

GE ANNUAL REPORT VIDEO

MUBADALA PARTNERSHIP – ABU DHABI, UNITED ARAB EMIRATES

Combined Continuity Script

SHOT #	SHOT DESCRIPTION	DIALOGUE
1.	Street signs.	Music In.
2.	<p>Montage of shots: Palm trees, buildings, a man walking.</p> <p>Medium close shot: Nabil Habayeb. Title on bottom of screen reads: “Nabil Habayeb, President and CEO, GE, Middle East and Africa”</p> <p>Montage of shots: Man walking, women walking.</p> <p>Medium close shot: Nabil Habayeb.</p> <p>Montage of shots: GE logo at an expo, GE Water & Process Technologies sign.</p>	<p>Nabil Habayeb (voiceover) If you take a look at what’s happening in this region, the leadership are investing in building and rebuilding infrastructure, in addressing social and economic aspects of life, which means healthcare and education, and diversifying the economy.</p> <p>If you take a look at all of these things that are happening in the region and you match it with the GE portfolio — we’re into all of these sectors.</p>
3.	<p>Medium close shot: Nabil Habayeb.</p> <p>Montage of shots: Nabil walking towards camera, Mubadala sign.</p> <p>Montage of shots: Nabil walking away from camera, construction sites, Abu Dhabi flag and skyline, a monorail.</p>	<p>Nabil Habayeb (continued) And now we’re also building up capability in the financial services, through the partnership with Mubadala in Abu Dhabi.</p> <p>Mubadala is the organization that’s looking at building operating platforms for the future and across the region.</p>
4.	<p>Medium close shot: Hany Bayaa. Title on bottom of screen reads: “Hany Bayaa, Commercial Development Manager, GE, UAE and Oman”</p> <p>Montage of shots: Mosque, architecture models, airplane flying, aerial shot of palm island.</p> <p>Medium close shot: Hany Bayaa. Montage of shots: businesspeople in training.</p> <p>Montage of shots: Masdar sign, rendering of future Masdar City, GE wind turbine in front of GE Energy sign, GE “imagination at work” sign.</p>	<p>Hany Bayaa (voiceover) The mandate for Mubadala is to invest and try to diversify the economy. They want to be the center of the aviation in the region. They want to develop the leaders by having education.</p> <p>At the same time, they have a green initiative overall to build a city with zero emission. They have companies like GE to come and help them achieve those needs and goals.</p>
5.	<p>Nabil Habayeb and Hany Bayaa at the Masdar City construction site.</p> <p>Medium close shot: Nabil Habayeb.</p> <p>Montage of shots: Nabil shaking hands with Masdar CEO, GE and Mubadala employees.</p> <p>Medium close shot: Nabil Habayeb.</p> <p>Two people looking out of window.</p>	<p>Nabil Habayeb (voiceover) And not just fly in and fly out because there is a particular opportunity.</p> <p>We focus on their needs — and plan for the future. Not just for the short term.</p>
6.	Medium close shot: Joe Anis. Title on bottom of	Joe Anis (voiceover)

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	<p>screen reads: “Joe Anis, Region Executive, GE Energy, Middle East”</p> <p>GE and Masdar signing ceremony.</p> <p>Medium close shot: Joe Anis.</p> <p>GE and Masdar CEO signing ceremony.</p> <p>Montage of shots: Training on healthcare equipment, turbine facility, water facility, water tank.</p>	<p>It comes down to win-win, you know. There has to be a win-win situation on both sides of the table for a partnership to work.</p> <p>It also means investing locally, putting investments here where we’re building scale.</p>
7.	<p>Medium close shot: Nabil Habayeb.</p> <p>Montage of shots: GE employees and customers mingling at an event, Nabil Habayab talking to partners .</p> <p>Medium close shot: Nabil Habayeb.</p>	<p>Nabil Habayeb (voiceover)</p> <p>And building partnerships in this region is all about building relationships. If you could help the young leadership achieve their objectives, you’ve got a friend for a long period of time. And that’s the kind of partnership that we’re looking for.</p>
8.	<p>Construction against evening sun.</p> <p>Construction worker walking out of frame.</p>	<p>Music out.</p>