

# We are GE Nordic Region



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# We are GE

We are a high-tech infrastructure and services company with the benefit of a financial services engine.



# GE Today – 2010 Revenue

Energy Infrastructure \$37.5B

Energy



Oil & Gas



Power & Water



Technology Infrastructure \$37.9B

Healthcare \$16.9B



Aviation \$17.6B



Transportation \$3.4B



GE Capital

\$47.0B



Home & Business  
Solutions, Media

\$25.5B



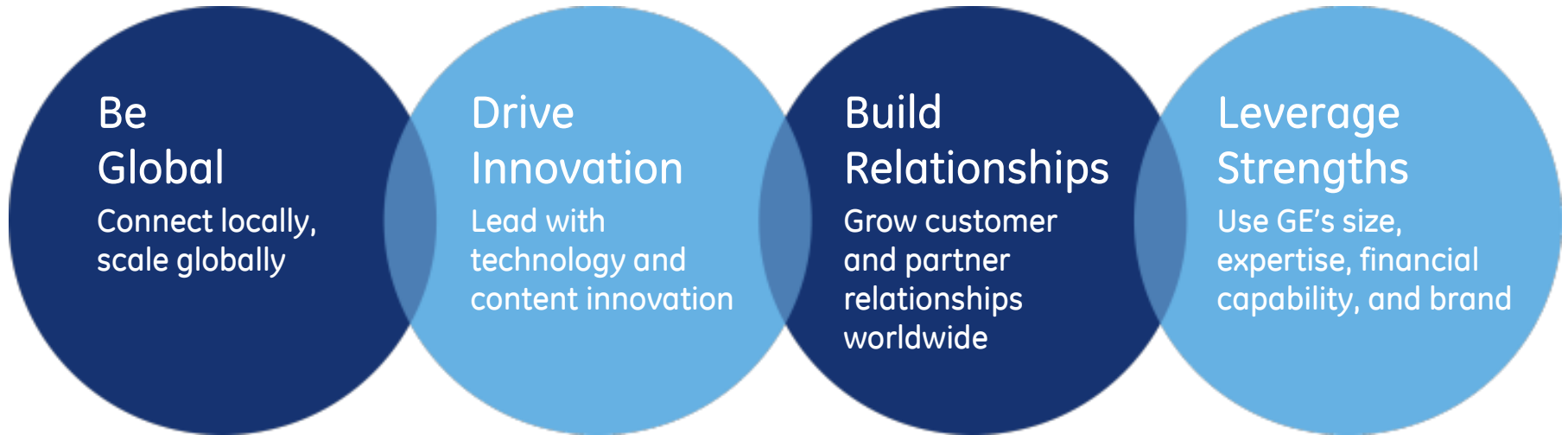
~\$150B Revenue

\$12.6B earnings  
\$14.7B cash flow



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# Our Strategy



# 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.



# Nordic Region

GE entered the Nordic market in 1963

6 500 employees

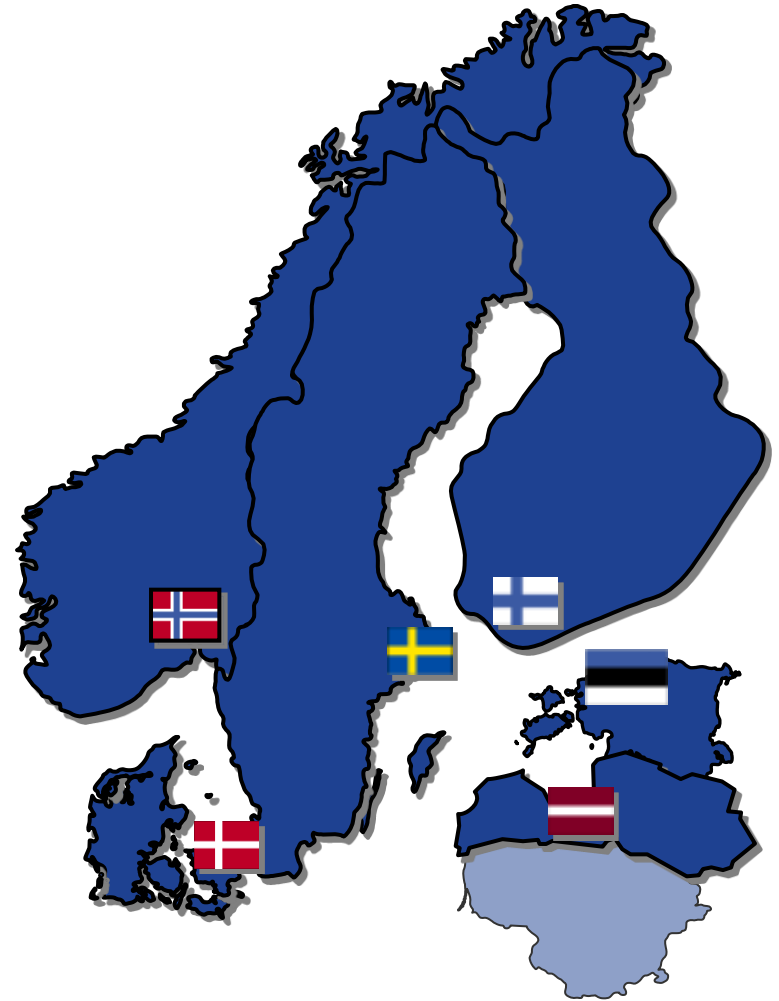
Hans Enocson, President & CEO for the Nordic Region, is based at the Nordic headquarters in Stockholm

*Revenues 2010:*

Global 150 billion USD

Nordic 2 billion USD

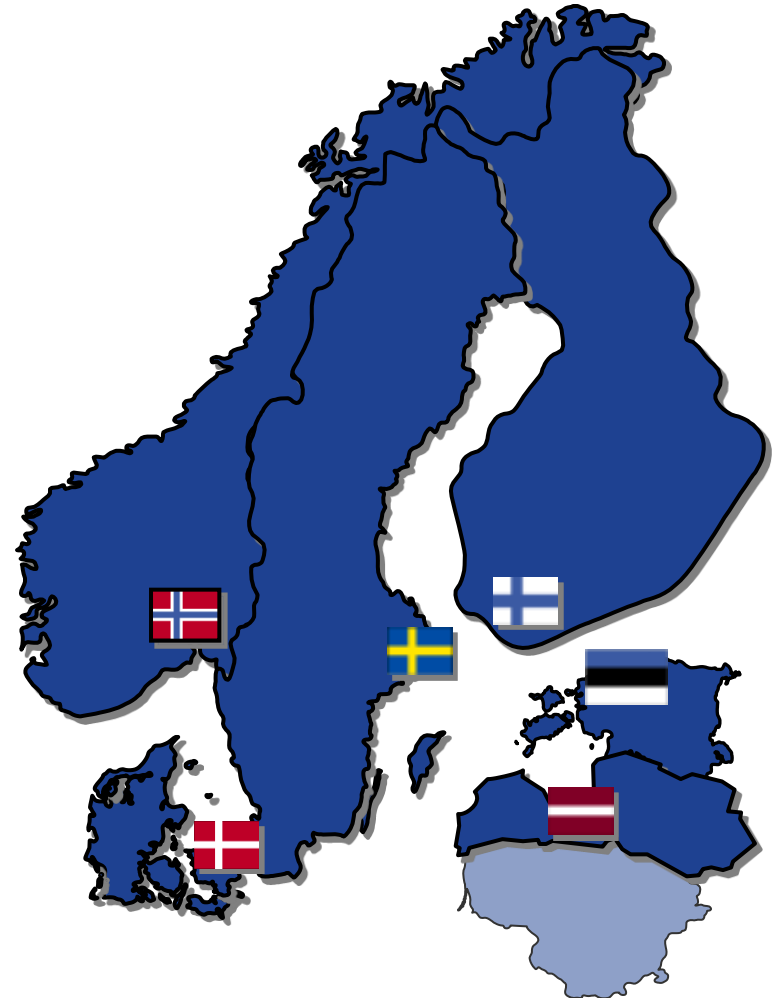
+ exports from Nordic of around  
2.5 billion USD



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# Major Acquisitions:

- Nordisk Re - 1988
- Pet Technology - 1988/92
- Finax, Sweden, Norway - 1993
- Vendax/Nordic/Bilfinans, Sweden - 1994
- Nevi Finans Denmark - 1994
- Programma Electric, Sweden - 2000 (Sold 2007)
- Kværner Thermal and Hydro Power - 2001
- Stenvalvet, Sweden - 2001
- Accept Finans Denmark - 2002
- ABB Structured Finance - 2002
- Instrumentarium Finland - 2003
- Amersham - 2004
- Universal Pictures - 2004
- Biacore - 2006
- BTB Bank Latvia - 2006
- Vetco Gray - 2007
- PAS Technologies - 2008
- BREAS Medical - 2008
- Scanwind - 2009
- Dresser - 2010



# Technology Infrastructure

GE Technology Infrastructure is transforming the world. In healthcare, we help our partners diagnose, treat, and monitor disease earlier than ever. In the air and on the ground, we keep the world running smoothly with imaginative solutions that improve lives.



Healthcare



Aviation



Transportation



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# Energy Infrastructure

GE Energy Infrastructure provides a broad range of solutions that power the industry worldwide. From gas and steam turbines to drilling equipment and water-processing systems—our technologies work together to improve performance and reduce costs.



Oil & Gas

Energy Services



Power & Water

# GE Capital

GE Capital offers an array of products and services that enable businesses to grow. We are a leading provider of credit services and financing options to consumers, retailers, aviation providers, and many commercial industries around the world.



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# Home & Business Solutions

GE Home & Business solutions provides a broad range of products and services throughout the world, including appliances, lighting and automation solutions.



Appliances



Lighting

Intelligent Platforms

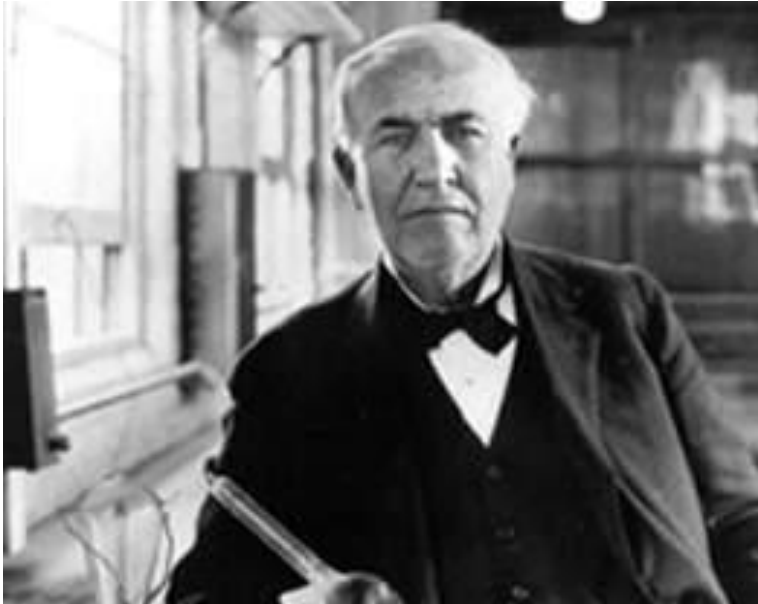


# Our history



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# GE – a global innovator since 1878



The history of GE begins in 1878 with founder Thomas Alva Edison.  
The first carbon filament light bulb was invented 1879.  
The General Electric Company was founded in 1892.



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# Tradition of innovation

1879 - Carbon filament incandescent lamp

1905 - Electric toaster

1913 - X-ray tube

1917 - Household refrigerators

1927 - Home television reception

1941 - US first jet engine

1959 - Halogen lamp

1983 - Magnetic Resonance Imaging System

2002 - 4D imaging for ultrasound

2009 - Pocketsized ultrasound

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# Nobel Prize laureates



GE scientist Irving Langmuir won the Nobel Prize 1932 for his pioneering research in the field of surface chemistry.



GE's Dr. Ivan Giaever received the 1973 Nobel Prize for physics for his 1960 discovery of superconductive tunneling.



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# Global Research

Began in Schenectady,  
New York in 1900

Founded with the focus to improve businesses  
through technology



Today: One of the world's most diverse industrial labs and the cornerstone  
of GE's commitment to technology



Niskayuna, New York



Munich, Germany



Bangalore, India



Shanghai, China

2,800 research employees  
26,000 GE technologists worldwide  
GE technology spend: ~\$6B



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# 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



GENx jet engine



V-scan



2.5 MW turbine



LEAP-X engine



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# ecomagination<sup>SM</sup>

Innovative solutions to environmental challenges

[www.ecomagination.com](http://www.ecomagination.com)



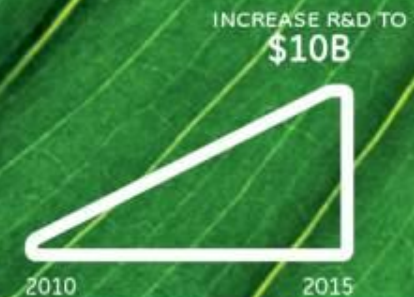
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# ecomagination

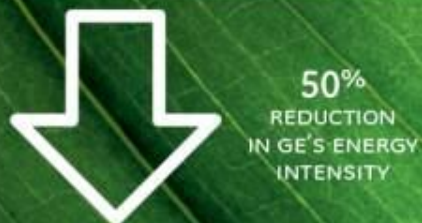
1. Continue to increase revenues from ecomagination products



2. Double investment in R&D



3. Reduce greenhouse gas emissions and improve energy efficiency of GE



4. Reduce water use and improve water reuse



5. Keep the public informed



# TrueCourse™ Flight management system enables green arrivals



SAS estimates that from a potential 36,000 TrueCourse™ descents yearly into Stockholm alone, annual benefits could reach \$6 million in fuel savings.

## Environmental Benefit

Reduced emissions and less noise

## Operating Benefit

Reduced fuel consumption



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# ecomagination<sup>SM</sup>

..for a better planet

[www.ecomagination.com](http://www.ecomagination.com)

# healthymagination

..for a healthier population

[www.healthymagination.com](http://www.healthymagination.com)



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# healthymagination

\$6B investment to deploy innovative ideas and technology to sustain health



lowering costs



reaching more people in all parts of the world



improving quality of care



# healthymagination



Cost savings



Access improvement



Quality improvement

- 1) Greater efficiency
  - Asset optimization
  - Maximize throughput
  - Reduce diagnosis & treatment variance
- 2) Therapy decision-support
- 3) Managing chronic diseases

15% ↓

- 1) Maternal & infant care
- 2) Water & sanitation
- 3) Screening for life-threatening conditions
- 4) Technology to extend reach (remote access and portability)

15% ↑

- 1) Reducing medical errors
- 2) Improving diagnostic capability
- 3) Remote medicine/monitoring
- 4) Early disease detection

15% ↑



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# Olympic Games

As a Worldwide Olympic Partner, GE is the exclusive provider of a wide range of innovative products and services that are integral to staging a successful event.



- Lighting fixtures and systems
- Equipment and transportation management
- Healthcare: MRI and ultrasound equipment
- Security equipment and systems
- Rail transportation systems
- Aircraft engines
- Water treatment facilities and services
- Energy generation and distribution systems

# Corporate Citizenship

# What is Corporate Citizenship?

Shapes the values underpinning a company's mission and the choices made each day by its executives, managers and employees as they engage with society.

## Four core principles

- ✓ Minimize harm
- ✓ Maximize benefit
- ✓ Be accountable and responsive to stakeholders
- ✓ Support strong financial results

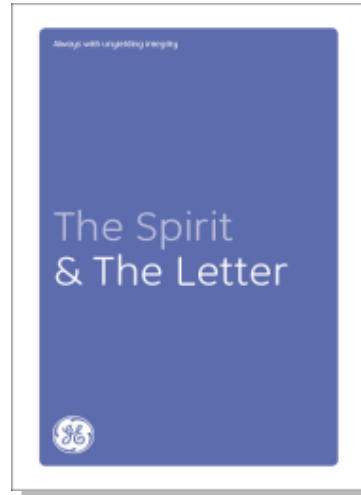


# The Spirit & The Letter

## The “Spirit”

### Ethics

- Doing the “Right Thing”
- Values
- Beliefs
- Learning
- Choices



## The “Letter”

### Compliance

- Doing “Things Right”
- Rules
- Knowledge
- Training
- Discipline

The foundation of a world-class compliance culture



# The Spirit & The Letter Policies

- √ Improper Payments
- √ Supplier Relationships
- √ International Trade Controls
- √ Money Laundering Prevention
- √ Privacy
- √ Working with Governments
- √ Complying with Competition Laws
- √ Fair Employment Practices
- √ Environment, Health & Safety
- √ Security & Crisis Management
- √ Intellectual Property
- √ Controllership
- √ Conflicts of Interest
- √ Insider Trading & Stock Tipping



# GE Citizenship Focus Areas

GE's commitment of resources – technology, process & people – to solve some of the world's toughest problems, making a difference for the world's vulnerable populations

## Education

Improve standards and achievement for primary & secondary education

## Health

Improve health-care delivery in targeted developing world communities

## Environment

Improve access to safe drinking water for rural and peri-urban groups

## Disaster Relief

Provide humanitarian relief support in times of extreme crisis and urgent human need

Capacity Building and Volunteerism

Stakeholder Engagement / Reporting



# A leader in Citizenship

Ethisphere

World's Most Ethical Company  
(Diversified Industries), 2010

Calvert

Top 10 holding in Value Fund

Innovest

Highest AAA rating, 2010

KLD

Global Climate 100 Index  
Select Social Index, 2010

Dow Jones Sustainability Index

Top score in 2009 within the diversified  
industrials sector, including leaders in Corporate  
Governance, Codes of Conduct, Environmental Policy,  
Human Capital Development, Corporate  
Citizenship/Philanthropy and Social Reporting

US Chamber of Commerce

Finalist, International Community Service, 2009

Maplecroft/Bloomberg Climate Innovation Index

Ranked 1<sup>st</sup> Worldwide, 2010

Corporate Knights (Canada)

World's Most Sustainable Company, 2010

CERES

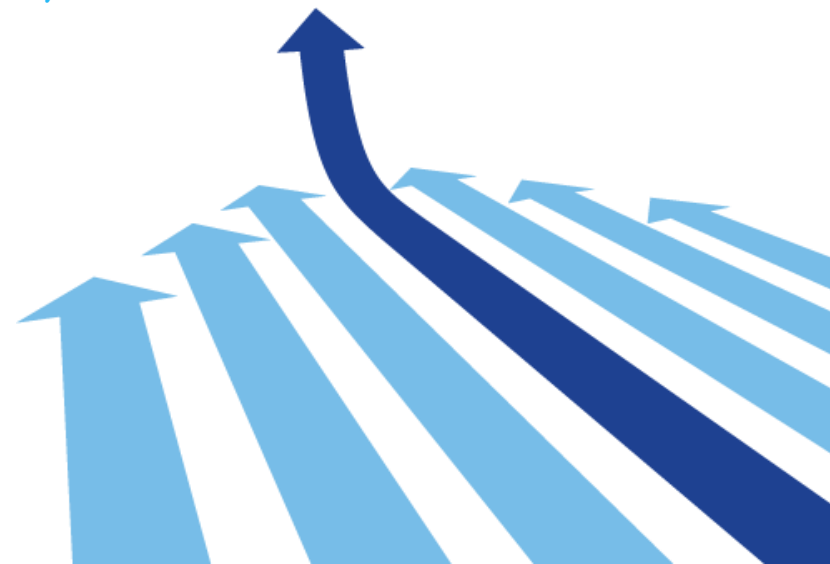
Best Sustainability Report, 2009

Covalence Global Ethical Rankings

Top in Sector, 2009



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# Our brand



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The GE monogram was created 1896



# Our logo has changed little



1896

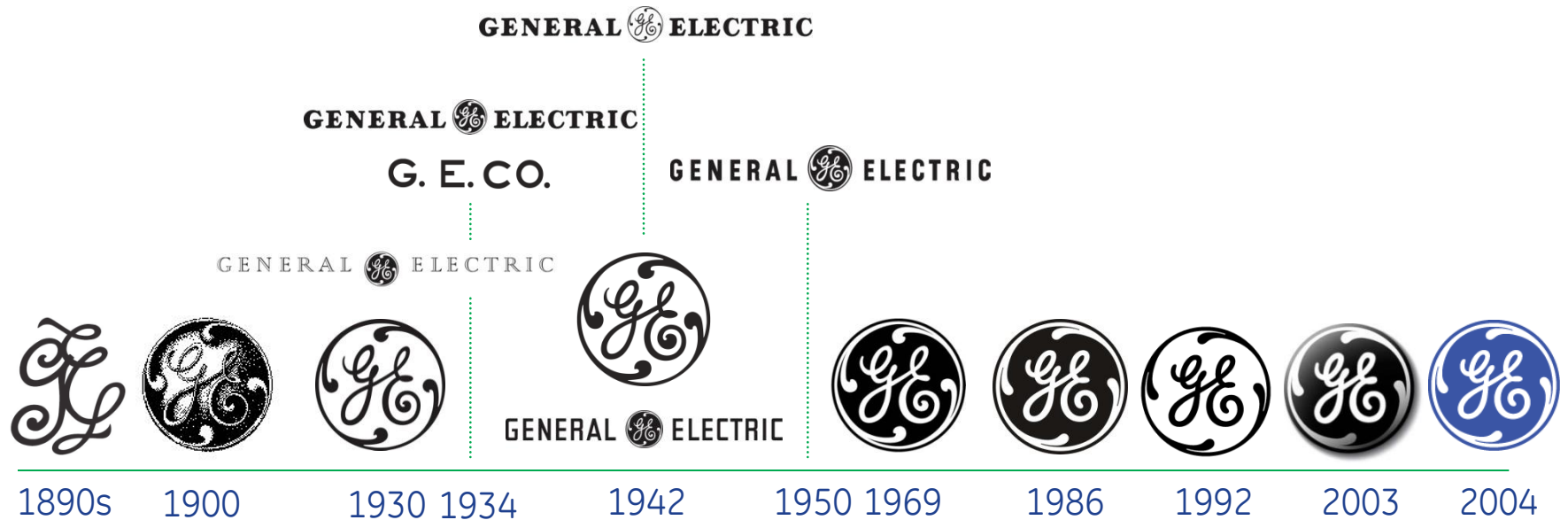


Today



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# Evolution of the Monogram



Note: Timeline organized by official registration date and not the date it was first used.



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# Appendix

A large industrial water treatment facility with a high, blue-tinted ceiling and complex piping. The scene shows multiple levels of white pipes and metal railings, with a person walking on a walkway in the distance. The lighting is bright and even, highlighting the scale of the infrastructure.


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



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

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



A photograph of three large, white, three-bladed wind turbines standing in a green field. The turbines have red and white striped tips on their blades. The sky is blue with scattered white clouds. The text is overlaid on the right side of the image.

GE power generation equipment creates a quarter of the world's electricity every day.

A low-angle shot of several construction cranes against a clear blue sky. The cranes are silhouetted against the sky, with their long jibs extending upwards and outwards. In the background, the tops of several skyscrapers are visible, suggesting a city skyline. The overall scene conveys a sense of growth and development.

GE Capital provide credit to help companies grow and people reach their dreams.