

## Press release

Stockholm, April 5, 2011

### Change in reporting for Electrolux business areas

**Starting with the first quarter of 2011 the Group's operations for floor care products and small domestic appliances will be reported as its own global business area. These operations have previously been reported within each regional business area within consumer durables.**

This change in reporting structure has come about due to the good development of the floor-care operations, which today make up an increasingly significant part of the Group's operations.

The new business area name is Small Appliances. Other business areas within consumer durables will change their names to Major Appliances, see below.

Below are the net sales, operating income and operating margins for the respective quarters in 2010 according to the new reporting structure.

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Electrolux is a global leader in household appliances and appliances for professional use, selling more than 40 million products to customers in more than 150 markets every year. The company focuses on innovative products that are thoughtfully designed, based on extensive consumer insight, to meet the real needs of consumers and professionals. Electrolux products include refrigerators, dishwashers, washing machines, vacuum cleaners, cookers and air-conditioners sold under esteemed brands such as Electrolux, AEG, Eureka and Frigidaire. In 2010 Electrolux had sales of SEK 106 billion and 52,000 employees. For more information go to [www.electrolux.com/press](http://www.electrolux.com/press) and [www.electrolux.com/news](http://www.electrolux.com/news).

Electrolux may be required to disclose the information provided herein pursuant to the Securities Market Act.

The new and previous reporting structure by business area for 2010 is shown below.

#### Net sales by business area 2010

	2010	Q1	Q2	Q3	Q4	Full Year
<b>Major Appliances Europe, Middle East and Africa</b>	<b>New</b>	<b>8,921</b>	<b>8,603</b>	<b>9,395</b>	<b>9,677</b>	<b>36,596</b>
Consumer Durables Europe, Middle East and Africa	Previous	9,719	9,349	10,210	10,760	40,038
<b>Major Appliances North America</b>	<b>New</b>	<b>7,305</b>	<b>9,308</b>	<b>7,604</b>	<b>6,752</b>	<b>30,969</b>
Consumer Durables North America	Previous	7,995	10,027	8,353	7,401	33,776
<b>Major Appliances Latin America</b>	<b>New</b>	<b>3,796</b>	<b>3,667</b>	<b>3,810</b>	<b>4,987</b>	<b>16,260</b>
Consumer Durables Latin America	Previous	3,998	3,905	4,069	5,304	17,276
<b>Major Appliances, Asia/Pacific</b>	<b>New</b>	<b>1,666</b>	<b>2,035</b>	<b>1,909</b>	<b>2,069</b>	<b>7,679</b>
Consumer Durables Asia/Pacific	Previous	1,912	2,298	2,192	2,434	8,836
<b>Small Appliances</b>	<b>New</b>	<b>1,936</b>	<b>1,966</b>	<b>2,106</b>	<b>2,414</b>	<b>8,422</b>

#### Operating income by business area 2010

	2010	Q1	Q2	Q3	Q4	Full Year
<b>Major Appliances Europe, Middle East and Africa</b>	<b>New</b>	<b>499</b>	<b>453</b>	<b>919</b>	<b>426</b>	<b>2,297</b>
	<b>Margin, %</b>	<b>5.6</b>	<b>5.3</b>	<b>9.8</b>	<b>4.4</b>	<b>6.3</b>
Consumer Durables Europe, Middle East and Africa	Previous	620	504	1,014	565	2,703
	Margin, %	6.4	5.4	9.9	5.3	6.8
<b>Major Appliances North America</b>	<b>New</b>	<b>299</b>	<b>439</b>	<b>419</b>	<b>285</b>	<b>1,442</b>
	<b>Margin, %</b>	<b>4.1</b>	<b>4.7</b>	<b>5.5</b>	<b>4.2</b>	<b>4.7</b>
Consumer Durables North America	Previous	360	458	439	317	1,574
	Margin, %	4.5	4.6	5.3	4.3	4.7
<b>Major Appliances Latin America</b>	<b>New</b>	<b>206</b>	<b>209</b>	<b>202</b>	<b>334</b>	<b>951</b>
	<b>Margin, %</b>	<b>5.4</b>	<b>5.7</b>	<b>5.3</b>	<b>6.7</b>	<b>5.8</b>
Consumer Durables Latin America	Previous	220	237	231	392	1,080
	Margin, %	5.5	6.1	5.7	7.4	6.3
<b>Major Appliances Asia/Pacific</b>	<b>New</b>	<b>145</b>	<b>207</b>	<b>242</b>	<b>199</b>	<b>793</b>
	<b>Margin, %</b>	<b>8.7</b>	<b>10.2</b>	<b>12.7</b>	<b>9.6</b>	<b>10.3</b>
Consumer Durables Asia/Pacific	Previous	160	231	265	272	928
	Margin, %	8.4	10.1	12.1	11.2	10.5
<b>Small Appliances</b>	<b>New</b>	<b>211</b>	<b>122</b>	<b>167</b>	<b>302</b>	<b>802</b>
	<b>Margin, %</b>	<b>10.9</b>	<b>6.2</b>	<b>7.9</b>	<b>12.5</b>	<b>9.5</b>