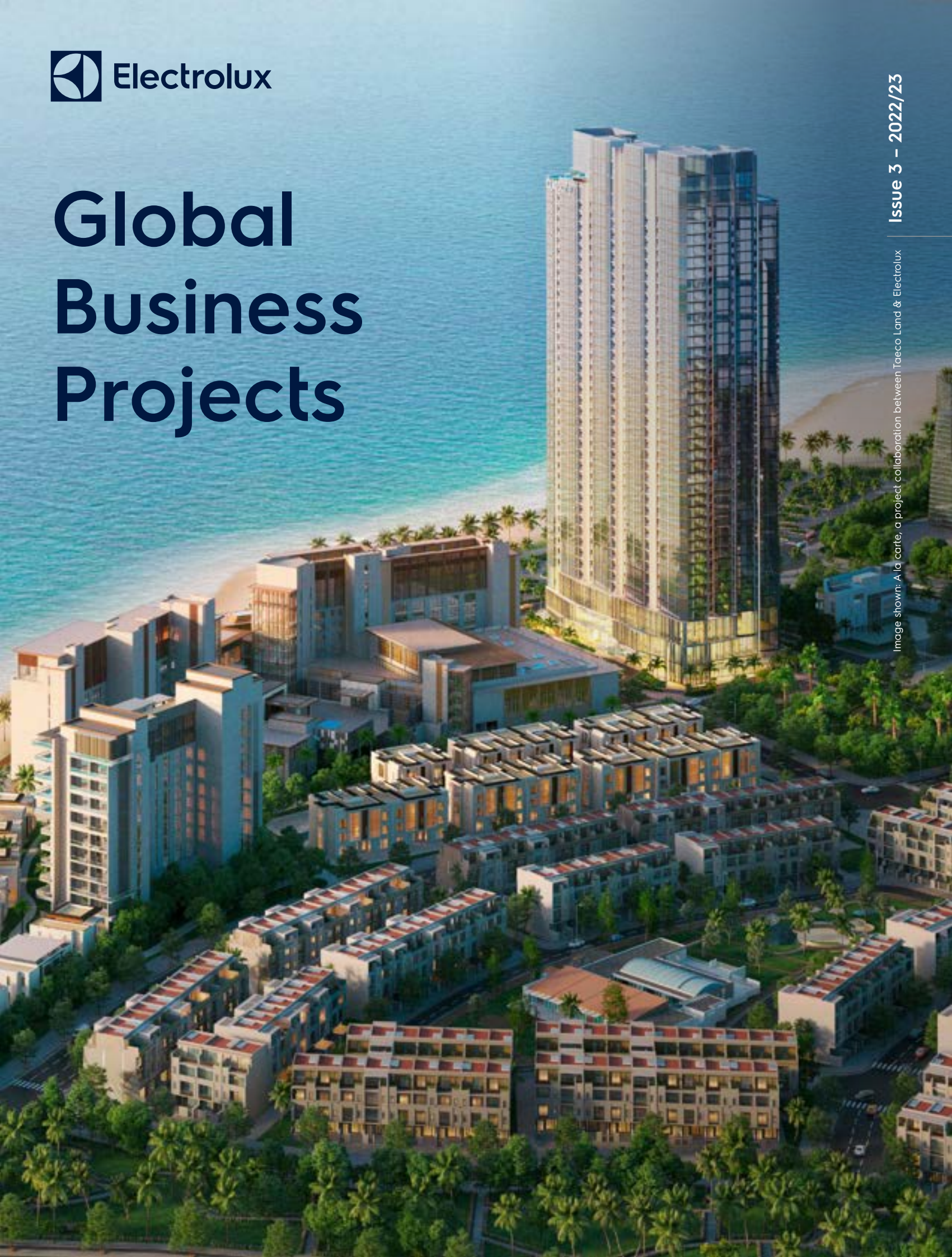


Global Business Projects





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Electrolux Group

A leading global appliance
company that has shaped living for
the better for more than 100 years.







We strive to improve
everyday life for millions of
people around the world



Watch: Our Purpose

Our future is determined by the way we all live our lives. That's why we focus our efforts in making everyday life better for people and the world around us. It is embodied in everything we do. In every idea, every product and every human interaction.

We believe that outstanding taste experiences should be easy for everyone. That there is always a better way to care for our clothes to make them look and feel new longer.

That the home should be a place for wellbeing, a place to care for ourselves and our loved ones.

To succeed, we continuously rethink and improve our ways of working – internally, and together with our customers and partners.

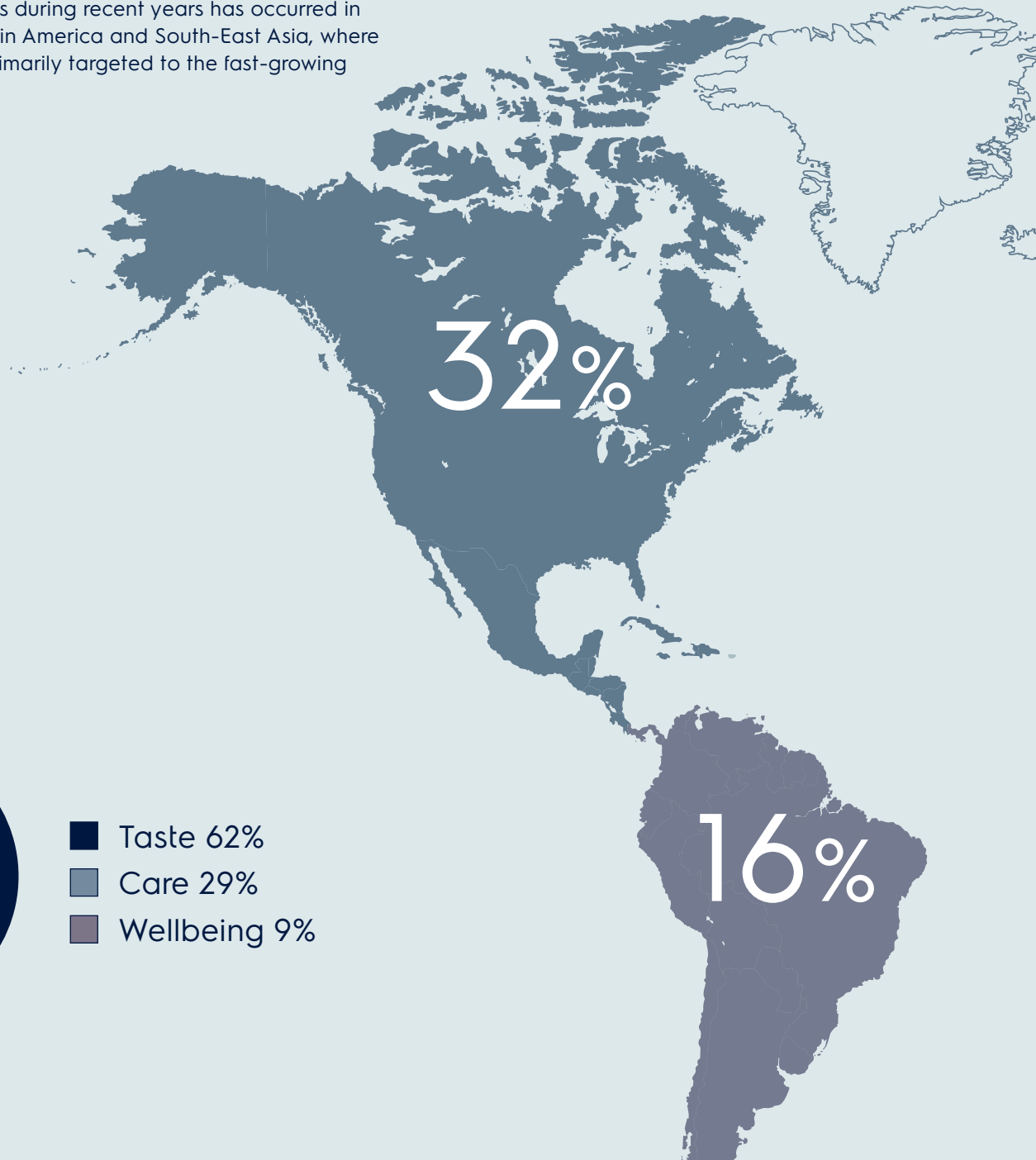
By creating desirable solutions and great experiences that enrich peoples' daily lives and the health of our planet, we want to be a driving force in defining enjoyable and sustainable living.

This is us – at Electrolux we shape living for the better.

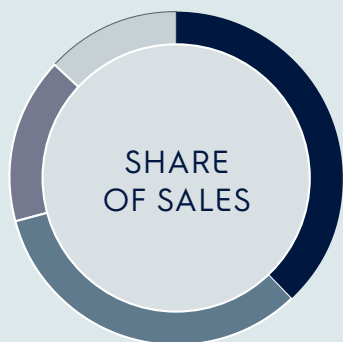
Global presence

The Electrolux Taste category accounts for almost two-thirds of the Group's sales and is well-represented among the most energy-efficient alternatives.

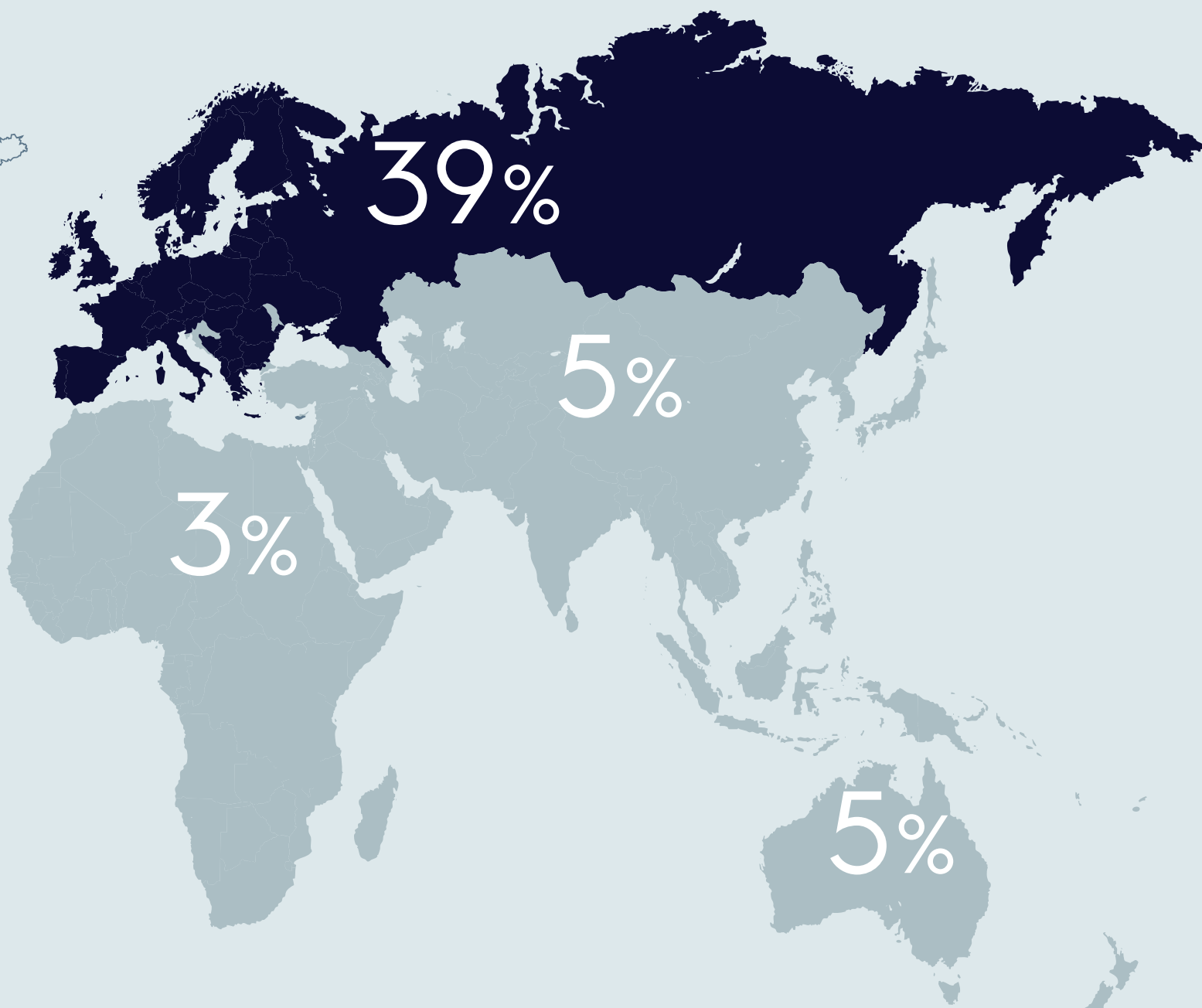
The Group holds strong positions in all major categories of kitchen appliances and commands significant global market share. The most rapid increase in sales during recent years has occurred in growth regions such as Latin America and South-East Asia, where the Electrolux offering is primarily targeted to the fast-growing city-based middle class.



- Taste 62%
- Care 29%
- Wellbeing 9%



- Europe, 39%
- North America, 32%
- Latin America, 16%
- Asia-Pacific, Middle East and Africa, 13%



Significant global market share

Electrolux 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 around the world, always striving to be at the forefront of sustainability in society through our solutions and operations. Under our brands, including Electrolux, AEG and Frigidaire, we sell approximately 60 million household products in approximately 120 markets every year. In 2021 Electrolux had sales of SEK 126 billion and employed 52,000 people around the world.





**Present in over
120 markets**



**60 Million products
sold annually**



**52,000
employees**

Electrolux Group

The power of innovation

We shape living for the better by focussing on reinventing experiences in three main innovation areas: taste, care and wellbeing.

By putting our customers' needs at the centre of our innovations, we create more enjoyable and sustainable living.



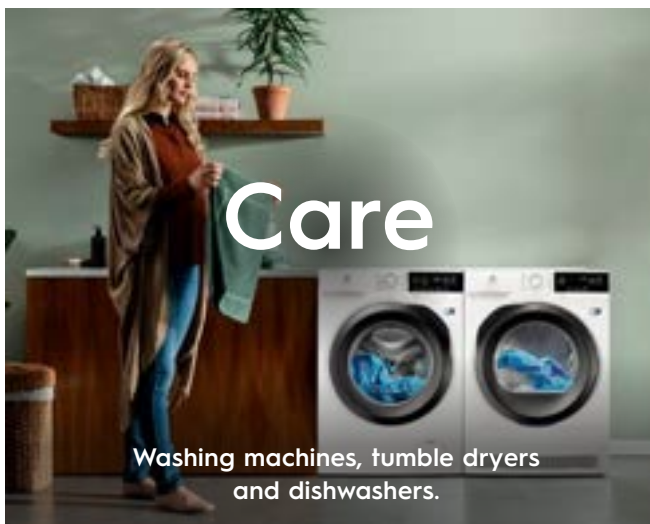


Enabling consumers to prepare great-tasting food.

As a kitchen appliance leader, we want our products to enable consumers to prepare food with the right taste and texture, minimize food waste, and create healthy and nutritious meals. We continuously add new functionalities in terms of control, interaction and innovative digital technologies.

By enabling consumers to achieve excellent culinary results, we inspire people to eat and live more enjoyably and sustainably.

In 2022, Electrolux launched responsive and sustainable kitchen systems to help consumers create better taste experiences with less efforts.

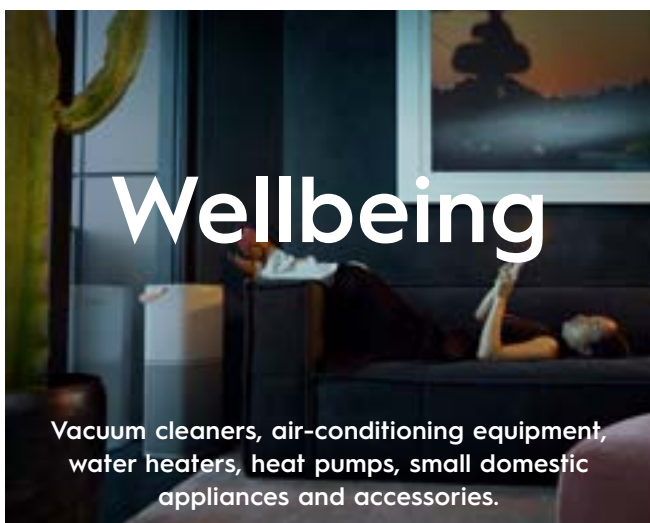


Enabling consumers to care for their clothes so they stay new for longer.

Our laundry products offer consumers outstanding garment care, water and energy efficiency, and effective low temperature washing. Demand for Electrolux washing machines and tumble dryers is driven by innovations that promote user-friendliness and garment care through tailored and adaptive programs combined with leading resource efficiency.

We create care solutions that make it easier for consumers to make better choices for their wardrobe, their life and the planet, so they can love their clothes for longer.

During 2020-2021, Electrolux launched the Make it last campaign with smart and sustainable technologies for perfect care every time - keeping clothes like new for longer. And in 2022 we launched our new campaign #breakthepattern, delivering on our mission to make clothes last twice as long with half the environmental impact by 2030.



Enabling consumers to achieve healthy wellbeing in their homes.

We strive to create wellbeing products that are differentiated by their visual appeal, and how they promote healthy indoor environments and sustainable living. Electrolux vacuum cleaners and air-conditioning equipment reduce harmful allergens and pollutants in the home.

Our high-performance wellbeing solutions are easy to use, accessible and versatile.

In 2022, Electrolux developed a responsive wellbeing ecosystem with effortless performance and complete comfort solutions.

Electrolux Group

Our brands

A portfolio of well-established brands with a clear proposition.





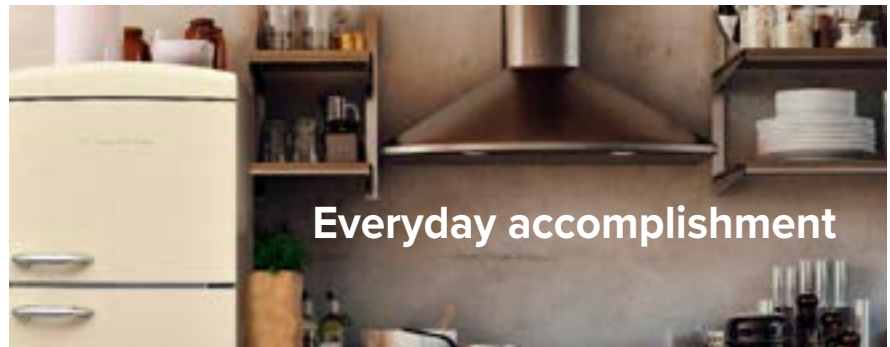
For better living.
From Sweden.

AEG



CHALLENGE
THE EXPECTED

FRIGIDAIRE



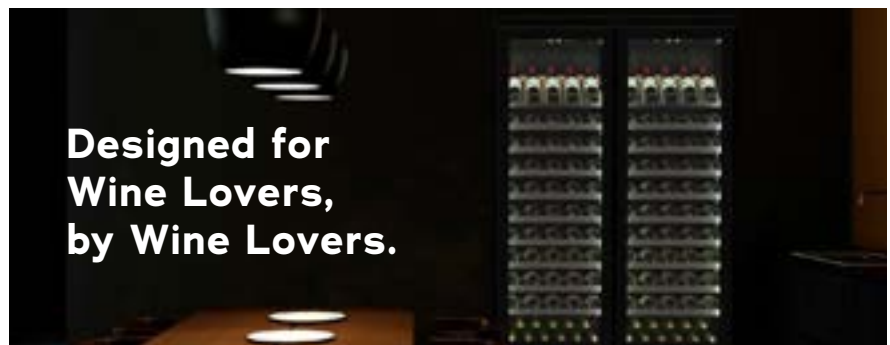
Everyday accomplishment

ZANUSSI



EVERYDAY EASE

VINTEC



Designed for
Wine Lovers,
by Wine Lovers.



For better living. From Sweden.

We come from Sweden. A land of extreme contrast, where winter gives us eternal darkness and summer infinite light. It's a unique place to call home. And it's the reason we do things differently.

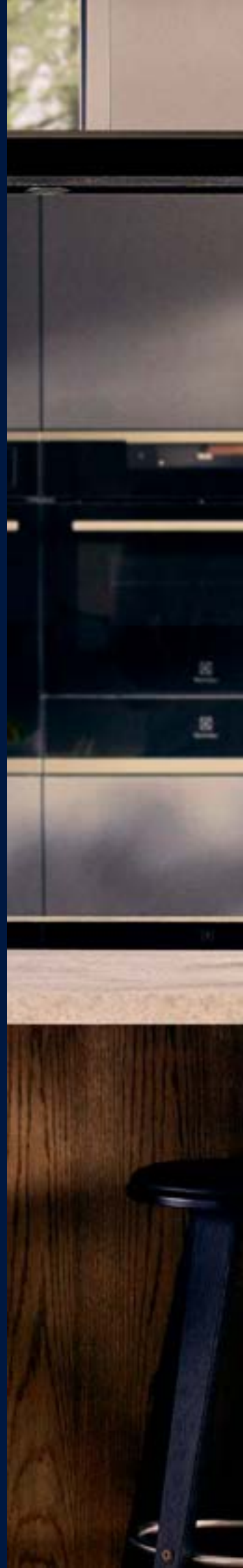
Everything we do aims to solve real challenges, for real people, in the real world. And for a company like us, it's natural to start with the most precious place there is: home. With the ambition to improve the lives of the people living there.

We believe that a solution for a sustainable future is right in front of us. Where most of our days begin and end. Where we feel loved and where we love. Where we raise families and celebrate with friends. Where every single touch, feel and smell means we're in the right place. At home.

That's where we can make a difference. We understand life at home and its everyday challenges, big and small. Our role is to help people along the way - everything we do is done to make their lives effortless, enriching and more sustainable.

If all of us make small changes in our everyday lives, we can make a big difference. Not just for the home we live in, but for the home we all share. Whether it's making food taste better, last longer and prevent it from being wasted. Or helping make clothes last longer and be less of a burden for our planet. Or making the air we breathe at home cleaner and healthier.

We believe that the best way to take care of our future, is to care about how we live today.





AEG

CHALLENGE THE EXPECTED

We are AEG. We exist to redefine what you expect out of your household appliances, which is why we want to challenge the boundaries of everyday life.

Since our start in Berlin in 1887, we've never settled for good enough. And we don't think you should have to either.

That's why we never compromise with innovations for your home. We believe in responsible innovations that stand out today and help build a better tomorrow. So you can live on your own terms while also living up to the terms of the environment.



FRIGIDAIRE®

Everyday Accomplishment

We have always taken pride in our innovative spirit, from inventing the first home refrigerator to finding ways to make desired products attainable. We love doing our part to help build better communities.

We provide intuitive benefits that don't rely on a user manual.

We give you great results that put a smile on your face.





ZANUSSI



EVERYDAY EASE

With over a century of appliance design expertise, Zanussi continues to deliver innovations that matter.

Fresher, brighter and bolder than ever, our brand makes it even easier for our customers, creating both ease of use and peace of mind.

The home is our arena. Whether it concerns taste, care or wellbeing – we are committed to developing solutions that simplify life at home.

We bring peace of mind to our consumers by delivering reliable and easy to choose solutions, with innovations that are truly built to last to simplify everyday life.







Designed for Wine Lovers, by Wine Lovers.

Vintec is a global leading specialist in premium, climate-controlled wine cellars and experiences around wine.

Wine is at the heart of everything we do. It's a passion we share with all wine lovers and, as wine lovers, we know how valuable a wine collection can be. Both emotionally and/or as an investment. We know how important it is to store and serve one's wines correctly, and how intimidating learning and immersing oneself in the world of wine can be.

That's why Vintec wine cabinets are designed to recreate the perfect storage conditions found in the best natural underground cellars – to meet the exacting standards of wine professionals and needs of discerning wine lovers. It is also why we develop educational content, and unique and exclusive experiences that guide wine lovers along their journey of wine discovery. All of this, together with the support of a community of like-minded wine lovers, the Vintec Club, and a unique cellar management app designed to enhance your wine experience, OENO by Vintec.





Maintaining our sustainability leadership to 2030 and beyond

"We're working to make sure
that everything we do takes us
on a journey to become a truly
sustainable company."

Jonas Samuelsson,
Electrolux CEO & President



What sustainability means to us

The world in which we operate is constantly changing due to the influence of global mega-trends, which create challenges for our business – but also bring about enormous opportunities.

Our sustainability framework – **For the Better 2030** – defines how Electrolux continuously works to become a *Better Company*, with *Better Solutions*, and strives for *Better Living*. It also explains how we work to deliver our climate goals. The framework includes our most material sustainability issues and helps drive us towards our purpose to shape living for the better.

Sustainability is crucial for Electrolux, as our planet approaches several extremely significant tipping points. This is why we launched the Better Living Program in 2019 and why we will take our sustainability framework to the next level by becoming climate neutral across the value chain by 2050.





For the Better 2030

Towards carbon neutrality & circularity. We're ambitious in what we want to achieve and we are committed to becoming climate neutral across the value chain by 2050. We continuously work to be a Better Company. We create Better Solutions and, across the world, Electrolux strives for Better Living by inspiring and empowering people to make choices that will help them live more sustainably.



- Be climate neutral and drive clean and resource-efficient operations
- Act ethically, lead in diversity and respect human rights
- Drive supply chain sustainability



- Lead in energy and resource-efficient solutions
- Offer circular products and business solutions
- Eliminate harmful materials



- Make sustainable eating the preferred choice
- Make clothes last twice as long with half the environmental impact
- Make homes healthier and more sustainable through smart solutions for air, water and floors
- Supporting the UN Sustainable Development Goals and Climate Goals



Scan or click QR code
Learn more and download
the Better Living Program

Our climate targets for the future

CARBON EMISSIONS



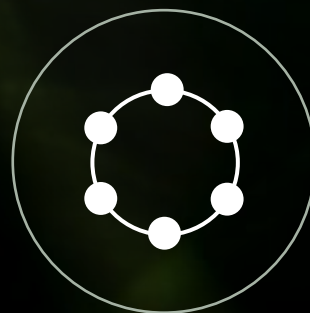
Science Based Target: Reduce carbon emissions in operations by 80% and by 25% in products between 2015 and 2025

OPERATIONS



Climate neutral operations by 2030

VALUE CHAIN



United Nations Global Compact Business ambition for 1.5 °C - climate neutral value chain by 2050

Key results 2021

Better Company

Be climate neutral and drive clean and resource-efficient operations

8%

Reduction in both our total CO₂ emissions and water use in water risk areas compared to 2020.

Act ethically, lead in diversity and respect human rights

0.43

0.43 injury rate (TCIR).

Drive supply chain sustainability

2,000

0.43 injury rate (TCIR). 2,000 people working at suppliers trained on environmental and social responsibility.

Better Solutions

Lead in energy- and resource efficient solutions

19/31%

Our most energy and waterefficient products accounted for 19% of total units sold and 31% of gross profit in 2021.

Offer circular products and business solutions

25%

Our use of recycled plastic increased by more than 25%, from 6,800 metric tons in 2020 to 8,600 metric tons in 2021.

Eliminate harmful materials

3,800

In 2021, we tested 3,800 components for chemical compliance according to legislation and the Electrolux Restricted Materials List.



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Learn more and download
our latest Sustainability Report

Better Living

Make sustainable eating the preferred choice



NutriFresh inverter refrigerator – keeps the temperature stable, minimizes water loss and provides higher humidity to keep food fresh longer while using one third less energy than other refrigerators on the market.

Make clothes last twice as long with half the environmental impact



Cushion-like washing machine drum pattern – winner of the German Red Dot design award in 2021, the new drum pattern reduces wear and tear on garments.

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



Pure 4X water purifier – new generation of cooling water purifier developed by Electrolux Latin America. The slim design reduced plastic in each product by 27%. A single filter provides 3,000 liters of purified water, saving 6,000 half liter plastic bottles.

Progress on our Climate Goals

Scope 1 and 2^{1,2)}

Greenhouse gas emissions produced directly (Scope 1) by Electrolux, for instance through the combustion of fuels and indirect greenhouse gas emissions (Scope 2) generated through the consumption of purchased energy.

78%

reduction compared to 2015

Scope 3¹⁾

Scope 3 are all other indirect greenhouse gas emissions due to the activities of Electrolux, but that are produced and controlled by a different emitter, e.g. greenhouse gas emissions resulting from the use of Electrolux products.

~20%

reduction compared to 2015

1. Science based target (SBT) 2. Includes contributions from energy use and greenhouse gas fugitive emissions.

Our 2030 Taste Goal:

Make healthy and sustainable eating the preferred choice

The food sector currently consumes around a third of global energy consumption and around 15% of greenhouse gas emissions are produced from animal agriculture*.

At the same time, up to 30% of all food produced is wasted** and hunger remains a challenge with more than one in nine people in the world not having access to enough food**.

This is why we want to help people make better eating choices in ways that are effortless and enjoyable.

At Electrolux, our aim is to make healthy and sustainable eating desirable, accessible and easier. We will continue to develop preservation and cooking solutions that decrease nutrition loss, and we will join forces with global culinary experts that can further our mission to inspire more sustainable eating. We also want to help reduce food waste in every way we can.

Better Eating is one of four targets we have identified as part of an 11-year action plan we call The Better Living Program.

* Source: UN SDG, 2018.

** Source: UN SDG, 2018.

*** Source: Food Aid Foundation

Taking action on food poverty and food waste

Since 2016, the Electrolux Food Foundation has supported initiatives to educate and inspire more sustainable food choices among consumers and professionals, and to support people in need in the communities around us. It is an independent, non-profit organisation founded and funded by Electrolux, and operates with global partners including the Red Cross, AIESEC and World chefs.



**Electrolux
Food Foundation**
ESTABLISHED 2016



Scan or click QR code
Learn more and download
our latest Sustainability Report



Our 2030 Wellbeing Goal:

Make homes healthier and more sustainable through smart solutions for air, water and floors

More than 90% of the world's population lives in places where air quality exceeds World Health Organization's guideline limits. Therefore, controlling air quality indoors where we spend most of our time is becoming increasingly important.*

This only makes matters worse. Due to inadequate ventilation, the concentration of harmful pollutants indoors can often be up to five times higher than outdoors**. This doesn't have to be the case. And we can undertake efforts to improve people's wellbeing at home.

* Source: WHO air pollution

** Source: BEAMA - My health

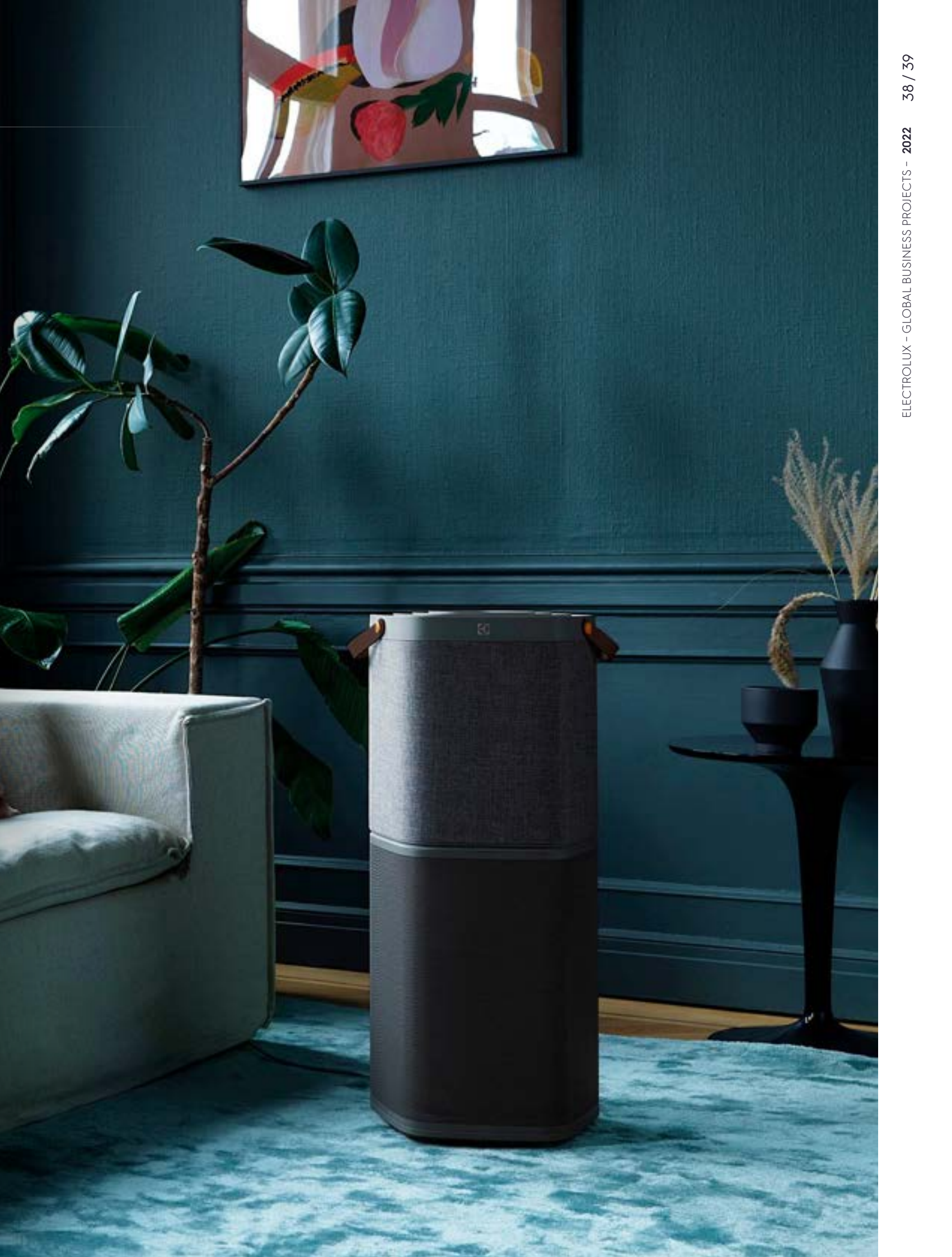
Focus Areas

Electrolux has an important role to play in providing consumers with products and solutions that promote health and wellbeing in the home with less environmental impact.

We will continue to develop resource efficient solutions for air, water and floor hygiene and to actively guide our consumers toward the more sustainable usage of our products. Through innovation, we will continue to advance our smart solutions - such as air monitoring or robot vacuum cleaning - and we'll explore new ways to connect with and customize such products through functionalities and circular business models for individually adaptable systems.



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Learn more and download
our latest Sustainability Report



Our 2030 Care Goal:

Make clothes last twice as long with half the environmental impact

Over the past 20 years, we have quadrupled the number of garments we go through*.

Compounding the issue is the fact that 90% of our clothes are thrown away before they need to be**. Part of the problem is fast fashion - another is after-care. Due to poor, outdated laundry habits, the lifespan of garments is diminishing. With the fashion industry being the fourth largest polluter in the world***, it's time we changed the way we consume and care for our clothes.

* Source: Fashion Revolution

** Source: AEG Care Label Project

*** Source: Measuring Fashion,

Global Impact Study 2018

Focus Areas

To guide us towards our target, we will seek to drive product innovations, educate consumers, undertake further research, and form meaningful partnerships. Our focus areas for Better Garment Care are:

- Prolong the lifetime of garments by modernising care technology and care habits
- Reduce the environmental impact of garment care
- Enable care for all fabrics
- Contribute to more sustainable fashion consumption models



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our latest Sustainability Report



Awards and recognition

Rating agencies and sustainability rankings have recognized our sustainability commitment and performance over the past year.



CDP

In 2021, we were recognized for our sustainability leadership with a prestigious “double A” score for climate and water and as a Supplier Engagement Leader by the global non-profit CDP. Electrolux was one of a few companies to receive top marks for its efforts to tackle climate change, protect water security and engage with suppliers. We have been on the CDP Climate A list for the past six years and on the Water A list since 2020. CDP is an international non-profit that runs a global disclosure system for investors, companies, cities, states and regions.

Dow Jones Sustainability World Index

Electrolux is recognized as a sustainability leader in the Dow Jones Sustainability Index (DJSI) World and Europe in the consumer durables industry. Manjit Jus, Global Head of ESG Research and Data, S&P Global: “We congratulate Electrolux for being included in the DJSI WORLD. A DJSI distinction is a reflection of being a sustainability leader in your industry. With a record number of companies participating in the 2020 Corporate Sustainability Assessment and more stringent rules for inclusion this year, this sets your company apart and rewards your continued commitment to people and planet.”

S&P Global

We Electrolux are pleased to share our recognition as a company committed to sustainability in our industry. In order to be listed in the Yearbook, companies must score within the top 15% of their industry and must achieve an S&P Global ESG Score within 30% of their industry’s top-performing company. S&P Global CSA scores are also the basis for including companies in the prestigious global Dow Jones Sustainability Indices (DJSI). Electrolux is a member of DJSI World.

Sustainalytics

As of November 2021, Electrolux received an overall ESG Risk Ratings score of 17.0 and is considered by Sustainalytics, a global environmental, social and governance (ESG) research and ratings firm, to be at low risk of experiencing material financial impacts from ESG factors.*

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Stoxx

Electrolux is included in the STOXX® Global ESG Leaders index. The STOXX® Global ESG Leaders Index was launched in 2011 and was an important step for providing visibility for companies that excel in sustainable operations and management. The index is STOXX's broadest benchmark tracking the highest-scoring companies in environmental, social and governance (ESG) criteria.

Global Compact 100

The Global Compact 100 (GC 100), developed in partnership with Sustainalytics, is composed of a representative group of Global Compact companies, selected based on their implementation of the ten principles and evidence of executive leadership commitment and consistent baseline profitability.

MSCI

As of 2021, Electrolux received an MSCI ESG Rating of AA. MSCI ESG Research provides MSCI ESG Ratings on global public and a few private companies on a scale of AAA (leader) to CCC (laggard), according to exposure to industry-specific ESG risks and the ability to manage those risks relative to peers. Learn more about MSCI ESG ratings [here](#)*

* The use by Electrolux of any MSCI ESG research llc or its affiliates ("MSCI") data, and the use of MSCI logos, trademarks, service marks or index names herein, do not constitute a sponsorship, endorsement, recommendation, or promotion of Electrolux by MSCI. MSCI services and data are the property of msci or its information providers, and are provided 'as-is' and without warranty. MSCI names and logos are trademarks or service marks of MSCI.

ISS oekom Prime status

ISS oekom research assesses the environmental, social and governance performance of a company as part of the Corporate Rating, carried out with the aid of over 100 social and environmental criteria, selected specifically for each industry. ISS oekom research awards Prime Status to those companies that are among the leaders in their industry, according to the oekom Corporate Rating, and that meet industry-specific minimum requirements.

FTSE4Good

FTSE Russell (the trading name of FTSE International Limited and Frank Russell Company) confirms that Electrolux has been independently assessed according to the FTSE4Good criteria, and has satisfied the requirements to become a constituent of the FTSE4Good Index Series. Created by the global index provider FTSE Russell, the FTSE4Good Index Series is designed to measure the performance of companies demonstrating strong ESG practices. The FTSE4Good indices are used by a wide variety of market participants to create and assess responsible investment funds and other products.

The Change-Makers report

A better tomorrow according to the youth of today.

Today's youth: the individuals who will be most affected by the decisions we currently make. Their time for running the world will come, but their perspective is needed now.

This generation of young people will face complex challenges over the coming decade.* As they look towards setting up their own homes, sustainable living is a more pressing issue for them than for any generation to come before.

That's why we conducted a survey of 13,886 young people from 13 countries - all aged between 16 and 20 - which forms the basis of this report.

The objective is to feed the insights gathered from these initiatives into our innovations over the coming years. In turn, we aim to shape better living by strengthening the degree to which the products we bring into people's homes can serve the needs and wants of the very people who will be using them.



Scan or click QR code
Learn more and download
our Change-Makers Report

*United Nations. (2019). "UN World Youth Report: Addressing the complex challenges facing young people today."



Future sustainable kitchen event

“There are so many innovators showing that with the right amount of knowledge, right amount of nudging, we can really make a difference that’s meaningful for the planet and for our future.”
Electrolux CEO Jonas Samuelson.

The annual Future Sustainable Kitchen event, presented by Electrolux, gathers representatives from across the food ecosystem to discuss and discover how we together can make healthy and sustainable eating the preferred choice.

The whole food ecosystem must work together to nudge consumers towards making healthier and sustainable choices instead of judging their behavior, said panelists at the recent Electrolux’s Future Sustainable Kitchen (FSK) event

“There are so many innovators showing that with the right amount of knowledge, right amount of nudging, we can really make a difference that’s meaningful for the planet and for our future,” said Electrolux CEO Jonas Samuelson. “If today has shown anything, it’s really the power of partnership in the food ecosystem.”

FSK’s third edition, held in May 2022, gathered leading online experts from across the food ecosystem – scientists, kitchen producers, food tech start-ups, and a chef. Among them is Petra Janney, founder of sustainability consultancy firm Hatcher, who said companies should put the right choices in front of consumers.

“We have to stop judging our consumers for failing to act, and instead nudge them in the right direction by making sustainable choices magnetic,” she said. This means companies should find out what matters to consumers, link their identity to sustainable action, and make eating diverse, plant-based foods the new social norm. In the process, companies can create “irresistible offerings” based on shared experiences for families and friends. “Eating sustainably is not a sacrifice: it’s an opportunity to learn something new, to try something delicious, and to create an unforgettable moment with loved ones,” Janney added.





Jonas Samuelson,
Electrolux CEO & President



Sustainability


Making sustainable choices also includes changing the way we treat surplus food. “What most people don’t realize is how bad food waste is for the environment – greenhouse emissions from one kilogram of food waste is equivalent to landfilling 25,000 500ml plastic bottles,” said Tessa Clarke, co-founder of Olio, a mobile app enabling people and local stores to share surplus food. Citing data from Project DrawDown*, she said that for a 2°C warmed world the top solution is reducing food waste, even above electric cars, solar power, and a plant-based diet.

Equally important is offering consumers appliances with less impact on the environment. “Our Life Cycle Analysis has shown that globally around 85% of the CO₂ emissions from the appliance come from the usage phase, when the products are in consumers’ home and in use every day,” said Sarah Schaefer, VP Sustainability at Electrolux in Europe. “This means that we are constantly looking at more efficient and circular ways to make our appliances ‘greener’ so we can help consumers reduce their environmental footprint.”

To aid consumers, companies can show through stories “how to use the product, its eco functions, the auto dosage, and, ultimately, how to reduce food waste,” said Tommy Myhre, Category Director at Nordic consumer electronics retailer Elkjøp.

At the 2022 edition of Eurocucina in Milan (June 7-12), Electrolux unveiled GRO – a visionary concept aimed at reinventing the kitchen and enabling people to enjoy food in a way that is sustainable for our health and the planet.

Pictured Opposite: L-R: Electrolux Chief Design Officer Simon Bradford, The Spoon Founder & CEO Mike Wolf, Chef Sebastian Gibrand, Electrolux VP Sustainability for Europe Sarah Schaefer.



The whole food ecosystem must work together to nudge consumers towards making healthier and sustainable choices instead of judging their behavior, said panelists at the recent Electrolux’s Future Sustainable Kitchen (FSK) event.



Event highlights

+500
Attended
FSK 2022

+300
Electrolux
Attended

+140
Trade
Attended

Sustainability

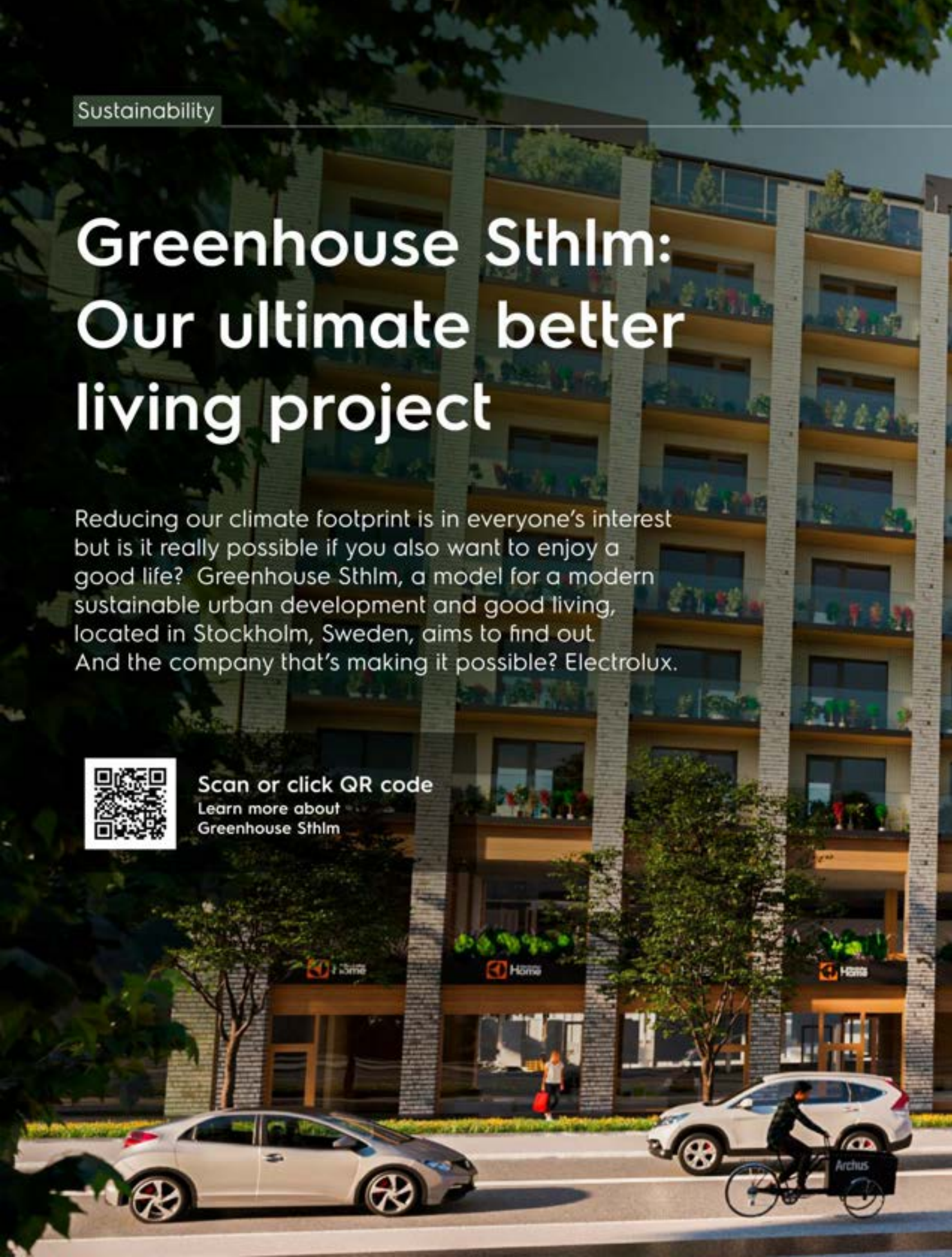
Greenhouse Sthlm: Our ultimate better living project

Reducing our climate footprint is in everyone's interest but is it really possible if you also want to enjoy a good life? Greenhouse Sthlm, a model for a modern sustainable urban development and good living, located in Stockholm, Sweden, aims to find out. And the company that's making it possible? Electrolux.



Scan or click QR code

Learn more about
Greenhouse Sthlm





Sustainability

On western Kungsholmen in Stockholm, a stone's throw from the Stadshagen metro station and close to large green park areas as well as lake Mälaren, something highly unusual is happening. Greenhouse Sthlm - a model for a modern sustainable urban development and good living - is being built.

Currently the site is 100% office property, but, over time, it will be transformed into a vibrant, multi-purpose community that promotes quality of life, health, accessibility, and everyday ease.

Electrolux is not only the owner and the first tenant, it is also now developing the first phase along St Göransgatan, with the ambition to offer a more sustainable and better life for everyone living there.

Fully developed it will be like a small, sustainable city within a city with up to 3,000 people living, working and thriving within one neighborhood. Traders who are strongly committed to sustainability and climate change issues will be welcomed and, alongside their offices, there will be residential apartments, green gardens, and a pre-school.

There will also be a restaurant with a focus on sustainable eating, a fitness and swimming pool facility with fabulous views, a car and bicycle pool in the garage, and a ground-floor café along with concierge service.

Inspired by the 15-minute city, where all essential services can be reached within 15 minutes by foot or bike, Greenhouse Sthlm recognizes that the way we live can make a difference. Greenhouse Sthlm will help make that difference by seeking to address the top four climate footprint challenges that individuals face every day - living, transportation, eating and purchasing.



Reducing a building's total climate footprint

The first construction phase of Greenhouse Sthlm is one of the first building projects in Sweden to be given a new certification, ZeroCO₂. It is a standard that recognizes its commitment to minimizing the building's total climate footprint from a lifetime perspective.

Circular solutions and renewable materials are key

Circular solutions and renewable materials are key to more sustainable construction. In Greenhouse Sthlm, the property from the late-1960s will not be torn down and replaced as so often happens. This is because it still has many more years to offer to the Electrolux HQ operations. New building's facades will reuse bricks from old facades. Locally produced wood from the middle of Sweden will be used to further reduce CO₂ emissions and the new buildings will function as a carbon sink for generations ahead.

The roof will be covered by solar panels and the food waste will be sent to biogas production – only one of many examples of great circular solutions we find in the neighborhood. Another example of a large scale circular solution is the buildings are being heated by waste incineration, the challenge being to make the waste as close to 100% renewable as possible which we can all contribute to make happen.

All Greenhouse Sthlm residents will be offered an Electrolux premium appliance repair service to encourage repair over buying new when an appliance is not working as it should.

Sharing for a sustainable future

Sharing has an important role to play in Greenhouse Sthlm. The gardens are shared by the employees and residents, as is the pool & fitness facility, the padel court, the outdoor gym, the cultivation lots, the outdoor kitchen, and the concierge service. A carpool is also part of the sharing concept. Each tenant association has its own shared resources as well such as shared living rooms, kitchens, and laundry room.

Better eating

The first tenant association has been named “brf Gourmet”. Needless to say, when moving into a neighborhood created by Electrolux, connected, energy-efficient top-of-the-line premium appliances are standard. There will be plenty of kitchens to choose from – from individual ones to a shared indoor kitchen and an outdoor kitchen. Better eating is a key priority at Greenhouse Sthlm and, in 2025, a new high-profile restaurant will open with a fantastic view over Stockholm that will be run by one of Sweden's top chefs.

To care and be well

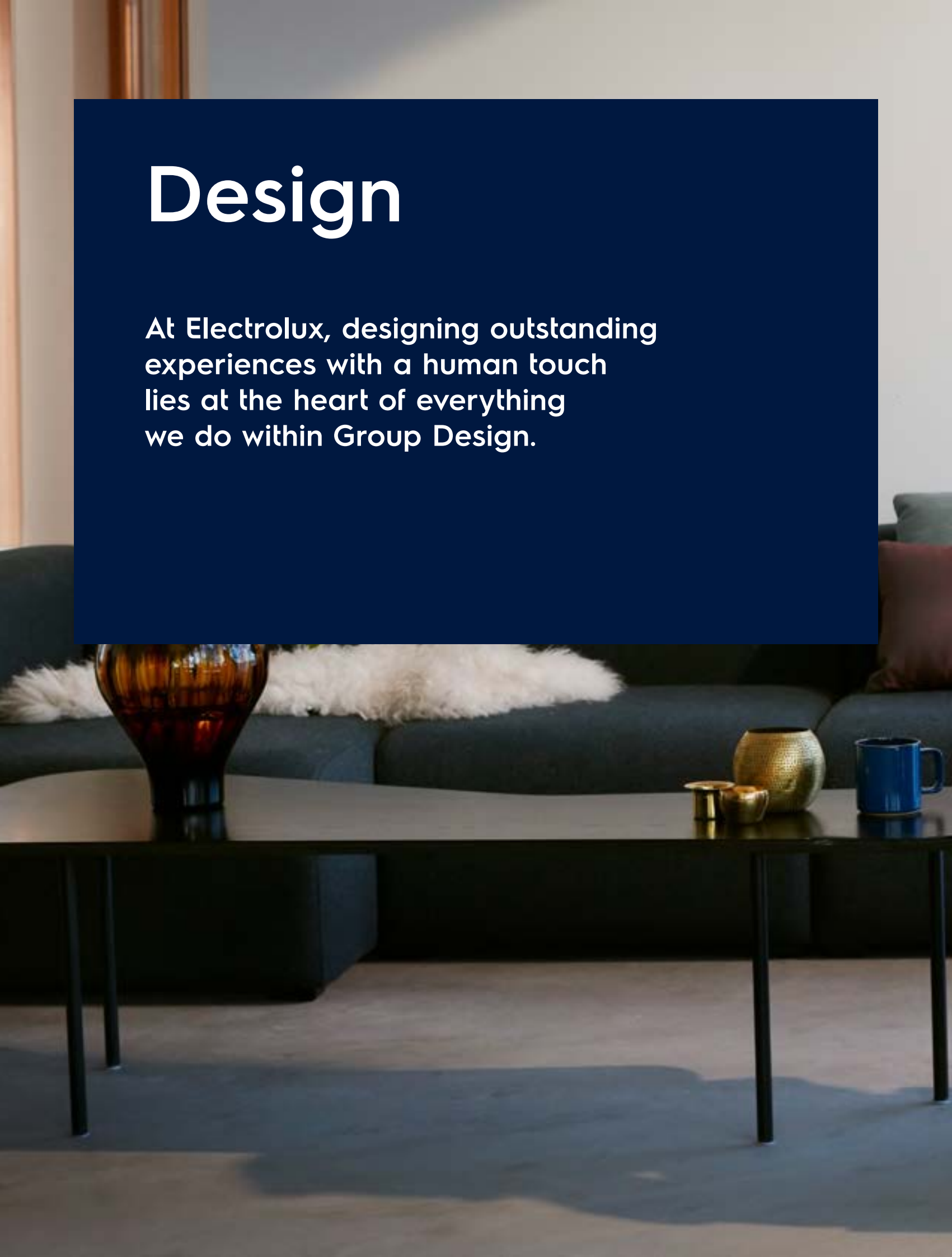
In Greenhouse Sthlm people are stronger together. Meeting areas – with new and existing friends, neighbors, and colleagues – are integrated everywhere in the block. Physical wellbeing is another priority, and there will be plenty of areas for physical activity including the fitness center, pool and a padel court.

Greenhouse Sthlm is all about shaping living for the better and with employees representing almost 60 nationalities, Electrolux HQ is on a mission to make its brand promise a reality for everyone.



Design

At Electrolux, designing outstanding experiences with a human touch lies at the heart of everything we do within Group Design.





A touch of Scandinavia

Good design doesn't happen by accident. At Electrolux, we take an iterative, research-based and collaborative approach to design that encompasses the entire user experience. We call this philosophy Human Touch.

With products in hundreds of millions of homes around the world, we use the power of design to drive change for the better. Better for the users of our solutions – digital or physical – and better for our planet. We channel our creativity to achieve meaningful, sustainable, experiences. Human Touch is about making technology more human, intuitive and seamlessly integrated into our lives, whether it's through a clever use of lighting that helps reduce food waste from your fridge or an intuitive user interface that encourages sustainable choices.

Design at Electrolux is defined as the practice of creating human-centric solutions; products, services and interactions. It's a diverse field that draws from synthesis, analysis, engineering, culture and data. When combined with cultural context, it connects emotionally and tells a story. To this end, there are three main elements to the Human Touch design philosophy:

Foresight. Continuously interpreting trends and insights to develop a point of view about the future, which inspires and directs our work.

Creativity. Applying the unique sensibility and perspective of designers to identify opportunities, solve problems and nurture a creative culture throughout Electrolux.

Context. Designing for real use and thinking in terms of ecosystems, beyond one product at a time. By truly understanding usage patterns and behaviors, we seek to simplify decisions and guide actions.

The Human Touch philosophy comes to life through a structured approach with three main phases: Understand, Create and Develop. Intended to ensure successful outcomes, this approach is about first framing the opportunity, then creating the concept and finally making it real.

Good design doesn't happen by accident. It's been in our DNA since founder Axel Wenner-Gren launched the first collaborations with world-renowned industrial designers in the 1930s. Today, our designers globally are guided by Brand Design DNA frameworks. These provide each of Electrolux key brands (Electrolux, AEG and Frigidaire) with distinctive features and values.





Designing together, for the better

Design is about understanding consumer needs, and helping them to live better, says Simon Bradford, Chief Design Officer, Electrolux Group.

The Design culture at Electrolux is deeply rooted in our Scandinavian heritage. Scandinavian Design started in the Nordics around the 50's. It is characterized by its simplicity, clean lines and uncompromising view on usability. It was very progressive for its time for the type of materials used and manufacturing methods deployed. Scandinavian Design is very well known worldwide for its beautiful lines inspired by the surrounding nature yet the sole purpose of the Designers of the time, was to improve the daily life of its users!



Simon Bradford
Chief Design Officer, Electrolux Group

So based on those same founding principles, at Electrolux Design we talk about Scandinavian Design being Human, Memorable, Timeless and finally - always on the forefront of change.

Design is about creating solutions for people to address a need or a problem. Our ways of working are user-centered, but as awareness of climate change grows, we are shifting toward more humanity-focused. So, bearing in mind the global scale we operate at, "shape living for the better" has a whole new meaning and sense of urgency.

At Electrolux we call our design thinking "Human Touch." It's an innovation process that continuously centers on the consumer. Only when we have truly understood the needs of our consumer, can we then design experiences that will improve their daily lives. This way of designing ensures that the innovation we bring to our users, answers a real need they have. It is a process that involves the user in all its steps. We are no longer just observing the consumer, but co-creating with them throughout the product development phases. With this focus, we minimize the uncertainty and risk of bringing new innovations to market. This is also the only way to ensure we create real value for consumers.

A woman wearing a leopard print top is shown from the waist down, interacting with a teal smart water bottle. The bottle is standing upright on a wooden tray, with its lid lying on its side next to it. The woman's hand, adorned with a gold ring and teal nail polish, is near the bottle. The background is a blurred office setting with a laptop and other items.

"The experiences that we design need to be first and foremost human. The industry is shifting from consumer-centric to a more design-for-life approach taking into consideration all aspects of a person's life. We need to design with wellness in mind. We play an active role in nudging healthy behaviour of all sorts."

Simon Bradford,
Chief Design Officer, Electrolux Group

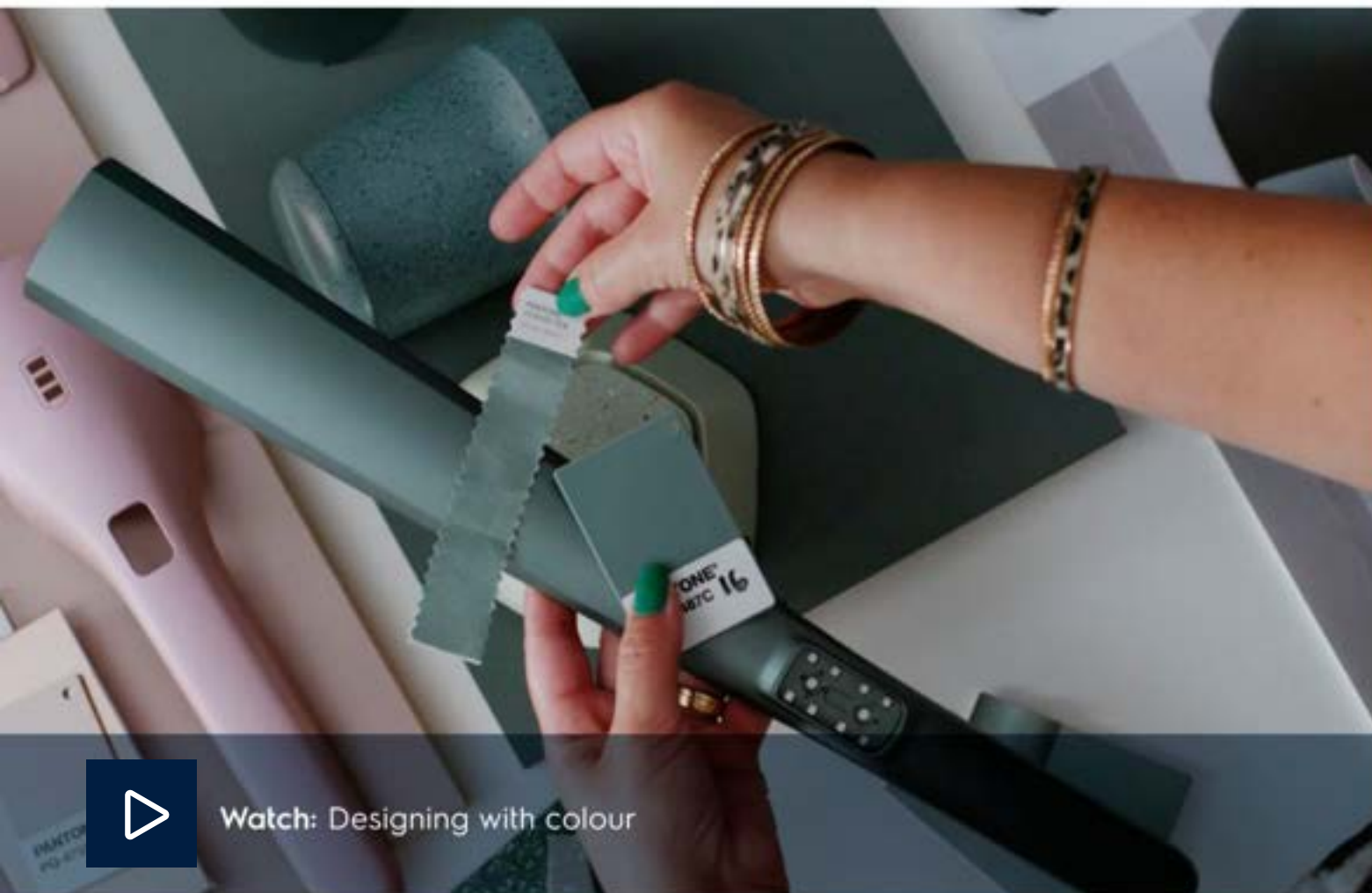
Sustainability permeates every part of what we do at Electrolux Group: from how our products are used and produced to the materials we select and source, right through to how we operate internally as a company.

As we undertake our pursuit to understand what is out there - what seeds are being planted, how they're impacting people's behaviour patterns or changing their perceptions, needs and desires - there's one word that keeps coming back: sustainability.

As a designer, sustainability is - more than ever before - at the centre of my outlook, and not just from the standpoint of material and usage. It inspires me to create conduciveness between everyday living and sustainable living, whether it's in the kitchen, laundry, bedroom or somewhere else. I want to help make it a joy to walk the path of more sustainable choices - by encouraging the design of products and services that empathise with the needs of people and planet.



Watch: Designing with form



Design Systems drives consistency

Context is key to design and when products come together in the same environment and under the same brand, they need to be held together. A common model is to have the premium products tightly aligned in order to represent the brand. More mainstream products are then designed to be more dependent on category codes. However, in most cases people need to be able to mix and match. For example, a person may want to invest in a premium oven but save money on a hood or a hob.

Our role is to ensure that those products harmonise with each other. That's why I strongly believe in working with brand design values over signature. We need to move to more of a systematic way of thinking where the building blocks determine the experience and we can achieve effectiveness and scale in our solutions.

That's the power of working with Design Systems, either it's used for designing user interfaces, applied colour, material & finishing specifications or for branding and packaging, for example. Design Systems drives consistency, breaks down the knowledge barrier, increases speed to market, saves time and supports effective decisions, which then allows more time for designers to solve real-life user problems and bring increased value to the business through improved user experience and brand equity.

Electrolux GRO

A vision of sustainable eating

Earlier this year, Electrolux revealed GRO, a future concept aimed at reinventing the kitchen and enabling people to enjoy food in a way that's sustainable for their health and the planet.

Through a collection of modular solutions powered by advanced sensors and AI, based on behavioral science and the planetary health diet from the EAT-Lancet report*, Electrolux has created a vision of a better tomorrow.

"Electrolux has set the ambition to make healthy and sustainable eating the preferred choice by 2030, and GRO is our testament to that. By challenging conventional thinking of what a kitchen is, we have rethought everything from the start - aiming to help change behaviors by making planet-friendly eating effortless and enjoyable through groundbreaking design," says Tove Chevalley, Head of Electrolux Innovation Hub.



Scan or click QR code
Learn more about GRO

* <https://eatforum.org/learn-and-discover/the-planetary-health-diet/>





Design

The GRO concept is entirely built on data and behavioral science, which has been the foundation for every design decision and product feature within the kitchen system. It's also about exploring how kitchen products can contribute to eating more sustainably.

Inspired by experts, chefs, early adopters and thousands of consumers, GRO empowers people to act on key recommendations in the renowned EAT-Lancet report*, designed to support people's personal needs to move towards a more sustainable diet.

Here we hear Mathieu Rivière, Experience-Innovation Master Designer, telling us more about this revolutionary concept.

Hi Mathieu, could you introduce yourself and explain how you and your team have been working on this project?

Hi. My name is Mathieu Rivière and I am an Experience-Innovation Master Designer, working in the Electrolux Design studio in Stockholm. With a background in industrial design, I have led the physical design work of the GRO concept kitchen, which was showcased this year, in Milan for EuroCucina.



Watch: GRO trailer

A small core team of Experience-Innovation Designers has carried out the project with the commitment to make sustainable eating not only an easy choice for all of us but the preferred one. Multiple disciplines and designers have been involved in the project including research, trends, experience design, physical design, colors & materials, engineers, and much more.



Left to right – Audrey Yrieix, Shreya Prem, Camila Serpa Soares, Iga Slowik, Mathieu Rivière, Tove Chevalley

What is the design philosophy behind GRO?

In GRO we have re-imagined the kitchen around sustainable eating. At its heart is a modular system of interconnected products and services which reflect the recommended planetary health diet of the EAT-Lancet report. Each compartment is designed to optimally preserve its ingredients and highlight its diversity and beauty.

From the beginning we wanted to step away from the “white-goods” classic codes. Inspired by our Scandinavian heritage, we imagined this kitchen as a living space. Wood, stainless steel and glass were used to help create a strong visual identity.

Why are there so many compartments?

You need a lot of compartments to reflect the variety of diets in the world! Seriously though, in Milan, we put them all in to show what is possible but in a home it might be different. People may want fewer compartments to reflect their food needs, diet or preferences. Or they may decide they want more. For example, if they are looking for inspiration in exploring new and diverse sources of protein then the “Grain and Pulses Library” compartment would be ideal. If they want to be inspired by plant-based ingredients, every time they step into the kitchen, they can add the “Plant Gallery” compartment.

The key point is different ingredients need different care. Different people need different solutions. Over time we have forgotten this.

Can I still have meat in this fridge?

Of course, you can! Our vision is around wanting to support behavioral change, not shifting blindly into a full vegan way of living. But having meat in every meal is not sustainable for the planet or your body. In the plant-forward movement, meat is frequently used as a condiment, bringing umami and texture to meals. For this we have the “Jewelry Box” compartment. Three drawers dedicated to meat, fish and eggs. This compartment is about encouraging all of us to treat animal-sourced proteins with respect and appreciating every bite.

How realistic it is?

GRO is a concept, a future looking vision of a kitchen designed around sustainable eating. It was not created to be put into production as it is. Its influence is in what we do with it. We are now using the concept as an illustration of our Taste North-Star and sharing it with our designers, engineers and partners. With it we can envision future scenarios and project these into more formal processes including appliances you will be using in the future.

Where can we see this Concept Kitchen?

The GRO concept kitchen premiered at EuroCucina 2022 in Milan last spring. We are now moving it to our worldwide headquarters, Electrolux Forum in Stockholm. All our employees and partners will have the opportunity to see and experience it. This concept is not meant to be archived. It is now our gateway to all our future thinking regarding taste.

Thank you for your time. Any last words?

Working with future concepts is always exciting. With GRO, it goes above simple enthusiasm though. From the research, the ideation, up to the display in our headquarters, the whole company is part of the discussion. We are using this vision to build our future strategy going forward. And that's pretty exciting.



Designed for Better Living

Designers Janina Hihnala and Daniel Virgona talk to us about the launch of Electrolux's new built-in cooling range.

Designing the new Electrolux built-in cooling range has been a once in a lifetime opportunity as we were able to redesign every aspect of the product experience.

Home is the most important place for many of us, and that's why we place an emphasis on understanding how to design products that integrate seamlessly into our lives and support our day-to-day demands.

We live in an age of domesticity of technology. Instead of attention-seeking appliances, product design have moved towards bringing calmness to the busy lives of people. Consumers expect friction-free experiences and technology that is so simple that it almost disappears into the home life.

Our human centric design philosophy guides us to always design with the context of use in mind. For example, we approached the range development looking at a refrigerator as an interior object that is a part of the everyday rituals of cooking, rather than a piece of technology. You can see this approach come to life in the simple design language that aims to de-clutter the interiors and emphasize sense of calm space and easy adaptability.

We have hidden unnecessary engineering details and made technology into something that simply works quietly in the background. Materials and surface finishes used are authentic and chosen to extend the lifespan of the product.





We also live an age of conscious design. Consumers are becoming more educated and aware of sustainability. The products we create must match their expectations and consumers hold us accountable to deliver solutions that are truly more sustainable. This is a mindset shift that will have a huge impact on the future of design.

We have taken tremendous efforts to make this our most sustainable refrigeration range to date. The hero of the new range is the science-based solutions that help us fight against food waste. Food waste is our primary focus as it is one of the highest emitters of greenhouse gases in the world. In the new range we also introduce a user interface featuring the ECOMETER function that gently nudges consumers to adopt the most energy-efficient ECO program.

This year we also premiered our Maxispace model with the introduction of more sustainable materials. The inner walls of the product are made from 70% recycled plastic from discarded refrigerators creating a new aesthetic to our products.

Sustainable materials are a crucial step in Electrolux efforts to reduce CO₂ emissions from products and we have several initiatives to bring recycled materials to wider part of our new product range.

We're excited to introduce this new range of built-in refrigerators that are optimized to make healthy eating easy and sustainable, so that people can protect what matters – your food, your health and the planet. Because the biggest impact we can make is through what we eat. For ourselves. And the planet.



Left to right – Martin Svalander, Janina Hihnala and Daniel Virgona

EuroCucina trends

Urbanization and post COVID multifunctional spaces.
An interview with designer, Iga Slowik.

Hi Iga, can you tell us more about what you saw at EuroCucina in 2022?

Hi. Yes, of course. Rapid global change and urgent social issues were often reflected in the exhibition themes and design executions this year. We observed that design cannot ignore the topic of urbanization. By 2025, it is predicted that 70% of the world's population will live in urban areas and it will have direct impact on home sizes. Our spaces are becoming increasingly limited and will therefore have to be multi-purposeful. Our home environments must evolve to answer those needs.

Do you think this has particularly been influenced by COVID?

Yes. Not only is urbanization influencing the home space, but the post-pandemic lifestyle has also elevated the meaning of home. Now, we expect our homes to support all aspects of our lives, including working from home, as well as different moments. Brands are embracing these new demands by designing products and objects that blend naturally into the home environment through new innovative approaches to modularity and adaptability.



Which trends are you seeing emerging?

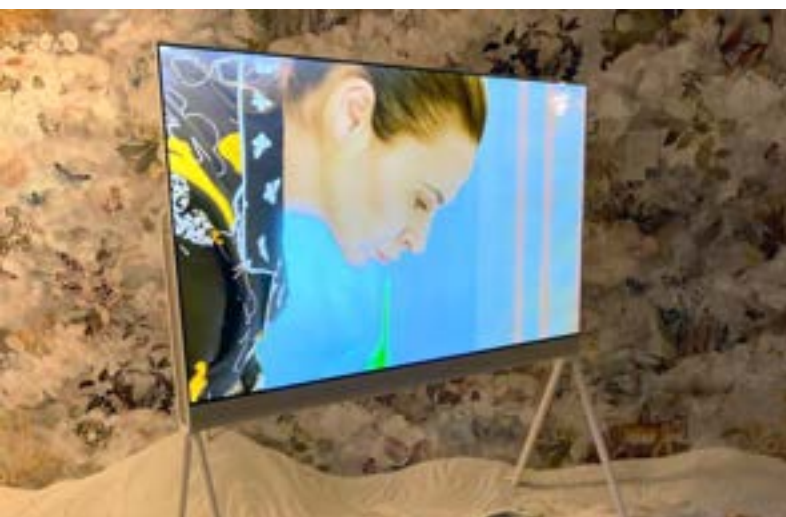
We see two mature trends. The first one is *Compact Consider*. This is in response to the challenge of space scarcity and increasing costs per square meter. As a result, we are seeing many creative solutions and innovative, space-optimizing designs, that can maximize the use of small spaces. It is not about miniaturizing products and appliances but offering new experiences and designs, such as furniture archetypes to fit within this new context.

With rising housing prices and a changing lifestyle, the perception of small spaces has been redefined by not only rethinking products, but also the type of materials that are used. Brands want to introduce order and comfort in homes of all sizes.



The second trend emerging is *Blend into Life*. One thing that has been accelerated due to the post-COVID lifestyle is the need for multi-functional spaces. Our home needs to adapt to diverse needs and activities like working, studying, entertaining or exercising. As a result, we see products that become quieter and inconspicuous, blending in with the homes surroundings with a design that allows technology to become hidden when not needed and creating a visual harmony.

We see trends that are not only looking into reveal and unveil, but also trying to adopt a new shape that suits the interior. This is a break from a traditional appliance aesthetics and includes statement pieces that set a new tone for the home interior. We see this trend not only from appliance manufacturers and furniture companies but also from consumer electronics. The aesthetics have shifted towards from increased attention to seamless integration and the search for different forms, patterns, and materials to blend in with the home environment.



Iga Slowik
Designer, Electrolux Group

Architecture community events

Our ambition is to deliver relevant and dedicated support to architects. We are sponsoring and hosting different events aimed towards architects to make sure we continue to engage and strengthen our relationship within this community. Here is a snapshot of some of these events.

W Awards

Formerly known as Women in Architecture, the W Awards continues to raise the profile of women and non-binary people in architecture worldwide, inspiring change as a united voice of this global call for respect, diversity and equality. The awards were started in 2012 to celebrate exemplary work of all kinds: from the design of the world's most significant new buildings to contributions to wider architectural culture, and from lifetimes of achievement to the work of women with bright futures ahead. Electrolux sponsored the W Awards, as an ongoing support to diversity and inclusion in the workplace.



AJ100

The AJ100 survey is the definitive record of the UK's largest architecture practices, measured by the number of architects employed in the UK. The accompanying AJ100 awards programme celebrates the achievements of these firms, including those leading the way on sustainability.

Now in its 27th year, the AJ100 is a firm fixture in the architecture calendar. The top 100 practices, measured by number of architects employed in the UK, were invited to join for the annual AJ100 Awards, on June 22, 2022, when the winners of the dedicated AJ100 award categories were revealed. As a full programme sponsor, it was a great opportunity for Electrolux to connect with these top UK practices.



DOPO Event

'The architecture of waste: from the spoon to the city' was an event held by The Architectural Review in Milan. This event was in partnership with Electrolux and took place on the 8th June during the 2022 Salone del Mobile. Speakers included Laboratorio Permanente and Baubüro In Situ.

Taking different sites as starting points – a kitchen cupboard, a factory extension and an urban park – the panel discussion looked at ways to reduce waste and presented ideas to encourage greater reuse, recycling and repair in the spaces of everyday life. Waste needs to be made visible and become a subject for discussion and debate.

Manon Mollard, Editor of The Architectural Review explained more about the event: "Within the last year we have dedicated issues of The Architectural Review to the topic of waste and of kitchens. We are delighted to be partnering with Electrolux to extend the conversation outside the printed pages and discuss how to reduce waste and encourage more reuse in our kitchens, buildings and cities."



Barry Waddilove, Director of Sustainability, explains why Electrolux wanted to be part of this event. "We were delighted to be at DOPO to discuss the topic of food waste. Electrolux really cares about sustainability. This is a big topic for us and a great opportunity to meet with architects, and particularly people outside of the business, to get their perspective on the challenges that we are facing and how to create solutions."

Barry also took the opportunity to introduce the audience to Electrolux's new kitchen concept, GRO. "We launched GRO, a new kitchen concept at EuroCucina which has a lot of ideas around circularity and helps the consumer to address food waste. We were really excited to share that with this audience and meet everyone to discuss the subject of circularity."



Kitchen Excellence

We work together with prestigious partners, to consistently deliver projects of excellence.





Kitchen Excellence

Leading supplier to the Project Business

We believe that strong Global Brands, together with dedicated local teams, are the key reason the Electrolux Group has such a long history in being the leading supplier to the Project Business in many of our markets. Our in-depth knowledge and long experience in the Project Business means that we have a genuine understanding of the market.



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Image shown: Sky towers, a project collaboration between Vosgoede Degroote & AEG
See page 94 for full case study ©Render: nanopixel3d.com

Building Information Modelling (BIM)

BIM is a digital process that combines 3D models and product information, and helps with coordination and simulation during the entire life-cycle of a project (plan, design, build, operation and maintenance).



Scan or click QR code
Access all our Objects for BIM



Building Information Modelling (BIM) has become the new paradigm for exchanging project information between designers, suppliers, contractors and owners.

"Electrolux contributes to the digital transformation of the building industry, combining 3D models and product information".

The various involved parties, such as architects, designers, contractors, planners, builders, consultants, and civil engineers, are encouraged to collaborate and share information from the design phase onwards. Resulting in a complex set of information about the entire building which is stored in an integrated data-base – a digital 3D model, fed with lots of information.

By providing appliances as objects for the BIM process, Electrolux gives designers the ability to transfer digital Electrolux, AEG and Zanussi models, such as ovens, hobs and other appliances, directly into their projects. These objects contain full product specifications, installation drawings and 3D models and are accessible through the BIMobject platform.

With Objects for BIM, clear visualisation in all stages and a high transparency of information are the main advantages. While CAD-based drawings are lacking in both visualisation and meta-tag information (e.g. prices, contact information, etc.), Objects for BIM includes very high quality rendering and provides all the product manufacturer's data. This means that instead of recurring bilateral and paper-based communication between two parties, BIM enables multilateral and digitally automated communication.

The example below highlights the visual advantages a BIM model provides. The 3D model can be easily interpreted by anyone and the 2D drawing is still available for more technical planning. Both views are available to access and engage through BIM.

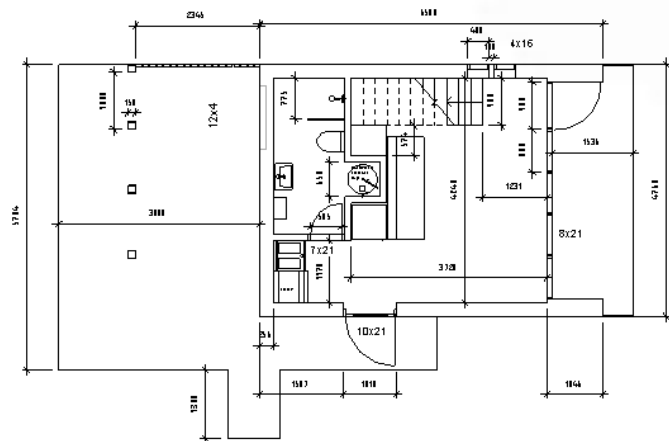


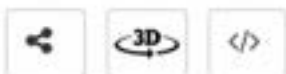
Image shown: Sky towers, a project collaboration between Vastgoed Degroote & AEG
See page 94 for full case study ©Render: nanopixel3d.com

Kitchen Excellence

Planned to perfection



Objects such as kitchen appliances are implemented at the design stage and carry valuable meta-data throughout the lifespan of the project. Each object has complete product information accessed via a menu. And the objects can be shared, previewed in live 3D or supplied as embed code.



Scan or click QR code
Access all our Objects for BIM





AEG SteamPro BI Oven
Electric 60x60 Horizon Line
Stainless steel with
antifingerprint

Unique ref:	AEG_SteamPro_BI_Oven-Electric_60x60_Horizon-Line_Stainless-steel-with-antifingerprint
Brand:	AEG
Product family:	Oven
Product group:	Built-In Ovens Electric
Date of publishing:	2019-04-04
Edition number:	1
Type:	Object (single object)

Valuable meta-data is carried throughout the lifespan of the project.

The main goal of BIM is to facilitate more efficient collaboration among the professionals involved in the building process, where the virtual 3D model and all the additional information around it are the key. The term BIM itself has attracted a lot of attention over the last decades and is growing globally, both in awareness and demand.

Electrolux has been nominated for a prestigious LiveTime Achievement Award from BIMobject – Electrolux's selected partner for making its objects for BIM freely available. The awards took place as part of BIMobject LIVE 2020 in Malmö, Sweden on 2nd March, where this year's theme was climate emergency and its challenges for the building industry.

"The nomination is in recognition of our understanding of all the opportunities that BIM offers and our willingness to support a more efficient building process", says Anders Johansen, Channel Manager B2B & Projects Europe at Electrolux.

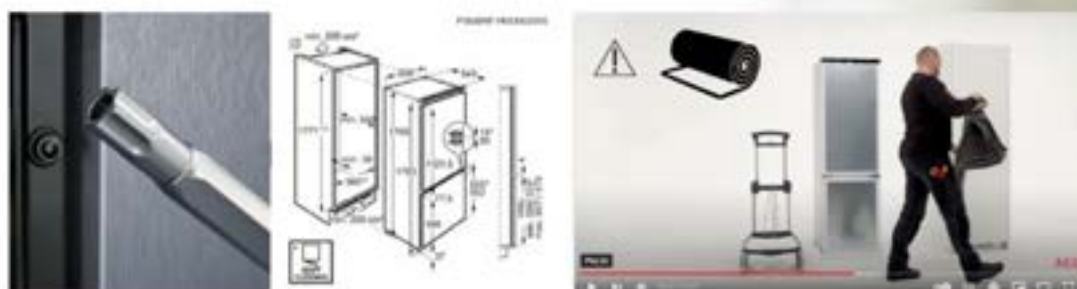
And architect Oliver Leiken had this to say about BIMobject: *"BIMobject enables us to work faster than our competitors. The objects include all the necessary requirements. An easy platform to discuss all issues at the beginning of the project and anticipate any client requests – reducing any future problems. BIMobject streamlines the work-flow, saving time on research and wasted time on drawings. No errors. No confrontations. No misinterpretations. BIM is the best way to start any project".*

Best-in-class installation

We are committed to offer the top-class installation experience to our customers. We make the installation of our products as simple as possible by improving the installation quality.

Our perfectFit installation method stands for, constant improvements to make the installation of our products a delightful experience. Reducing the number of installation steps by up to 30% for an entire Electrolux kitchen that contains: a BI oven, a BI hob, a BI dishwasher, and a BI cold product compared to our main competitors. With Electrolux you install more kitchens a day.

This combined with our intuitive installer APP to support our professional installers. You experience the correct and fastest way of installing Electrolux and AEG appliances with the availability of Installation videos, instructions, technical data, user manuals, Customer service info and link to relevant spare parts, all in one place.



▲ Installation done with just one tool and on-hand support from the Installer App.



Scan or click QR code
Download the installer App.



20mm

▲ Thanks to the design of our new hinges, the doors on our ovens gently rotate within the niche.

▲ At just 20mm, our ovens require the narrowest ventilation gap on the market.

A real advantage for any kitchen project

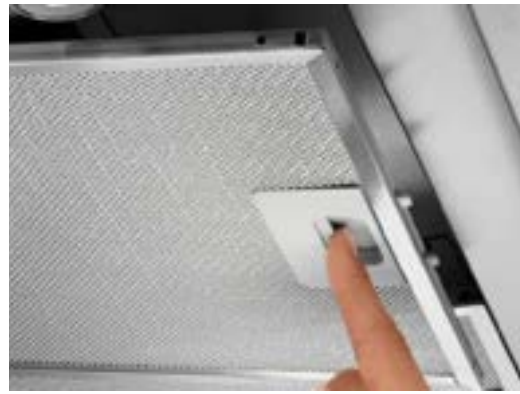
All our built-in appliances can be fitted seamlessly into any kitchen project thanks to our PerfectFit installation solutions. With our vast range of kitchen appliances, we provide limitless possibilities to design dream kitchens for your customers.

- ▼ **Dishwashers:** Our flexible sliding hinges are designed to adapt to any door or plinth, with no need for costly furniture adjustments.

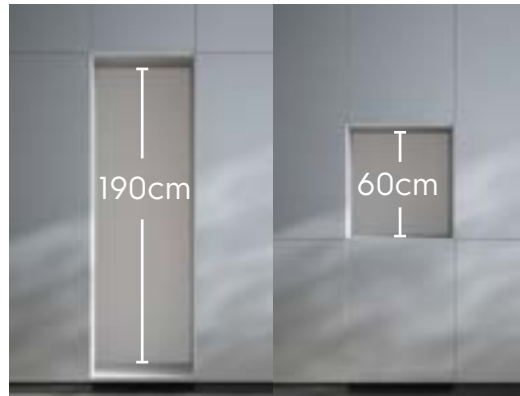




► **50% less installation steps for sliding door:** Our new installation is very intuitive and has halve of the previous installation steps, thanks to factory fit parts.



▲ **Most efficient installation:** A click in and pull up mounting system avoids the necessity of 2 persons.



▲ **Refrigeration:** A cooling product for every kitchen with niche sizes ranging from 60cm all the way up to 190cm.



224 mm fixed space
- worktop height

Full depth drawer

The new Electrolux
Extractor Hob
65%
less installation steps

Case studies

We invite you to discover our achievements across the world. We have a long history in being the leading supplier to the Project Business in many countries which enables you to deliver the best to your customers.



Belgium



Image: Finance Tower, Liege.

Architect: M. & J-M.Jaspers
- J.Eyers & Partners



SKY Towers

Vastgoed Degroote & AEG

Expressive, horizontal layers with randomly projecting extra-large balconies, floor-to-ceiling panoramic windows and the luxurious finish with bronze detailing. All of these make SKY Towers a model of iconic, cosmopolitan architecture, where indoors and outdoors merge seamlessly together.

The buildings are all different heights but join together at their plinths. The whole development envelops a semi-private garden that forms the green heart of SKY District.





SKY District is a future-proof building development that deploys the latest innovative technologies to meet the environmental requirements of today and tomorrow. This goes beyond just using renewable materials and making the most of the sun's energy.

Case study, Belgium

The SKY District has been developed with a sustainable future in mind.

- Re-use of rainwater
- Underfloor heating
- Installation of green roofs on the canopies
- Connected to the Beauvent district heating network
- Iconic architecture



© Render: nanopixel3d.com



A city-in-a-city

SKY District is an urban renewal project, strategically located between the railway station, city centre and Ostend's harbour district. This new quarter will comprise six buildings and a total of 484 apartments, offices, shops, cafés and restaurants.

With plenty of recreational facilities and low-traffic squares, the new district harmonises perfectly with Ostend's vision to transform the city centre into a pleasant, car-free environment for all to enjoy. The SKY District development and the overhaul of the railway station will mean a complete facelift for the Hazegras district.

Appliances installed:

Brand: AEG

- Ovens

- Induction hobs

- Refrigerators

- Dishwashers



QuickSelect Dishwasher FSK52637P:
Provides eco-friendly dishwashing choices with a single touch.



Confluents Côté Rivage

DELZELLE Residentials & Electrolux

A haven of peace in an exceptional environment. At Confluents Côté Rivage, everything is designed to offer a perfect balance between mobility, modernity and conviviality. The big cities are not far away, yet calm and serenity are at the rendez-vous.

The development of the 6 hectares has been carefully thought out by urban planning experts, architects, landscapers and business development specialists. Large urban boulevards and wide pedestrian esplanades rub shoulders with generous green spaces dedicated to leisure and recreation. Here, priority is given to pedestrians and cyclists. 90% of the car parks are underground. Outdoor electrical terminals are also present in order to favour zero-carbon mobility.

The entire project includes about twenty residences of 3 to 8 floors whose difference in height harmoniously rhythms the whole. These residences are separated by large green areas. The local shops and restaurants are located a few minutes' walk away, mainly along the central avenue, and blend perfectly into this setting. As for the terraces of brasseries or restaurants, they offer the best possible sunshine.





The development is a conversion of an abandoned industrial location in the city of Tubize, which struggled for several decades to overcome this history of heavy industry, to a new place where future generations can live, work and shop in modern, sustainable environment

Case study, Belgium

Contemporary, elegant and coherent architecture.
A transformation from an industrial site to sustainable homes and living spaces.

- Highly energy efficient
- Leisure facilities
- Outlet shopping mall
- Sport facilities
- Restaurants & bars
- Local shops



Apartments that live up to the environment.

All units have the highest scoring in energy efficiency with insulation, heat pump, rain water recuperation. Every apartment has its own terrace and most of the parking spaces are located below ground level, which considerably reduces the levels of traffic.

The former site of the Forges de Clabecq, on which the Les Confluents Côté Rivage project is located, totals about 60 hectares. Ideally situated in the town of Tubize, in the province of Walloon Brabant, only 20km from Brussels and 90 km from Antwerp port, attracts both new residents and businesses. Welcome to the new "place to be" of Walloon Brabant.

Appliances installed:

Brand: Electrolux

- Ovens

- Induction hobs

- Built-in refrigerators

- Dishwashers

- Fridge freezers



SurroundCook Oven OEF5E50X:
SurroundCook Oven ensures your dishes are evenly cooked in every corner.



China

Image: Cultural Centre, Hong Kong.

Architect: José Lei





Case study, China

Shenzhen EXPO BAY

China Merchants Group & Electrolux

American landscape designers SWA developed this 35,000 square metre river interlaced oasis, taking inspiration from famous scenic landmarks such as Google's Mountain View in California and Shenzhen Bay Park.





In the Post-Pandemic world, people increasingly understand the importance of idyllic scenery and healthy air to breathe.

Shenshen EXPO BAY offers harmony with nature within a diversified community space.

Case study, China

Sustainable Garden Living within Convention and Exhibition Centre.

- 35,000M² of modern landscape space

- 12,00M² large scale sunshine lawns

- 24 species of precious trees

- 3 standard basketball courts



12,00 square meters of large scale sunshine laden lawns, and 24 species of precious trees, create sustainable, tranquil gardens that awaken the five senses of sight, hearing, smell, touch and taste – providing an all season community space for harmonious living.

Appliances installed:

Brand: Electrolux

- Ovens

- Pull-out hoods

- Induction hobs

- Built-in microwaves

- Steamers

- Built-in refrigerators

- Dish sterilizer



Pull-out hood EFP6030X:

The Electrolux Pull-out Hood helps to remove fumes from the room, without the need for an exhaust pipe.



ShanWei

Star River Group & Electrolux

ShanWei is the signature residence project from the Star River Group. The design of the residence was inspired by the Milky Way. The formation of the buildings spreads out from the lake, reminiscent of the way the stars spread throughout the galaxy.

This unique location and its high quality interiors make the property one of the most sought-after residences in Shanwei city.





Case study, China

The total construction area is 130 million square metres including various amenities such as 5-star hotels, a sports arena, harbour style shopping mall and oriental gardens.

- 5 star international hotel

- Sports arena

- Commercial district

- Oriental gardens



A mixture of Mediterranean and Chinese garden styles

The design philosophy is a hybrid of Mediterranean and Chinese garden styles. It applies the shape of Chinese garden as an exterior and a Mediterranean interior design. The initial kitchen design incorporates a built-in solution with a Mediterranean, icy-white look that will challenge customer preconceptions in a modern kitchen. Electrolux's simple and functional products were shown to be the best match when compared with competitors. The built-in expertise for installation was also a plus-point when choosing Electrolux as the preferred partner.

Appliances installed:

Brand: Electrolux

- Ovens

- Extractor hoods

- Gas hobs

- Microwaves

- Refrigerators

- Sterilizing cabinets



Multifunction oven EOB3400BOX:
Quick heating and evenly-cooked results every time. Timer and LED display makes this oven easy to operate.



Denmark

Image: ARoS Aarhus Art Museum

Architects: Schmidt Hammer Lassen





Harbor luxury home

Jesper Rehne Jensen & AEG

Scandinavian living in understated luxury building

In the historic area of Esbjerg a new brick building arises in Kronprinsensgade. It has a classic, modern, and minimalistic design and houses 9 luxury apartments.

What makes it special – compared to a traditional new property – is that it's made with high quality materials throughout the building both inside and outside and installed with home appliance for the discerning residents. Here you can live in a beautiful, architect-designed brick building near the harbor, close to the sea, but still in the vibrant city.

It's Scandinavian living at its finest.





What makes the apartments very exclusive, compared to a traditional new building, is the high quality of materials and interior design.

Throughout the building both inside and outside the choice of sanitation, floors, cabinets and home appliances are chosen to please the stylish and discerning resident.

Case study, Denmark

Modern life in historic surroundings

Esbjerg was founded in 1868 and is the fifth largest city in Denmark. It offers everything one can expect from a modern city, but at the same time it holds many of the charming qualities of a smaller city.

Between two historic streets, Kongensgade and Havnegade, you find Kronprinsensgade 8 and a newly built red brick building with just 9 exclusive apartments.

Located in the vibrant city, but near the charming harbour and the sea, the apartments offer that special Scandinavian feel. Open floor plans, large windows and balconies combined with an open kitchen and living room create a spacious, bright, and minimalistic feeling.

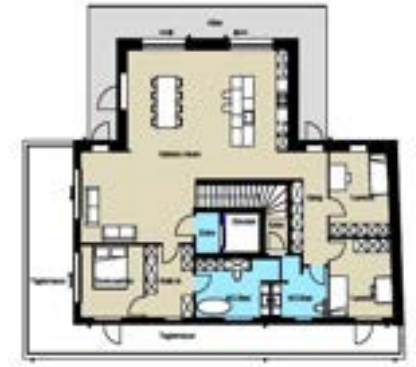


Kitchen as gathering place

The kitchen is the central part of the spacious apartment. It requires great design and high quality. Kept in minimalistic black combined with warm oak, the kitchen becomes the visual centrepiece and a natural gathering place.

"The modern consumer expects the kitchen to be functional, aesthetically beautiful and of high quality. With HTH Nordic Creation kitchen and AEG Matt Black appliances we are spot on!" states Rikke Skovdal, HTH Business Consultant

That's called understated Scandinavian luxury living.



Appliances installed:

Brand: AEG

- Ovens

- Warming drawers

- Induction hobs

- Built-in Coffee machines

- Refrigerators

- Freezers

- Dishwashers

- Extractor hoods

- Washing machines

- Washer dryers



KKK994500T Integrated Coffee machine:
Free up space on your counter tops with a built-in coffee machine. Choose from stylish black and grey styles that'll ensure your integrated coffee machine fits seamlessly into your kitchen



Finland

Image: Tammela Stadium, Tampere

Architects: JKMM Arkkitehdit Oy





Tammela Stadium

Pohjola Rakennus Oy & Electrolux

Construction work on Tammela's original football stadium began in the 1920s when the city decided it needed to meet the needs of its industrial growth. Tammela Stadium was completed in 1931 and it quickly became the venue for many events. Known for its excellent atmosphere, the stadium is primarily used for hosting football matches and athletic meets.





As the years passed, Tammela Stadium became in need of renovation. In 2014, the multi-award winning firm of architects, JKMM, won the tender to rejuvenate not only the stadium but the other related constructions in the same vicinity. Their proposal was appropriately called Hattutempu – or Hattrick as it translates. Pohjola Rakennus was chosen as the building contractor.

- UEFA category 4 (highest standard)

- Combined with over 100 apartments

- Underground parking



The new Tammela Stadium in Tampere will seat up to 8,000 people all year round and it will meet UEFA's highest standard, Category 4, meaning it can host top-flight international competitions. As well as providing an underground parking facility, Pohjola Rakennus is also building more than a hundred new homes in the two new apartment buildings: Vesta 33 apartments and Victoria 86 apartments.

The smallest apartments are 27.5m² and the largest 128m². The materials have been carefully chosen and of high quality. The selected home appliances are of superior Electrolux quality and the kitchens have large islands. The apartments' balconies, floor-to-ceiling landscape windows, apartment-specific ventilation and underfloor heating will be sure to increase the quality of living.

The work is a completely unique entity in Finland, both architecturally and in terms of cityscape. Construction work on the Tammela Stadium began in the summer of 2021 and the first football match is scheduled to be played in 2023.

Appliances installed:

Brand: Electrolux

- Ovens

- Induction hobs

- Built-in microwaves

- Built-in refrigerators

- Built-in dishwashers

- Washing machines

- Dryers



SurroundCook Oven - CKB300V:
Cooks everything evenly and ensures a constant internal temperature at all times



France

Image: La Défense Business District, Paris.





The Ascott

Ascott Champs-Élysées & Electrolux

La Clef Champs-Élysées, a 5-star hotel in the centre of Paris, offers you a special stay in typical Parisian style. Built in 1907 by the Hennessy family, during the enchanted era of the 'Belle Epoque' in Paris.

During this period, Paris was experiencing economic, technological and political development, thanks to the transformations made by Baron Haussmann. World exhibitions, cabaret revues, theatre of all genres, and exceptional restaurants. The City of Light is renowned as a capital of sophistication, and attracts visitors from all over the world.



Reflecting this magical era, La Clef Champs-Élysées embodies the French way of life. Chic, modern and contemporary, this hotel offers its guests an unforgettable stay in Paris.

Case study, France

The Ascott Champs-Élysées is part of the Ascott group. This 5-star hotel benefits from an idyllic setting and features up to 40 apartments with home appliances.

- The group owns 700 properties around the world
- Includes residences with kitchens
- High market position
- Customers: Business people, Tourists, Families
- Values: Culture, Gastronomy, Community, Wellness



©Picture: www.the-ascott.com

The Champs-Élysées District

Located in the 8th arrondissement, at the crossroads of the Rues de Bassano and Magellan, you are close to the most beautiful avenue in the world: the Avenue des Champs-Élysées, which extends from the Place de la Concorde to the Arc de Triomphe. The atmosphere of the district is very unique, and allows you to enjoy the magic of the French capital.

This ideal location also gives you the opportunity to see everything Paris has to offer. Indeed, you are only a few minutes away from the main attractions of the city, such as the Orsay Museum, the Trocadero, the Petit and the Grand Palais, the Louvre, the Tuileries Gardens, the Champ de Mars, and, of course, the Eiffel Tower. You are also a 5-minute walk away from the Avenue Montaigne, 'the most fashionable and luxurious avenue in the capital', which houses famous *Haute Couture* stores such as Chanel, Dior, Louis Vuitton, etc.

Electrolux and the Ascott group, are both international brands concerned with the quality as well as the sustainability of their products. This delivers a perfect partnership in terms of exceeding the client's expectations of comfort and quality, as well as the environmental impact of these premium suites and residences.

Appliances installed:

Brand: Electrolux

- Microwave ovens

- Refrigerators

- Dishwashers

- Induction hobs

- Extractor hoods



Built-in Microwave oven EMS17006OX:
Delivering on both taste and texture at the touch of a button - from crispy bacon to a golden cheese crust



Netherlands

The background of the page is a photograph of a modern interior space. The ceiling is a vibrant yellow, composed of large, rectangular panels separated by dark lines. A prominent, dark blue or black cylindrical pipe runs diagonally across the ceiling. Below the ceiling, a red frame structure is visible, possibly part of a staircase or a walkway. The overall aesthetic is clean, geometric, and colorful.

Image: Kubuswoningen, Rotterdam.

Architect: Piet Blom



De Beeld- houwer Hoorn

Punt Beheer Heerhugowaard & AEG

As if from the hands of a sculptor, every object within the old tax office in Hoorn NewBouw, has been transformed into a beautiful work of art in this newly-converted apartment building. The Sculptor phase II, consists of 83 owner-occupied apartments at Nieuwe Steen 2A in Hoorn.

Centrally situated opposite the town hall, around the corner from the shopping centre 'De Huesmolen' and a stone's throw from the characteristic city centre and station. All of the homes are very affordable, making it a great opportunity for first time buyers, singles and senior citizens.





Although De Beeldhouwer Hoorn has nine houses and different apartment types, they have one thing in common: they are all very affordable, which was a deliberate choice by the developer.

Case study, Netherlands

De Beeldhouwer Hoorn has a strong focus on affordability and diversity for all age groups.

- 83 high-quality homes
- Gardens and spacious balconies
- Senior citizen and wheelchair-friendly
- Large indoor storage
- Charging points for electric bicycles
- Many individual options available

At De Beeldhouwer residents have a lot of choice. Firstly from nine different apartment types. Then it's possible to choose from a wide range of finish options. After purchase, new residents are granted access to NewBouw, a digital housing platform. This makes it possible to see the options available for each apartment and their associated costs.

The Sculptor phase II's location is ideal. The neighbouring shopping centre, 'De Huesmolen', has all the shops for your daily needs. The inner city and the railway station are just a stone's throw away, and you can reach Amsterdam in just 40 minutes.

Like the apartments, AEG appliances are of very high quality, but also affordable - this made AEG the obvious installation choice.



Appliances installed:

Brand: AEG

- Ovens

- Microwave ovens

- Refrigerators

- Dishwashers

- Induction hobs



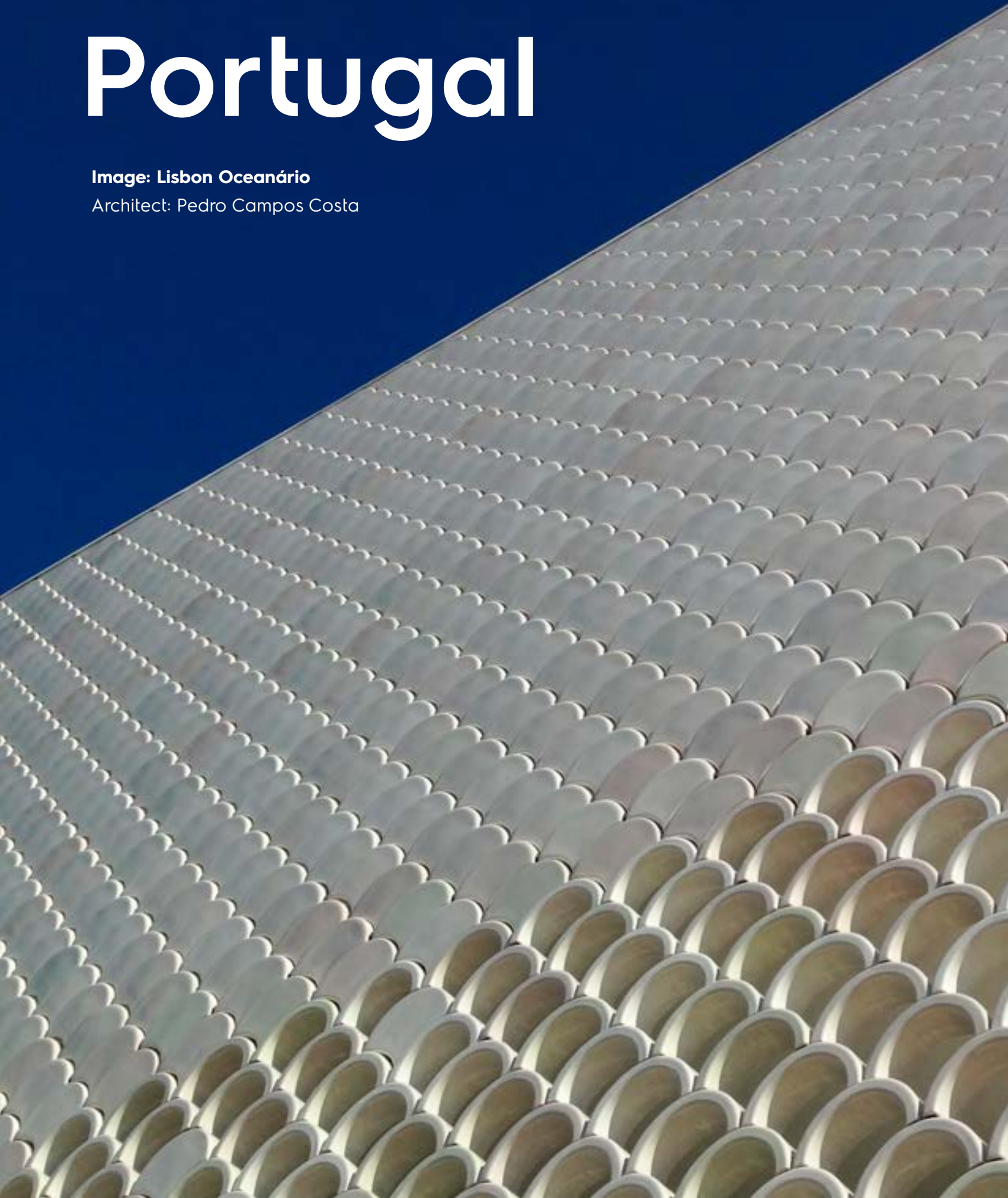
Compact combi-micro oven KMK56500M:
Combine hot air fan cooking with the speed of a microwave to produce succulent dishes - all achieved in just half the time a conventional oven would require.



Portugal

Image: Lisbon Oceanário

Architect: Pedro Campos Costa



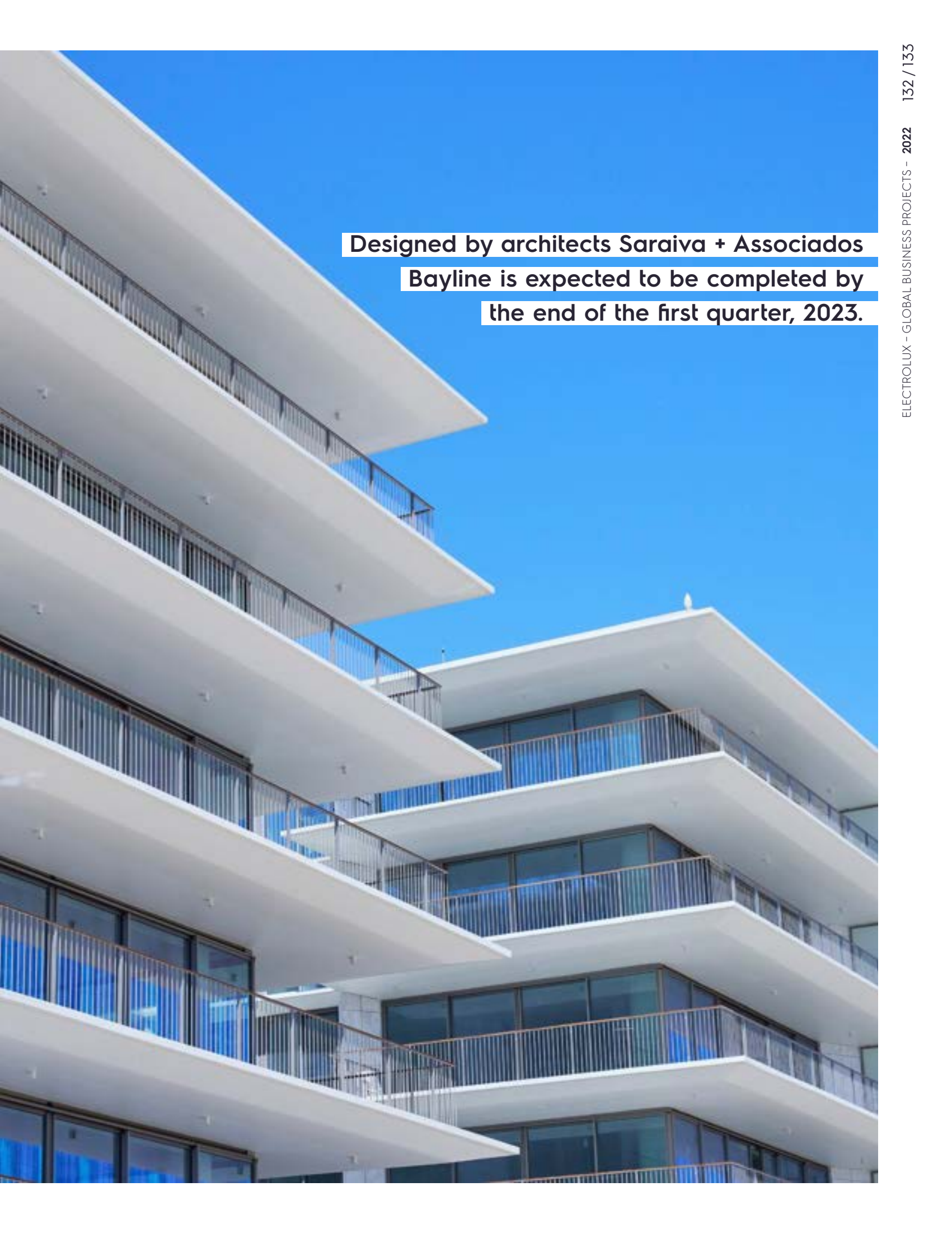


Bayline, Armação de Pêra

Vanguard Properties & AEG

Anchored in the south of Portugal, the Algarve is well known for its beautiful coastline and friendly people. Blessed with beautiful sandy beaches, picturesque villages and a fabulous climate, it is not surprising that this region is considered the most important tourist region in Portugal. It is also the perfect place to invest





Designed by architects Saraiva + Associados
Bayline is expected to be completed by
the end of the first quarter, 2023.

Case study, Portugal

Located in the unrivalled surroundings of Lagoa dos Salgados and Praia Grande Bay, Bayline is the only resort in Algarve facing the ocean.

- 256 apartments
- Beachfront location
- 2 hectares of private gardens
- Outdoor pools
- Spa & gymnasium



With 256 apartments in buildings of up to six floors, the luxury private condominium has 2 hectares of private gardens, indoor and outdoor pools, spa, gymnasium, and a games court. And, of course, it has direct access to the beach. The project, under the responsibility of Saraiva + Associados design team, presents a contemporary architecture developed with excellent finishings, terraces and large exterior spans to maximize the luxuriousness of the views. The kitchens are naturally equipped with AEG to match this highly, prestigious development.



Appliances installed:

Brand: AEG

- Ovens

- Induction hobs

- Extractor hoods

- Built-in microwaves

- Wine coolers

- Built-in washer-dryers

- Built-in refrigerators

- Built-in dishwashers



Wine cooler - AWUS052B5B:
Optimum temperature protects corks and
develops the taste in each bottle



Terraços do Rio

CotidienProgress, Lda & Electrolux

This project became known in Coimbra as a black spot because the construction started at the end of the 90's, and, due to successive problems, it was interrupted for several years until around 2010. CotidienProgress, led by Francisco Baptista and José Carrilho, accepted the challenge of resuming the project, guaranteeing it meets today's construction and sustainability standards.

Most of the appliances which were already installed, were kept following the recommendation of kitchen experts Matobra. Furthermore, Electrolux guaranteed that, although several years had passed, most of the appliances were still up-to-date. Therefore, only two products were replaced – gas hobs with induction hobs, and the extractor hoods, as the capacity was inferior to current models.





Although not a project designed by CotidienProgress, they were responsible for its recovery, making it a great success.

Case study, Portugal

It took great courage to take on a project that had been on hold for 10 years. Keeping decade-old appliances was a decision taken by CotidienProgress aligned with Electrolux sustainability values. A total 102 apartments were sold from the first phase, proving it to be the right decision.

- Rehabilitation project

- New, more efficient façades

- Kitchen experts Matobra overseeing project

- Existing appliances kept, in-line with modern standards



Sustainability is 'undoubtedly our concern'

Sustainability and efficiency were two driving forces behind the development. In order to improve the energy efficiency of the entire infrastructure and of each building, several measures were taken. Exterior façades of the buildings were replaced by materials that guarantee a superior level of insulation and are more environmentally friendly. Items such as the appliances were kept, as they comply with modern standards, preventing unnecessary waste.

In summary, this team, led by Francisco Baptista, turned a black spot into an important landmark in the city of Coimbra, overlooking the University Tower and the river. It is now a beautiful spot, that offers people tranquillity, for now and for the future.

Appliances installed:

Brand: Electrolux

- Ovens

- Induction hobs

- Extractor hoods

- Built-in washing machines

- Freestanding washing machines

- Built-in refrigerators

- Built-in dishwashers



Induction hob - EHH6240ISK:
Two booster zones & fast installation.



Boulevard

AM48 & AEG

At the beginning of Avenida da Liberdade, on the way to downtown Lisbon, we find the historic Praça dos Restauradores. It is a symbol of Portugal's independence in 1640 and testimony to the elegance and unique aesthetics of the buildings built centuries ago.

The newly-renovated property, Boulevard, has 46 tourist apartments which were designed and developed specifically to offer functionality and comfort. The interior portrays third generation infrastructures, top quality finishing, and carefully chosen materials and equipment.



The renovation brought a new life into this building, which is now an exclusive residence. Lisbon's unique light enters through the window, the wide avenue winds away and the freshness of the river Tagus can be felt in the breeze.



Case study, Portugal

The project presents a perfect combination of sober, contemporary and traditional elements, preserving many of its original decorative and structural features.

- Renovation maintains the original facade

- 46 tourist apartments

- Third generation infrastructure

- Careful choice of materials and finishing



© Picture: Fernando Guerra



Alignment between AEG and the project's philosophy

When it comes to ambitious renovation projects - where the aim is, for instance, a balanced mix of modern and classical aesthetics - developers have to trust the appliances they choose for their properties. It may seem obvious, but finding a brand that delivers both inspiring design and functionality can be a challenging task.

Lisbon's Boulevard apartments are the perfect example of such a balance. When developers decided to turn a landmark building in Portugal's capital into stylish, modern apartments, they needed functional and user-friendly fixtures and fittings to make it possible. To bring their "old-meets-new" vision to life required modern appliances that perform exceptionally well and yet feel natural in such a grandiose building.

With the help of KUC Kitchen Specialist, architect Luís Francisco from project developer AM48 described the process as a 'symbiosis between what we know works and what we hoped to achieve'. For the kitchens, it was obvious which brand would deliver on expectations. AEG appliances were the perfect fit - reliable, elegant and sustainable. AEG was the premium brand with all of the qualities they were looking for, ticking the right boxes for developers and homeowners alike.

Appliances installed:

Brand: AEG

- Compact ovens

- Refrigerators

- Dishwashers

- Induction hobs



Compact Micro/combi oven KMK761000M:
Combine hot air fan cooking with the speed of a microwave to give you a mouthwatering finish and textures in one compact space.



Sweden

Image: Aula Medica, Stockholm

Architect: Wingårdh, architects

Photo: Ozan-Oztaskiran





Fyrhusen

HSB brf Fyrhusen & Electrolux

Five rust-red house bodies placed in different directions, large panoramic windows and boats passing outside the window. At dusk, the light from the 66 apartments casts a light over Stockholm's waters, which almost gives the feeling that there is a lighthouse up there, on top of Telegrafberget.

Design and function are key words for our interior designer who has developed three kitchen styles. The white kitchen is classic, the grey is a popular choice and the linden flower green creates a warm, trendy feeling.

43 meters above sea level, on the mountain plateau Telegrafberget rises Fyrhusen. With rust-red façades, the area's industrial history can characterize the buildings that have been carefully fitted into the mountain's varying terrain. Large glass sections provide a unique view of Stockholm's inlet. Ahlqvist & Almqvist architects have developed and developed the entire new accommodation Tele-grafberget with about 300 apartments from sketch to finished homes.

The name comes from the optical telegraph that served as a link in the telegraph connection between Mosebacke and Vaxholm. The name Fyrhusen reflects that we have wanted to create a lighthouse feeling. With large balconies and glass partitions facing the water, the light from the apartments in the evening creates a luminous lighthouse.





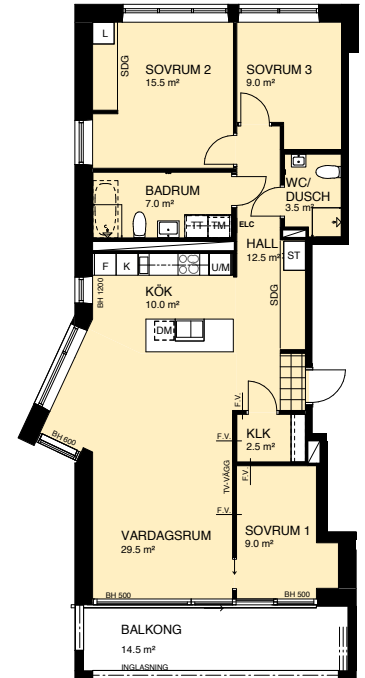
"We have placed the house bodies in different directions, like the light cones of a lighthouse. The long sides of the façades are rust red as a link to Telegrafberget's industrial history. The red tones contrast beautifully with the greenery of nature and the granite of the mountain. Today, it is obvious to build energy-efficient houses with natural materials. This also applies to the lighthouse houses that are designed for the classification of environmental building silver."

BRITT ALMQVIST, Ahlqvist & Almqvist architects

Case study, Sweden

A development with modern Scandinavian values.

- 'Miljöbyggnad Silver' Sustainability certification
- Electrolux high energy class appliances
- HSB goal is to reduce CO₂ emissions by 50% between 2008/23
- LED lighting a constant throughout the apartments
- Electric powered fleet of maintenance vehicles



History

In 1795, the optical telegraph was inaugurated, giving rise to the name of the place. In 1886, the oil company Wahlund & Grönberg decided to establish itself on the site below the mountain. At the beginning of the 20th century, they built cisterns for the photo gene, a quay and a pumping station that were placed on a very powerful jetty for oil tankers. Over the years, the business was expanded even higher up the mountain, and Telegrafberget became an important oil depot. The business was closed down in 1973, but the cisterns remained until the autumn of 2016 when they were dismantled.

Sustainability

Our ambition is to build our new homes according to the certification Miljöbyggnad Silver. This means stricter environmental requirements for energy consumption, indoor environment, materials and chemicals. HSB's environmental goal is for carbon dioxide emissions to be reduced by 50 percent between the years 2008 and 2023. LED lighting will be a constant in the apartments and in each apartment white goods with a high energy class are installed, which is good for both the environment and the wallet. In several of our residential areas, electric cars are used for daily property maintenance. They have low energy consumption and are practically charged overnight.

Appliances installed:

Brand: Electrolux

- Ovens
- Induction hobs
- Fridge-freezers
- Extractor hoods
- Microwave ovens



Induction Hob IKB64401FB:
Superior temperature control
for perfect cooking results.



Switzerland

Image: Building "Südpark", Basel.

Architects: Herzog & de Meuron

©Picture: Victor Garcia



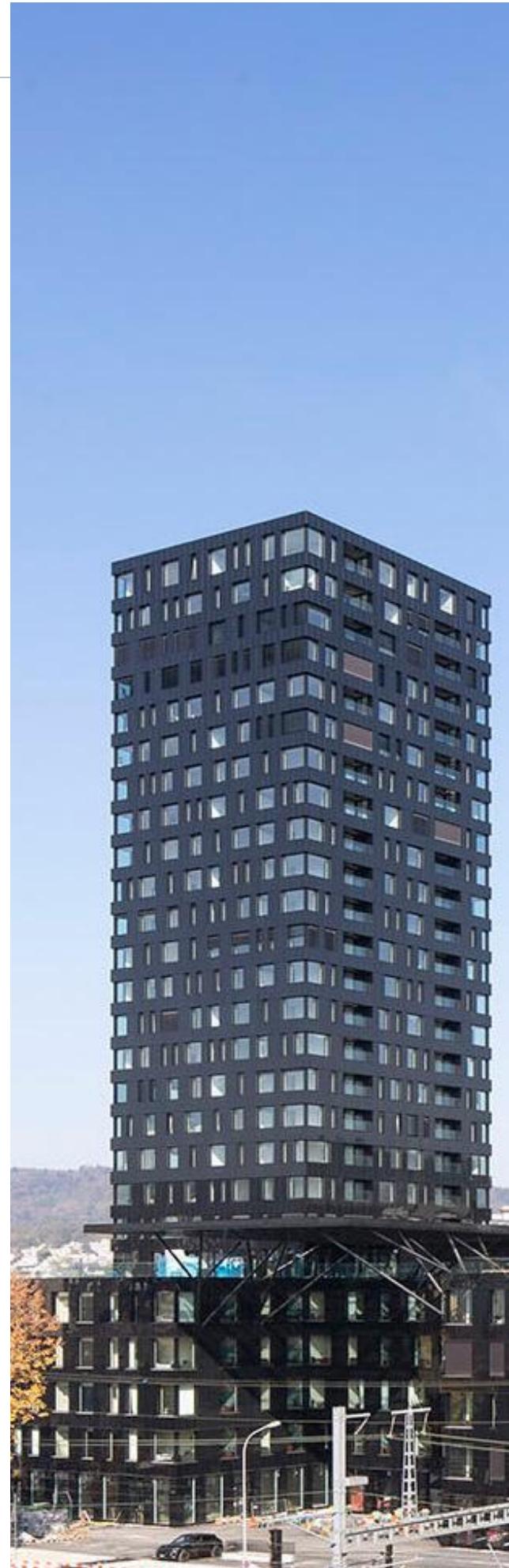


Vulcano

Steiner AG & Electrolux

With Vulcano, Zürich has been given a shining, new landmark. The three slim 80-metre residential towers are visible from far away. At the same time, they offer residents spectacular views.

Situated in the heart of the up-and-coming Zurich West, residents can take part in the diverse life of the district in exclusive comfort. National and international destinations are easily accessible via the SBB network.





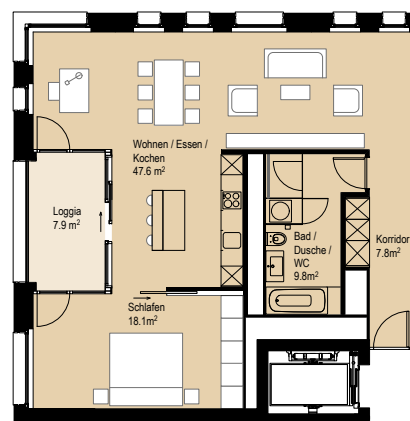
©Picture: Matchcom

By using an App., Vulcano also gives you the privilege of being able to access exclusive services, offers and amenities in and around the house, directly on your mobile devices.

Case study, Switzerland

High-quality living, Zurich West

Living in the Vulcano in Zurich-Altstetten is anything but ordinary. No compromise. No restriction. Vulcano is for confident people who know what they want in life – the very best of everything.



The quality of fixtures and fittings leaves nothing to be desired and the apartments are equipped with the most modern, innovative premium household appliances which fully meet the residents' high demands. The refined design blends in perfectly with the luxurious ambience and the spectacular views.

In addition, Vulcano offers you the privilege of accessing exclusive services, offers and amenities in and around the house.

Appliances installed:

Brand: Electrolux

- Dishwashers

- Ovens

- Hobs

- Extractor hoods

- Refrigerators

- Washing machines

- Dryers



ProfiSteam Oven EB6SL70KSP:
Whether you're roasting or grilling meats, baking bread, creating delicate desserts or using the SousVide feature - you can be confident your cooking will be elevated to another level.



Thailand

Image: The Residence Phuket.





Case study, Thailand

The Residence

Andaman Asset Solution and Electrolux

Located on a spectacular 5-1-9 rai plot of land in the heart of Phuket's central business district, THE RESIDENCE has been designed with ultimate exclusivity in mind. More than a "simple" home, it is created around the idea of being a precious gift of "perfection".



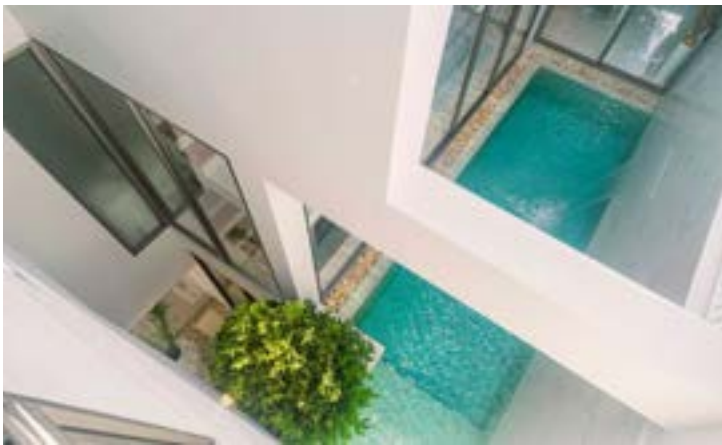


**There are shared facilities
of the highest quality to enjoy,
including clubhouse, common pool,
co-working space and fitness centre.**

Case study, Thailand

Each of the 24 villas feature three bedrooms, two en-suite bathrooms, two restrooms and shared facilities.

- Clubhouse
- Common pool area
- Co-working space
- Fitness centre



Each villa also has its own private swimming pool and a central green area larger than 350m², creating the perfect idyll for people to relax. Rooms are multi-entry, connecting to each other seamlessly as if living in a luxury 5-star resort and, of course, fitted with the very best Electrolux appliances.

The latest village by ANDAMAN ASSET SOLUTION Property development, THE RESIDENCE also offers the convenience of various connection points. Residents may reach the Laguna Area in 5 minutes via Bandon-Cherngtalay Road, reach Layan Beach via Cherng Talay Rd., and link to the city's main street in 5 minutes, reducing commute time and increasing quality time with family.



Appliances installed:

Brand: Electrolux

- Ovens
- Hoods
- Induction Hobs
- Built-in Microwaves
- Refrigerators
- Toasters
- Coffee Machines
- Water kettles
- Washing machines
- Dryers
- Shower Heaters



UltimateCare 300 EWF8024D3WB:
The HygienicCare option finishes the wash cycle with a soft spray of vapour to remove up to 99.9% of allergens and germs.



United Kingdom

Image: Selfridges Building, Birmingham

Architect: Future Systems





360° Barking

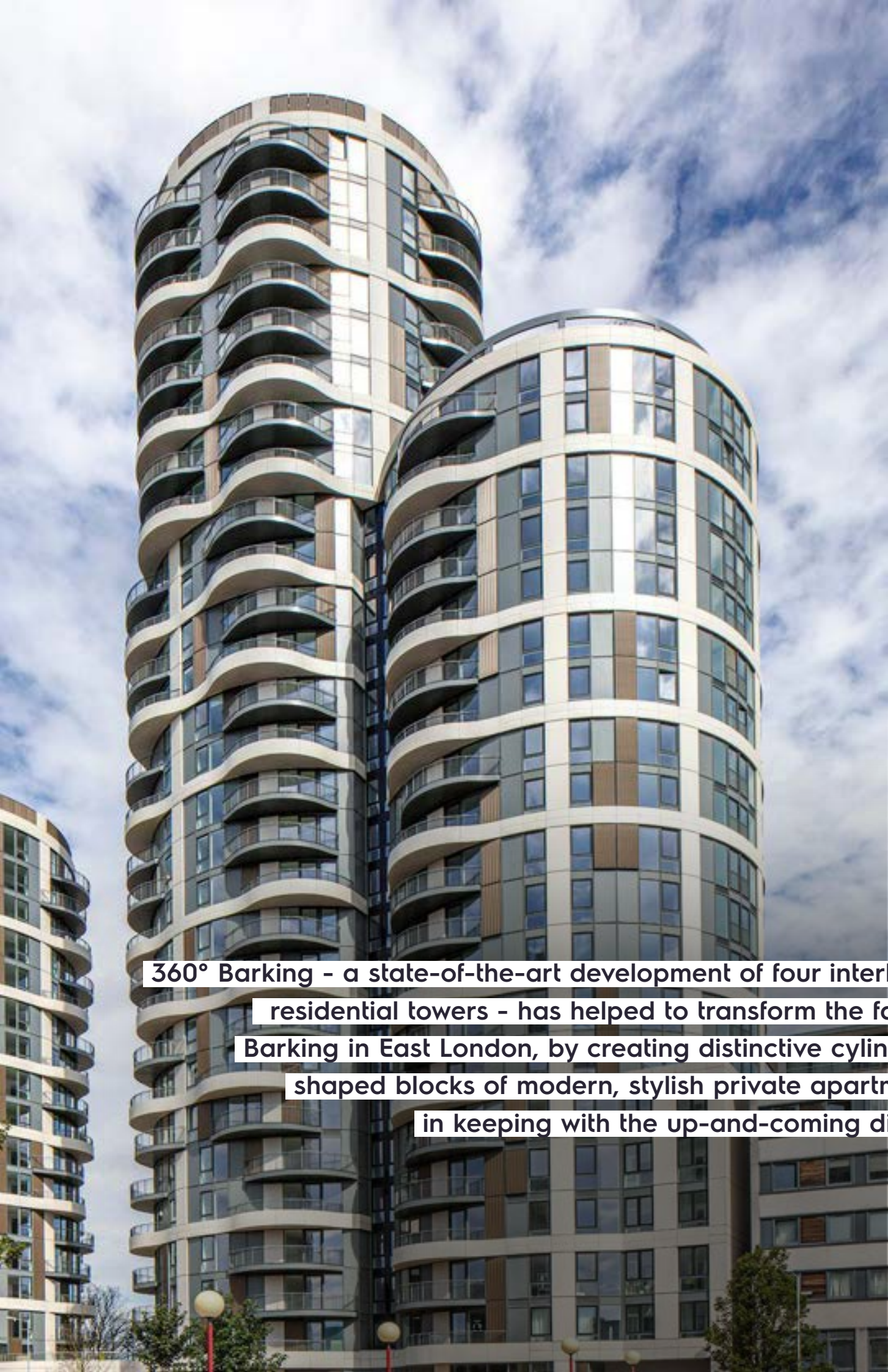
NU living & AEG

Transforming a long-vacant site in Barking Town Centre, 360° Barking is a central scheme in the Barking Housing Zone regeneration. Developed by Swan in partnership with the London Borough of Barking and Dagenham (LBBD) and the Mayor of London (providing £29.1 million in Housing Zone funding).

The scheme has delivered 291 residential homes, of which 96 were affordable, with priority for local residents. It offers a high percentage of Shared Ownership units (33%), helping young professionals and families alike to get on the property ladder.

Designed by Studio Egret West and built by Swan's in-house developer, NU living, the contemporary one and two bedroom apartments are fully accessible with lifts to every floor, including their roof gardens. And Canary Wharf, the Shard, the Gherkin, the Cheese Grater and the London Eye are all visible from the higher apartments and beautiful communal garden roof terraces.





360° Barking - a state-of-the-art development of four interlinked residential towers - has helped to transform the face of Barking in East London, by creating distinctive cylindrical shaped blocks of modern, stylish private apartments, in keeping with the up-and-coming district.

Case study, UK

This striking development is a community asset that has already been recognised for its design excellence.

- 291 residences
- Leisure and creative space
- Curated by London Borough of Barking and Dagenham (LBBD)
- Children's play area
- Private rooftop garden on the 10th and 20th floors
- 360° panoramic views of central London's iconic skyline
- Connected roof garden for all residents

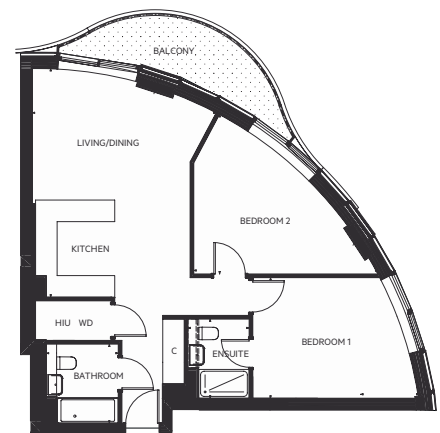


'Barcelona-on-Thames'

The new urbanisation at Barking Riverside, has been dubbed 'Barcelona-on-Thames' and 360° Barking has played a significant part in shaping the landscape. With a master plan to build 10,000 new homes in Barking over the next 15 years, endorsed by the Mayor of London, 360° Barking has set the standard high for future developments.

All the apartments boast a range of high-specification features. From the underfloor heating system (meaning no unsightly radiators), to the audio-visual door entry system, chrome effect electrical sockets and switches, low down lights and low-energy, wall-mounted balcony/terrace lighting. They are fitted with a Combined Heat and Power (CHP) energy system for heating and hot water, which can generate electricity to power the building, as well as PV solar panels on the roof, making them energy-efficient and sustainable.

A concierge service - whereby there is always someone on hand to accept deliveries and welcome visitors - offers convenience and ensures the safety of residents as does the CCTV and audio-visual door entry system.



Appliances installed:

Brands: AEG (A) / Zanussi (Z) / Electrolux (E)

- Single ovens (A)
- Microwave ovens (A)
- Induction hobs (A)
- Extractor hoods (E)
- Integrated dishwashers (Z)
- Built-in fridge-freezers (Z)
- Freestanding washer-dryers (Z)



Induction Hob IKB64401FB:
Superior temperature control
for perfect cooking results.



Lu2on

Strawberry Star & Zanussi

At the heart of one of the region's most important historic sites (the former Vauxhall Motors factory, where some of Britain's most iconic cars were built) Luton was for many years famous for hat making but is now more notable for Luton Airport which is one of Britain's major airports. The Luton-London connection is the result of a centuries-old relationship between the two locations. It all started with a mythical beast, the emblem of a griffin, which is visible throughout Luton. The creature from folklore was adopted as a logo by Vauxhall Motors.

Luton offers a modern town with excellent business opportunities and picturesque countryside on its doorstep, making it a wonderful place to live and work. Luton has a very rich cultural heritage and diverse community and is located within the famous 'Golden Triangle' of Cambridge, Oxford and London, encompassing Europe's top universities.





Lu2on is a residential mixed-use development comprising 887+ apartments including suites, 1-bedroom and 2-bedroom units. The first phase of 400 apartments is due for completion in 2021. Designed by the award-winning architect Flanagan Lawrence & Stuart Forbes Associates.

Case study, UK

Lu2on is a diverse development which greatly enhances the local community.

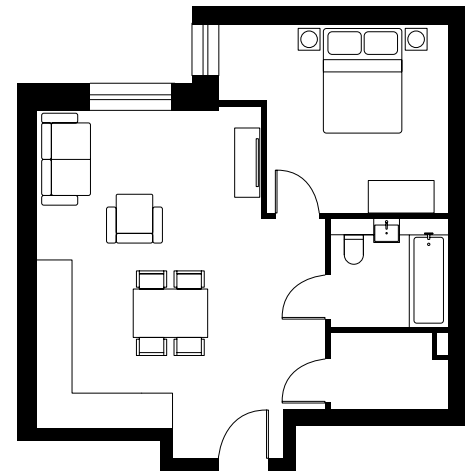
- Roof gardens, Internal gardens
- Over 32,800 sq. ft of attractive public realm
- 8,400 sq. ft gym facility spread across the Podium level
- 49,600 sq. ft retail space
- 40,000 sq. ft Grade A office accommodation
- Over 200 hotel rooms



Affordability close to London

Luton is one of the most affordable commuter towns for London. With lower average house prices than the capital, excellent transport links (a commute to London takes 23 minutes), a £1.5 billion planned regeneration and investment over the next 20 years creating 18,500 estimated new jobs and in close proximity to the Chilterns. An area of outstanding natural beauty - it offers the best of both worlds, a modern town with excellent business opportunities and accommodation with superb countryside on its doorstep.

Zanussi appliances have been chosen for this project as they are the perfect fit for the attributes most valued by the target demographic - reliability, value for money and a well-known & trusted brand.



Appliances installed:

Brand: Zanussi

- Ovens

- Induction hobs

- Fridge-freezers

- Extractor hoods

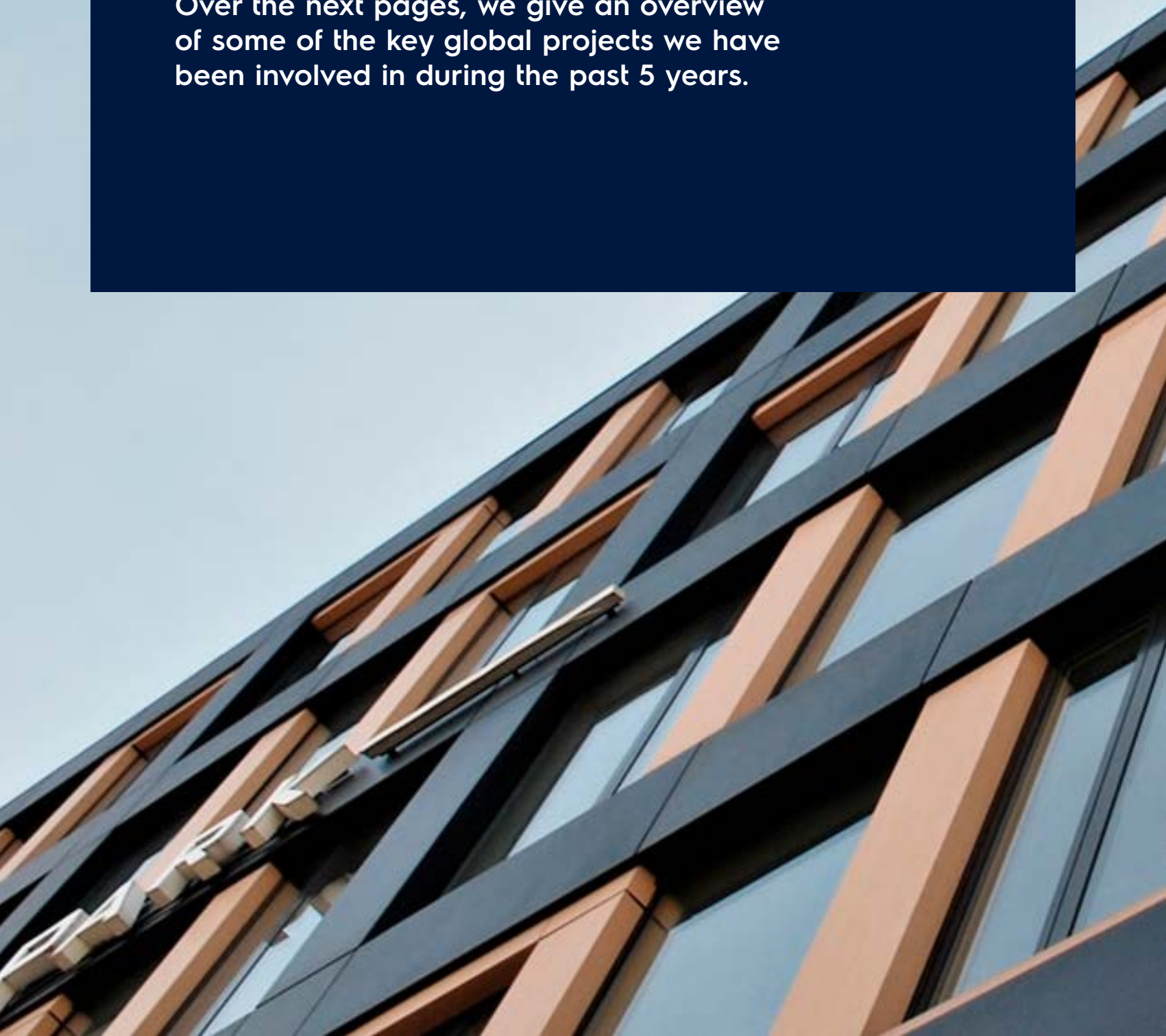


Multifunction oven ZOHNX3K1:
Elegant black design multifunction oven with quick heating, even cooking results every time and LED display



Key project highlights

Over the next pages, we give an overview of some of the key global projects we have been involved in during the past 5 years.





Australia

Selected other projects we have been involved in as partners.
The home appliances supplied for these developments include:

Brand: AEG

- Ovens

- Gas hobs

- Dishwashers



Asper

Property type: Residential
Developer: Atlas
Construction Group



Sorelle Apartments

Property type: Residential
Developer: Woden ACT
Canberra



Observatory

Property type: Residential
Developer: Geocon



Centric

Property type: Residential



Horizon Drive

Property type: Residential
Developer: Rothe Lowman



Governor Place
Property type: Residential



Air Apartments
Property type: Residential



Axial Apartments
Property type: Residential
Developer: Colin Stewart Architects and Bloc builders



Habitat
Property type: Residential



Imperial Apartments
Property type: Residential



Landmark
Property type: Residential
Developer: Turner and Associates



Leichhardt Green
Property type: Residential
Developer: Bates Smart



Wills Place
Property type: Residential
Developer: Bates Smart



The Huntingdale
Property type: Residential

Bahrain

Selected other projects we have been involved in as partners.
The home appliances supplied for these developments include:

Brand: Zanussi

- Ovens

- Hobs

- Freestanding cookers

- Microwave ovens

- Refrigerators

- Dishwashers

- Washing machines



Marassi Al Bahrain Villas

Property type: Residential

Developer: Eagle Hills Diyar

Number of residences: 150



Al Naseem Phase 1

Property type: Residential

Developer: Diyar Al Muharraq

Number of residences: 200



Al Naseem Phase 2

Property type: Residential
Developer: Diyar Al
Muharraq
Number of residences: 250



Water Bay

Property type: Residential
Partner: Bahrain Gas
Number of residences: 200



BAWAB Buildings

Property type: Residential
Developer: BAWAB
Contracting
Number of residences: 150

China

Selected other projects we have been involved in as partners.
The home appliances supplied for these developments include:

Brands: Electrolux / AEG

- Ovens

- Hoods

- Induction hobs

- Gas hobs

- Microwave ovens

- Dishwashers

- Refrigerators

- Sterilizers

- Washing machines



Shanghai Tianhui Century Seal

Property type: Residential
Developer: China Merchants Property Development & Poly Real Estate
Number of residences: 658



Nantong Country Garden Binjiang

Property type: Residential
Developer: China Merchants Property Development
Number of residences: 1160



Shenyang Vanke Jade

Property type: Residential
Developer: Vanke
Number of residences: 1247



Beijing Chang An Jing Run

Property type: Residential
Developer: China Resources Land
Number of residences: 358



Beijing SINO SPIRE

Property type: Residential
Developer: China Resources Land
Number of residences: 650



Shenzhen EXPO Bay

Property type: Hotel
Developer: China Merchants Property Development
Number of residences: 1055



Sea Legend

Property type: Residential
Developer: Vanke
Number of residences: 932



Huangpu Cang

Property type: Residential
Developer: Vanke
Number of residences: 1200



Fuqing City

Property type: Residential
Developer: Evergrande
Number of residences: 2000



Zhao Run Somerset

Property type: Residential
Developer: Zhaorun
Number of residences: 180



Lu City the fourth

Property type: Residential
 Developer: Vanke
 Number of residences: 400



Hengda Jiangwan

Property type: Residential
 Developer: Evergrande
 Number of residences: 2000



9th Mansion

Property type: Residential
 Developer: ZhongHai Real Estate
 Number of residences: 468



Teda Ascott

Property type: Residential
 Developer: Teda
 Number of residences: 224



Syria Himalayan

Property type: Residential
 Developer: Zhengda
 Number of residences: 622



Uni-City

Property type: Residential
 Developer: Vanke
 Number of residences: 1300



Yulan Garden

Property type: Residential
 Developer: GeZhouBa Real Estate
 Number of residences: 484



Tai He Tai Lake

Property type: Residential
 Developer: TaiHe
 Number of residences: 816



Doubletree by Hilton Hotel

Property type: Residential
 Developer: Guangdian
 Number of residences: 181



Teda Renaissance

Property type: Residential
 Developer: Teda
 Number of residences: 125

Finland

Selected other projects we have been involved in as partners.
The home appliances supplied for these developments include:

Brands: Electrolux / AEG

- Ovens

- Hoods

- Induction hobs

- Microwave ovens

- Dishwashers

- Refrigerators



Kakolankaari II

Property type: Residential
Developer: PEAB Oy
Number of residences: 42



Oulun Origo

Property type: Residential
Developer: Rakennusteho Oy
Number of residences: 145



YIT Turun Fabriikki Area

Property type: Residential
Developer: YIT Oyj
Number of residences: 1000



YIT Helsingin Nihdin portti

Property type: Residential
Developer: YIT Oyj
Number of residences: 56



YIT Espoon Itätuuli

Property type: Residential
Developer: YIT Oyj
Number of residences: 77



Helsingin Kallion Kaarle

Property type: Residential
Developer: Rakennusliike Lapti Oy
Number of residences: 43



**Nokia Arena, Lapland
Hotel & Casino**

Property type: Nokia Arena,
Lapland Hotel & Casino

Developer: SRV Yhtiöt Oyj

Number of residences: 148/105

Key project highlights

Hong Kong & Macau

Selected other projects we have been involved in as partners.
The home appliances supplied for these developments include:

Brand: Electrolux

- Ovens

- Hoods

- Induction hobs

- Gas hobs/wok burners

- Microwave ovens

- Dishwashers

- Refrigerators

- Fridge-freezers

- Washing machines

-Dryers



Magazine Gap Tower

Property type: Residential
Developer: Artemis Product Ltd.
Number of residences: 30



Staunton Street

Property type: Residential
Developer: Sino Group
Number of residences: 57



Gold Coast Residence

Property type: Residential
Developer: Sino Group
Number of residences: 35



Kadoorie Villas

Property type: Residential
Developer: Wing Shing



Coo Residence

Property type: Residential
Developer: Corture Homes Properties Ltd.
Number of residences: 204



Riverwalk

Property type: Residential
Developer: Allreal
Number of residences: 50



3 Julia Avenue

Property type: Hotel
Developer: Phoenix Property Investors



Commune Modern

Property type: Residential
Developer: Sino Land Company Ltd.
Number of residences: 296



Praia Park

Property type: Residential
Developer: New Tenhon Investment, Ltd.
Number of residences: 1850



Pride Oceania

Property type: Residential
Developer: Similan Group Co. Ltd.
Number of residences: 496



Assorted Projects in Luxury Residence

Property type: Residential
 Developer: ESF
 Number of residences: 100



Sea Crest Terrace

Property type: Residential
 Developer: SINO Group
 Number of residences: 50



Trust Leisure Garden Residential

Property type: Residential
 Developer: Trust Construction & Investment Ltd.
 Number of residences: 740



18 Junction Road

Property type: Residential/
 business building
 Developer: SINO Group
 Number of residences: 80



The Residencia Macau - High Zone

Property type: Residential
 Developer: Golden Cove Property Development Co. Ltd.
 Number of residences: 81



One Oasis

Property type: Residential
 Developer: Concord Industrial & Commercial Development Enterprise
 Number of residences: 100



YO HO City Centre

Property type: Residential
 Developer: Hin Lok Real Estates Company Ltd
 Number of residences: 237



Vella de Mar

Property type: Residential
 Developer: Polytec Asset Holdings Limited
 Number of residences: 1322



The La Baie Du Noble

Property type: Residential
 Developer: Polytec Asset Holdings Limited
 Number of residences: 180



The Scenic Woods

Property type: Residential
 Developer: Hang Lung Groups LTD
 Number of residences: 70

Italy

Selected other projects we have been involved in as partners.
The home appliances supplied for these developments include:

Brands: Electrolux / AEG / Zanussi

- Ovens
- Hoods
- Hobs
- Microwave ovens
- Dishwashers
- Fridge-freezers



Mia, La Casa Italiana

Property type: Residential
Developer: BNP Paribas
Number of residences: 104



La Vetreria

Property type: Residential
Developer: Nu Living
Number of residences: 291



NowHouse

Property type: Residential
Developer: M2P Associati
con Studio Carbonell
Number of residences: 40



Dalia

Property type: Residential
Developer: BNP Paribas
Number of residences: 104



Uberti 25

Property type: Residential
Number of residences: 24



Palazzo Tatti

Property type: Residential
Number of residences: 15



Brembo 3

Property type: Residential
Number of residences: 40



Bertini 21

Property type: Residential
Number of residences: 23



Ferrera 1

Property type: Residential
Number of residences: 13



Bellotti 2

Property type: Residential
Number of residences: 27



Via Leone XIII
 Property type: Residential
 Number of residences: 17



Altaguardia 11
 Property type: Residential
 Number of residences: 17



Metauro 9
 Property type: Residential
 Number of residences: 48



Suffragio 3
 Property type: Residential
 Number of residences: 28



Slow Home Milano
 Property type: Residential
 Developer: Barratt London
 Number of residences: 1180



Bazzini
 Property type: Residential
 Number of residences: 15



Il Bosco
 Property type: Residential
 Number of residences: 63



Il Parco di Via Marco D'Agate
 Property type: Residential
 Number of residences: 75



Gorani
 Property type: Residential
 Number of residences: 17



De Amicis 23
 Property type: Residential
 Developer: Siyahkalem Co.
 Number of residences: 48

Japan

Selected other projects we have been involved in as partners.
The home appliances supplied for these developments include:

Brands: Electrolux / AEG

- Ovens
- Microwave ovens
- Dishwashers
- Refrigerators
- Fridge-freezers
- Gas hobs
- Washing machines
- Dryers



Shin-Tekko Building
Property type: Residential
Developer: Oakwood,
Mitsubishi-Jisho
Number of residences: 54



Brillia Mare Ariake
Property type: Residential
Developer: Tokyo-
Tatemono, Properst, Io-Chu
Number of residences: 1078



Shibaura Island Bloom
Property type: Residential
Developer: Mitsui Fudosane
Number of residences: 964



Ritz Carlton Park Residence
Property type: Residential
Developer: Mitsui Fudosan,
Oobayashi, Shimizu,
Mitsubishi
Number of residences: 166



Citadines Namba Osaka
Property type: Hotel
Developer: Takashimaya Co.
Ltd. / The Ascott Ltd.
Number of residences: 313



The Conoe Daikanyama
Property type: Residential
Developer: APA Home
Residences: 109



Tokyo Mid Town
 Property type: Residential
 Developer: Mitsui Fudosan
 Number of residences: 166



Roppongi Hills Residence
 Property type: Residential
 Developer: Mori Living, Todakensetsu, Shimizu Seibu Kyoudo Jigyouta
 Number of residences: 793



Atago Green Hills
 Property type: Residential
 Developer: Mori Building
 Number of residences: 353

Malaysia

Selected other projects we have been involved in as partners.
The home appliances supplied for these developments include:

Brand: Electrolux

- Ovens

- Hoods

- Induction hobs

- Gas hobs

- Microwave ovens

- Refrigerators

- Dishwashers

- Washing machines

- Dryers

- Washer-dryers



**Residensi Solaris Parq,
Kuala Lumpur**

Property type: Residential

Developer: UEM Sunrise

Number of residences: 576



**Bloomsvale Residence,
Kuala Lumpur**

Property type: Residential

Developer: Kerjaya Prospek
Group BHD

Number of residences: 1199



**Lucentia Residence,
Kuala Lumpur**

Property type: Residential

Developer: BBCC
Development

Number of residences: 668



**Marriott Residence,
Penang**

Property type: Residential

Developer: BSG Group

Number of residences: 302



**The Rosewoodz Bukit
Jalil, Kuala Lumpur**

Property type: Residential

Developer: Exsim Group

Number of residences: 329



**Via Residence,
KI Eco City**

Property type: Residential
 Developer: SP Setia Group
 Number of residences: 326



**Pavilion Hilltop
Mont Kiara**

Property type: Residential
 Developer: Pavilion Group
 Number of residences: 621



**Mutiara East
Condominium**

Property type: Residential
 Developer: Bina Goodyear
 Development
 Number of residences: 296



**North Point
Condominium**

Property type: Residential
 Developer: IGB corporation
 Number of residences: 300



**Mutiara East
Condominium**

Property type: Residential
 Developer: Bina Goodyear
 Development
 Number of residences: 296



**Coral Bay @ Suter,
Kota Kinabalu**

Property type: Residential
 Developer: GSH
 Corporation
 Number of residences: 460

Oman

Selected other projects we have been involved in as partners.
The home appliances supplied for these developments include:

Brands: Electrolux / AEG

- Ovens
- Microwave ovens
- Dishwashers
- Refrigerators
- Fridge-freezers
- Gas hobs
- Washing machines
- Dryers



Movenpick Hotels

Property type: Hotel

Developer: Civil
Services EPF

Number of residences: 58



Dawood Lagoon

Property type: Residential

Developer: Dawood
Properties

Number of residences: 120



Al Mouj – Ghadeer Villas

Property type: Hotel
apartments

Developer: Al Mouj Muscat

Number of residences: 41



Al Mouj, Wave Muscat
Property type: Residential
Developer: Al Mouj Muscat
Number of residences: 140



Jebel Sifah Heights
Property type: Hotel apartments
Developer: Muriya
Number of residences: 136



Wave Muscat
Property type: Residential
Developer: Al Mouj Muscat
Number of residences: 240



Wave Muscat 2
Property type: Residential
Developer: Al Mouj Muscat
Number of residences: 110



Havana Salalah
Property type: Residential
Developer: Muriya
Number of residences: 260

Portugal

Selected other projects we have been involved in as partners.
The home appliances supplied for these developments include:

Brands: AEG / Electrolux / Zanussi

- Ovens
- Microwave ovens
- Hoods
- Refrigerators
- Fridge-freezers
- Gas hobs
- Washing machines
- Dryers



Asprela Gardens

Property type: Residential
Developer: JMC-Investimentos Imobiliários, Lda.
Number of residences: 111



Vivere

Property type: Residential
Developer: Vale Do Jamor Development
Number of residences: 44



Uptown

Property type: Residential
 Developer: Vilamoura World
 Number of residences: 31



Compromisso 25

Property type: Residential
 Developer: Golden Properties
 Number of residences: 14



Central Vila Moura

Property type: Residential
 Developer: Vilamoura
 Number of residences: 14

Key project highlights

Qatar

Selected other projects we have been involved in as partners.
The home appliances supplied for these developments include:

Brands: Electrolux / AEG / Zanussi

- Ovens

- Hoods

- Hobs

- Microwave ovens

- Dishwashers

- Refrigerators

- Washing machines

- Dryers



Pearl Azure

Property type: Residential

Developer: UDC

Number of residences: 150



Lusail Waterfront, Res.33

Property type: Residential

Developer: Khalifa Ali
Khalifa Al Kubaisi

Number of residences: 200



Doha Oasis

Property type: Residential

Developer: Halul Properties

Number of residences: 140



Somerset Apartments

Property type: Residential

Developer: Al Majed RE

Number of residences: 180



C22

Property type: Residential

Developer: Wefaq Properties

Number of residences: 150



Paramount Tower

Property type: Residential

Developer: CBQ

Number of residences: 196



Paramount Tower

Property type: Residential

Developer: Qatar Airways

Number of residences: 415



Palace in Rayyan

Property type: Residential

Developer: Private

Number of kitchens: 22



Al Thani Villas

Property type: Residential

Developer: Shk. Hamad Bin
Ali Al Than

Number of residences: 80



Giardino Village

Property type: Residential

Developer: UDC

Number of residences: 90



C43 Lusail

Property type: Residential
 Developer: Wafaq Properties
 Number of residences: 150



C43 Lusail, Phase 2

Property type: Residential
 Developer: Wafaq Properties
 Number of residences: 150



Marsa Arabia

Property type: Residential
 Developer: CDC
 Number of residences: 235



Magnum Hotel & Suites

Property type: Hotel
 Developer: Magnum Hotel
 Number of residences: 90



Porto Arabia, Tower 23

Property type: Residential
 Developer: Hill International
 Number of residences: 250



Paramount Tower

Property type: Residential
 Developer: Al Asmakh
 Number of residences: 192



Al Barooq Tower

Property type: Residential
 Developer: KBM Builders
 Number of residences: 500



Viva Bhariya - Pearl

Property type: Residential
 Developer: The Land
 Number of residences: 950



Samrya 44

Property type: Residential
 Developer: CBQ
 Number of residences: 218



Sidra Village

Property type: Residential
 Developer: Quortba Real Estate
 Number of residences: 1167

Singapore

Selected other projects we have been involved in as partners.
The home appliances supplied for these developments include:

Brand: Electrolux

- Ovens

- Microwave ovens

- Hoods

- Refrigerators

- Fridge-freezers

- Gas hobs

- Washing machines

- Dryers



Parc Centros

Property type: Residential

Developer: Wee Hur
Development

Number of residences: 610



Riversuites

Property type: Residential

Developer: UE
Developments

Number of residences: 850



Bartley Residences

Property type: Residential

Developer: Hong
Leong Group

Number of residences: 580



Pan Pacific Serviced Suites

Property type: Residential

Developer: UOL Group
Limited



River Sails

Property type: Residential

Developer: Allgreen
Properties

Number of residences: 800



Treehouse

Property type: Residential
 Developer: City Developments
 Number of residences: 450



The Sail

Property type: Residential
 Developer: City Developments Ltd
 Number of residences: 900



One St Michael

Property type: Residential
 Developer: Frasers Centrepoint Homes



The Scala

Property type: Residential
 Developer: UOL Group Limited
 Number of residences: 570



Thomson Three

Property type: Residential
 Developer: UOL Developments
 Number of residences: 440



Jewel

Property type: Residential
 Developer: City Developments
 Number of residences: 615



Bartley Ridge

Property type: Residential
 Developer: Hong Leong Group
 Number of residences: 680

Switzerland

Selected other projects we have been involved in as partners.
The home appliances supplied for these developments include:

Brand: Electrolux

- Ovens

- Hoods

- Induction hobs

- Hobs

- Dishwashers

- Refrigerators

- Washing machines

- Dryers



Jabee Tower, Dübendorf

Property type: Residential

Developer: BFB AG
management

General contractor: ADT
Innova Construction AG

Number of residences: 218



Labitzke Areal, Zurich

Property type: Residential

Developer: Mobimo AG

Number of residences: 277



Vulcano, Zurich

Property type: Residential

Developer: Steiner AG

Number of residences: 307



Sue & Til, Winterthur

Property type: Residential

Developer: Implenia

Number of residences: 307



Freilager, Zurich

Property type: Residential

Developer: Allreal

Number of residences: 780



Roy, Winterthur
 Property type: Residential
 Developer: Implenia
 Number of residences: 227



Trigenius Wohnsiedlung, Bottmingen
 Property type: Residential
 Developer: Allreal
 Number of residences: 58



Lindberghallee, Glattpark
 Property type: Residential/
 business building
 Developer: Steiner AG
 Number of residences: 142



Weltpostpark Bern
 Property type: Residential
 General contractor:
 Frutiger AG
 Number of residences: 170



Station 595
 Property type: Residential
 Developer: Credit Suisse
 Number of residences: 60



Richti Areal, Zurich
 Property type: Residential
 Developer: Allreal
 Number of residences: 370



Neubauwohnsiedlung Guggach II Zürich
 Property type: Residential
 General Contractor: HRS
 Real Estate AG
 Number of residences: 257

Taiwan

Selected other projects we have been involved in as partners.
The home appliances supplied for these developments include:

Brand: Electrolux

- Ovens

- Hoods

- Refrigerators

- Fridge-freezers

- Gas hobs

- Induction hobs

- Dishwashers

- Washer-dryers

- Warming drawers

- Coffee machines



Chung-Shan Century

Property type: Residential

Developer: Pacific
Construction Co., Ltd

Number of residences: 12



Dunnan Mansion

Property type: Residential

Developer: Tsan-Fu
Construction Co., Ltd

Number of residences: 51



Emerald Forest

Property type: Residential

Developer: Kuo-Yang
Construction & Development

Number of residences: 174



Green Emerald

Property type: Residential

Developer: King's Group

Number of residences: 53



Jiu Dan

Property type: Residential

Developer: King's Town

Residences: 140



The One
 Property type: Residential
 Developer: Da-Yi Construction & Development
 Number of residences: 60



Shi-Hua Court
 Property type: Residential
 Developer: Yuan-Chung Construction Co. Ltd
 Number of residences: 37



Royal Palace
 Property type: Residential
 Developer: Cheng Yang Developments
 Number of residences: 140



Erh Gulf
 Property type: Residential
 Developer: Chung-De
 Number of residences: 144



Field
 Property type: Residential
 Developer: Kingdom
 Number of residences: 114

Thailand

Selected other projects we have been involved in as partners.
The home appliances supplied for these developments include:

Brand: Electrolux

- Ovens

- Hoods

- Hobs

- Refrigerators

- Microwave ovens

- Washing machines

- Washer-dryers

- Kettles



Residence Sriracha

Property type: Residence

Developer: Fatima

Development

Number of residences: 185



The Victory Phuket

Property type: Premium/
Penthouse project

Developer: Andaman
Asset Solution

Number of residences: 45



Luka Residence Ekkamai

Property type:
Luxury service apartment:

Developer: Nimit Property

Number of residences: 6



Somerset Sriracha

Property type:
Premium condominium

Developer:
SC Asset

Number of residences: 411



Sindhorn Village

Property type: Hi-end
community in Bangkok
city centre

Developer: Siam Sindhorn

Number of residences: 476



Park Origin Thonglor

Property type: Premium/
Penthouse project

Developer: Origin Group

Number of residences: 1182



Citygate Phuket

Property type: Premium
residential in Thailand's top
beach destination

Developer: Citygate
Exclusive Development

Number of residences: 388



Sethiwan Sriracha

Property type: Premium
residential in Thailand's top
beach destination

Developer: Fatima
Development

Number of residences: 185



One Bangkok

Property type:
High rise condominium,
new landmark of Bangkok
Developer: Fraser Property
Number of residences: 110



Supalai condominiums

Property type:
Premium condominium
Developer: Supalai
Number of residences: 3000



Centric Ratchayothin

Property type:
Premium condominium
Developer: SC Asset
Number of residences: 261



Beatniq Sukhumvit 32

Property type:
Premium condominium
Developer: SC Asset
Number of residences: 187



Tela Thonglor

Property type:
Luxury condominium
Developer:
Gaysorn Wattana
Number of residences: 44



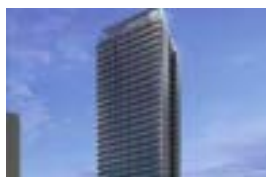
Sansara in Hua Hin

Property type:
Luxury Villas & Apartments
Developer:
Sansara Development
Number of residences: 108



Ascott Thonglor

Property type:
Luxury service apartment
Developer:
Ananda Development
Number of residences: 445



Ascott Sathorn

Property type:
Luxury service apartment
Developer:
Ananda Development
Number of residences: 177



Somerset Sriracha

Property type:
Luxury service apartment:
Developer:
Ananda Development
Number of residences: 176

Turkey

Selected other projects we have been involved in as partners.
The home appliances supplied for these developments include:

Brand: Electrolux

- Ovens

- Microwave ovens

- Hoods

- Refrigerators

- Hobs

- Washing machines

- Dryers



Selective Port

Property type: Residential

Developer: Alper
Construction

Number of residences: 315



Life Bornova

Property type: Residential

Developer: Folkart
Construction

Number of residences: 810



Yenitepe Kadiköy

Property type: Residential

Developer: Nuhoğlu
Construction

Number of residences: 882



Livin' Izmir

Property type: Residential

Developer: Cengiz
Construction

Number of residences: 363



Folkart Time

Property type: Residential

Developer: Folkart
Construction

Number of residences: 369



Mandarins Acibadem
Property type: Residential
Developer: Mandarins
Construction
Number of residences: 409



Se Retro 9
Property type: Residential
Developer: Aşçıoğlu
Construction
Number of residences: 218



Vadi Koru
Property type: Residential
Developer: Invest
Construction
Number of residences: 288



Nazenin Konaklari
Property type: Residential
Developer: Nanda,
Ergonomi, Pehlivanoğulları
Construction
Number of residences: 1180



Lens İstanbul
Property type: Residential
Developer: Lens
Construction
Number of residences: 982



Köy Project
Property type: Residential
Developer: Siyahkalem Co.
Number of residences: 1180



The House Residence
Property type: Residential
Developer: Yenigün
Construction
Number of residences: 143



Gökdeniz Kartal
Property type: Residential
Developer: Gülsa
Construction
Number of residences: 204



Selenium Retro
Property type: Residential
Developer: Aşçıoğlu
Construction
Number of residences: 200



Selenium Ataköy
Property type: Residential
Developer: Aşçıoğlu
Construction
Number of residences: 321

Vietnam

Selected other projects we have been involved in as partners.
The home appliances supplied for these developments include:

Brand: Electrolux

- Ovens

- Microwave ovens

- Hoods

- Refrigerators

- Fridge-freezers

- Gas hobs

- Washing machines

- Dryers

- Washer-dryers

- Sterilizers

- Mini-bars



New Pearl residences

Property type: Residential
Developer: Sunny World



Leman CT Plaza

Property type: Residential
Developer: CT Group



Saigon Center

Property type: Residential
Developer: Evergrande



Ocean Amy Villas & Beach Club

Property type: Residential
Developer: Con Ong Xanh



Citadines Mipec Nhatrang

Property type: Residential
Developer: Mipec



A la carte

Property type: Condotel
Developer: Taseco Land Investment JSC
Number of residences: 520



Park 12 – Parkhill 2
Property type: Residential
Developer: Vingroup



Somerset West Point Hanoi
Property type: Residential
Developer: Biet Thu Vang



Sol Phu Quoc
Property type: Residential
Developer: MIK



Oakwood Serviced
Property type: Residential
Developer: Mapletree



Citadine Serviced
Property type: Residential
Developer: Viet Housing



Saigon Plaza Apartments
Property type: Residential
Developer: QCGL



Water Front Residences
Property type: Residential
Developer: Con Ong Xanh



Citadines Da nang
Property type: Residential
Developer: Hoa Binh Green Group



Richlane Residences Saigon South
Property type: Residential
Developer: Mapletree

United Arab Emirates

Selected other projects we have been involved in as partners.
The home appliances supplied for these developments include:

Brands: Electrolux / AEG / Zanussi

- Ovens

- Hoods

- Hobs

- Microwave ovens

- Dishwashers

- Refrigerators

- Washing machines

- Dryers



The Neighbourhood

Property type: Residential

Developer: Abwab
Real Estate

Number of residences: 120



Wavez by Danube

Property type: Residential

Developer: Danube
Properties

Appliances: 690



Lawnz by Danube

Property type: Residential

Developer: Danube
Properties

Number of residences: 1032



Elz by Danube

Property type: Residential

Developer: Danube
Properties

Number of residences: 270



The Ivy Tower

Property type: Residential

Developer: Metrical RE

Number of residences: 210



The Haven Residence

Property type: Residential

Developer: Metrical Real
Estate Devp. LLC

Number of residences: 247



Amna Tower

Property type: Residential

Developer: Al Habtoor
Properties

Number of residences: 150



Sobha Creek Vista 2

Property type: Residential

Developer: Sobha Realty

Number of residences: 780



Sobha Waves

Property type: Residential

Developer: Sobha Realty

Number of residences: 592



Sobha Waves Extension

Property type: Residential

Developer: Sobha Realty

Number of residences: 445



Marsa Al Arab
 Property type: Residential
 Developer: Dubai Holding
 Number of residences: 99



Wilton Terrace
 Property type: Residential
 Developer: Ellington Properties
 Number of residences: 281



Al Raha Beach C11, C12
 Property type: Residential
 Developer: Aldar Properties
 Number of residences: 160



Perfect Wood
 Property type: Residential
 Developer: Perfect Wood
 Number of residences: 65



The Vision Tower
 Property type: Residential
 Developer: Vision Group
 Number of residences: 165



Capricorn Tower
 Property type: Residential
 Developer: Emaar
 Number of residences: 362



Sky Tower 1
 Property type: Residential
 Developer: Lamar Development
 Number of residences: 74



Creek Vista
 Property type: Residential
 Developer: Danube Properties
 Number of residences: 780



Bayz by Danube
 Property type: Residential
 Developer: Danube Properties
 Number of residences: 465



Qaryat Al Hidd - C11 Buildings
 Property type: Residential
 Developer: Aldar Properties
 Number of residences: 130

United Kingdom

Selected other projects we have been involved in as partners.
The home appliances supplied for these developments include:

Brands: Electrolux / AEG / Zanussi

- Ovens
- Hoods
- Hobs
- Microwave ovens
- Dishwashers
- Refrigerators
- Fridge-freezers
- Washing machines
- Dryers



Nu Living

Property type: Residential
Developer: Nu Living
Number of residences: 291



Wainhomes, Four Oaks

Property type: Residential
Developer: Wainhomes
Number of residences: 51



Mann Island

Property type: Residential
Developer: Group first
Number of residences: 376



Harrogate

Property type: Residential
Developer: Linden Homes
Number of residences: 31



Cromwell Fields

Property type: Residential
Developer: Danube
Number of residences: 418



Glasgow

Property type: Residential
Developer: Danube
Number of residences: 352



Edgware Green

Property type: Residential
Developer: Meraas
Number of residences: 70



Lewisham

Property type: Residential
Developer: Barratt London
Number of residences: 800



Nine Elms Point
 Property type: Residential
 Developer: Barratt London
 Number of residences: 645



Embassy Gardens
 Property type: Residential
 Developer: Ballymore
 Number of residences: 1



Central London
 Property type: Residential
 Developer: Barratt London
 Number of residences: 645



Enderby Wharf
 Property type: Residential
 Developer: Barratt London
 Number of residences: 770



Suttons Wharf North
 Property type: Residential
 Developer: Hollybrook
 Number of residences: 450



Battersea Reach
 Property type: Residential
 Developer: Barratt London
 Number of residences: 38



West Drayton Village
 Property type: Residential
 Developer: Clearview Homes
 Number of residences: 49



Elephant & Castle
 Property type: Residential
 Developer: Lang o Rourke
 Number of residences: 373

USA

Selected other projects we have been involved in as partners.
The home appliances supplied for these developments include:

Brands: Electrolux / Frigidaire

- Ovens

- Hobs

- Freestanding cookers

- Microwave ovens

- Refrigerators

- Dishwashers

- Washing machines



DC Crossing

Property type: Residential
Developer: Tishman Speyer
Number of residences: 420



500 W Trade

Property type: Residential
Developer: Northwood Ravin
Number of residences: 354



Port House

Property type: Residential
Developer: Woodfield Development
Number of residences: 251



Society Residence Miami

Property type: Residential
 Developer: Property Markets Group
 Number of residences: 639



Peachtree Hills Place

Property type: Residential
 Developer: Isakson Living
 Number of residences: 120



Allora Northwest Crossing

Property type: Residential
 Developer: Trammell Crow Residential
 Number of residences: 346



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