



Thinking of you  
**Electrolux**

## Press release

Stockholm, November 25, 2013

### Electrolux taps Beanstalk exec to head global brand licensing team

**The Electrolux Group today announced the appointment of Ciarán Coyle as new Vice President and Head of Global Brand Licensing. Coyle was previously President of Europe & Asia Pacific of the Omnicom-owned global brand licensing agency Beanstalk.**

The Electrolux brand portfolio already ranks well inside the world's top 20 licensors with a value of more than USD 3 billion at retail. Besides Electrolux, the Group's portfolio includes more than 50 brands, including AEG, Zanussi and Frigidaire.

"Enhancing the value of the Electrolux portfolio of brands, reaching new consumer segments, exploring new partnerships and driving new revenue streams through strategic brand licensing is a key part of our brand strategy," comments **MaryKay Kopf, Chief Marketing Officer of Electrolux**. "Ciarán is a global expert in his field and we look forward to seeing the development of this important area of our business under his leadership."

During his 11 years at Beanstalk, Coyle has been responsible for the development of Beanstalk's agency business in Europe and Asia Pacific, representing numerous global brands including Harley-Davidson, Jack Daniel's, Stanley, Black & Decker, Procter & Gamble, Jaguar, Land Rover and Volvo.

"With a strategic approach to brand licensing, executing each program professionally and staying true to each brand's core equity, it is possible to drive significant brand value in a number of ways," Coyle says. "These include reaching both new and existing consumers with dynamic and relevant ways to experience their favorite brands, driving diversified, high-margin, revenue streams and, importantly, protecting Electrolux's highly-valued trademarks in numerous categories and geographies."

Coyle will be based at the Group's North American headquarters in Charlotte, North Carolina, and report to MaryKay Kopf. "Ciarán comes to Electrolux with strong experience in building global licensing programs for some of the world's most famous brands," Kopf says. "We are thrilled that Ciarán will be joining the senior leadership of our global marketing team and helping create value for our extensive portfolio of leading brands."

For further information, please contact: Electrolux Press Hotline, +46 8 657 65 07.

Electrolux is a global leader in household appliances and appliances for professional use, selling more than 50 million products to customers in more than 150 markets every year. The company makes thoughtfully designed, innovative solutions based on extensive consumer research, meeting the desires of today's consumers and professionals. Electrolux products include refrigerators, dishwashers, washing machines, cookers, air conditioners and small appliances such as vacuum cleaners, all sold under esteemed brands like Electrolux, AEG, Zanussi and Frigidaire. In 2012 Electrolux had sales of SEK 110 billion and about 61,000 employees. For more information go to <http://group.electrolux.com>.