



The Electrolux
Group

Jack Truong

Head of Major Appliances, North America

Capital Markets Day, Charlotte, NC

November 20, 2014



Electrolux

Electrolux Major Appliances

Well Established in North America

People

12k

In 3 Countries

Manufacturing

8

Facilities

Footprint

11m

Square Feet

Annual Shipments

14m

Units

Electrolux Major Appliances

North American Results for 2013

Net Sales
4.9b¹
USD

EBIT
327m²
USD

6.7% EBIT Margin

Capital
6.1³
Turnover

Return on
41%³
Net Assets

1. Represents 29% Share of Sales for the Group
2. Represents 51% Share of EBIT for the Group
3. 12 month rolling average

Our Path to Sustainable, Profitable Growth

NA Market
and
Business

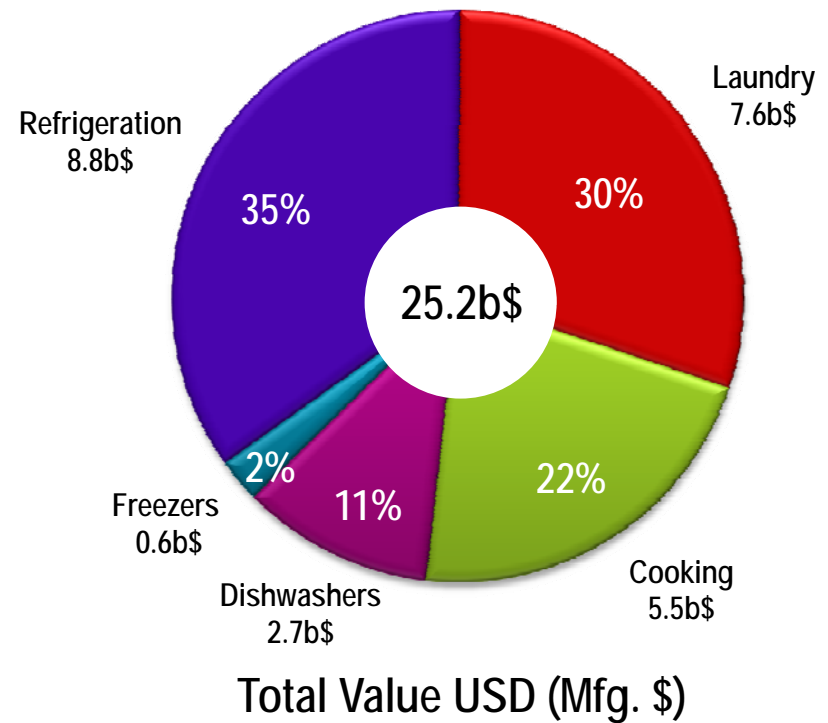
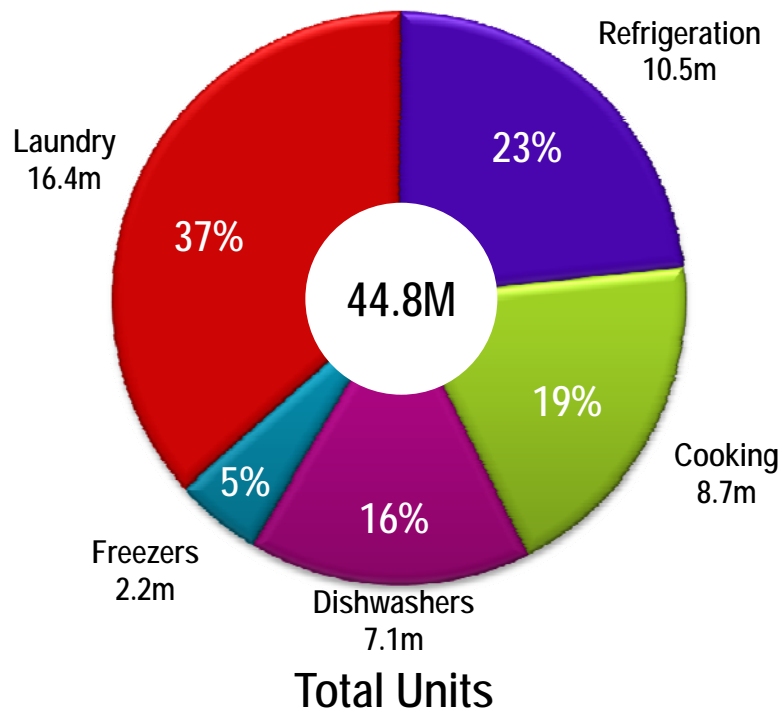
New Products
and
Innovation

Consumers
and
Customers

Strategic Fit
and
Summary

North American Core Appliance Market

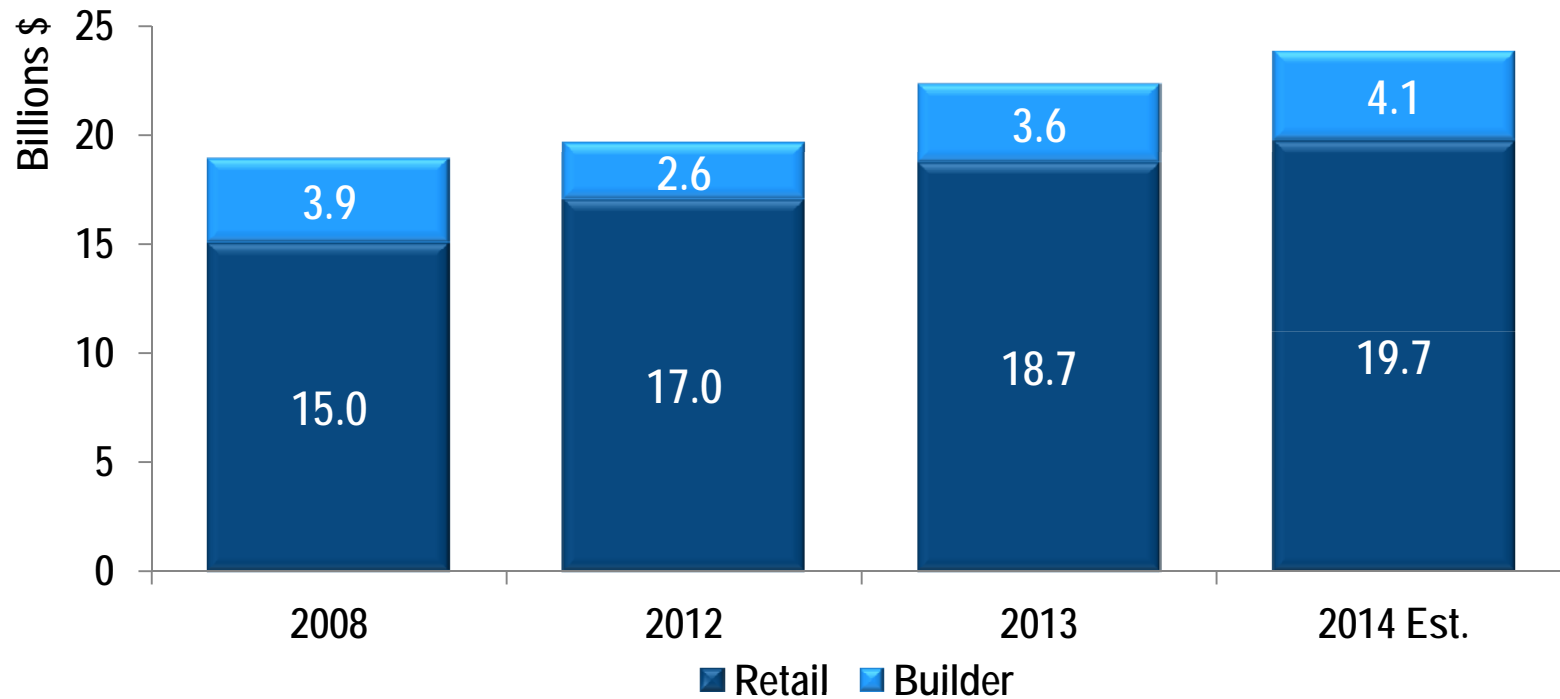
2013 Shipments



Source: AHAM US, AHAM Canada, EMA BI Analysis
 Cooking excludes microwaves; Refrigeration is 6.5 cubic feet and over

US Core Appliance Market

Manufacturers Dollars

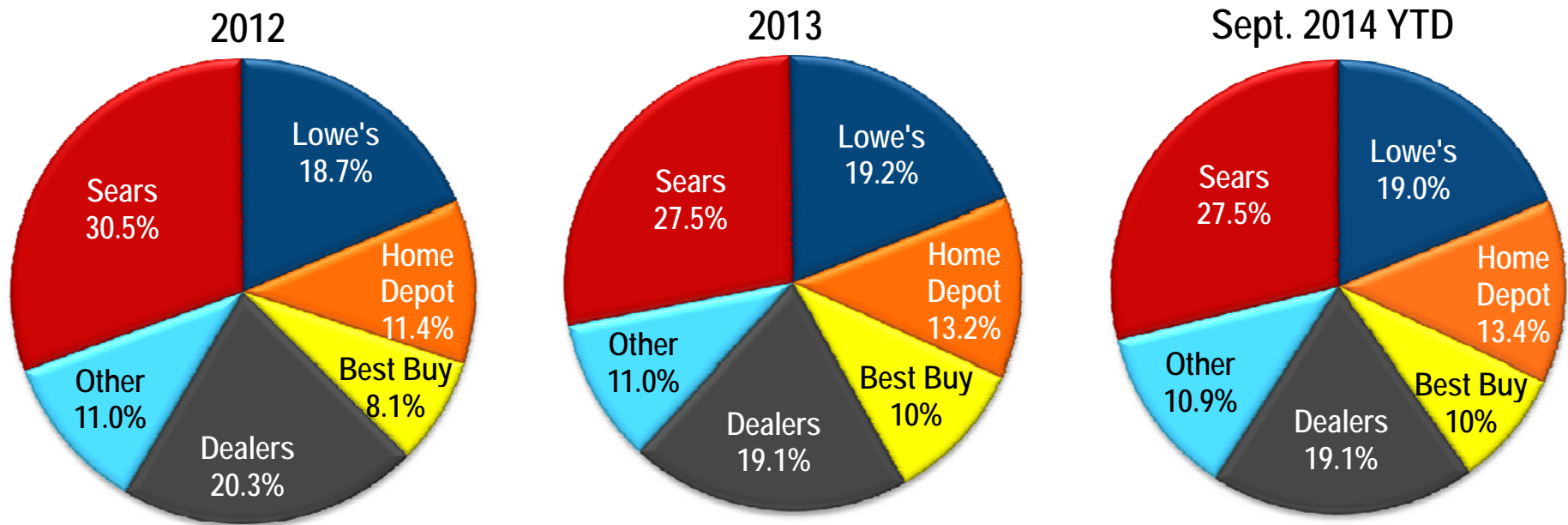


Continued Market Growth

Source: EMA BI Analysis, AHAM Manufacturers Dollar Valuation, TraQline

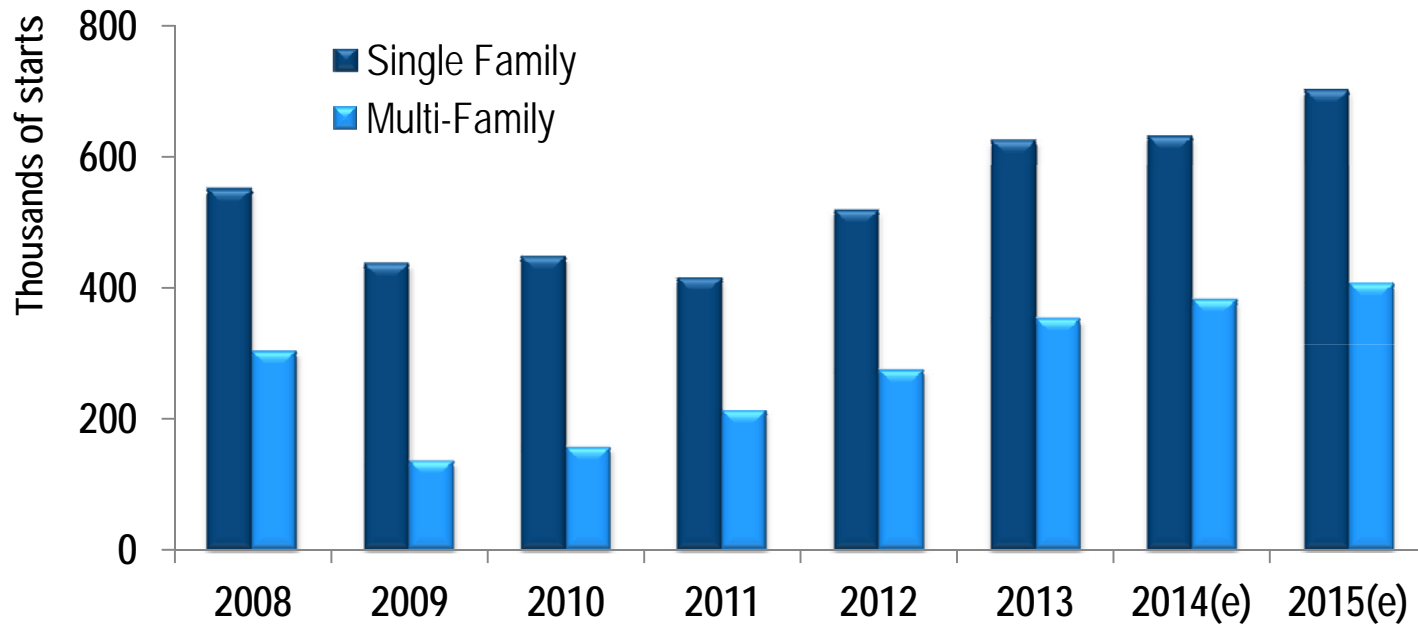
TraQline US Market Share by Retailer

Value Share



Best Buy includes Pacific Sales Data for 2012-2014

US Housing Market

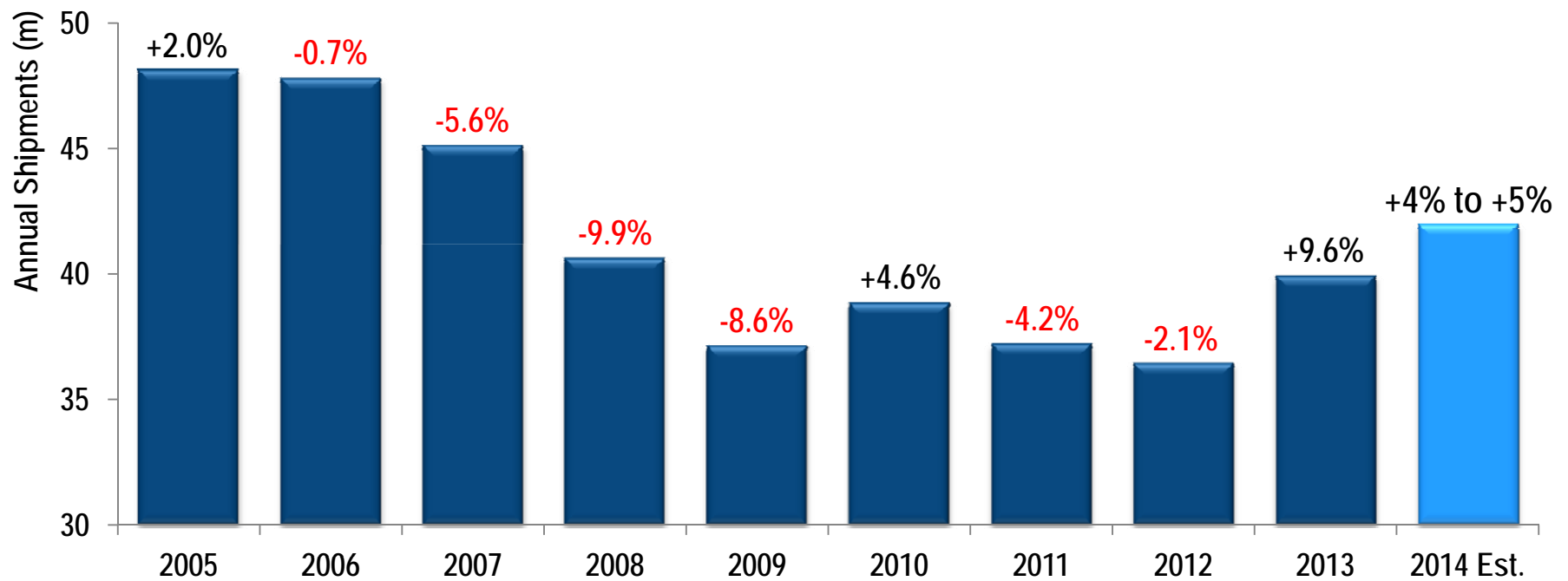


Single Family Growth
Multi Family Growth

2009	-21%	3%	-7%	25%	21%	1%	11%
2010	15%	36%	29%	28%	7%	7%	

Source: McGraw-Hill 2014

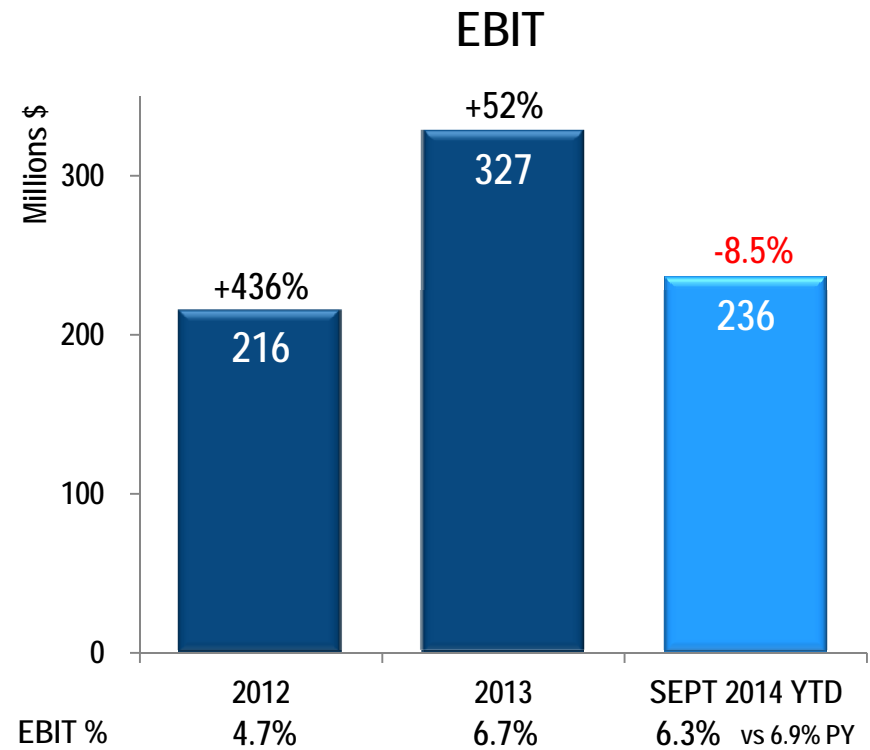
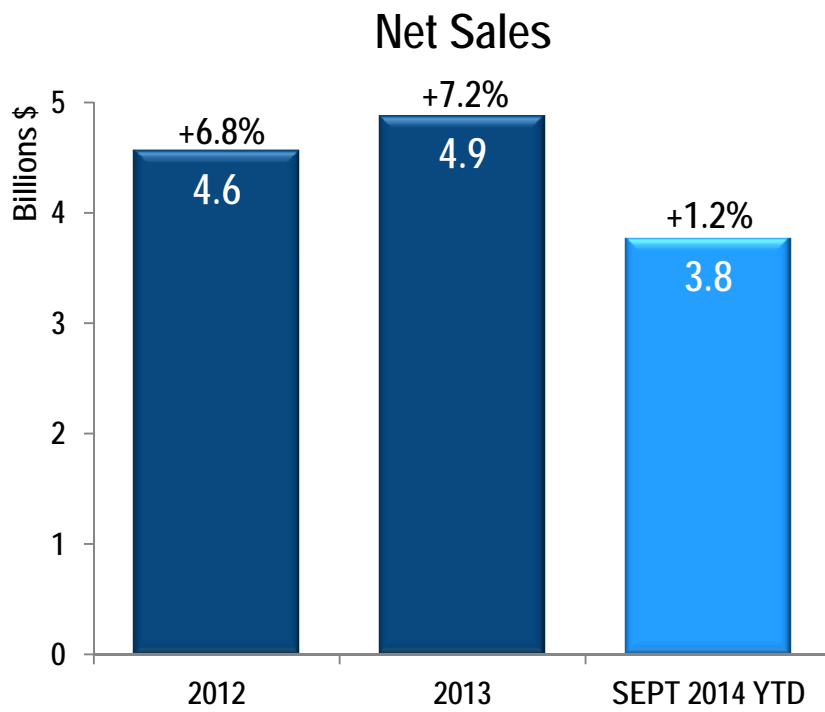
Annual US Total Core Shipments



Expectation of 2014 Annual US Core Shipments is +4% to +5%

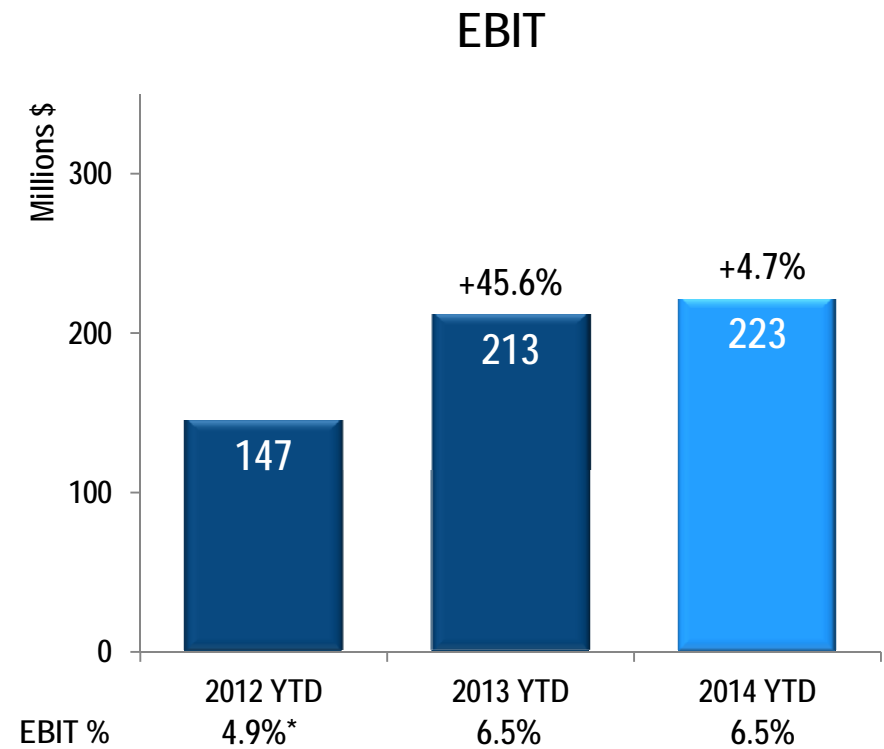
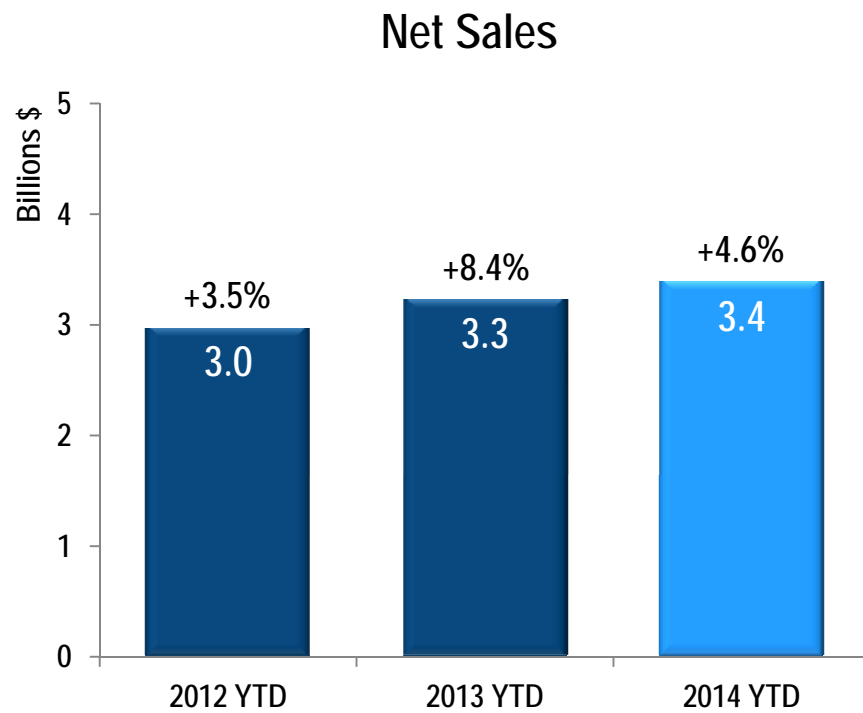
Source: AHAM, EMA BI Analysis.

North America: Profitable Sales Growth



North America: Profitable Sales Growth

September YTD – Core White Goods



*September 2011 YTD EBIT = -5m\$ (-0.2%)

Our Path to Sustainable, Profitable Growth

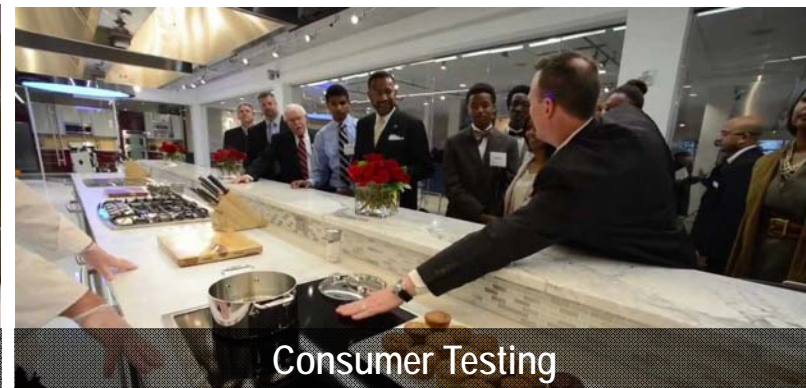
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Delivering Consumer-Driven Innovation



Develop Innovative, New Products Based on Consumers' Future Needs

Memphis, TN

New Electrolux Brand Wall Ovens



- Oven cavity leverages global modularization efforts
- **Perfect-Taste™ Temp Probe and Perfect Turkey®** features utilize technology from Electrolux Professional Products group
- Keep your kitchen smelling great with **Fresh Clean™** technology

+4% Gross Margin Dollar Improvement

Anderson, SC

New Frigidaire Gallery SpaceWise® Refrigerators



- First significant innovation in the Top Freezer Refrigerator Category in many years
- Uses modularization and innovation developed in Electrolux operations in Thailand
- Satisfies the #1 pain point for consumers: Not enough storage flexibility
- Preferred by consumers 4 to 1 over leading competitor

+20% Gross Margin Dollar Improvement

Solaro, Italy

New Electrolux Brand Dishwashers



- North American wash system, European modular design and manufacturing
- Achieve a professional level clean with 4x more water coverage



“
...the closest any machine has come to dishwasher perfection.
- REVIEWED.COM
”

10.0
SCORE
HIGHEST RATED
DISHWASHER

EDITOR'S CHOICE

+15% Gross Margin Dollar Improvement

Porcia, Italy

New Electrolux Brand Compact Laundry



- Existing European product for new market opportunities in North America
- Deep cleaning results with **Perfect Steam™**
- Fits more spaces with vent-less design
- Global product fulfills US growth category

+310% Gross Margin Dollar Improvement



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John Weinstock
SVP Marketing, North America



Electrolux

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Our Brands Attract a Broad Group of Consumers



Home

- Well-run
- Organized

Appliances

- Save time
- Get it right the first time



Home

- Latest technology
- Showcases latest interior design trends

Appliances

- Enable great entertaining
- Have high-tech appeal

New Frigidaire Gallery 360° Marketing Campaign



New Frigidaire Gallery 360° Marketing Campaign

National Television Advertising



Featuring:

- French Door Refrigerator
- Double Wall Oven
- OrbitClean[®] Dishwasher



New Frigidaire Gallery 360° Marketing Campaign

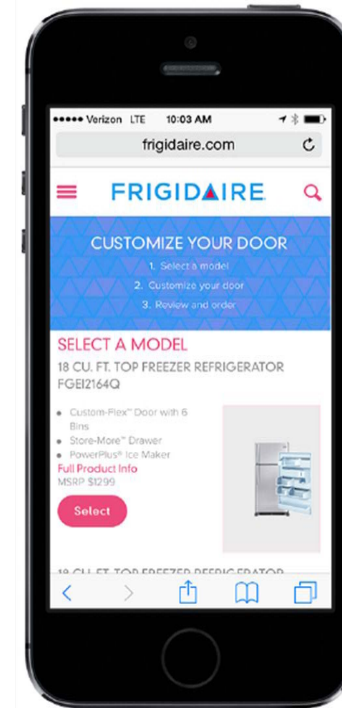
Digital Presence



NEW WEBSITE



NEW MOBILE TOOLS



New Frigidaire Gallery 360° Marketing Campaign

Retailer Integration



PRINT ADVERTISING

EVERYTHING YOU NEED IN APPLIANCES

FRIGIDAIRE GALLERY

\$269 was \$339
SPECIAL VALUE
17 cu ft Over-the-Range Microwave (FOM1753P) #594072

\$199 was \$249
SPECIAL VALUE
4.8 cu ft Smooth Surface Self-Cleaning Connection Electric Range (REF3048K2) #11903

\$289 was \$379
SPECIAL VALUE
26 cu ft Side-by-Side Refrigerator (FRF26S11P) #488403

\$179 was \$249
SPECIAL VALUE
4 cu ft Compact Dishwasher (FD2448K2) #51054

\$149 was \$179
SPECIAL VALUE
14.8 cu ft Chest Freezer (FFN15M5HW) #3809

SAVE an extra 5% on select Frigidaire Gallery appliances when you buy

FRIGIDAIRE ONLY AT LOWE'S!

\$149 was \$179
SPECIAL VALUE
4 cu ft Compact Dishwasher (FD2448K2) #51054

Available at **LOWE'S**

Prices subject to change after 8/24/14. *MSRP. *MSRP does not include tax or delivery. Local prices may vary. If product is in limited quantity or not in stock at a Lowe's store, then it is available on Lowe's.com or through Lowe's Special Order, unless otherwise stated. Any errors may be corrected and quantities sold may be changed at any time. Offer valid in US only.

FRIGIDAIRE GALLERY®
Sell Through
+27% YTD

DIGITAL INTEGRATION

Sign In | Sign Up | Your Account | Your Store: Sw Charlotte, NC | Store Info | Change | Find a Store | Cart

LOWE'S NEVER STOP IMPROVING | **FREE SHIPPING** on qualifying orders \$49 or more.

Shop | Ideas & How-Tos | Savings | MyLowe's | Search

Home: Frigidaire | Save Item | Print

FRIGIDAIRE

Fingerprints and Cleans

Gallery® Smudge-Proof™ stainless appliances have a protective coating that makes cleaning effortless to keep your kitchen beautiful.

Explore Frigidaire®

- Cooking
- Refrigerators
- Freezers
- Laundry
- Heating & Cooling
- Dishwashers

Buyer Guides

- Microwaves

Explore Frigidaire® Home Appliances



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Mark Chambers
SVP Sales, North America



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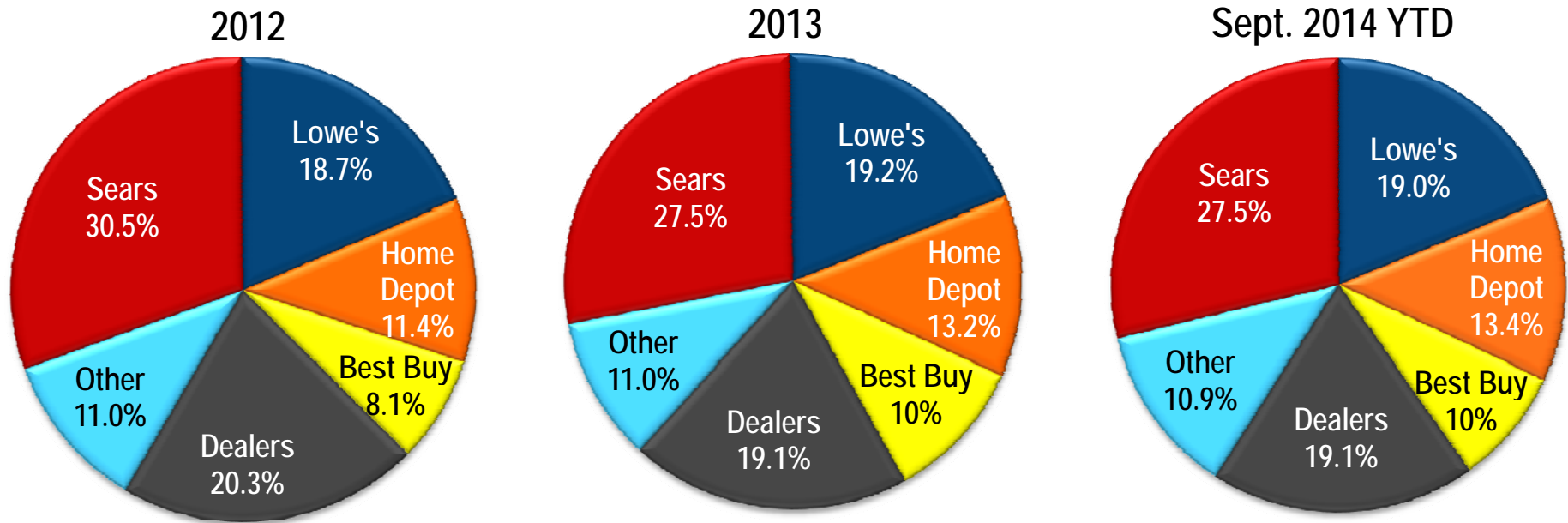
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Long Standing Strategic Partnership



- Started selling Electrolux products 30+ years ago
- Electrolux has 1/3 of showroom plan-o-gram
- Both Electrolux and Frigidaire Brands are represented on the showroom floor
- +6% CAGR (2011-2014)

Growing Sales, Gaining Share, Increasing Mix, Expanding Floor Presence

Strategic Growth Partnership



Electrolux



- Growth: +56% sales and +2% share
- Higher Mix: Frigidaire Gallery +5% and Electrolux +1%
- Showroom Expansion: 350 Jumbo and 1,000 Bigfoot Floors
- + 55% sales growth HomeDepot.com

Growing Sales, Gaining Share, Increasing Mix, Expanding Floor Presence

Strategic Growth Partnership

Year Over Year Sales Growth



Electrolux



French Door BM
+196%



Upright Freezers
+193%



Wall Ovens
+58%



Front Load Laundry
+55%



Counter Depth SxS
+39%

Sales Growth in Platforms That Drive Better Mix

Source: EMA BI Analysis
September Year to Date Results

New Home Construction Markets

Well Positioned for Growth



- Product available to the market in 48 to 72 hours
- Systems and infrastructure to provide “one stop shop” for builder inquiry
- People dedicated within the market to sell, train, and maintain builder accounts
- Job site delivery and installation capabilities to targeted markets

New Home Construction Markets

Complementary Packages for All Housing Segments





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Electrolux + GE Appliances: Strategic Fit



Creating a Stronger North American Business

Brand Portfolio

- Trusted, iconic brands that resonate with consumers and customers

Product Offering

- Enhances R&D capabilities for continuous innovation
- Expands product portfolio in all major appliance categories, from opening price points to premium

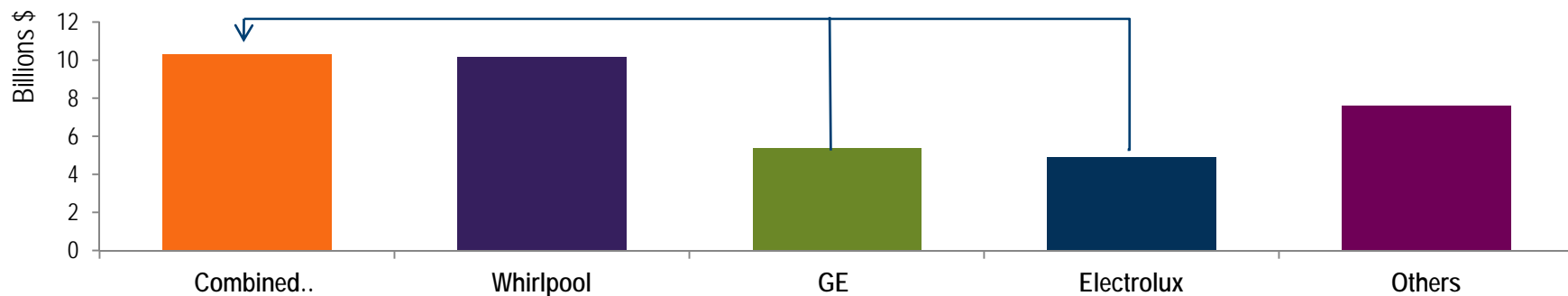
Operational Opportunities

- Optimizes economies of scale in manufacturing footprint and sourcing

Consumer and Customer Focus

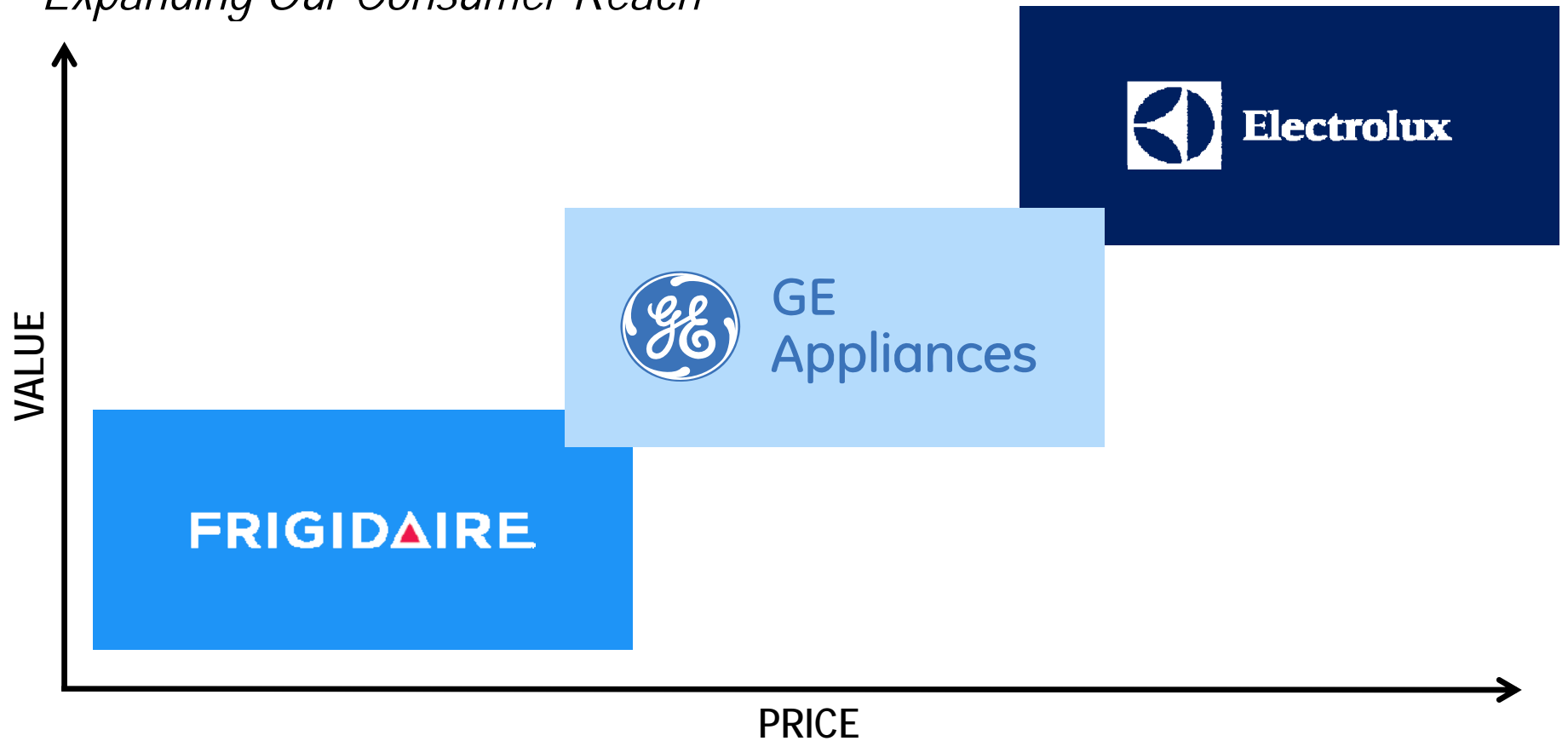
- Provides best-in-class distribution, delivery and service network
- Increases digital capabilities and retail merchandising

2013 North American Sales (Est)



Electrolux + GE Appliances: Strategic Fit

Expanding Our Consumer Reach



Electrolux + GE Appliances: Strategic Fit

Integration Planning Status

Day One Planning

- Integration Management Office created
- 30 dedicated integration leaders; 200+ team members engaged in planning process
- 14 work streams planning for smooth integration starting "Day One"

Synergy Focus

- USD 300m expected annual synergies
- Largest part of synergies expected in sourcing, operations and logistics
- One time implementation costs of USD 300m

Stronger Together

- "Best of both" acquisition approach
- Cultural integration is foundational
- Increasing consumer benefits through economies of scale

Integration Planning On Track; Expected to Close During 2015

Summary: Electrolux North America

Sustainable, Profitable Sales Growth

- 2014 US market demand is growing 4-5%, expected to continue growing
- Adoption of new energy requirements for refrigeration and freezers will continue to have negative EBIT impact into the first half of 2015
- **Well-positioned to participate in growing market segments**
 - Proven consumer-driven innovation pipeline utilizing local and global capabilities to improve mix
 - Full-line supplier with strong brand portfolio
 - Distributed in all key retailers in North America and able to serve new home construction markets
 - Electrolux + GE Appliances = Stronger Together

BUILD STRENGTH ON STRENGTH

Factors Affecting Forward-looking Statements



This presentation contains “forward-looking” statements within the meaning of the U.S. 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. For further information concerning these and other risks, and how they are managed, see the AB Electrolux 2013 Annual Report generally, and specifically beginning at page 76 thereof.