

GE Appliances & Lighting

Business Update for Credit Suisse

Jim Campbell
August 11, 2010

Results are preliminary and unaudited. This document contains "forward-looking statements"- that is, statements related to future, not past, events. In this context, forward-looking statements often address our expected future business and financial performance and financial condition, and often contain words such as "expect," "anticipate," "intend," "plan," "believe," "seek," "see," or "will." Forward-looking statements by their nature address matters that are, to different degrees, uncertain. For us, particular uncertainties that could cause our actual results to be materially different than those expressed in our forward-looking statements include: the severity and duration of current economic and financial conditions, including volatility in interest and exchange rates, commodity and equity prices and the value of financial assets; the impact of U.S. and foreign government programs to restore liquidity and stimulate national and global economies; the impact of conditions in the financial and credit markets on the availability and cost of GE Capital's funding and on our ability to reduce GE Capital's asset levels as planned; the impact of conditions in the housing market and unemployment rates on the level of commercial and consumer credit defaults; our ability to maintain our current credit rating and the impact on our funding costs and competitive position if we do not do so; the soundness of other financial institutions with which GE Capital does business; the adequacy of our cash flow and earnings and other conditions which may affect our ability to maintain our quarterly dividend at the current level; the level of demand and financial performance of the major industries we serve, including, without limitation, air and rail transportation, energy generation, network television, real estate and healthcare; the impact of regulation and regulatory, investigative and legal proceedings and legal compliance risks, including the impact of proposed financial services regulation; strategic actions, including acquisitions and dispositions and our success in integrating acquired businesses; and numerous other matters of national, regional and global scale, including those of a political, economic, business and competitive nature. These uncertainties may cause our actual future results to be materially different than those expressed in our forward-looking statements. We do not undertake to update our forward-looking statements."

"This document may also contain non-GAAP financial information. Management uses this information in its internal analysis of results and believes that this information may be informative to investors in gauging the quality of our financial performance, identifying trends in our results and providing meaningful period-to-period comparisons. For a reconciliation of non-GAAP measures presented in this document, see the accompanying supplemental information posted to the investor relations section of our website at www.ge.com."

"In this document, "GE" refers to the Industrial businesses of the Company including GECS on an equity basis. "GE (ex. GECS)" and/or "Industrial" refer to GE excluding Financial Services."



imagination at work

Agenda

- A&L business overview
- Industry
- Key initiatives
- Q&A



imagination at work

One team
reshaping our future.

A&L overview



One team
reshaping our future.

3
GE Appliances & Lighting
8/11/2010

Appliances & Lighting: ~\$8B in revenues

Appliances

HQ: Louisville, Kentucky
\$5.5B revenues
~10k employees
Strong brand
Efficiency/"green"



One team
reshaping our future.

Lighting

HQ: East Cleveland, Ohio
\$2.5B revenues
~17k employees
Strong brand
Energy/"green"



4
GE Appliances & Lighting
8/11/2010

Industry

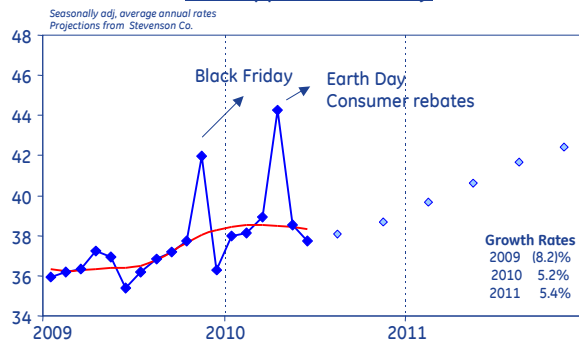


One team
reshaping our future.

5
GE Appliances & Lighting
8/11/2010

2011 Appliance industry projections

Core Appliance industry



Economic indicators

	<u>10</u>	<u>11</u>
GDP growth	3.1	3.0
Unemployment rate	9.6	9.1
Mortgage rate	4.9	5.1
Housing starts	0.68	0.96
Housing completions	0.68	0.83
Existing home sales	5.30	5.69

Trends

- New construction & remodeling slow down impacting industry .. off '06 high of 47MM units
- Competitive landscape expands to include both new entrants and traditional competitors
- Industry becoming more promotionally focused
- Consensus forecasts indicate GDP growth ... but slow improvement in unemployment
- Housing growth projections remain subdued starts & existing home sales forecasts downgraded in recent weeks

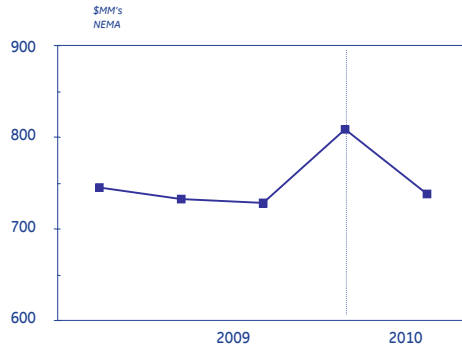


One team
reshaping our future.

6
GE Appliances & Lighting
8/11/2010

Lighting industry overview

Lighting domestic lamp industry



Consumer trends

- Increased demand for energy efficient products
- Fast-paced technology advances
- Regulation / standards playing a bigger role

Professional trends

- End-user focus around application solutions
- Product delivering energy efficiency and long life
- New construction growth continues to be slow



imagination at work

One team
reshaping our future.

7
GE Appliances & Lighting
8/11/2010

Key initiatives



imagination at work

One team
reshaping our future.

8
GE Appliances & Lighting
8/11/2010

Appliances growth strategy

Key elements	Focus
Manufacturing	In-source core products
Investment	3x traditional levels
Technology	Lead in intellectual property
Marketing	2-3x annual increases

- Ensure product leadership
- Reinvent technology / manufacturing
- Capitalize on GE brand



One team
reshaping our future.

Insourcing 830 new jobs to Louisville GE investment and government incentives



- GeoSpring™ hybrid water heater announced June '09
- 62% energy savings ... Energy Star® certified
- Creating ~400 new jobs



- Front-load washer & dryer announced December '09
- Will meet proposed new '14 Energy Star® standards & be smart-grid enabled
- Creating ~430 new jobs



One team
reshaping our future.

Making our Appliances factories more competitive with Lean manufacturing



- ✓ One team, no silos
- ✓ Using Kaizen, Model lines and 3P
- ✓ Eliminate defects to increase quality
- ✓ Reduce I&E thru right-sized P&E
- ✓ Lower labor cost ... competitive wage
- ✓ Maximize cost competitive vertical integration
- ✓ Hours per unit drop in range of 17% to 72% depending on product / facility

Step function cost reduction ... \$30MM annual productivity

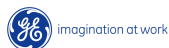
GE Appliances & Lighting
8/11/2010

From white to "green" in Appliances Leveraging adjacencies to enhance GE brand

- ✓ GE Appliances brings the promise of the smart grid into consumers' homes
- ✓ GE's new Nucleus™ serves as home energy command center; innovative technology puts energy choices in hands of consumers
- ✓ First product in GE's Brillium™ suite of smart home energy management solutions



Green products accelerate demand

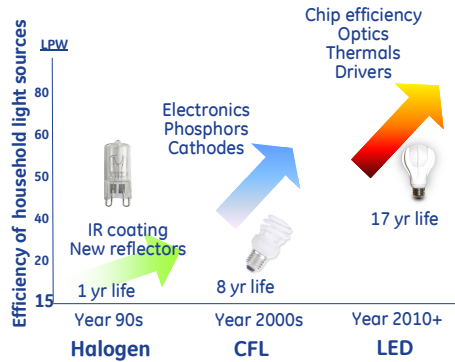


One team
reshaping our future.

12
GE Appliances & Lighting
8/11/2010

Evolving lighting technology

More efficient & longer life



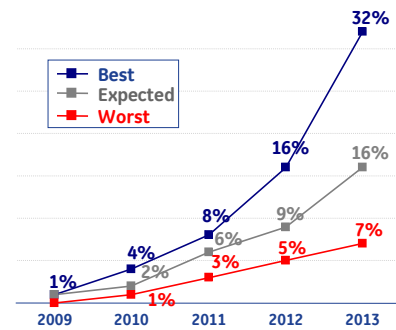
- Technology evolving
- Efficiency & performance improving
- Longer life



One team
reshaping our future.

LED penetration for general lighting

Source: Strategies unlimited, Strategy Analytics, Freedonia, Philips Lighting, Veeco Estimates



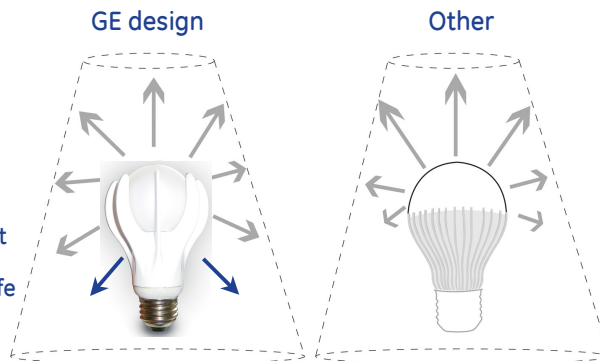
- LED chip capacity +400% from '10 - '14
- End users demand turnkey solutions
- Standards setting activity ramps

13
GE Appliances & Lighting
8/11/2010

Light done right: a better LED bulb

GE Energy Smart® LED omnidirectional light distribution

- Energy Smart® LED - A19 shape
- 9 watt - 77% energy savings
- Light output meets Energy Star® requirements for 40 watt incandescent equivalent
- 25,000 hour rating - 17 year life
- Instant full brightness
- Availability in late 2010 / early 2011



GE design better directs light downward on the intended surface and all around, not just out the top of a lampshade, as most current LED bulbs are prone to do.



One team
reshaping our future.

17 Year life at 4 hours use per day

14
GE Appliances & Lighting
8/11/2010

Summary

- Market improving ... housing, new construction slow
- Investing in product platforms ... creating US jobs
- Driving cost / productivity focus through Lean
- Capitalizing on adjacencies and emerging markets



One team
reshaping our future.

15
GE Appliances & Lighting
8/11/2010

Q&A



One team
reshaping our future.

16
GE Appliances & Lighting
8/11/2010