

Welcome!

Paul Palmstedt, Head of External Corporate Comms&Affairs
Annika Kühner, Sustainability specialist CA North

Agenda



1. Electrolux Group at a glance & history
2. Electrolux sustainability work
3. Fika
4. Microfilters, products

Who we are



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. Our main strategic drivers are to act sustainably, create better experiences and always improve!

134

billion SEK in sales

120

markets reached

45,000

employees

BA EA at a glance



Our main brands

77

markets reached

60,458

billion SEK in sales

24,097

employees*

*average number of employees

67

factories and warehouses

45%

share of Group sales

Data based on AB Electrolux Annual Report 2023.

Where we are producing – and which product categories



20 Factories in Europe APMEA

Olawa (Poland) 

Siewierz (Poland) 

Zabrze (Poland) 

Zarow (Poland) 

Swidnica (Poland)  

Ivano Frankivsk (Ukraine) 



Jaszbereny (Hungary) 

Satu Mare (Romania)  

Porcia (Italy)  

Susegana (Italy) 

Solaro (Italy) 

Forlì (Italy)  

Cerreto d'Esi (Italy) 

Rothenburg (Germany)   

Adelaide (Australia) 

Hangzhou (China)  

Rayong (Thailand)    

Cairo (Egypt)*  

Cairo (Egypt)*    

South Africa* 

WM Washing machines TD Tumble dryers WD Washer Dryers EH Extractor Hob

*Egypt & South Africa will continue to operate independently with no change until the conclusion of the divestment.



Driven by our purpose

Founded in Sweden in 1919, Electrolux is a global leader in appliances for households.

We shape living for the better by reinventing taste, care and wellbeing experiences, making life more enjoyable and sustainable for millions of people.



Our strategic drivers



Act sustainably

Inspire and contribute to a change for the better

Electrolux EcoLine



Create better experiences

Design solutions that elevate the everyday



Always Improve

Think new and never settle

For the Better 2030

Electrolux Group sustainability framework



Better Company

Drive resource-efficient operations

Act ethically, lead in diversity and respect human rights

Drive supply chain sustainability



Better Solutions

Lead in energy- and resource-efficient solutions

Offer circular products and business solutions

Eliminate harmful materials



Better Living

Make healthy and sustainable eating the preferred choice

Make clothes last twice as long with half the environmental impact

Make the home a healthier place to thrive in, with half the carbon footprint

Climate Goals

Toward a net-zero value chain by 2050

Supporting the UN Sustainable Development Goals and our Climate Goals

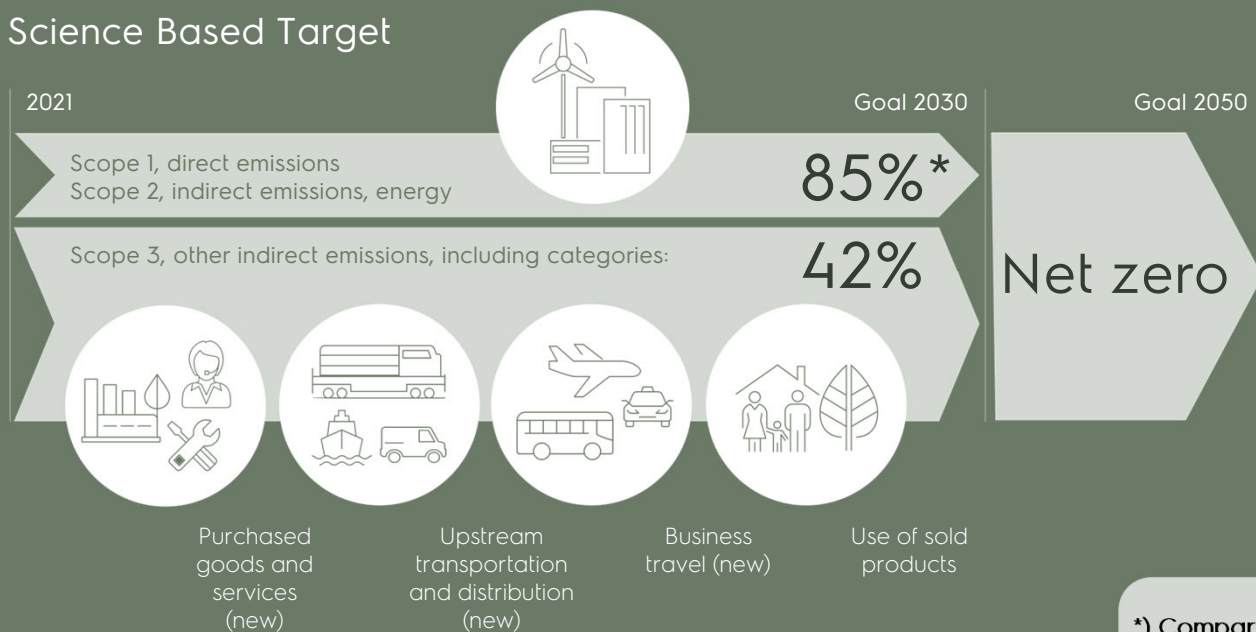


For the Better 2030 – Climate Goals

Electrolux Group climate goals roadmap

New expanded science-based target 2021-2030 approved in 2024

Science Based Target



*) Compared to 2015
this corresponds to a
reduction in scope 1
and 2 of 97% by 2030.



One of the most sustainable companies in the world



VM0



Member of
**Dow Jones
Sustainability Indices**
Powered by the S&P Global CSA



STOXX



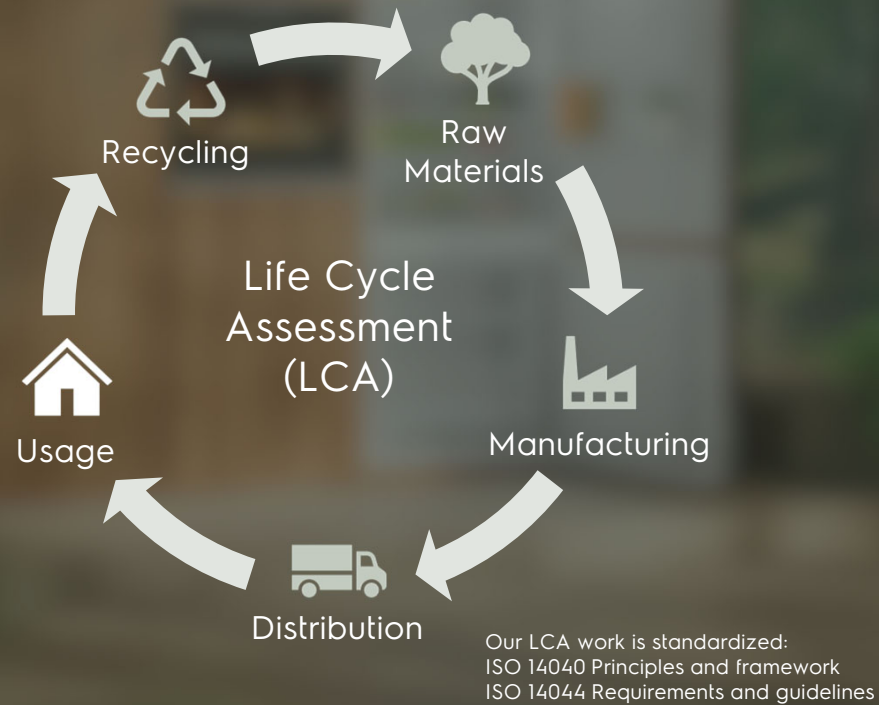
Slide 10

VM0

Please do not use logos in other context than the Sustainability Report.

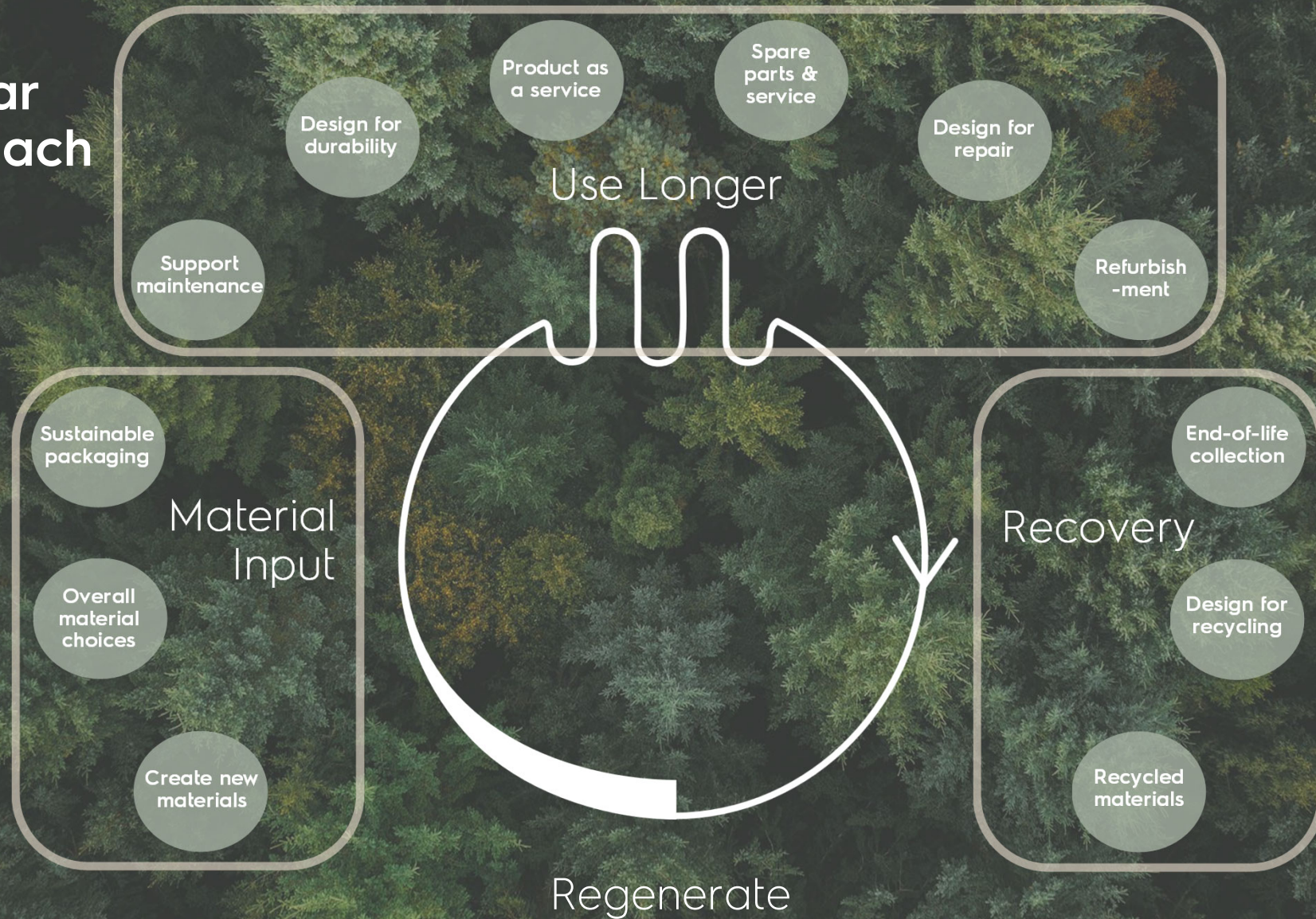
Virginia Melián; 2023-03-20T14:31:04.546

With integrated Science based approach



At Electrolux we make life cycle assessment (LCA) instrumental to business decisions by extending, improving, and integrating the use of it in our innovation process.

Our Circular Approach



Zero Landfill Verification

Susegana Factory



Finding opportunities for materials reuse & recycling



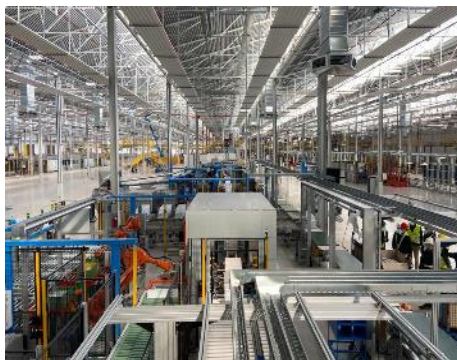
Limiting energy recovery to non-recyclable waste



Decreasing the amount of disposed waste



Zero Landfill



KPIs	Susegana	Zero Landfill thresholds
Disposed Rate	0.70%	< 1%
Waste To Energy Rate	2.75%	< 3%

Last available Zero Landfill 12-months rolling data (July 2021).



With integrated Science-based approach and a responsibility to support our consumers

***85%**



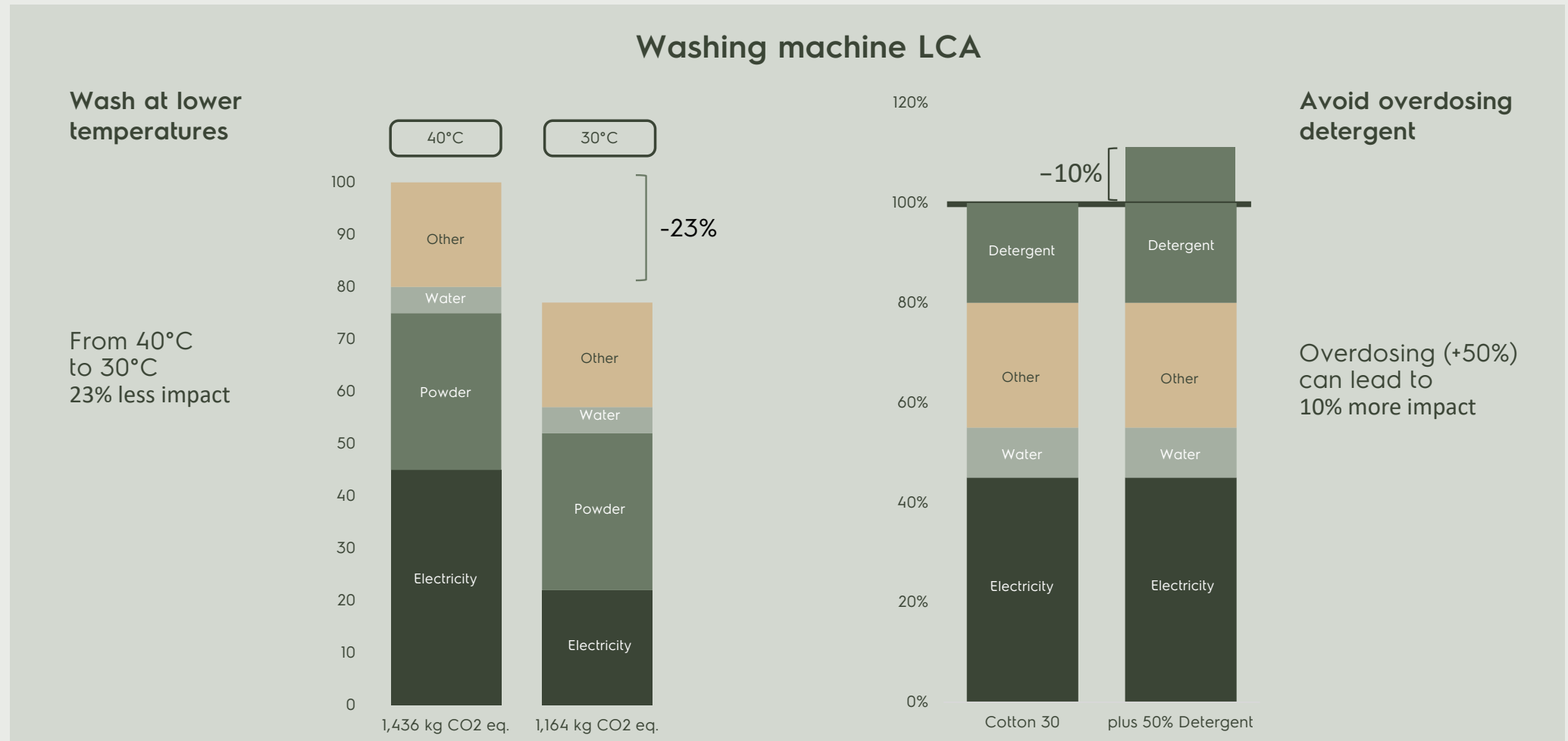
Of climate impact in the life of a household appliance happens with the consumer using the product at home **(Usage phase)**

*(Electrolux Group Life cycle assessment, Global)

65% of consumers claim they want to buy sustainably, but only about 26% do so.

88% of consumers would like brands to help them be more environmentally friendly and ethical in their daily lives*

Our LCA work shows that small changes in consumer behaviour can make a big positive impact on the planet



Research confirms consumers seek more energy-efficient solutions



86%

tried to reduce the amount of energy use at home in the past 12 months

83%

were more considerate of energy when using appliances due to the energy crisis

#1

Energy efficiency and cost tied as #1 factors to influence consumers' next appliance purchase (at 58%)

Energy efficiency is tied with cost as the **number one factor influencing consumers' next appliance choice** – a strong call to action to our industry to bring energy-efficient solutions to the forefront.

The study shows an unprecedented increase in consumer awareness and consideration for energy usage. They also walk the talk: the results show that consumers are acting to save on their energy bills.



14,000
participants



14
European markets

Annually we carry out the largest pan-European study into laundry behaviors, The Truth about Laundry. This year's core theme was to understand the importance of energy efficiency for consumers, also considering the current energy crisis in Europe.



We are launching Electrolux EcoLine

A positive impact, every day

Many of us are already on the journey of living a more sustainable life. Yet, it can be hard to make a positive impact on a daily basis. We want to make it easier.

Our most efficient products help you make the most efficient choice every time you use them.



**Electrolux
EcoLine**

Laundry EcoLine products



Washing Machines, Tumble Dryers,
Washer Dryers, Top Loaders

- Save energy with Heatpump technology
- ★ Protect wool from shrinking with DelicateCare
- ★ Keep down fluffy and warm with 3DSense

- ★ Save 30% energy with UltraWash
- ★ Save 96% water with Steam
- ★ Save 60% detergent with AutoDose / Protect clothes' longevity with ColourCare Technology



Kitchen EcoLine products



- Energy rating from A or Above



Ovens, Hobs, ComboHobs, Hoods, Free Standing Cookers, Dishwashers, Cold products

- ★ 20% less energy when cooking with steam
- ★ Steam Cleaning saves up 95% of energy vs. pyro
 - Steam regeneration to elevate leftovers



- ★ Unique fridge with inner liners made of 70% recycled plastic
 - Ecometer for minimum energy consumption (to be approved)
 - Cooling 360 to help reduce food waste (to be approved)



- ★ Sense (Boil, Fry, Pro): Further energy saving
 - Gas: Vertical flame



Extractor Hob



- ★ QuickSelect with Ecometer guides you to save up to 20% of energy*

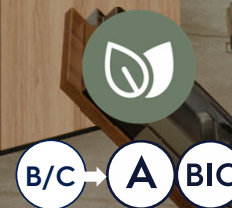
*Based on internal test comparing the ECO program vs standard 90 min program of an energy class C appliance.

- ★ SatelliteClean Spray Arm - Up to 3x better spray coverage, no extra water*

*Compared to standard spray arm

- AirDry - Up to 3x better drying performance*

*Compared to closed door system



In 2022 Electrolux started production of fridge freezer with inner liner made of recycled plastic from end of life discarded fridges



Reduced plastic waste

This refrigerator is made with 70% recycled plastic in the inner liner – representing 13% of the total content.



Designed for circularity

Material from old refrigerators is recycled into this material

Unique fridge made with recycled plastic*

*Inner liner rHIPS made with up to 70% recycled plastic representing 13% of total fridge plastic



70 This part is made of 70% recycled plastic

Serie 900 MultiChill 0°C

Premium cooling that adapts to your food

Advanced Fridge Freezer provides complete flexibility, ultimate protection for ingredients and assists with your meal preparation.

MultiChill 0°C-drawer that can be adapted to your needs

GreenZone+ drawer with automatic humidity control, perfect for storing fruits and vegetables in perfect condition.

Special programme for **dough rising**.

Convertible freezer can be switch to fridge compartment if needed.



Most vacuum cleaners are made with recycled materials



Since 2010 recycled plastics in vac's – then at a 70% rate



Pure D9, UltraOne
70%



Pure C9, SilentPerformer
60%



Pure D8.2**
75%



Pure D8.2
55%



Pure Q9
38%



What is 'synthetic'?

94% of Europeans do not know the amount of plastic in clothes, underestimating the amount by 50%.

Over two thirds (69%) did not know Nylon is plastic and 63% didn't know that Polyester is.

58% of people would buy a microplastic filter to reduce the release of plastic fibers during laundry.

Simplifying language and care instructions could help people to care better for their clothes.

By lowering the washing temperature one can reduce the release of both CO₂ equivalents and microplastic fibers.



Microplastics



- Pieces smaller than 5mm from different sources: directly released in the environment as small particles (Primary microplastics) or originated from degradation of larger plastic objects (Secondary microplastics).
- **Primary microplastics** manufactured to carry out a specific function like cosmetics, hand cleaners, air blast cleaning media, and plastic beads manufactured for different purposes (e.g., abrasive particles, powders for injection molding). Pellets and resin beads used for plastic manufacturing.
- **Secondary microplastics** from wear and tear or fragmentation of items, e.g. textile and rope fibers, weathering and fragmentation of larger litter items, vehicle tire wear, paint flakes.
- Both cellulosic (natural) and synthetic fibers entering the oceans is estimated to range between 8,000 and 520,000 metric tons per year.
- Synthetic fibers are a sub-category of the microplastics family in a wide range of sizes (roughly 3 to 30 μm) originating mainly from clothing and textiles. Materials can be polyester, nylon, spandex, PLA-polylactic acid.



Sources of microplastics



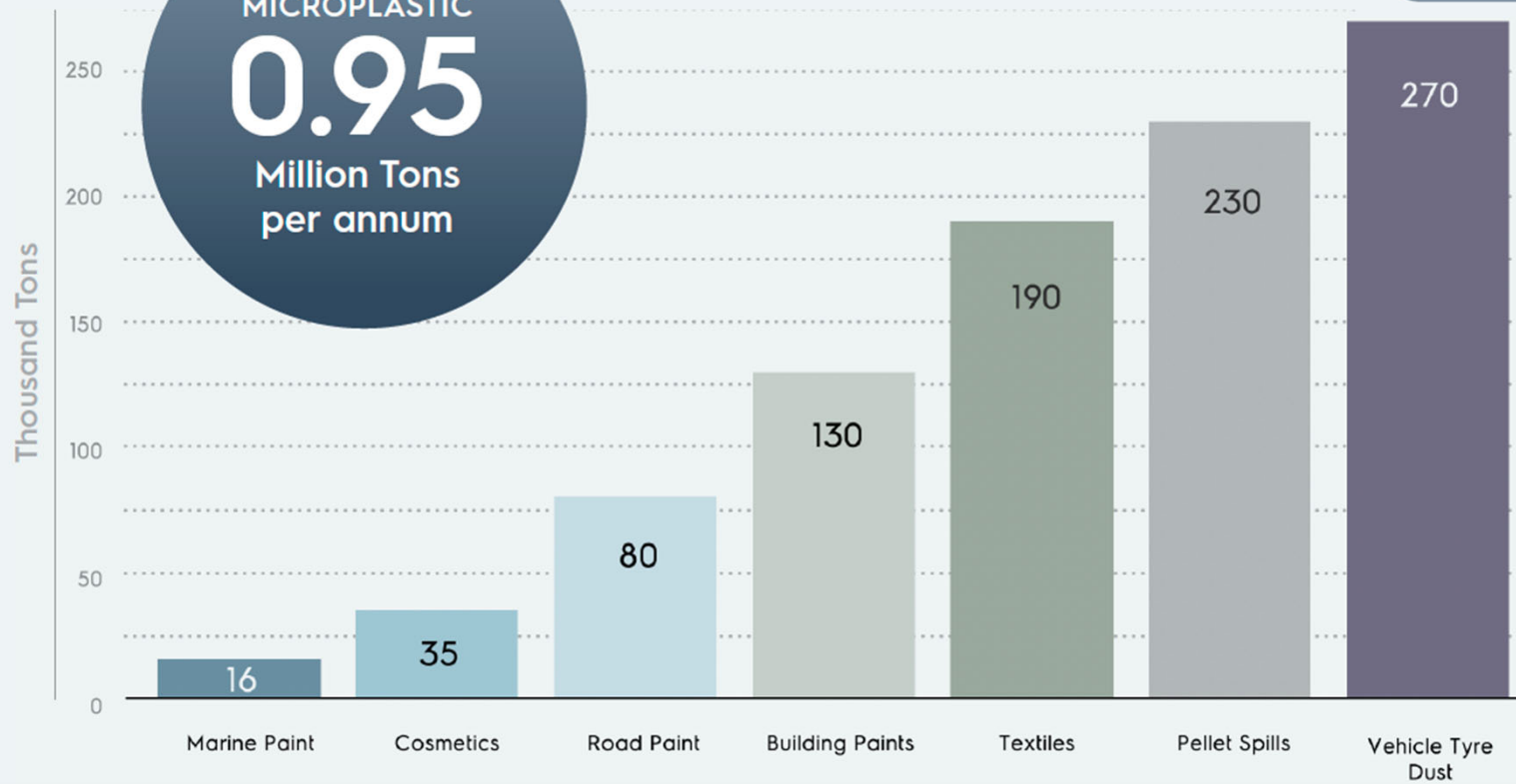
Source: <https://www.eunomia.co.uk/reports-tox-plastics-in-the-marine-environment/>

Total plastic entering the
marine environment

12.2

Million Tons per annum

PRIMARY
MICROPLASTIC
0.95
Million Tons
per annum





Electrolux Microplastic Filter



Usage

It is easy to use as it will not disrupt the laundry routine nor the results.

The filter does not interrupt the laundry cycle and conveniently indicates when it needs to be cleaned, so it maintains ideal performance.

* Always disconnect from the socket the main plug of the machine connected to the filter before any user access to it.

Electrolux Microplastic Filter



The indicator turns red when the filter needs to be cleaned

Maintenance

When cleaning is needed, use the complementary cleaning brush and dispose of the microplastic fibres in the proper bin. The cleanable filter cartridge can be efficiently used for 6 months before it should be replaced and recycled*.

* Cleaned filter can be recycled, when filter is not cleaned must go into the mixed waste.

—— Removable and cleanable filter

—— Burnable waste

—— Cleaning brush





Made from recycled plastic

At least

50%

of the product's plastic
is made from recycled
sources



Wellbeing EcoLine products



Cordless & Bagged cleaners



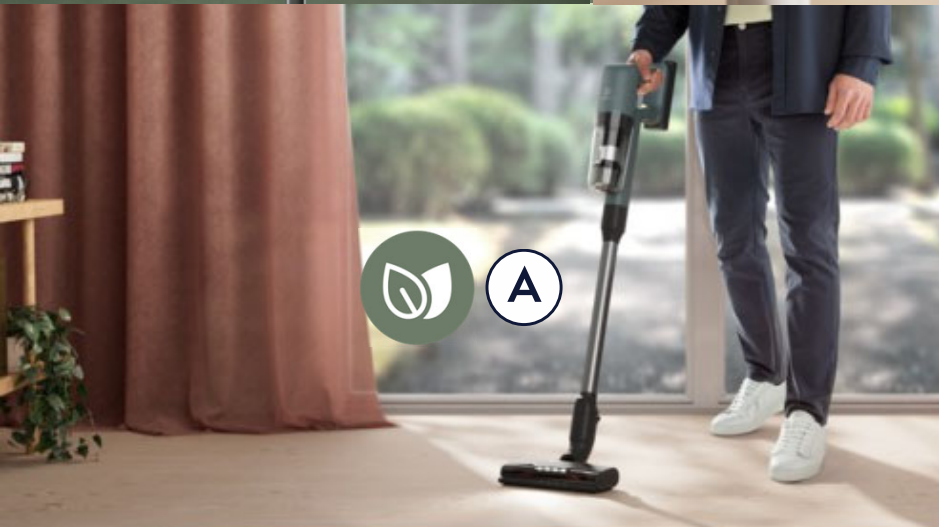
Our most efficient cordless cleaners – saving energy with Auto mode while delivering outstanding performance ★

- Save energy with Auto mode
- Partially made with recycled plastic

Our most efficient corded cleaners – saving energy with Auto mode while delivering powerful performance ★

- Save energy with Auto or Smart mode
- Partially made with recycled plastic
- Built to last – 10-year motor warranty*

*Terms and conditions apply. See www.electrolux.com for details. Applicable only to Pure D9 models.



Wellbeing EcoLine products



Air Purifiers and Air Conditioners



Our most efficient air purifiers – save energy with Smart Mode while delivering pure air

- Save at least 66% energy with Smart Mode*
- Captures up to 99.99% finest particles with HEPA filtration

*Based on internal tests comparing energy consumption when using fan speed 3 in Manual Mode vs Smart Mode. Internal test done in 29.5 m³ CADR room for 7 hours.



Our most efficient air purifiers – save energy with Smart Mode while delivering pure air

- Save at least 33% of energy with Smart Mode.*
- Captures up to 99.5% finest particles with HEPA filtration

*Based on internal tests comparing energy consumption when using fan speed 5 in Manual Mode vs Smart Mode. Internal test done in 29.5 m³ CADR room for 7 hours.

Our most energy-efficient air conditioners – save energy while delivering cool air

- Our best-in-class A+ and above energy rating
- Get high energy efficiency and cooling performance when used together with our Premium Window Kit – save up to 23% energy.*

*Where room temperature is 26°C and set temperature is 20°C you will use up to 23% less energy to reach set temperature when using the Premium Window kit compared to without. Internal test done in a 14m² room, with relative humidity at 60% and outdoor temperature of 30°C, for a period of 4h30min.



Links



[Sustainability – Electrolux Group](#)

[Electrolux Sustainability Report 2023 – Electrolux Group](#)

<https://www.electroluxgroup.com/wp-content/uploads/sites/2/2024/02/electrolux-AB-Electrolux-publishes-2023-Annual-Report-240222.pdf>