



18 August 2023

Communication from Electrolux ANZ

To our valued customers and partners.

Late last month Electrolux Group CEO Jonas Samuelson and APAC & MEA Head of Business Adam Cich shared our Q2 results and reinforced the ongoing work to sharpen our strategic focus for higher impact and growth.

During the update, announcements were shared at both Electrolux Group and APAC & MEA Region level regarding the divestment of Non-Strategic Brands like Zanussi and KwiKot, and the continued deployment of Electrolux's blueprint.

To provide some background on the blueprint, Electrolux Group announced a sharpened and refocused commercial blueprint across APAC & MEA, leveraging the global structure that has been announced and commenced deployment in July 2022.

This is a continuation of the effort that was started last year to remove complexities and recalibrate some positions to support smart and agile ways of working and importantly accelerating the benefits of global scale and synergy.

Our refocused blueprint takes into consideration our organisation's long-term needs and aims to bring further clarity to roles and responsibilities with clear accountability on a global, regional and market level to enhance commercial executional excellence. It also ensures we are leveraging the global and regional drivers and resources to deliver medium to long range strategic growth for our business. This ultimately translates to better services, speed, and simplicity in how we provide great service to our valued customers and enhanced experiences to our consumers.

Focusing on our ANZ business it is clear in today's rapidly evolving markets, it is vital for us to change faster than the environment around us. The dynamic markets and macroeconomic conditions across ANZ have seen consumers and retailers demanding more from us.

Our organisational blueprint is evolving and in ANZ we must make sure that we sharpen our focus on the right levers to continue building our business to be truly future fit. We need to become even more disciplined in elevating and resourcing our customers and consumers priorities.

As the year progresses, we will focus on our core brands and their key portfolios to ensure we optimise and grow our market share where it has the most impact for our partners. We will focus our people and financial investment on the brands, products and activities that maximise our relevance to our customers and meet the needs of our consumers. With new and significant campaigns behind our Westinghouse and Electrolux brands supporting a number of innovation launches (many made right here in Australia), we are poised for a strong second half and 2024 growth.

We turn our attention to the immediate task at hand. We are taking the steps in evolving our business to ensure its future relevance and competitiveness. This includes deploying our sharpened and refocused blueprint.

This blueprint deployment does have an impact on Electrolux ANZ and its people. We have positions across ANZ that are becoming redundant and new roles that will be introduced to further equip the business.

As has always been the case, Electrolux ANZ does not take actions that impact our employees lightly. These are extremely difficult decisions that we are making, and we will manage through this transition with fairness, respect, and care. However, the deployment of a sharpened and refocused blueprint is a critical step for a more efficient and competitive Electrolux. One that is better equipped for long term success, meeting the evolving needs and expectations of our customers and consumers in tomorrow's dynamic landscape.

Our focus now turns to supporting those employees immediately impacted by the organisational changes at Electrolux ANZ.

Sincerely

A handwritten signature in black ink, appearing to be 'Kurt Hegvold', with a long horizontal stroke extending to the right.

Kurt Hegvold
Managing Director
Electrolux Australia and New Zealand