

ecomaginationSM

Value Focused
Sustainability

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ecoInspiration



Investor relations call 2004
“How much of what GE makes is green”

Value Focused Sustainability

1. Have Clarity of Purpose
2. Be True to Who You Are
3. Understand the Environment
4. Anticipate Tomorrow
5. Quantify Success/Keep It Simple
6. Leadership Engagement
7. Walk the Talk
8. Integrity & Transparency
9. Be Courageous



Our Purpose

1.

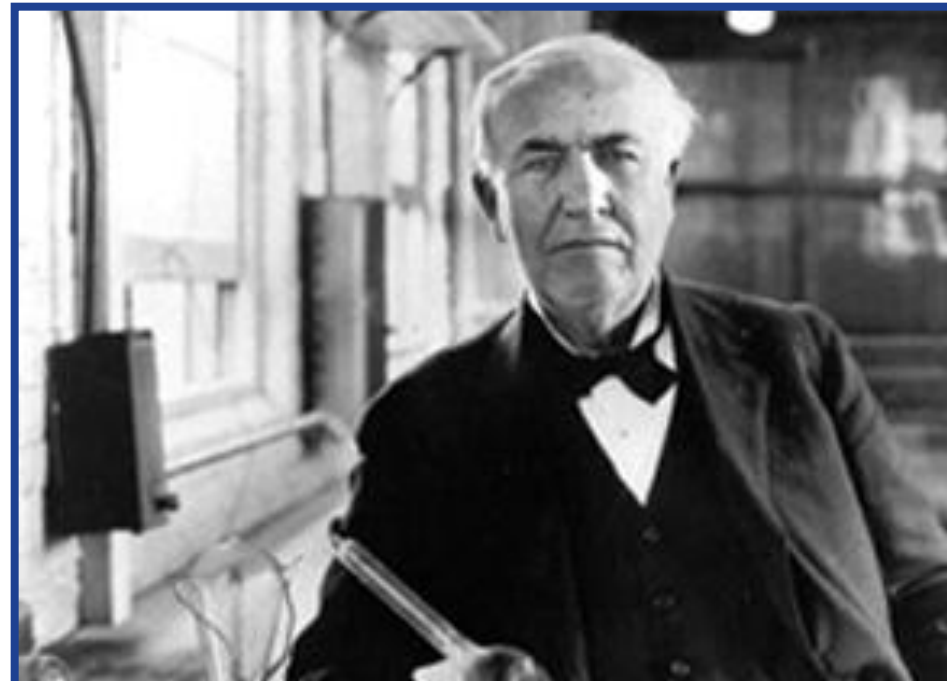
To put our imagination to work solving some of the world's toughest problems. In doing so, GE will be a good and a great company for customers, investors, employees and society.

Our History

2.

“I never perfected an invention that I did not think about in terms of the service it might give others... I find out what the world needs, then I proceed to invent.”

—Thomas Edison



Our heritage of innovation



**First Carbon Filament
Light Bulb, 1879**



**Compact Fluorescent Light bulb,
lasting 10 times longer than
traditional bulbs**



**LED Light bulb,
lasting 25 times longer than
traditional bulbs**

Our 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



Understand the Environment

3.

ecoTrends

Energy

Water Scarcity

Waste & Disposal Issues

Regulations & Standards

Green Marketing Guidelines

Global warming



Green is a Business Imperative

“Any company that develops technologies based on a lower carbon footprint and on the more-efficient use of scarce resources will have greater access to and acceptability in the markets that will develop across the world”



Dr. Rajendra Pachauri
Chairman, IGPC & 2007
Nobel Peace Prize recipient

Anticipate Tomorrow



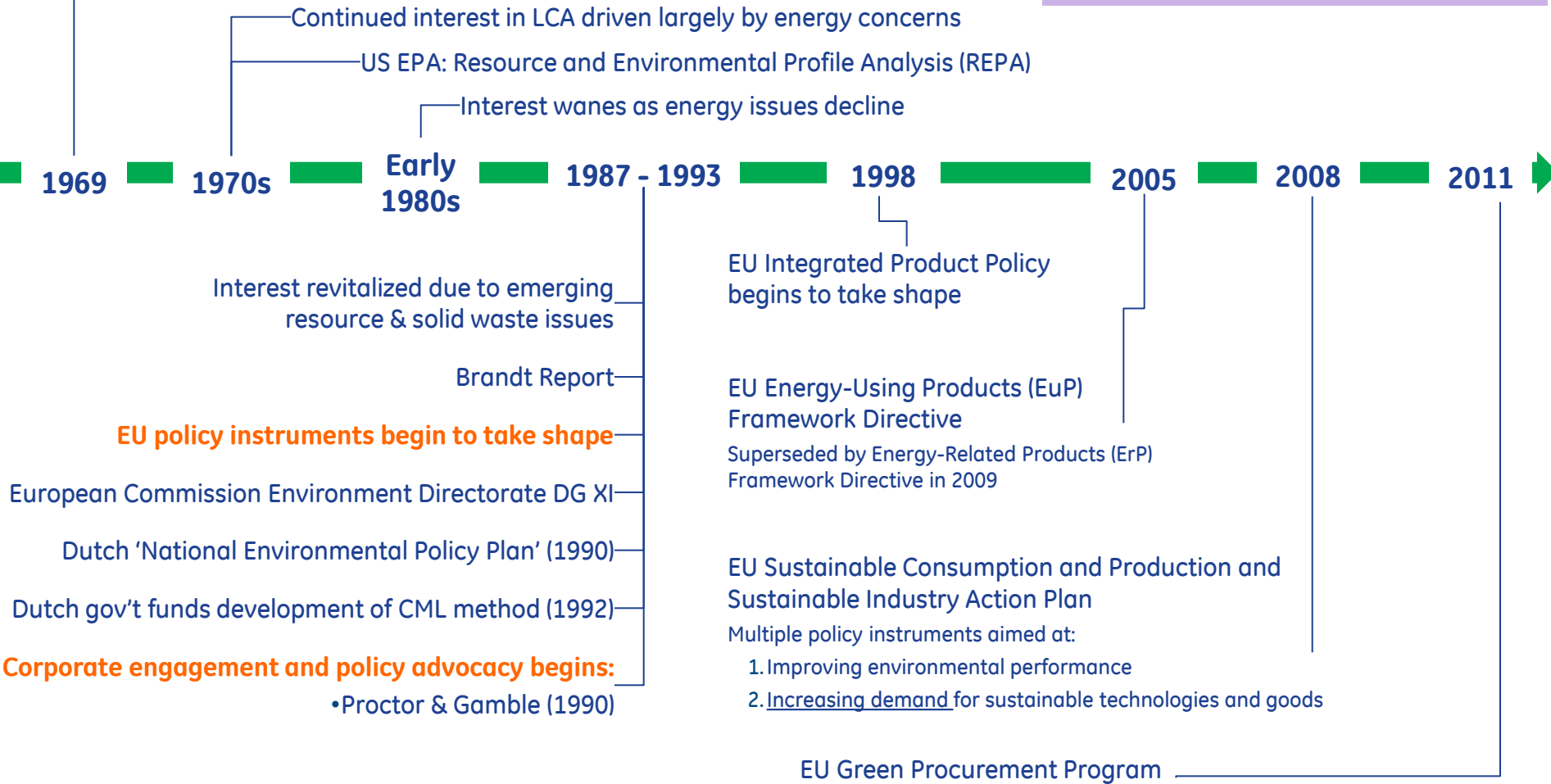
EHS and Supplier Based Voluntary Programs

Resource Driven - Design Based - LCA



Coca-Cola performs first multi-criteria life cycle assessment of glass vs. plastic bottles. Surprisingly, plastic bottles found to be environmentally preferable.

- 1. EU environmental agenda is linked to economic growth strategies
- 2. EU environmental policy agenda has been evident to EU manufacturers since the early 1990s



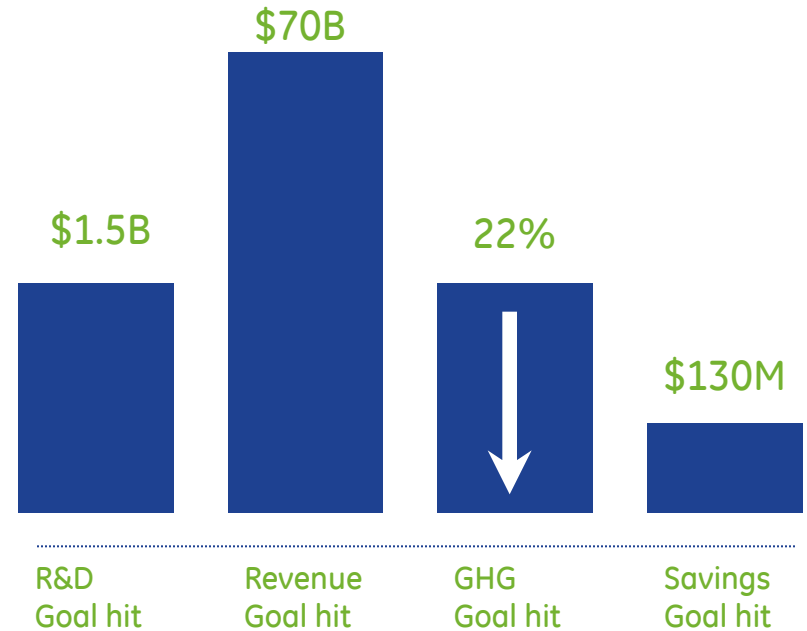
Quantify Success Ecomagination

5.

WHAT WE SAID IN 2005...

1. Double R&D in clean energy
2. Engage customers: Grow from \$10B to \$20B in 2010
3. Lower GE emissions of GHG
4. Participate in public debate

2009 RESULTS...



✓ 93 products

Clean energy at GE = Revenue of a Fortune 130 company

ecomagination means: a commitment to customers

New products every year that:

improve operating performance

- ✓ Lower operating cost
- ✓ Improve value proposition
- ✓ Improve competitive position



improve environmental performance

- ✓ Significantly better than installed base
- ✓ 'Inherently' green (wind energy)
- ✓ Meets third party standard (e.g., Energy Star)

eco Operational Commitments

GHG Emissions
1% Goal

Energy Intensity
30% Goal

GHG Intensity
30% Goal

Water Use
25% Goal

2005-2010

22%

34%

41%

20%

to 2015

25%

50%

N/A

25%

Operational Impact – 5 Events identified \$6M projects @ 0.5 yr ROI

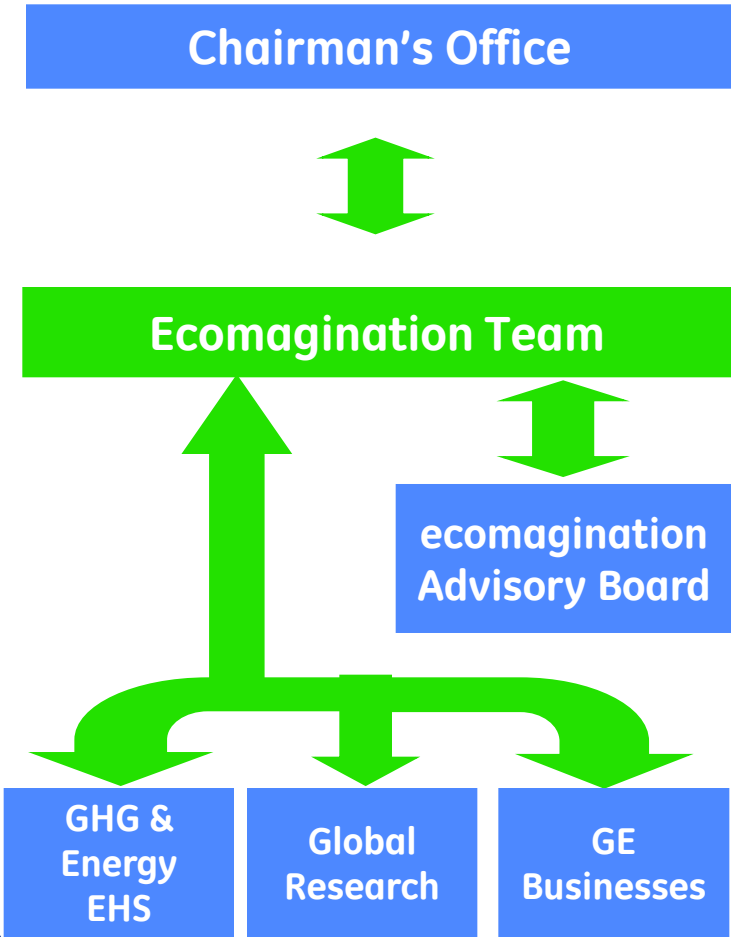
Doubling our commitments

1. **Double R&D to \$10B**
2. **Grow 2X of GE's growth**
3. **Reduce GE's energy intensity by 50%**
4. **Reduce water consumption 25%**
5. **Inspire a competitive energy future**

Organization & Execution

7.

Operating Rhythm



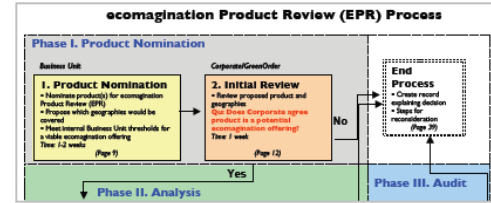
Quarterly Reviews:
all metrics,
customer activities

Annual Meeting,
Quarterly Calls

Monthly Reviews:
Revenue, R&D, GHG,
Energy, Outreach

Processes

Certification



Tracking & Reporting

Industrial - Ultra Motors

Basics | Team | Financials | Events

Save | Cancel | Delete

Eco Type: New Eco Product

Project Name: Ultra Motors

Market: Industrial

Business: Consumer & Industrial

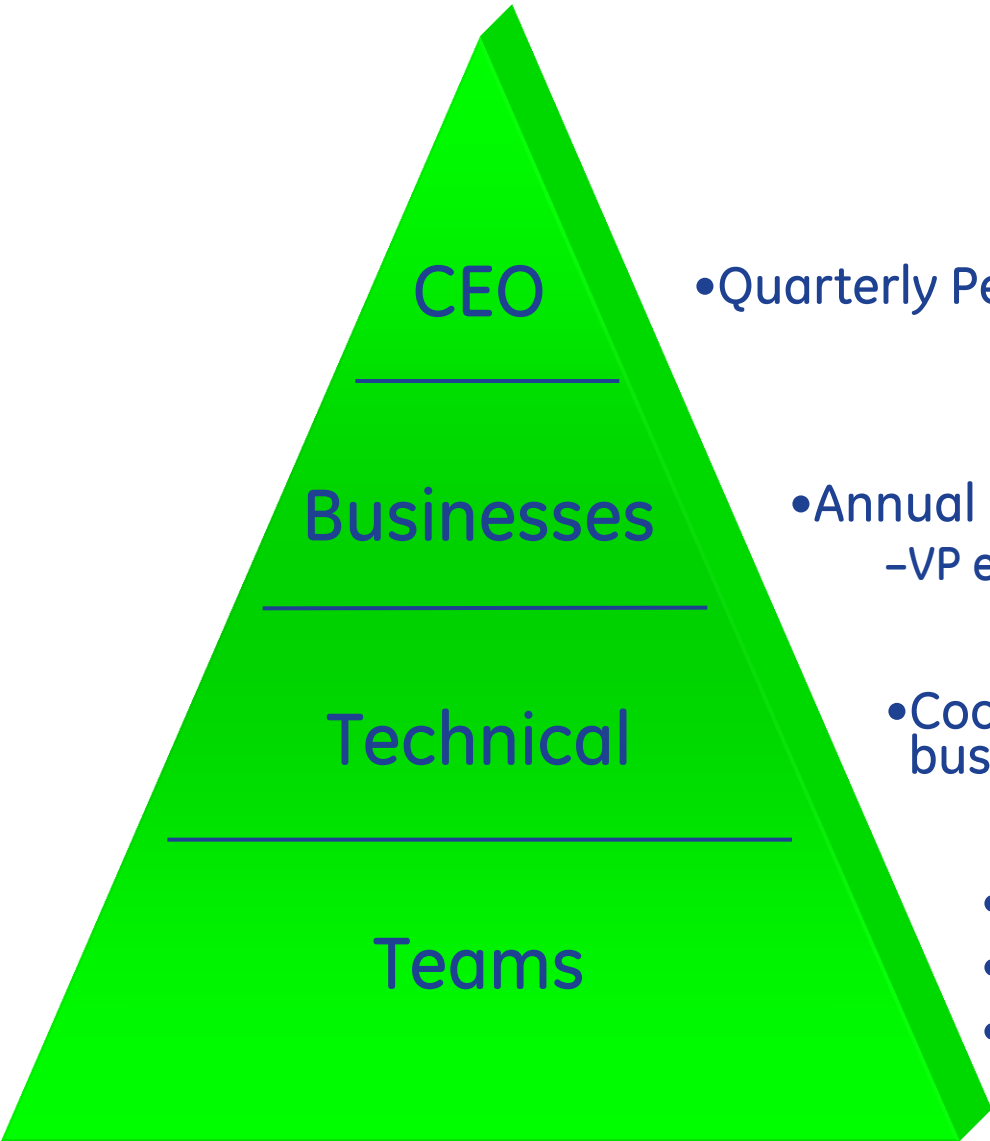
EPR Status: Step 11: Completed

Commercialization Date: 01/01/2005

Communications

External + internal website

Annual report



CEO

- Quarterly Performance Reviews

Businesses

- Annual Detailed Reviews
 - VP eco, VP sourcing, VP EHS

Technical

- Coordinate effort cross-business, cross-function

Teams

- Accountable for results
- Top 20 focus list
- Best practice sharing

Sites



Leveraging ecomagination's ...

Brand

Newsweek

2009 Green Ranking Reputation Survey

- | | |
|--|---|
| 1.  | 6.  |
| 2.  | 7.  |
| 3.  | 8.  |
| 4.  | 9.  |
| 5.  | 10.  |

Reputation



Prudential Equity Group, LLC

Scale

FORTUNE 500

Rank	Company	Revenue (\$millions)
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128	Plains All American Pipeline	18,520
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129	Cigna	18,414
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130	AFLAC	18,254
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ecomaginationSM

131	Time Warner Cable	17,868
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132	United Services Automobile Association	17,557
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133	JC Penney	17,556
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Ecomagination impact

9.

Customers

New collaborations

Products

Technical and commercial innovation

Policy

A seat at the table

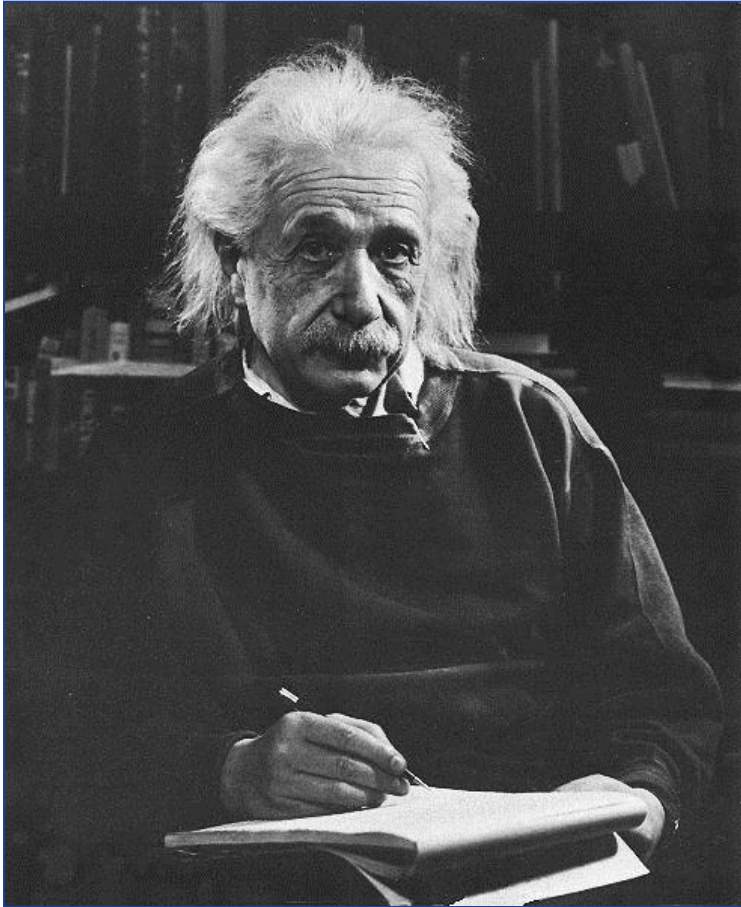
Employees

Grass roots support, best talent

Public opinion

Message resonating





“We can't solve problems by using the same kind of thinking we used when we created them.”

—Albert Einstein



imagination at work