

# Professional Products

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Head of Professional  
Products



Electrolux

# Some of our global customers



Every day **Electrolux Professional** kitchens serve over **100 million** meals in

**350,000** restaurants

**110,000** staff canteens

**170,000** hotels and resorts

**85,000** schools and public institutions

**65,000** hospitals

**20,000** pubs and cafés

**Electrolux Professional** supplies laundry equipment to **1,000** hotels per year

More than **3,000** Commercial Laundries worldwide use laundry solutions from Electrolux Professional

More than **500** wet-cleaning installations worldwide

Around **700** ships use laundry solutions from Electrolux Professional

# Electrolux Professional Products

## In brief

[2013]

**Thousands**  
of B2B food  
and laundry  
customers

Customer Care in  
**140**  
countries

Net sales  
SEKm  
**5,550**

Employees  
**2,595**

### Manufacturing plants

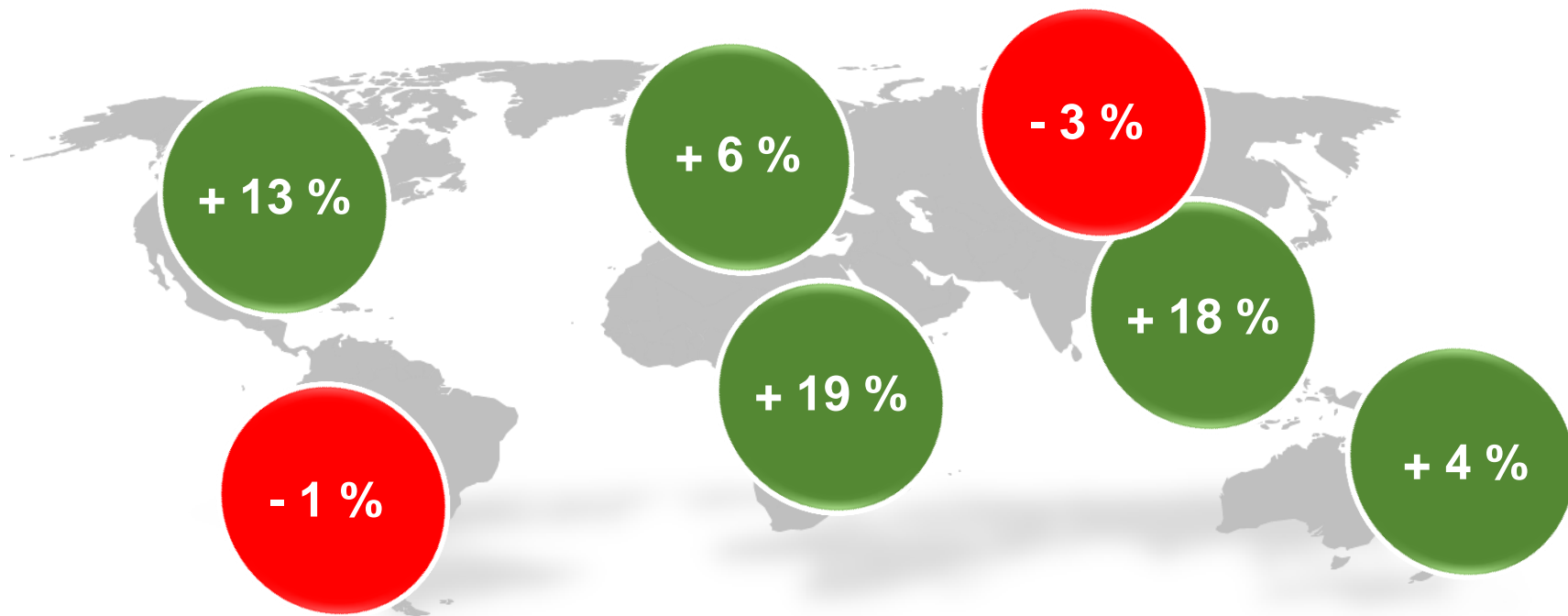


# Current market situation

November 2014

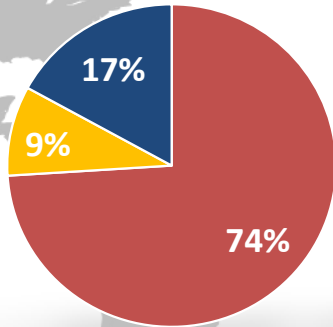


# Organic sales, Jan-Sep 2014 vs. 2013

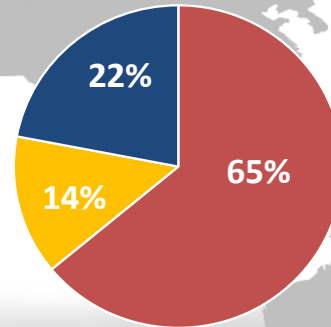


# Regional sales mix evolution 2008-2013

**Electrolux Professional  
2008 Net Sales**



**Electrolux Professional  
2013 Net Sales**



Western  
Europe

Other mature countries  
(US, Japan, Oceania)

Growth  
markets

# Electrolux Professional January-September 2014

Net sales, SEKm

**4,400**  
(4,006)

Sales growth

**+7%**

EBIT, SEKm

**482**  
(338)

EBIT%

**11**  
(8.4)

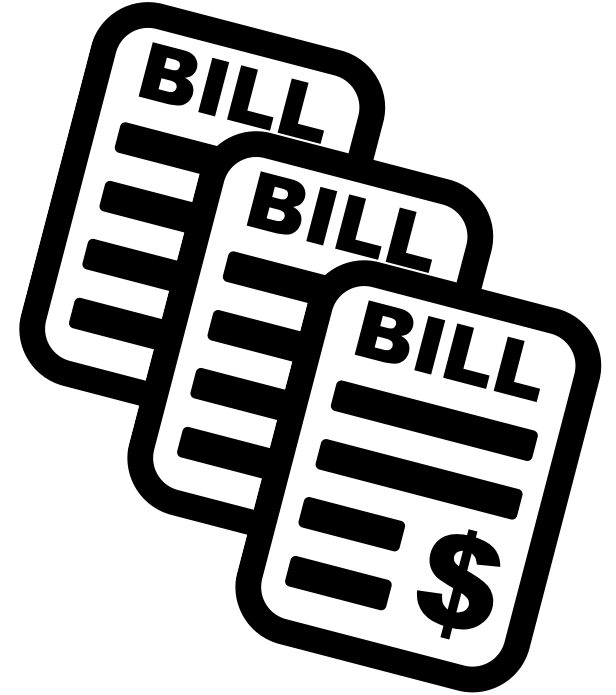
**A case story  
- our USP -  
a sustainable  
growth**

- His restaurant Långbro Vårdshus outside Stockholm
- Fredrik Eriksson, well-known chef in Sweden





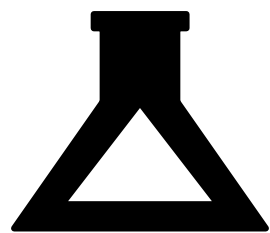
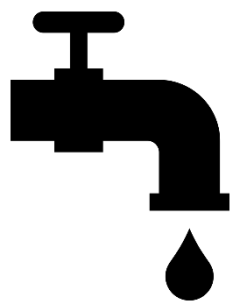
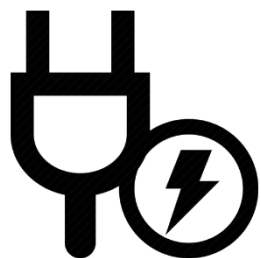
# Monitor his running costs



# Fredrik re-did his restaurant kitchen

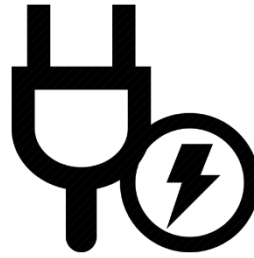


# Significant savings



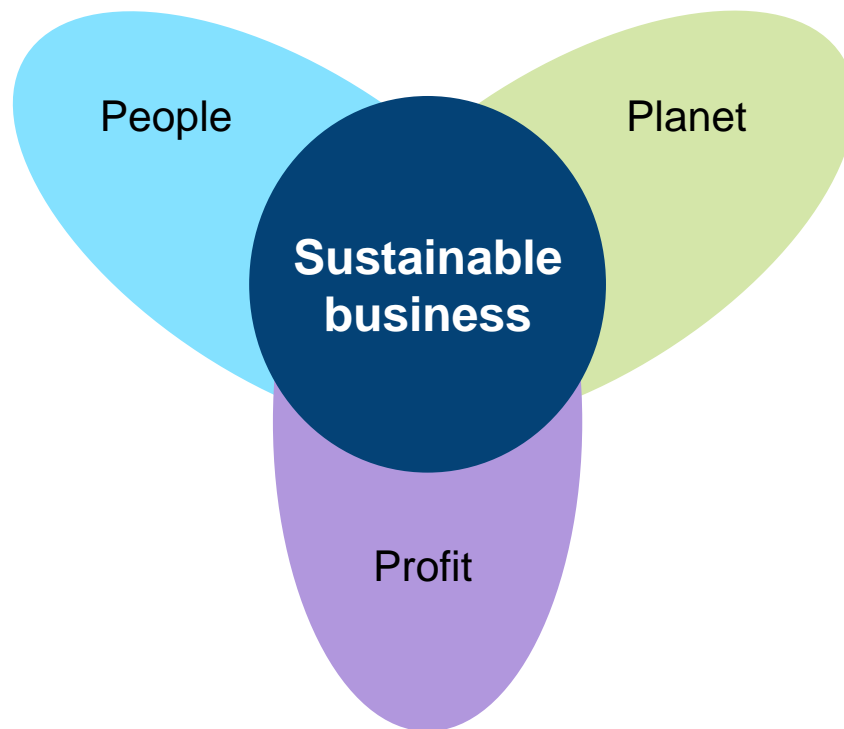
**-40%**

# Eco-driving the restaurant kitchen



Another  
**-7%**  
on the  
electricity bill

# Triple bottom-line



**It is our mission to make our customers'  
life easier and more profitable**



**Electrolux**

# Laundry solutions with decreased running costs



**A healthy barrier between clean and dirty**





# HSG Panini Grill increases our customers' productivity



Combines grill, induction and micro wave techniques for the perfect toast **in less than half the time** compared to competition

More than **20,000** installed worldwide



# Carlsberg DraughtMaster™



”Bag in box in a fridge”

More than **80,000** installed worldwide



# Sustainability recognitions in Electrolux Professional

## Energy



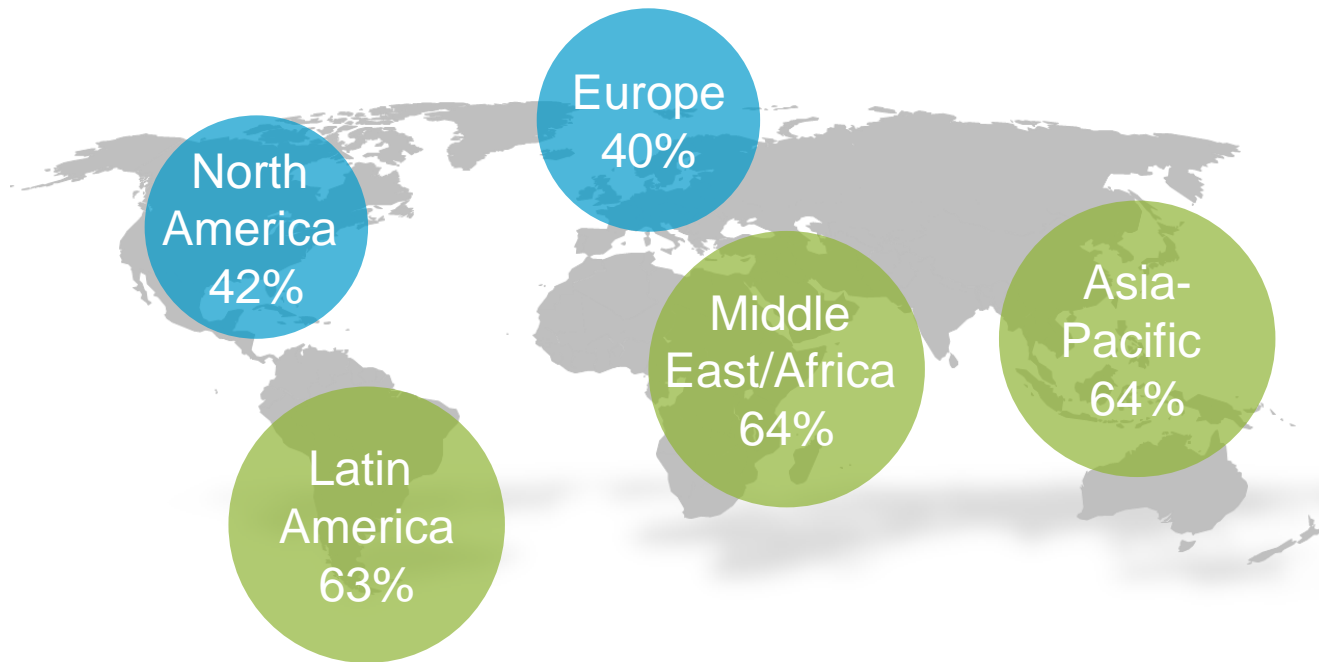
**cecedItalia**  
Associazione Nazionale  
Produttori di Apparecchi Domestici  
e Professionali



## Safety



# Relevant to consumers' wallets?



**55% say yes**

- especially in emerging markets

# The professional heritage and the rest of the Group

- Many **innovative technologies are born in the Professional industry** where performance can justify higher investments
- These technologies can be adapted to the consumer market resulting in products with great functionality and **competitive advantages** – in food and laundry



# The professional heritage



Developed for professionals



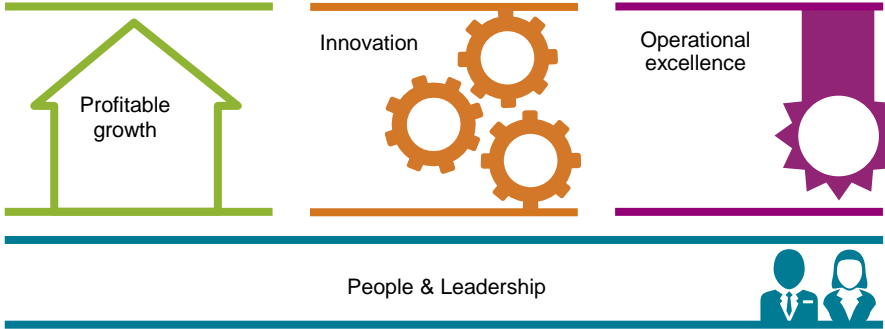
Adapted for consumers

# Professional Products

## Growth drivers

**Continue sustainable innovations**

**Growth markets, North America and Chains**  
**Organic and M&A growth**

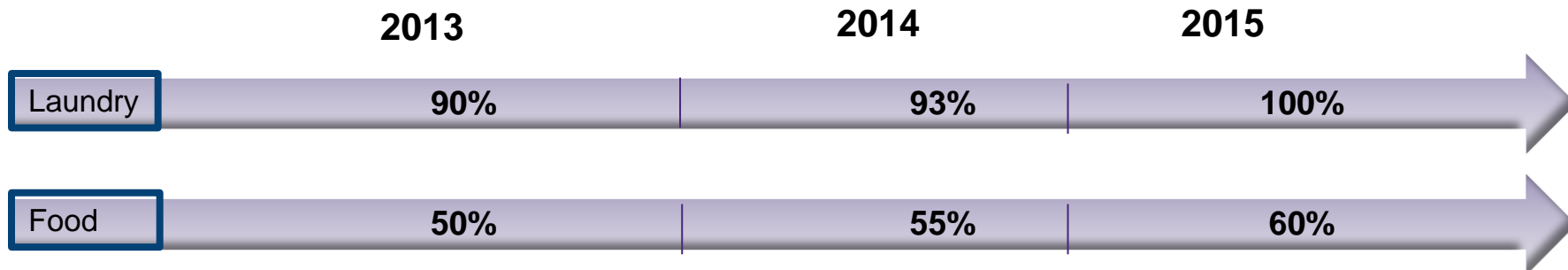


**Sustainable sourcing and manufacturing**  
**Easy to deal with**

**Talent management**

# Driving innovation through products

Examples of launches



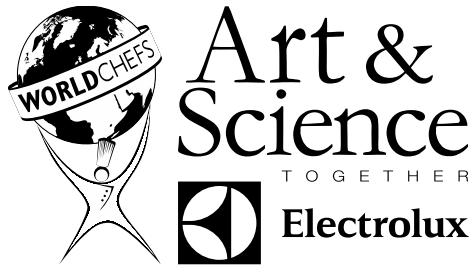
The % of the product portfolio renewed since 2010



# Partnership with WORLDCHEF

11 million chefs in 83 countries

Electrolux/WACS training kitchens  
focusing sustainable cooking



2014 Global Partnership







Electrolux