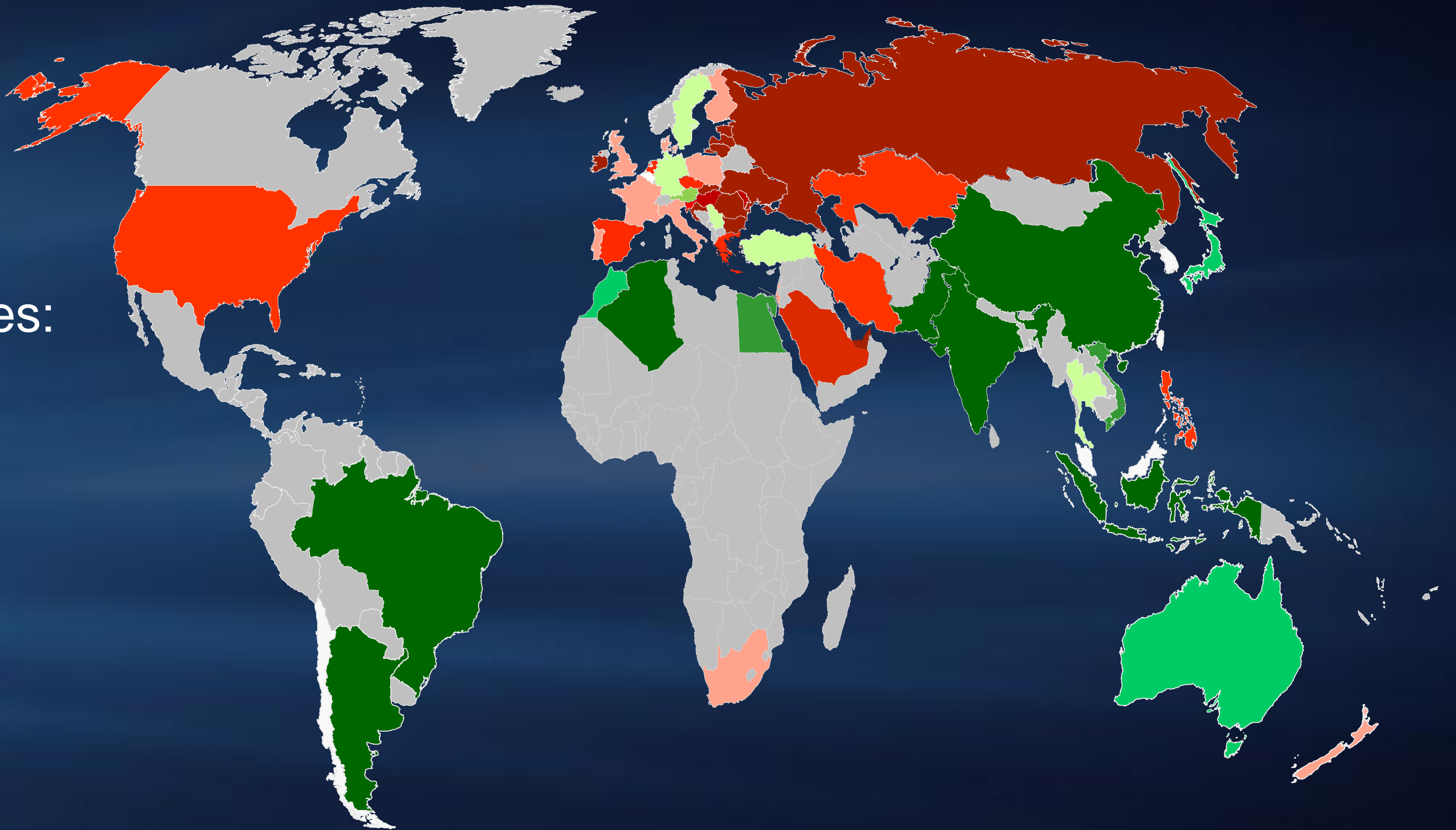


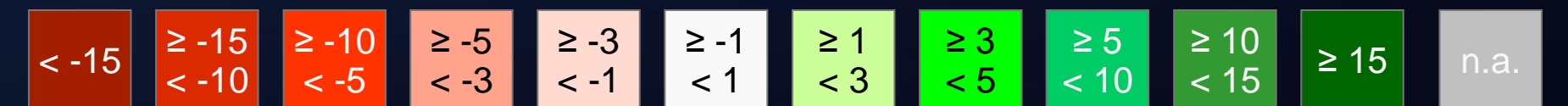
Dr. Reinhard Zinkann
Chairman Household Appliances Divisions
ZVEI - German Electrical and Electronic Manufacturers' Association

Home appliances global markets in 2009

- Major and Small Home Appliances:
Sales of almost 100 bn. Euro¹⁾
worldwide
- Decrease $\approx 1\%$
(based on Euro)
- Signs of recovery in many
countries since
III.Q. 2009



1) sell-in at industry prices

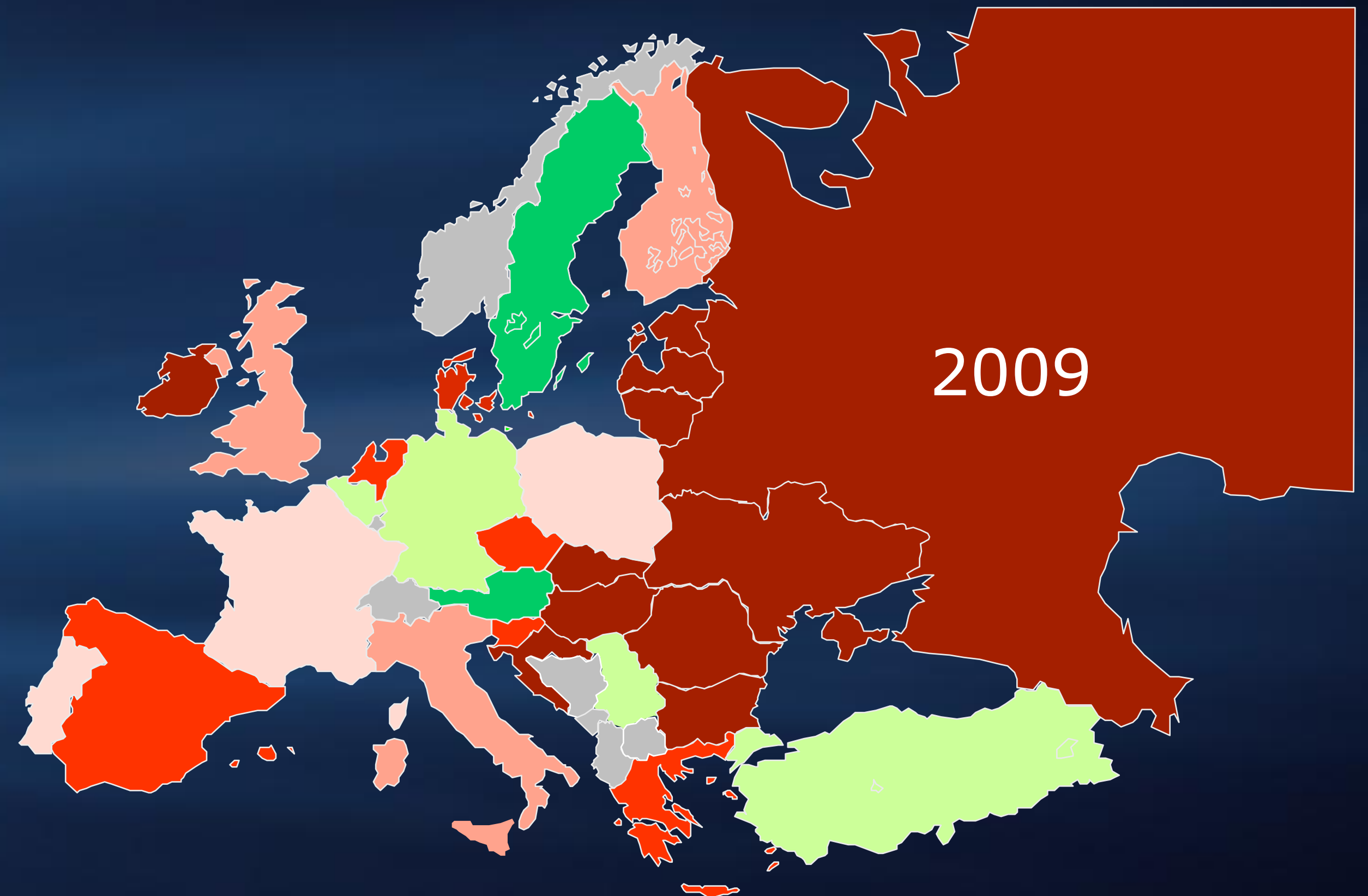


Major Domestic Appliances

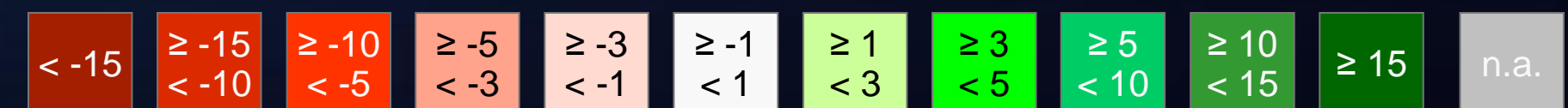
Sales Value Growth / Decline in +/-% to previous year (Local Currency) Source: GfK

Home appliances market Europe

- 2009:
declines, with little exceptions,
100 Mio. Major Appliances
sold in total ($\approx -1\%$),
But upward trend in demand.
- 2010 outlook:
flat, stable development in total,
slightly above average in the South & Middle,
slightly below average in the North & East.



2009 Major Domestic Appliances , Source: GfK
Sales Value (local currency) +/- % prev. Year;



Home appliances global markets: Estimation 2010

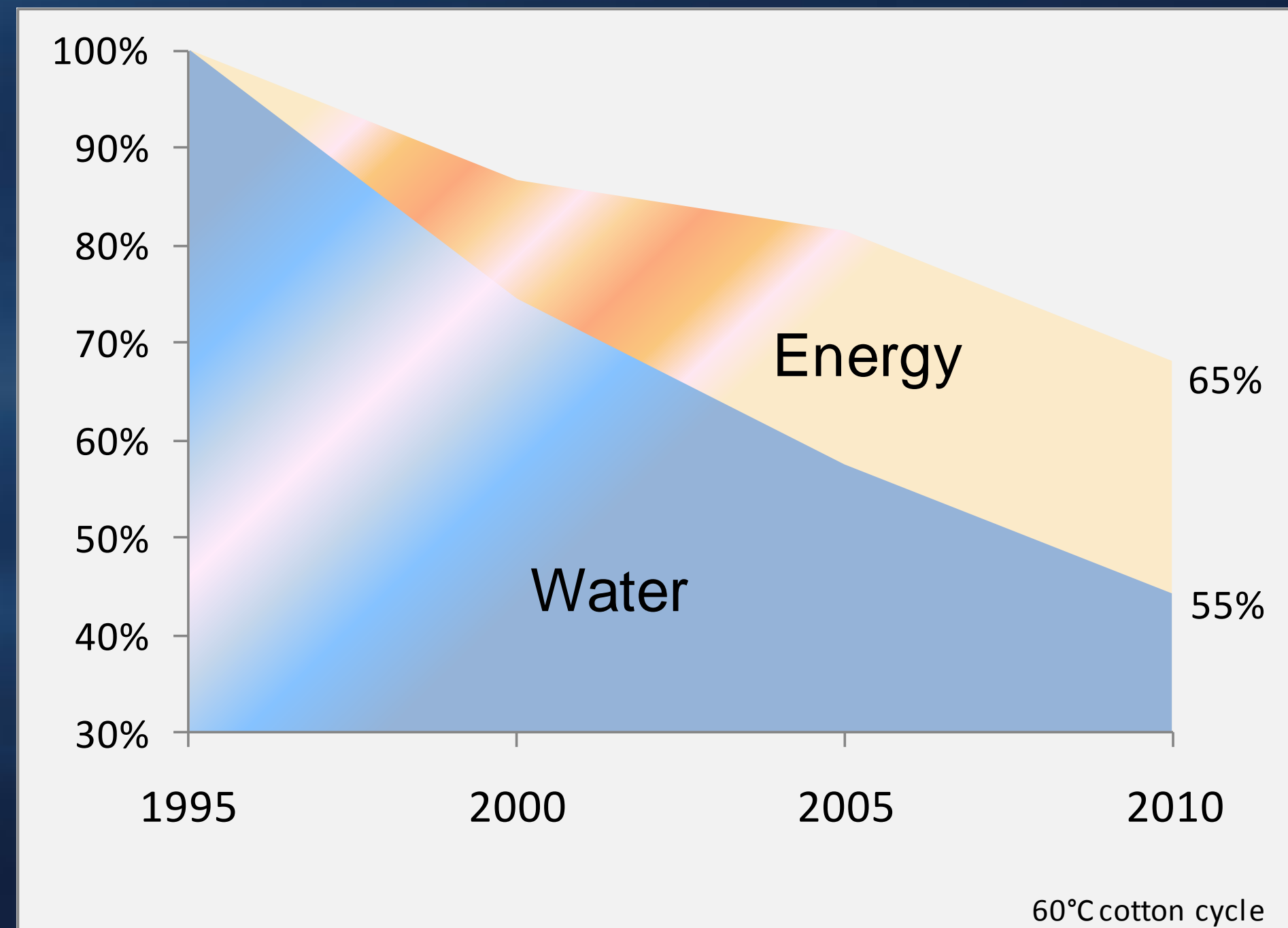
- Recovery will continue
- Growth in most markets expected, but bear in mind: compared to 2009!
- Still not back to normality
- Major factor for business: development of exchange rates



Trend Energy efficiency

- Increasing demand for efficient appliances
- Save energy, water and costs
- New European Energy Label at the door (end of 2010)
- Governmental programs to stimulate demand for energy saving appliances (e.g. US, Brazil, Japan).

Example: washing machine



Home Appliances: strong and stable trends

- Health and well-being
 - preservation of nutritional value
 - personal care & beauty appliances
- Comfort and Convenience
 - easy-to-use, smart electronics
 - time saving, low noise
- Lifestyle
 - cooking as a hobby
 - Design: characteristic and functional
 - coffee still en vogue
- Homing effect: still continuing

Thank you