

## Press release

Stockholm, June 20, 2007

### **Gunilla Nordström appointed head of Electrolux Major Appliances Asia Pacific**

Gunilla Nordström has been appointed head of Electrolux Major Appliances Asia Pacific and Executive Vice President of AB Electrolux. Gunilla Nordström succeeds Peter Birch, who is retiring. She will be a member of Group Management and report to President and CEO Hans Stråberg.

Gunilla Nordström, 48, is currently President of Sony Ericsson Mobile Communications (China) Co. Ltd. and Corporate Vice President of Sony Ericsson Mobile Communications AB. She has served in a number of senior management positions in her 24-year career with Ericsson and Sony Ericsson in Asia, Europe and Latin America. Nordström, who is Swedish, holds a Master of Science in Industrial Engineering and Management from Linköping University, Institute of Technology, Sweden.

Nordström will assume her new position in August and will be based at the Electrolux regional head office in Singapore.

The Electrolux Major Appliances region in Asia Pacific comprises product development, production, sales and marketing of refrigerators, ovens, hobs, hoods, dishwashers, washing machines, and dryers in Australia, New Zealand, China, India, Thailand, Malaysia, Singapore, Vietnam, Philippines, Indonesia and Japan, mainly under the Electrolux brand. The region has over 4,000 employees.

A photo of Gunilla Nordström is available for download at <http://www.electrolux.com/imagebank>

For more information about Electrolux Group Management please visit: <http://www.electrolux.com/node180.aspx>

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

**Electrolux** is a global leader in home appliances and appliances for professional use, selling more than 40 million products to customers in 150 countries every year. The company focuses on innovations 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 and cookers sold under esteemed brands such as Electrolux, AEG-Electrolux, Zanussi, Eureka and Frigidaire. In 2006, Electrolux had sales of SEK 104 billion and 56,000 employees. For more information, visit <http://www.electrolux.com/press>.

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