

# Electrolux Group retains business in Egypt with intention to grow

**After an evaluation of various alternatives, Electrolux Group has decided to retain its business in Egypt since the value is considered to be higher if it remains within the Group.**

The business in Egypt includes sales and production of major appliances as well as water heaters and is profitable with well-established and strong brands.

“We have a successful business in Egypt and after evaluating different options, we concluded that it will create a higher value by continuing to be part of the Group”, says Yannick Fierling, President & CEO of Electrolux Group. “Our objectives going forward are to take advantage of the growing market in Egypt and increase our market share as well as to expand export from Egypt.”

The potential divestment of the Group’s business in Egypt was communicated as part of the [announcement on July 20, 2023](#) to initiate preparations for divestment of certain assets. After today’s announcement, this divestment program is closed.

*This is information that AB Electrolux is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out above, at 19.00 CET on February 24, 2025.*

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Electrolux Group is a leading global appliance company that has shaped living for the better for more than 100 years. We reinvent taste, care and wellbeing experiences for millions of people, always striving to be at the forefront of sustainability in society through our solutions and operations. Under our group of leading appliance brands, including Electrolux, AEG and Frigidaire, we sell household products in around 120 markets every year. In 2024 Electrolux Group had sales of SEK 136 billion and employed 41,000 people around the world. For more information go to [www.electroluxgroup.com](http://www.electroluxgroup.com).

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