



Electrolux

DATE 12 November 2013
FROM Keith McLoughlin
DEPARTMENT
SUBJECT
CLASSIFICATION Open information

To the kind attention of

Sen. Ludovigo Sonego
Senato della Repubblica
Piazza Madama, 1
00186, Rome (RM), Italy

Sen. Maurizio Sacconi
Senato della Repubblica
Piazza Madama, 1
00186, Rome (RM), Italy

cc
Ernesto Ferrario
Senior Vice-President
Operations EMA EMEA
& CEO Electrolux Italy
St Göransgatan 143
10545 Stockholm, Sweden

Distinguished Senators,

I would like to express my personal appreciation for the attention and interest that you pay to the situation of Electrolux, as well as for the respect you have on the worldwide reputation of Electrolux, which honours us deeply.

As you know, the market of major appliances is facing strong changes and constantly increasing competitive pressure at a global scale as well as in Europe.

To cope effectively with these new scenarios, our company has launched a program of activities aimed to improve the competitiveness of our products and production processes.

Regarding the investigation recently launched in Italy, it has the purpose – as other such initiatives carried out in the past – to analyze and verify the sustainability and efficiency of production activities in the country. No decision has yet been made in this regard.

To confirm our collaborative approach and with reference to the requests in your letter, Dr. Ernesto Ferrario, Senior Vice President of Operations Electrolux Major Appliances EMEA & CEO Electrolux Italy – is in charge of all contacts and dialogues with the Italian social parties, local authorities and the Government.

Sincerely,

Keith McLoughlin
President and CEO

AB ELECTROLUX

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