

ecomaginationSM

Embracing green product development for increased growth

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GE Global Research



GE..four segments...aligned for growth

*FY 2007 revenues/percentage of total revenues

GE Energy Infrastructure
~\$30B/~17%



GE Technology Infrastructure
~\$43B/~25%



GE Capital
~\$67B/~39%



NBC Universal
~\$15B/~9%



- Market leadership
- Competitive advantage
- Domain expertise
- Financial strength

Our performance – International and EMEA

International (non-US)

International headquarters in Brussels

\$86.5 billion in international revenue in 2007 (+22%)

EMEA

\$47.9 billion revenues in 2007

more than half of international sales

About 100.00 people

Europe

\$39.9 billion revenues in 2007

Global Technology expenditure ~\$6 billion



GE imagination at work

Reputation

2008 World's fourth most innovative company
Fast Company



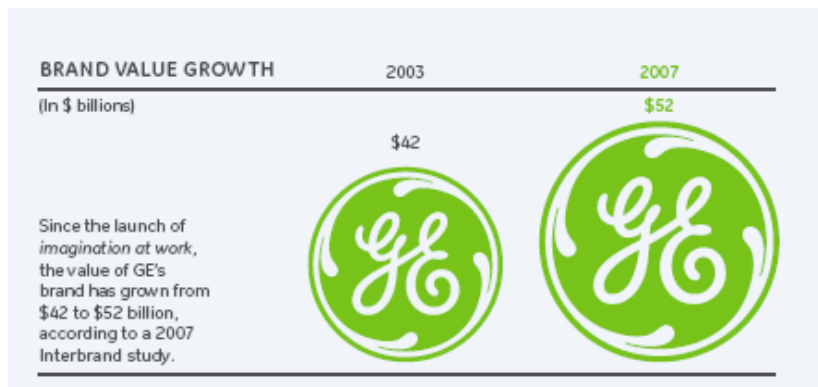
2007 America's and World's Most Admired Companies (#1)
Fortune

2007 Best Global Brands (#4)
Interbrand

2006 Dow Jones Sustainability Index



2006 Most Respected Global Company
Barron's



A history of innovation

- 1879 **LIGHT BULB**
- 1927 **HOME TELEVISION RECEPTION**
- 1941 **AMERICA'S FIRST JET ENGINE**
- 1960 **DISCOVERER XIII**
- 1976 **BREAKTHROUGH CT**
- 1992 **MARS OBSERVER**
- 1998 **F414 JET ENGINE**
- 2002 **INNOVA**
- 2003 **3.6 MW WIND TURBINE**
- 2003 **H TURBINE**
- 2004 **LIGHTSPEED VCT**



GE imagination at work



Customer needs as driver of innovation

Trends ... population grows 1B+ by 2020

Transportation



One billion first time flyers



3,000 new aircraft

Energy



650 GW electricity growth



1000+ power plants

Water



3B in acute water scarcity



\$60B desalination equipment

Trends ... from fringe to Fortune 500



Trends ... investors weighing in



Trends ... **next** generation



Environment **twice** as important as economy

Engineers for a Sustainable World



3,000+ chapters

Business schools



54% require courses on sustainability

Trends ... more, tougher regulations



United States

- Energy Star
- Tier 3-4 Rail
- PVC Replacement



European Union

- RoHS
- WEEE
- Airport noise
- Emissions Trading and Regulation
- ELV Directive



China

- Renewable incentive



India

- National environmental policy

Trends ... **customers'** view of green



“... building cars that are in tune with our **environment** is not only GOOD business; it will be our **TOTAL business.**”

– Jim Press

Ecomagination... green is “green”

Significant and measurable
improvement in both



ecomagination Actions & Results

1. Grow revenues to \$20B

2. Double R&D to \$1.5B

3. Reduce GHG

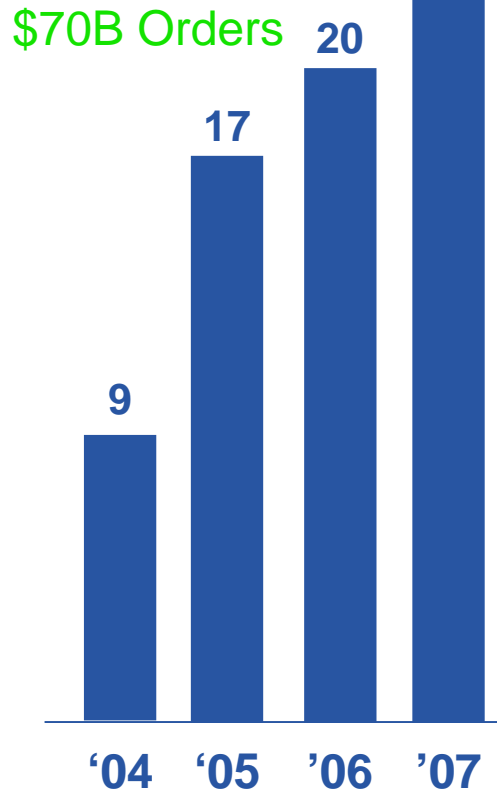
4. Reduce global water use - **new**

5. Inform public

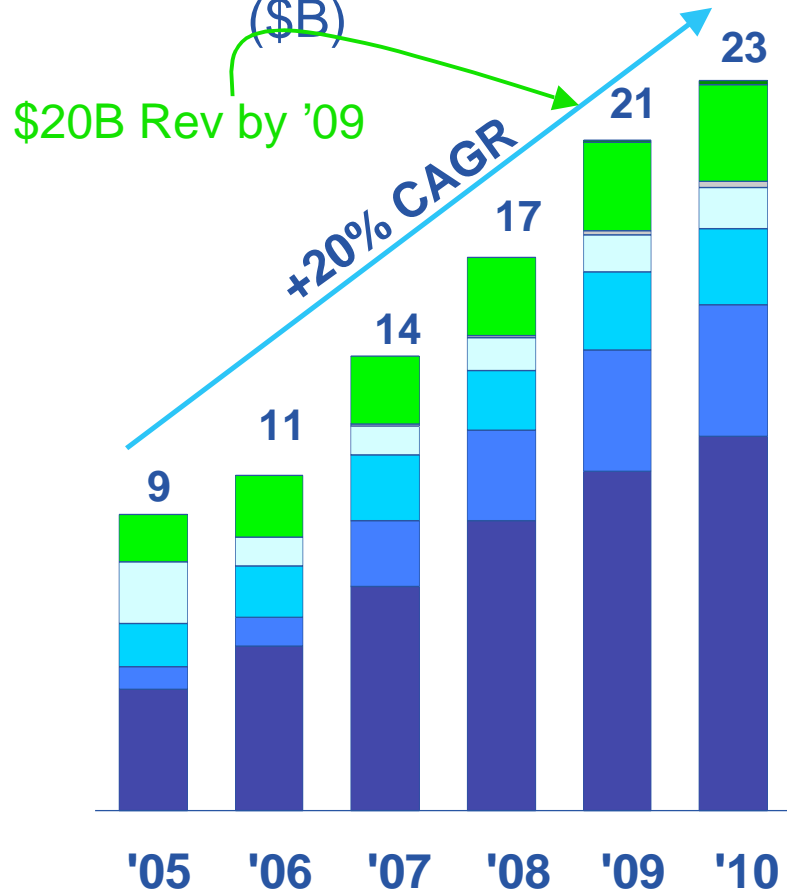


Revenue. ~~\$20B~~ by 2010 \$25B

Orders and Commits (\$B)



Revenues (\$B)



eco Products in every business

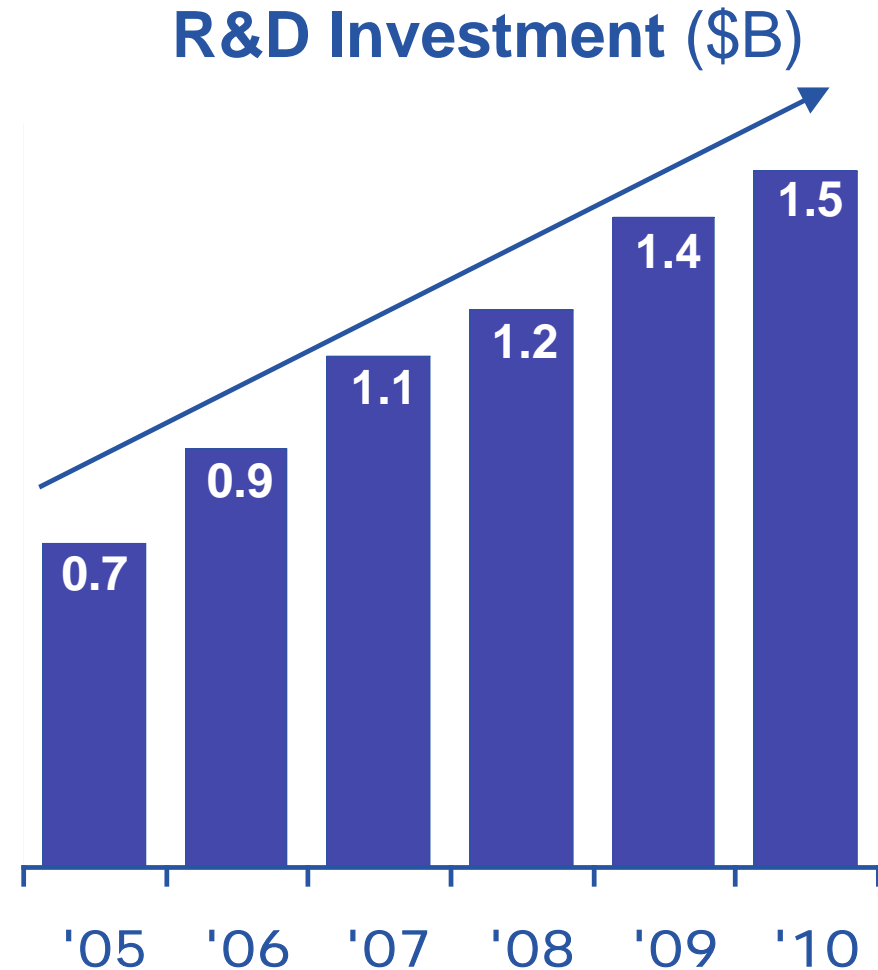


GE imagination at work



R&D...\$1.5B by '10

- **Product portfolio**
 - '05-'07 17 62
- **Future Technologies**
 - CO₂ capture
 - Zero liquid discharge
 - Alternative fuels
 - Waste to Energy
 - Demand Side Mgt



Lower Emissions & Energy

- Beating all emissions & energy targets
- 200 kT CO2 reduced
- \$100 MM '07 energy savings
- Engaged teams
- Lean, “Treasure Hunts” & GE solutions

C&I Biomass Waste Heat Recovery



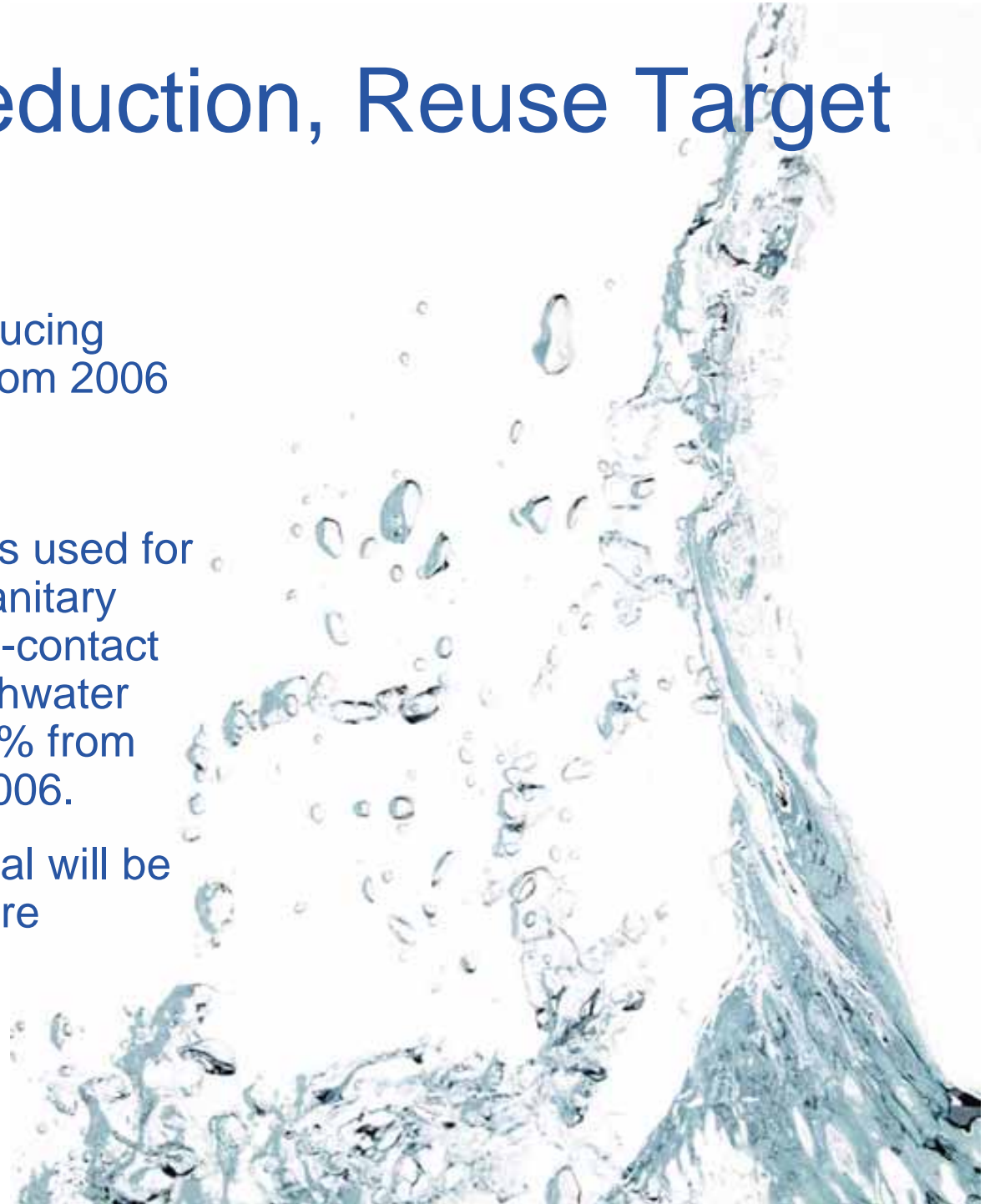
Hungary



Jenbacher Gas Engine

New Water Reduction, Reuse Target

- Newly committing to reducing GE's global water use from 2006 to 2012 by 20%
- In 2007, total GE water consumption from waters used for potable, process, and sanitary purposes as well as non-contact cooling waters from freshwater sources decreased by 2% from what was reported for 2006.
- Progress on this new goal will be reported annually in future ecomagination reports.



62 certified solutions

Energy

- IGCC, Solar, Biogas, Wind, Gas turbines



Water

- Reuse, Desalination, Industrial, Cooling



Transportation

- Aviation, Rail, Automotive, Marine, Fleet



Industrial

- Lighting, Appliance, Motor, Finance





USCAP

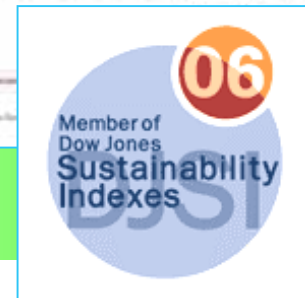
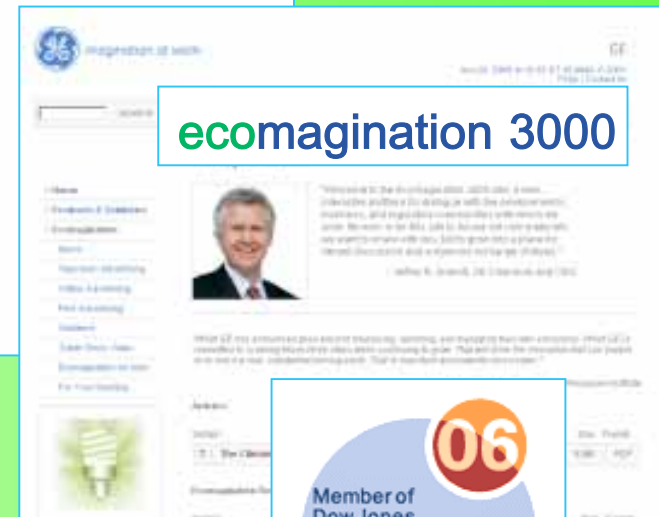
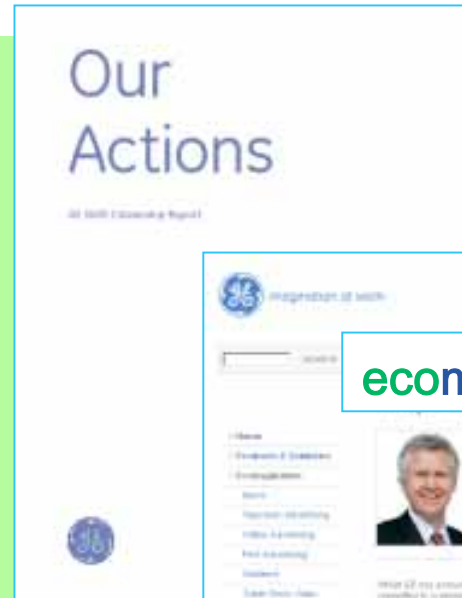
United States
Climate Action
Partnership

"We are committed to a pathway that will slow, stop and reverse the growth of U.S. emissions while expanding the U.S. economy."



Report on progress

- Transparency
- Integrity
- Annually





GE imagination at work

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