

Welcome to Electrolux

IEA DSM-Programme Workshop

”The smartness of smart grids”

October 6, 2010

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VP Electrolux Sustainability Affairs

Thinking of you

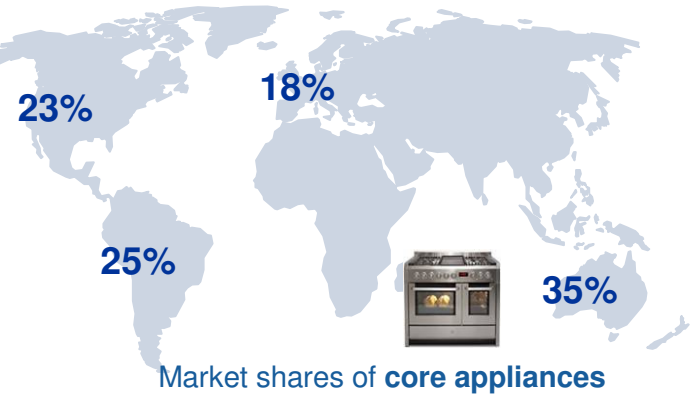
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Electrolux key facts 2009

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Position

- Sales SEK 109 billion (€ 12 bn)
- Sales on more than 150 markets
- A global leader in appliances



People

- 55,000 in 60 countries

Products

- More than 40 million products per year

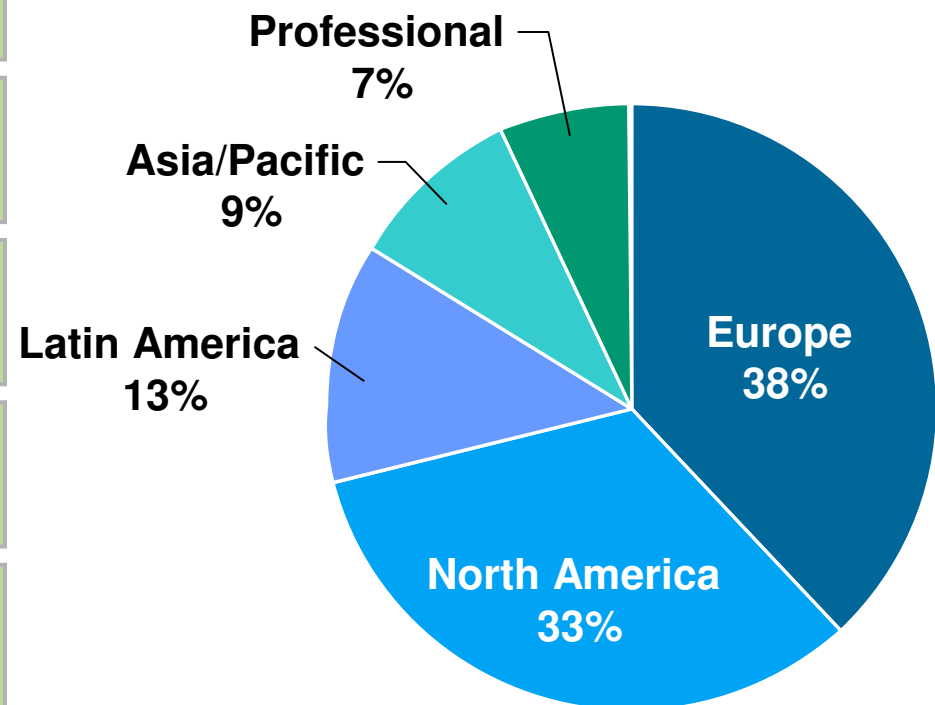


Our business

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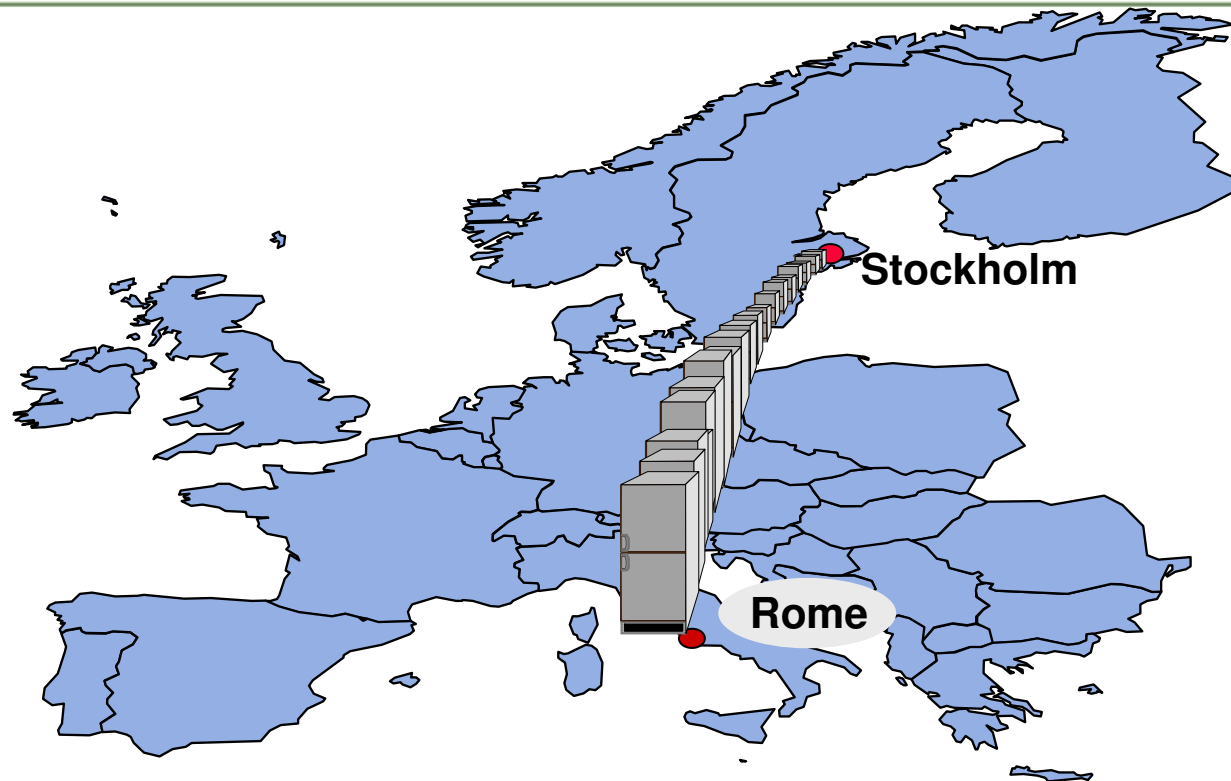
	Food preparation/ kitchen business	6.5 M units
	Food preservation	13.5 M units
	Dish care	3.3 M units
	Fabric care	5.2 M units
	Floor care	9.4 M units
	Professional - Food service - Laundry systems	0.2 M units

**Sales in 2009: SEK 109 bn
Euro 12 bn**



Electrolux production of cold products in Europe

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If you take all the cold products Electrolux produces during one year and put them in a row ...
..... then the line would stretch from Stockholm to Rome - 2 250 km.

Electrolux climate strategy - a 3-pronged approach

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Savings in operations



Promote eco-efficient products



Raise awareness on the role of
energy-efficient appliances

Savings in operations - where it started

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Electrolux used 1.8 TWh energy in the operations in 2005

- 600,000 tons of CO₂
~ emissions from 130,000 cars
- Total cost of energy
~ € 80 million
- Factories responsible for
90% of direct CO₂ emissions



The first step in 2007 – to cut 15% of energy by 2009

Results of the first step

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- **14.5%** savings by 2008
- offices, warehouses and factories
- **CO₂ reduction** ~90 000 ton
(~ 40 000 cars)



The program resulted in a saving of more than **10 M€/year**

The second step - new saving target for 2012



Decision 2009

- Scope: factories, offices & warehouses
- Base year: 2008
- Target year: 2012
- Energy target: 15%
- CO₂ savings: 70,000 tons
(~30,000 cars)



Expected additional cost saving: 12 M€/year

Long history of developing energy efficient appliances

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- The Nutek procurement
Cold appliances
Sweden 1990-1992
- IEA DSM Award
Tumble dryers
The Netherlands 1998
- The Integration cooker
Sweden 2000-2001
- Energy Plus program
Cold appliances
Europe 1999-2004



A global green product range

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Go Green with Electrolux.

From April 12-26, save **10%** on energy-saving laundry appliances*.



*See an store sales associate for details. Promotional time varies. May be reduced or retailer's discretion. Excludes tanks, warranty, delivery and installation fees. Includes all Electrolux brand models and discontinued. Restrictions not included.

Eco-Friendly

North America

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Make the right choice
green&clean dishwashers



Professional products



France



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 Asia



Italy



Du gör skillnad varje dag.

Att byta ut en 10 år gammal hushållsmaskin kan tyckas vara en liten gest i det stora hela, men om alla i Europa gjorde det skulle det årliga utsläppet av koldioxid minska med 20 miljoner ton. Detta motsvarar 6 % av EU:s åtagande enligt Kyoto-protokollet.

Desutom skulle alla ha skönare nya hushållsmaskiner med massor av värdefulla funktioner och egenskaper.



Sweden

Introducing the Mother Nature of all Fridges



Best-in-class energy efficiency.

More environmentally friendly refrigerant.

Outstanding interior and exterior design.

FREE!
 Vacuum Cleaners
 (Purchase any
 click for more info)

Australia

Green Range – Floor Care

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GREEN



The role of energy-efficient appliances

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Today's:

Average product - 50% better

Best product - 70% better

compared to 15 year old product

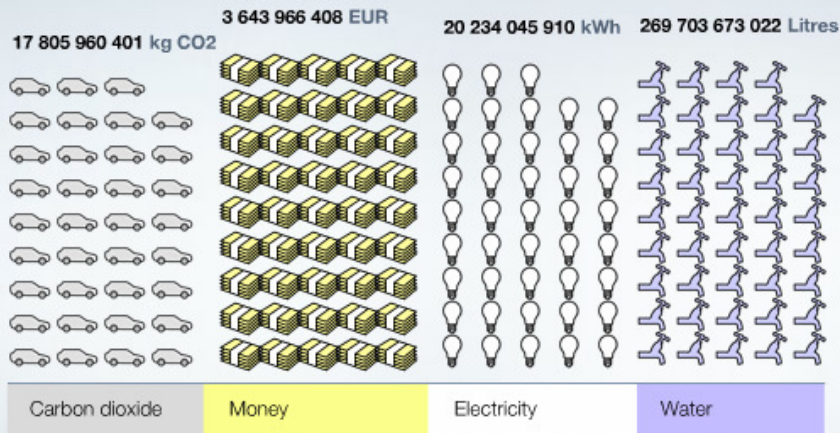
www.electrolux.com/ecosavings

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HOME CONTACT ASSUMPTIONS PRESSKIT

Europe will save:



Mount Everest

How much Europe can save Carbon dioxide

The amount of carbon dioxide emissions saved is equivalent as if all households in Europe are driving a car 530 kilometres.

Money

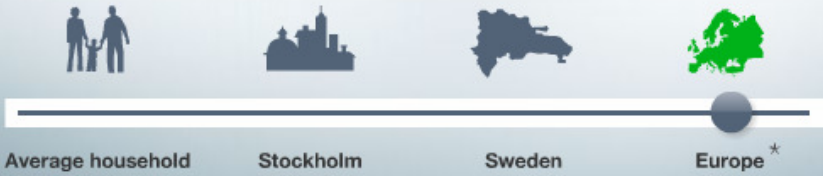
The amount of money saved is equivalent to a pile of Euro bills 36440 meters high.

Electricity

The amount of electricity saved is equivalent as if all households in Europe let one 60W light bulb shine day and night for 70 days.

Water

The amount of water saved is equivalent to 3 hours of flow from one tap in every household in Europe put together.



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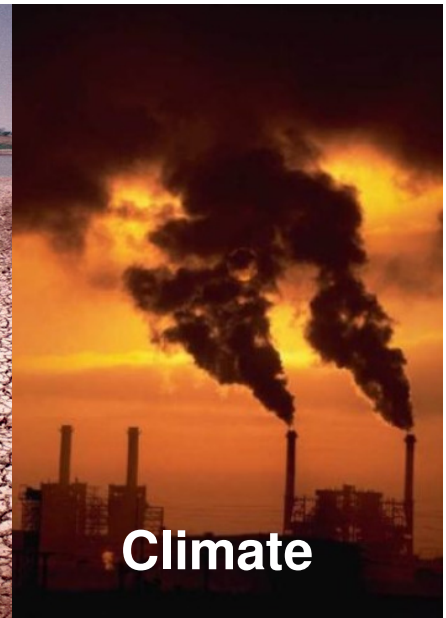
« Change country and city

SEND TO A FRIEND

ELECTROLUX.COM/SUSTAINABILITY

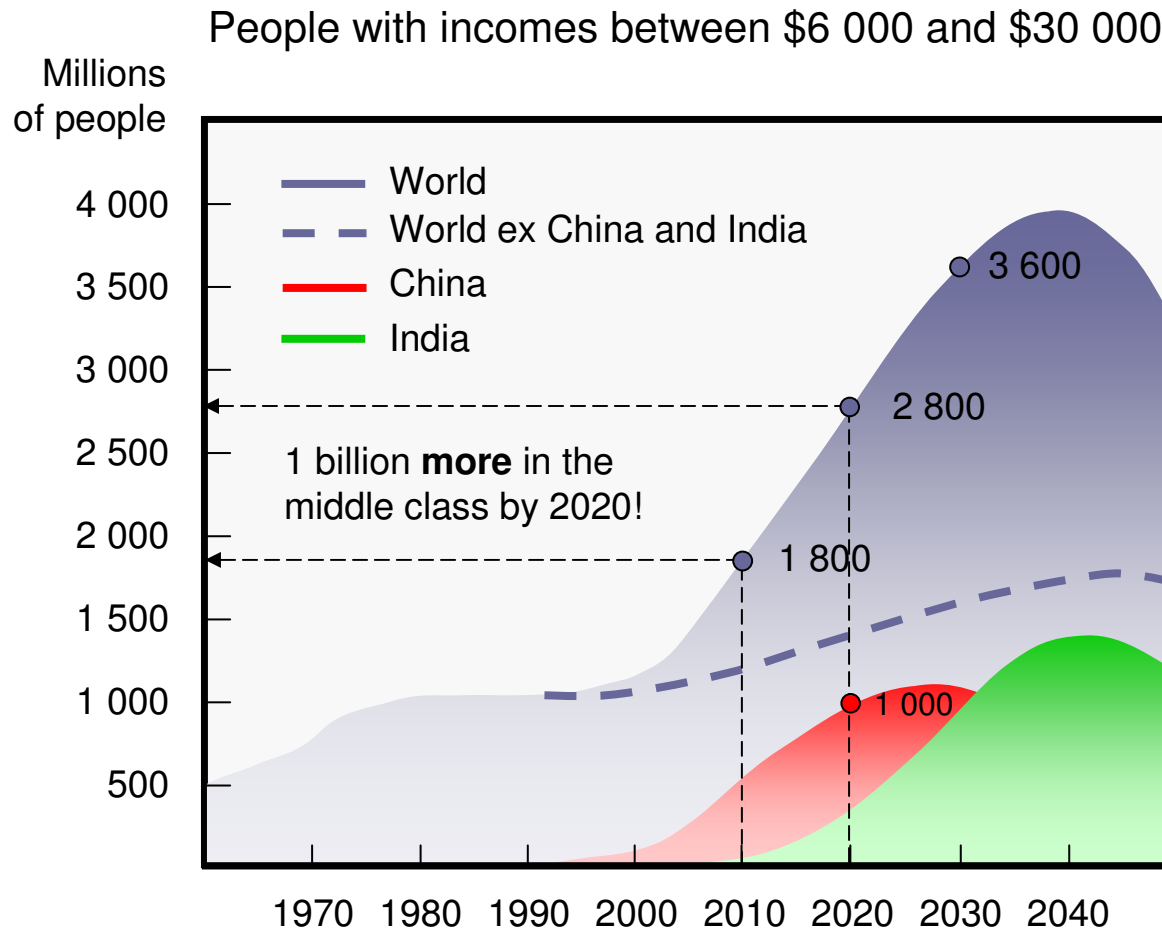
Global drivers shaping our future

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New economies - amplifying the impact

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Source: Goldman Sachs 2007

Thank you and
welcome to Electrolux

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SUSTAINABLE ENERGY EUROPE



"Electrolux - Best corporate commitment", European Commission (2007)