.0

* Excluding items affecting comparability.
Non-recurring items are excluded in all figures.

- Positive momentum in Australia
 - Signs of volume recovery
 - Price increases implemented
 - Positive product mix offset by China country mix
- Strong organic growth in Southeast Asia and China
 - China continues to grow strongly
 - Improved product mix with newly launched products
- Results impacted by new range launch in China and Asia

Consumer Durables Small Appliances

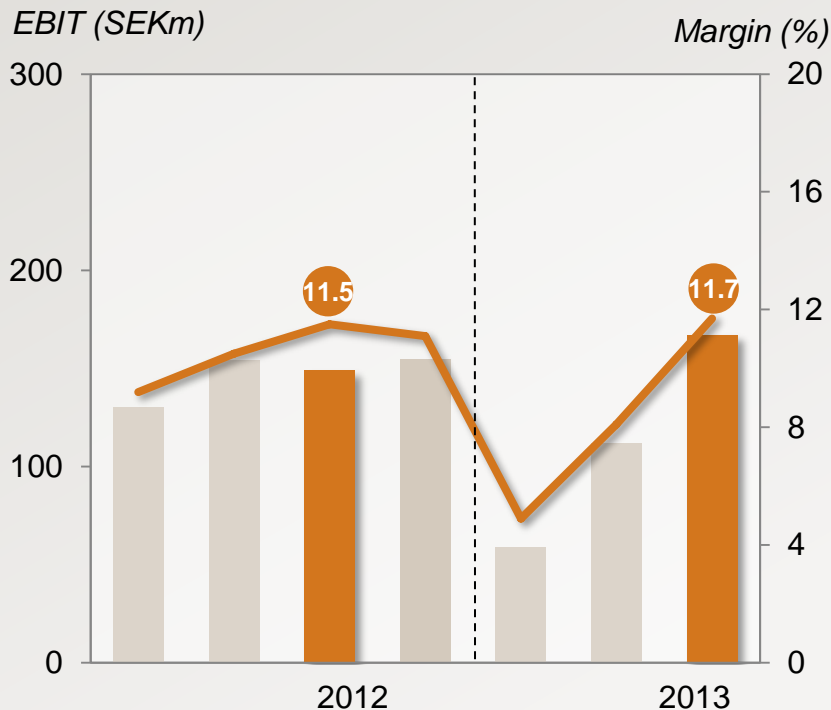


(SEKm)	Q3 2012	Q3 2013
Sales	2,112	2,131
EBIT*	124	97
Margin*	5.9	4.6

* Excluding items affecting comparability.
Non-recurring items are excluded in all figures.

- Organic growth of 5.6%
 - Higher volumes in Europe and Asia/Pacific
 - Growth within small domestic appliances in Asia/Pacific
- Operating income lower
 - Negative currency impact
 - Unfavorable country mix
 - Intensified marketing and launch costs for new products in Asia and North America

Professional Products



(SEKm)	Q3 2012	Q3 2013
Sales	1,299	1,422
EBIT*	149	167
Margin*	11.5	11.7

* Excluding items affecting comparability.
Non-recurring items are excluded in all figures.

- Strong quarter with higher sales and improved results

Food-service products

- Good demand in US
- European market still weak
- Solid operating income
 - Investments in priority areas

Laundry products

- Positive sales development
- Operating income higher
 - Price and volume contribution

Q4 and FY 2013 y-o-y

In accordance with forward-looking statements in the CEO letter, press release and previous official statements



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	Q4	FY 2013	Comments
Market volumes	Slightly Positive	Slightly Positive	Growth in NA and emerging markets European market still weak
Price/Mix	Slightly Positive	Slightly Positive	Latin America and North America positive Europe, positive mix offset by negative price
Raw-material costs	Flat	Positive	Steel: Positive Plastics: Negative
R&D and Marketing	Higher	Higher	Continue intensive launch in 2013. Higher marketing spend in North America and Asia.
Cost savings	~SEK 250m	~ SEK 1bn	Includes global operations, overhead reduction and manufacturing footprint.
Logistics, warehousing etc.	Higher	Higher	Overall inflation driven cost increases such as overseas freight and other transportation.



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Factors affecting forward-looking statements



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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.