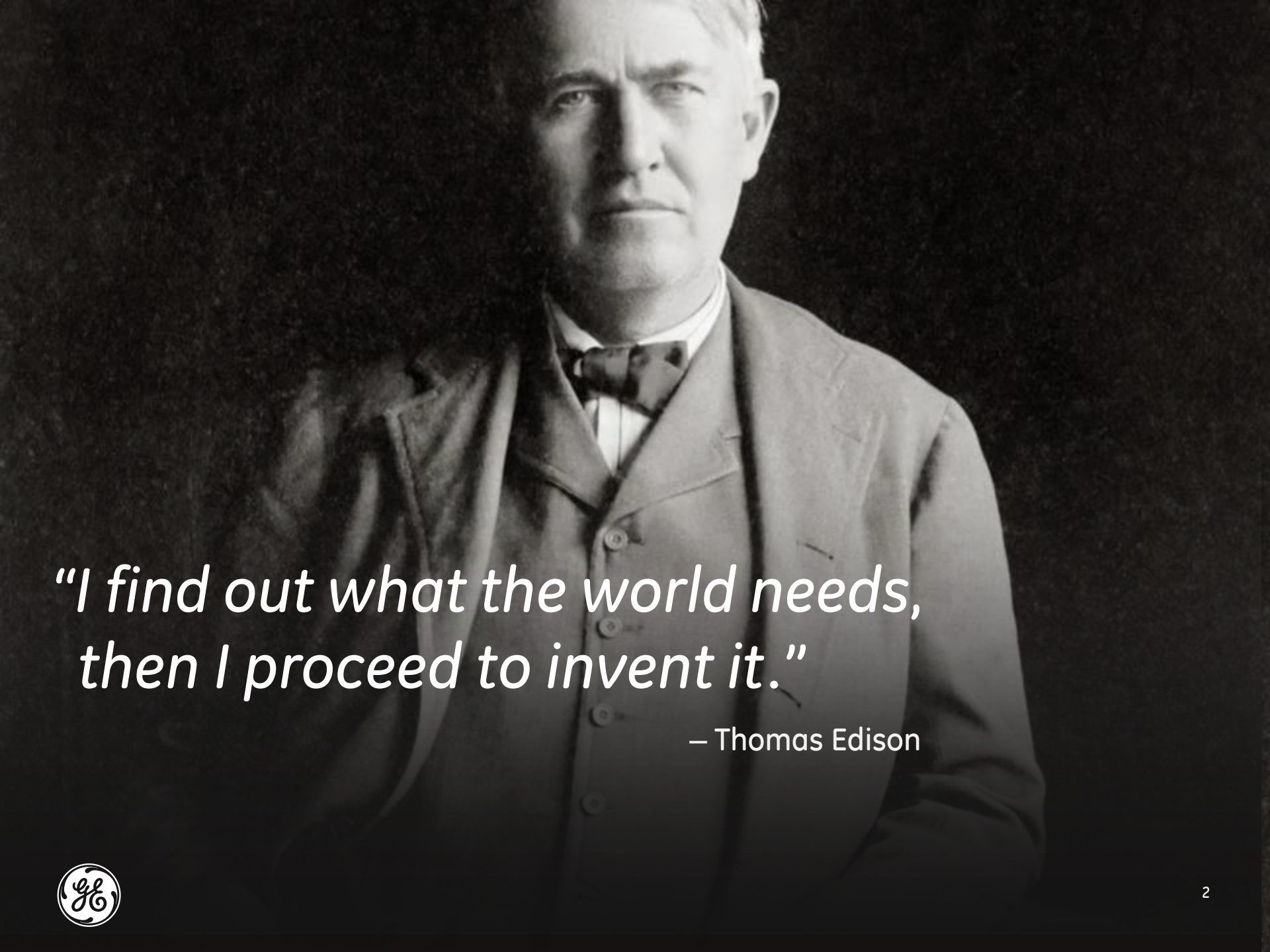




GE Works April 2014

Imagination at work

A black and white portrait of Thomas Edison, an elderly man with white hair, wearing a dark suit jacket, a vest, a white shirt, and a dark bow tie. He is looking directly at the camera with a serious expression. The background is dark and out of focus.

*“I find out what the world needs,
then I proceed to invent it.”*

– Thomas Edison





GE WORKS

AT GE

**WE PUT OUR
IDEAS TO WORK**

**TAKING THEM OFF THE PAPER
OUT OF THE LAB AND INTO**

THE WORLD

ENGINEERS SCIENTISTS TEACHERS LEADERS AND DOERS

**ALL SHARING A BELIEF
THAT THINGS CAN BE MADE**

TO WORK BETTER

IT'S WHY WE GET UP IN THE MORNING

IT'S WHY WE COME TO WORK

EVERY DAY

TO BUILD CURE POWER

AND MOVE THE WORLD

WE ARE AT WORK

MAKING THE WORLD

WORK BETTER



Our business units

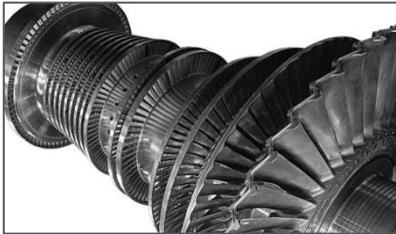
Energy Management

5% / \$7.6 B



Oil & Gas

12% / \$17.0 B



Power & Water

17% / \$24.7 B



Healthcare

12% / \$18.2 B



Aviation

15% / \$21.9 B



Transportation

4% / \$5.9 B



Capital

30% / \$44.1 B



Appliances & Lighting

5% / \$8.3 B



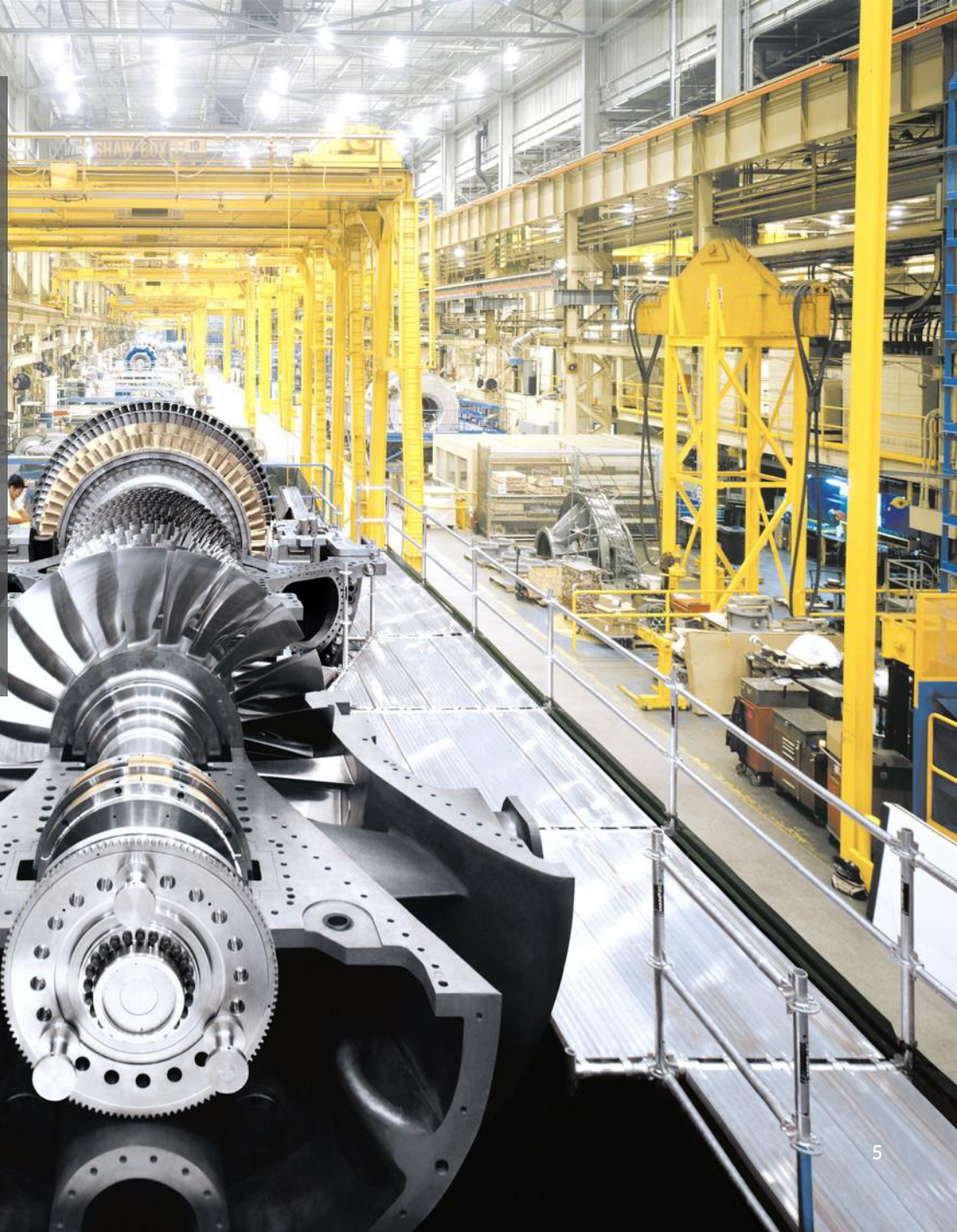
~\$146 Billion
Revenue in 2013

\$16.9 B Operating Earnings



Key statistics

- About 307,000 employees worldwide
- Operating in more than 170 global locations
- Rated AA+ with stable outlook by S&P
- Only current DJIA company in original index



Our culture

We invest in people and develop global leaders in a high-integrity environment.

We perform with excellence focused on organic growth, productivity and risk management.



Building competitive advantage



Simplification



Growth
Market
Advantage



Technical
Leadership



Better Service
Through
Analytics



Simplification

Make GE faster, smarter,
and more efficient



Growth Market Advantage

Build custom solutions to match our global scale with real local relevance



Better Service Through Analytics

Invest in the Industrial Internet to drive customer value through the use of analytics



Technical Leadership

Continue to invest in R+D to generate big technical solutions



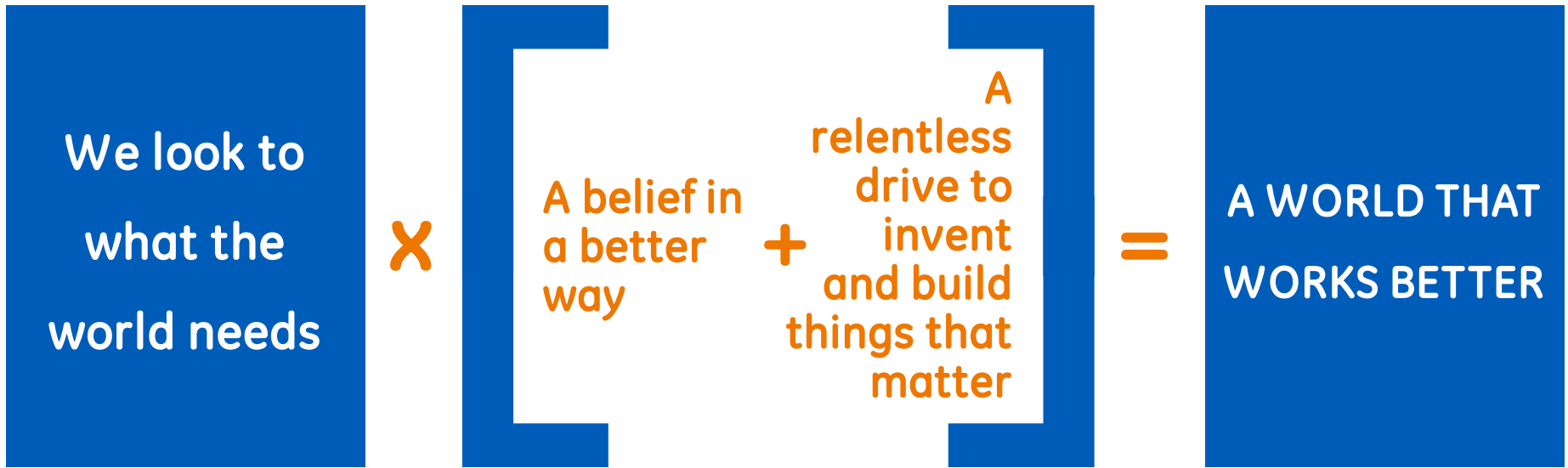
At work in the world

“GE is an essential 21st century company. We make things that very few people in the world can do.”

– Jeff Immelt



The GE equation



GE Works

GE works on things that matter. The best people and the best technologies taking on the toughest challenges. Finding solutions in energy, health and home, transportation and finance.

Building, powering, moving and curing the world.
Not just imagining. Doing. GE Works.



ENERGY
MANAGEMENT



OIL &
GAS



POWER &
WATER



HEALTHCARE



AVIATION



TRANSPORTATION



CAPITAL




APPLIANCES
& LIGHTING




GE water technologies purify enough water to satisfy the daily needs of 39 million people around the world.





GE Healthcare
technology helps
doctors save nearly
3,000 lives each day.



A woman with long dark hair, wearing safety glasses and grey gloves, is focused on working on a large piece of machinery in a factory. She is using a tool to adjust a component. The background is filled with industrial equipment and blue lighting.

Every 2 seconds,
a GE-powered
aircraft takes off.



Since 2010, GE
filed more than
35,800 patents.

Every 2 seconds, a GE-powered
aircraft takes off



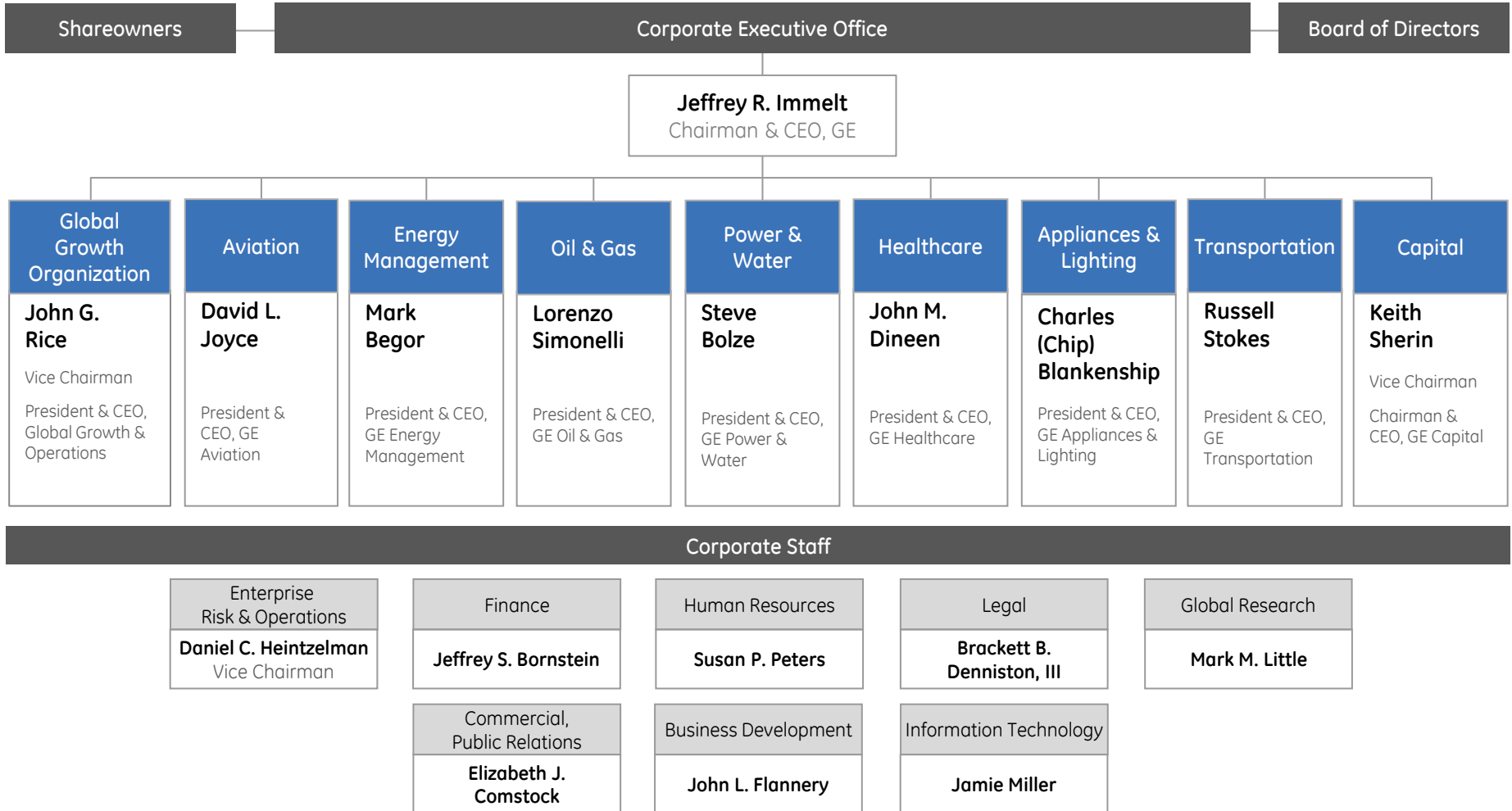


Appendix



Company Organization Chart

Updated April 2014



GE is consistently ranked as one of the world's leading corporations:



BRANDZ
Most Valuable
Global Brands



FAST COMPANY
World's Most
Innovative
Companies



**WORKING
MOTHER**
Best Companies
for Working
Mothers



ETHISPHERE
World's Most
Ethical
Companies



BARRON'S
2103 Most
Respected
Companies

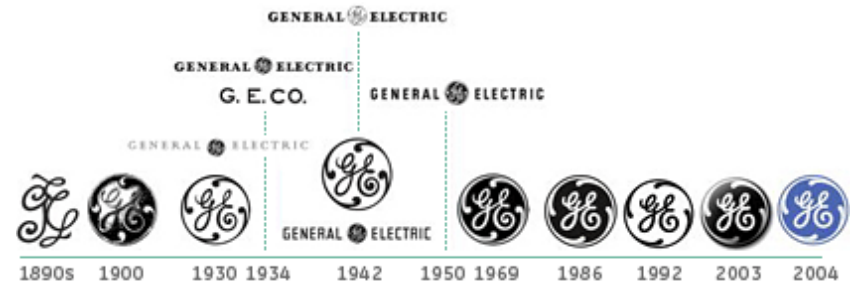


FORTUNE
World's Most
Admired
Companies



Over 100 years of brand building

- 2012 GE Works
- 2009 healthmagination
- 2005 ecomagination
- 2003 imagination at work
- 1980s+ We Bring Good Things to Life
- 1970s Progress for People
Men Helping Man
- 1960s+ Progress is Our Most Important
Product
- 1950s We've Got A Patent on Progress
- 1940s You Can Put Your Confidence in
General Electric
- 1930s+ Live Better Electrically
- 1920s Initials of a Friend...GE
- 1915 Largest Electrical Manufacturer
in the World
- 1916 The Guarantee of Excellence on
Goods Electrical




Value Growth

Significant growth since financial crisis

	Interbrand	BRANDZ	BRAND-FINANCE
GE Value (\$B)	\$46.9	\$55.4	\$37.2
Rank	#6	#11	#7
% since PY	+7%	+21%	+12%

“Building capabilities in predictive software products, Big Data and analytics, and advanced manufacturing, the GE brand is stretching into new territories.”



Our integrity

GE received the highest rating from Governance Metrics International—joining 33 other global companies out of more than 3,000 rated.

GE was named one of the World's Most Ethical Companies by Ethisphere for the past 8 years.



The Spirit and the Letter

A personal commitment by every GE employee to follow our code of conduct.



Our innovation

From Thomas Edison's first commercially viable light bulb to the first X-ray machines, we've continued to redefine what's possible for the world. Our recent developments include:



Evolution
Series
locomotive



Discovery
CT750HD



MAC 400
compact ECG



GE90 jet engine



V-scan



2.5 MW turbine



LEAP-X engine



Investing globally in R&D

\$43B was invested in Research & Development over the last decade.



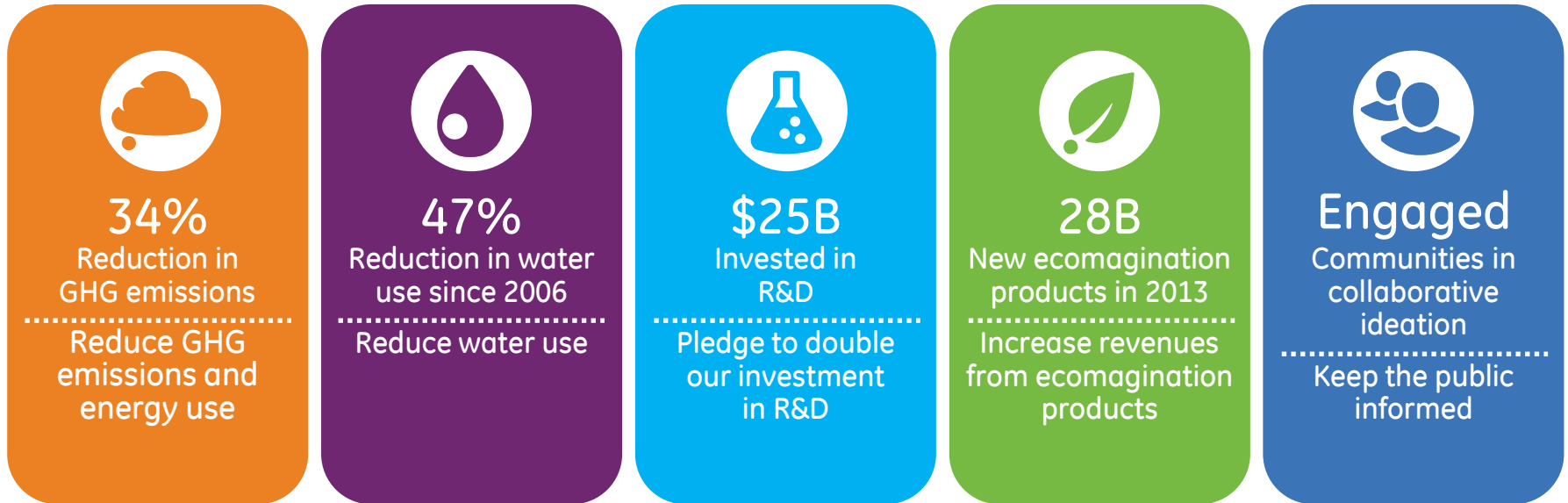
35,800 patents were generated by this content since 2000.



Development dollars also fuel our **ecomagination** and **healthymagination** efforts and Imagination Breakthroughs that stimulate growth across GE businesses.



ecomagination



Launched in 2005, ecomagination is more than a corporate sustainability program. Core to our business strategy, it considers our value chain, delivers solutions to our customers and provides increased productivity in a volatile world.



healthymagination



Invest in R&D

65 healthymagination products and solutions that meet quality, access, or affordability metrics

More than **\$3 billion** in R&D investment



Partner for Innovation

Cancer: Open Innovation Challenge to activate ecosystem to speed innovations for triple negative breast cancer, resulted in over 500 ideas from 40 countries.

Cities: GE created a collaborative effort in Cincinnati with employers, hospitals, physicians, insurers, and community officials to improve health. The program expanded to Louisville, KY and Erie, PA.



Invest and Grow Innovation

GE Ventures **healthymagination Fund** works to help start-ups accelerate to commercialization

At the end of 2012, 11 companies were in the healthymagination Fund portfolio.



Employee Health

HealthAhead is how we live healthymagination within GE.

By the end of 2012, more than **400** of GE's largest sites were HealthAhead certified—half of these sites are outside of the United States.

The result is that we've positively impacted two-thirds of our global employee population



Keep the public informed

Improved transparency via an annual report, and a Web site.

Engaged communities in collaborative ideation and partnerships

Healthymagination is our \$6 billion strategy for taking on one of the toughest challenges: global health. We work to increase quality, access and affordability of health.



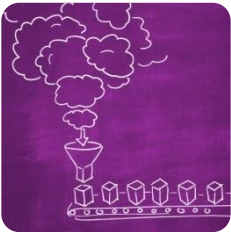
Growth values

External focus



- Connects effectively with a broad group of stakeholders
- In tune with outside customers and environment, sees around corners
- Educated on global issues, curious about the world

Clear thinker



- Embraces ambiguity and uncertainty, is adaptive
- Connects strategy to purpose and communicates in a way that inspires
- Decisive, uses knowledge, experience, network, instinct

Imagination & courage



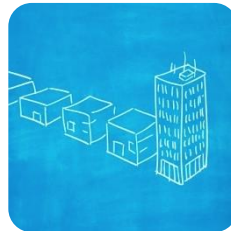
- Generates innovative ideas and makes it happen
- Encourages risk taking and learns from success/failure
- Challenges bureaucracy and non value-add work, drives speed and simplicity

Inclusiveness



- Welcomes opposing thoughts and ideas, listens and is humble
- Works collaboratively, respects individuals and cultures
- Drives engagement and commitment

Expertise



- Domain depth, credibility built from experience and results
- Continuously develops self and passionate about developing others
- Leverages technology to win



Always with unyielding integrity.



Industrial Internet Positioning

Let's lead the world's next productivity revolution by connecting intelligent machines with people at work

Software

Cloud

Intelligent Machines

Connect the world's most intelligent machines, GE and others



Big Data & Analytics

Combine the power of big data, big analytics, and industry physics



People at Work

Connect people any place, any way, and any time for intelligent operations



Sensors

Controls

A WORLD THAT WORKS BETTER, FASTER, SAFER, CLEANER AND CHEAPER

The Look of a Simpler Company

At GE, we think simpler is better. Simplification means quicker execution and closer collaboration with customers. It's a focus on efficiency, speed and market impact. With fewer layers and more field empowerment, we're putting accountability where it matters. We're bringing new ideas to market at a faster pace. And we are increasing customer intensity throughout the Company, so that all of us—from commercial teams to enabling functions—are aligned with market success.

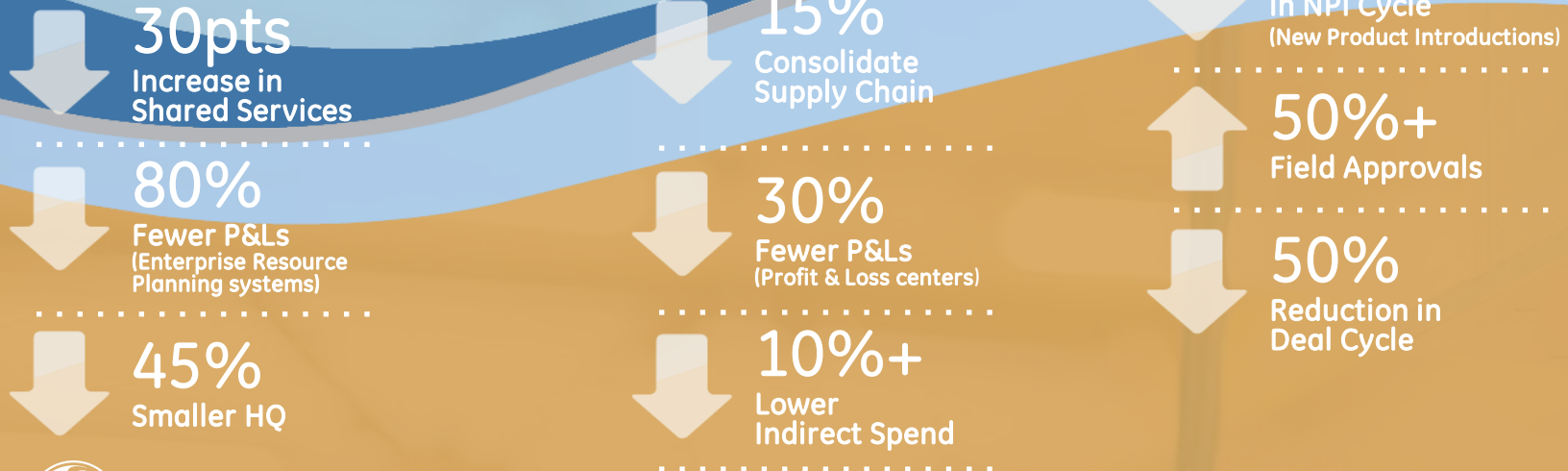
4x

Improved Customer Response Time

Aviation: FastWorks – related overhaul projects

Oil & Gas: FastWorks – related Measurement & Control projects

Simplification Goals & Drivers



A Great Team

Our culture is about providing everyone who works at GE with opportunities to exercise their responsibility, integrity, and creativity while growing themselves, their careers, and our business.

41,000

PEOPLE
HIRED IN 2013

\$1B

INVESTED
IN LEARNING
PER YEAR

97%

SENIOR LEVEL
RETENTION
ACROSS GE

15%

MORE LEADERS
OUTSIDE THE U.S.
IN THE LAST 5 YEARS

GE's global leadership institute in Crotonville, N.Y. The Crotonville campus hosts thousands of GE employees and customers each year. Thousands more attend Crotonville leadership courses around the world.



