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IFA Home Appliances


- Well established Platform for the White Goods industry



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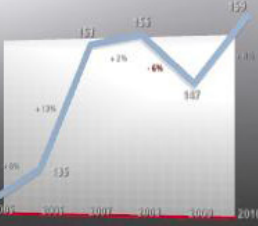
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Home appliances global markets in 2010


- Major Home Appliances: Sales 160 bn. US \$ worldwide



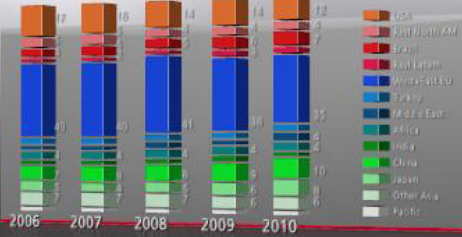
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Shares of regions in the global Major Domestic Appliances market (2006-2010)



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Global major home appliances markets Jan - April 2011 (Units)



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Home appliances global markets: Forecast year 2011

- Stable or growing markets expected
- risks & imponderables
 - debt crisis ?
 - exchange rates ?
 - raw material costs ?
 - labor (wages) costs ?
 - exchange rates ?
 - debt crisis ?



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■ Home Appliances: stable, long lasting trends

- Health and well-being,
 - personal care & beauty appliances
- Comfort and Convenience
 - easy-to-use, smart electronics
 - time saving, low noise
- Lifestyle
 - cooking
 - design: characteristic and functional

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■ Energy efficiency – more than a trend

- new European energy label promotes high efficient appliances
- accepted by consumers: A++ and A+++ sales are rising



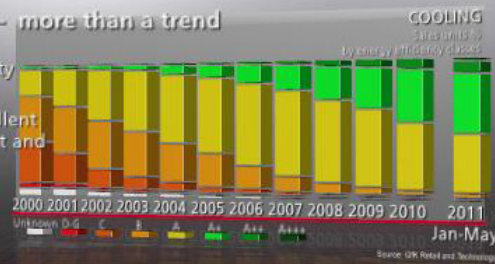
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■ Energy efficiency – more than a trend

- a must for high-quality home appliances
- goes along with excellent performance, comfort and durability



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