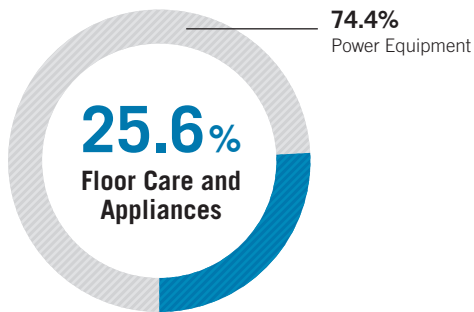


# Floor Care and Appliances USD0.5 billion 25.6% of the total turnover



## Floor Care and Appliances Business Review

Floor Care and Appliances achieved a 17.0% increase in sales during the first half of 2013 to USD0.5 billion. Our new generation of HOOVER® and VAX® floor care products are generating strong sales throughout the world. We have increased our investments in marketing to build the VAX® and HOOVER® brands. Additionally, we have made strategic investments in R&D to deliver an exciting new generation of high-performance floor care products that will be a key growth driver for the business. The business accounted for 25.6% of Group turnover against 24.1% for the same period last year.

## Outlook

We have strong momentum throughout all businesses and all geographic regions heading into the second half. Our powerful new product development machine has put us in a position to continue growing and driving profitability to new levels. We look forward to delivering exceptional sales and profit growth in the second half and beyond.

| Brand   | Market Segment   | Major Market                              |
|---|------------------|---|
|  | Premium Cleaning | North America, Asia, Middle East & Africa |
|  | High-Performance | Global                                    |
|  | Consumer         | Global                                    |