

**WHIRLPOOL CORPORATION**  
**Key Financial Statistics for 2004**

	Q4			FULL YEAR		
	04	03	% B/(W)	04	03	% B/(W)
<b>SALES AND EARNINGS</b>						
Units	12,877	12,360	4.2%	46,485	44,315	4.9%
Net Sales	3,632	3,359	8.1%	13,220	12,176	8.6%
Operating Profit	163	242	(32.6%)	758	830	(8.6%)
Interest and Sundry Income (Expense)	4	(14)	NM	(14)	(41)	66.2%
Interest Expense	(33)	(32)	(1.1%)	(128)	(137)	6.4%
Income Taxes	(38)	(69)	44.0%	(209)	(228)	8.6%
Equity Earnings and Minority Interest	1	(3)	NM	(1)	(10)	85.1%
Earnings from Continuing Operations	97	124	(21.5%)	406	414	(2.0%)
Diluted EPS	\$ 1.44	\$ 1.76	(18.2%)	\$ 5.90	\$ 5.91	(0.2%)

	Q4			FULL YEAR		
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<b>OPERATING EXPENSES</b>						
Cost of Goods Sold	2,895	2,579	(12.3%)	10,358	9,423	(9.9%)
Gross Margin %	20.3%	23.2%	(2.9) pts	21.7%	22.6%	(0.9) pts
Selling and Administrative	564	534	(5.7%)	2,087	1,916	(9.0%)
% of sales	15.5%	15.9%	0.4 pts	15.8%	15.7%	(0.1) pts

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<b>BUSINESS SEGMENT INFORMATION</b>						
<b>North America</b>						
Net Sales	2,194	2,085	5.3%	8,254	7,875	4.8%
Operating Profit	166	231	(28.1%)	778	810	(4.0%)
% of sales	7.6%	11.1%	(3.5) pts	9.4%	10.3%	(0.9) pts
<b>Europe</b>						
Net Sales	895	794	12.7%	3,062	2,691	13.8%
Operating Profit	52	43	20.4%	167	124	34.5%
% of sales	5.8%	5.5%	0.3 pts	5.4%	4.6%	0.8 pts
<b>Latin America</b>						
Net Sales	475	403	17.8%	1,674	1,350	24.0%
Operating Profit	10	34	(70.7%)	65	89	(27.3%)
% of sales	2.7%	8.4%	(6.3) pts	3.9%	6.6%	(2.7) pts
<b>Asia</b>						
Net Sales	104	115	(9.9%)	382	416	(8.3%)
Operating Profit	(1)	(2)	18.7%	(25)	7	NM
% of sales	(1.3%)	(1.5%)	0.2 pts	(6.5%)	1.7%	(8.2) pts
<b>Other and Eliminations</b>						
Net Sales	(36)	(39)		(152)	(156)	
Operating Profit	(64)	(65)		(226)	(200)	
<b>Total</b>						
Units	12,877	12,360	4.2%	46,485	44,315	4.9%
Net Sales	3,632	3,359	8.1%	13,220	12,176	8.6%
Operating Profit	163	242	(32.6%)	758	830	(8.6%)
	4.5%	7.2%	(2.7) pts	5.7%	6.8%	(1.1) pts

	Q4			FULL YEAR		
	04	03	% B/(W)	04	03	% B/(W)
<b>MISCELLANEOUS</b>						
Average Shares - Diluted	67,693	70,946	4.6%	68,902	70,062	1.7%
Average Shares - Basic	66,491	69,046	3.7%	67,436	68,747	1.9%
Effective Tax Rate	28.5%	35.0%	6.5 pts	33.9%	35.0%	1.1 pts

	Q4			FULL YEAR		
	04	03	% B/(W)	04	03	% B/(W)
<b>WORKING CAPITAL</b>						
Inventories	1,701	1,340	(27.0%)			
Receivables	2,032	1,913	(6.2%)			
Payables	2,297	1,944	18.2%			
Net W/C	1,437	1,309	(9.7%)			
Working Capital % of Sales (YTD)	10.9%	10.8%	(0.1) pts			

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<b>DEBT RATIO</b>						
Notes Payable	244	260	6.1%			
L/T Debt	1,160	1,134	(2.2%)			
Current Maturities of LTD	7	19	63.1%			
Total Debt	1,411	1,414	0.2%			
Minority Interest	68	63	(6.5%)			
Equity	1,609	1,301	23.7%			
Total Debt to Capital	45.7%	50.9%	5.2 pts			