

Press release

Stockholm, September 28, 2011

Jonas Samuelson appointed Head of Major Appliances Europe and Tomas Eliasson appointed CFO

Jonas Samuelson has been appointed new Head of Major Appliances Europe and Executive Vice President of AB Electrolux. He succeeds Enderson Guimarães, who will be leaving Electrolux to pursue another opportunity. Tomas Eliasson, currently Chief Financial Officer of Assa Abloy, has been appointed new Chief Financial Officer of AB Electrolux.

Jonas Samuelson has been appointed President and CEO of Major Appliances Europe, Middle East and Africa and Executive Vice President of AB Electrolux. He will report to the CEO and be a member of Group Management. Mr. Samuelson is currently Chief Financial Officer and Head of Global Operations Major Appliances. He joined Electrolux as Chief Financial Officer in 2008. Before joining Electrolux, Mr. Samuelson was Chief Financial Officer and Executive Vice President for Munters AB. Prior to that he held several positions within General Motors.

"Jonas has been instrumental in strengthening Electrolux financial position, improving our global strength and preparing the Group to enter a growth phase. Major Appliances Europe, Middle East and Africa is a very important sector for Electrolux, and Jonas is the right person to take over the baton from Enderson," says Keith McLoughlin, President and CEO.

Enderson Guimarães, who will take on a new position in Pepsi Co, was appointed Head of Major Appliances Europe and Executive Vice President of AB Electrolux in 2008. He will remain with Electrolux until October 31, 2011.

"I want to express appreciation to Enderson for his important contributions to the company and wish him and his family all the best in their move to North America," continues Mr. McLoughlin.

Tomas Eliasson has been appointed Chief Financial Officer of AB Electrolux. He will report to the CEO and be a member of Group Management. Mr. Eliasson, born 1962, is currently Chief Financial Officer and Executive Vice President for Assa Abloy AB, the global leader in door-opening solutions. Before joining Assa Abloy in 2006, Mr. Eliasson was CFO and Senior Vice President for Seco Tools, one of the world's leading manufacturers of cemented carbide cutting tools. Prior to that, he spent 15 years with ABB, a global leader in power and automation technologies.

"I am pleased to announce that Tomas Eliasson will join Electrolux. He will bring valuable experience and expertise from his current role as CFO at an international company with impressive growth," concludes Keith McLoughlin.

Mr. Samuelson's function as Head of Global Operations Major Appliances will be assumed by Keith McLoughlin.

For further information contact Electrolux Media Hotline on +46 8 657 65 07

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, cookers, air-conditioners and small appliances such as vacuum cleaners sold under esteemed brands like 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 and www.electrolux.com/news.

Electrolux may be required to disclose the information provided herein pursuant to the Securities Market Act. The information was submitted for publication at 09.00 CET on September 28, 2011.