

GE SOCHI 2014 OLYMPIC GAMES FACT SHEET

About the Sponsorship:

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 Olympic and Paralympic Games. GE works closely with host countries, cities and organizing committees to provide infrastructure solutions for Olympic Games venues including power, water treatment, and transportation, and to supply hospitals with ultrasound and MRI equipment to help doctors treat athletes.

GE's Olympic Games partnership was launched in January 2005 and continues through 2020 Summer Games, including the Games of the 2016 Olympiad in Rio, the 2018 Winter Games in Pyeongchang, South Korea and the 2020 Summer Games in Tokyo, Japan.

GE's official product and service categories include:

- Energy Generation Systems
- Energy Distribution Systems
- Healthcare: Diagnostic Imaging, Monitoring and Electronic Medical Records Technology
- Lighting Fixtures & Systems
- Aircraft Engines
- Rail Transportation
- Water Treatment Facilities & Services
- Equipment & Transportation Management

GE & Sochi 2014

Improving Access to High Quality Healthcare Technologies for the World's Athletes and the Community

Innovation is changing the landscape of healthcare and sports medicine. With its technologies, GE Healthcare's work with the Olympic Games is driven by the theme of increasing access to healthcare technologies in an effort to help clinicians predict, diagnose, treat and monitor health issues and sports medicine injuries earlier when intervention is more effective and efficient – or in other words, to ensure a quick return to play.

Every day an Olympic or Paralympic athlete spends in rehab is a day of lost training, making earlier injury diagnosis and real-time recovery monitoring crucial for elite performance. For this reason, GE Healthcare equips sports physicians with advanced and innovative medical imaging technologies, allowing athletic trainers to have an earlier and more accurate diagnosis platform.

Around the 2014 Games, highlights of GE's contribution to healthcare technologies and infrastructure include: a wide range of digital imaging equipment to the Olympic Polyclinics including MRI, CT, X-Ray and Ultrasound equipment allowing the diagnosis of even the smallest strains and sprains to provide athletes and coaching teams with vital information for competition.

GE Olympic Games projects in Sochi include:

- **Polyclinics:** Designed to provide quality care to athletes, the Sochi 2014 Olympic Village Polyclinic is equipped with GE imaging technology including magnetic resonance imaging (MRI), Computerized Tomography (CT) scanner, ultrasound, digital X-ray, and monitoring systems to aid in early diagnosis and treatment of competing Olympic athletes.
- **Power:** Two GE advanced technology aeroderivative gas turbines will provide both base load and peak load power for the Olympics. More than 1,300 of GE's Uninterruptible Power

Supplies are installed across the Olympic venues. The technology provides critical power monitoring and protection.

Advertising and Onsite Activation

GE's partnership with the Olympic Games aligns with the company's global growth strategy by opening doors to new sales and marketing opportunities throughout all of the host countries.

Russia: In Country Activation

GE is the Elite Partner of the Russian Snowboarding and Ski Team, providing support for the athletes as they prepare and compete at the highest levels in the run up to the 2014 Olympic Games. Also GE will have advertisements in the Moscow airport and outdoors in Sochi.

U.S. Advertising and Digital

GE's messaging will also be pushed out via a multi-channel U.S. advertising campaign, which includes TV and digital content. The TV advertisement will focus on GE as a company and the digital content will partner with NBC to share the data behind to the best moments from the Olympic Games.

Legacy Gift

As part of GE's commitment to accelerate cancer detection and diagnosis, GE's Olympic Games legacy gift is a mobile mammography van which will travel to remote areas of the Krasnodarsky region of Russia where access to breast cancer screening technology is challenging. The GE mammovan will provide access to GE Healthcare's state-of the-art medical equipment to the local communities both during the Olympic Games and for many years to come.

GE and Future Olympic Games

GE is looking forward to the Rio 2016 Summer Olympic Games and Pyeongchang 2018 Winter Olympic Games, where it is already working with the Organizing Committee and Government to provide technologies for the infrastructure build for the Games.