



GE Lighting

Long View Power Demand, Energy Efficiency Conference

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Imagination at work.

Caution Concerning Forward-Looking Statements:

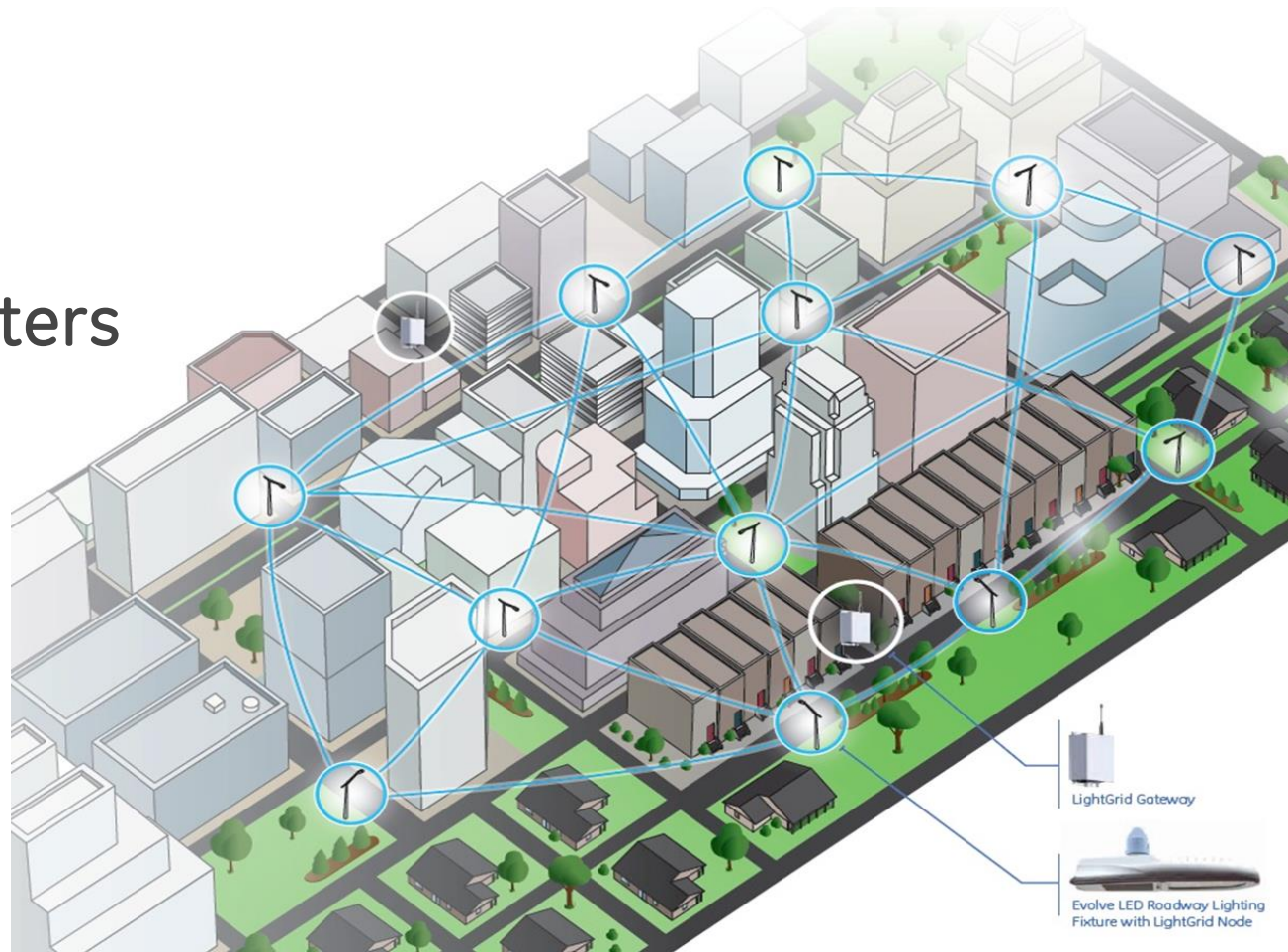
This document contains "forward-looking statements" – that is, statements related to future, not past, events. In this context, forward-looking statements often address our expected future business and financial performance and financial condition, and often contain words such as "expect," "anticipate," "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: current economic and financial conditions, including volatility in interest and exchange rates, commodity and equity prices and the value of financial assets; potential market disruptions or other impacts arising in the United States or Europe from developments in the European sovereign debt situation; the impact of conditions in the financial and credit markets on the availability and cost of General Electric Capital Corporation's (GECC) funding and on our ability to reduce GECC'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; changes in Japanese consumer behavior that may affect our estimates of liability for excess interest refund claims (Grey Zone); 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 adequacy of our cash flow and earnings and other conditions which may affect our ability to pay our quarterly dividend at the planned level; our plan to resume GECC dividends, which is subject to Federal Reserve review; our ability to convert customer wins (which represent pre-order commitments) into orders; the level of demand and financial performance of the major industries we serve, including, without limitation, air and rail transportation, energy generation, real estate and healthcare; the impact of regulation and regulatory, investigative and legal proceedings and legal compliance risks, including the impact of financial services regulation; strategic actions, including acquisitions, joint ventures and dispositions and our success in completing announced transactions and integrating acquired businesses; the impact of potential information technology or data security breaches; 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 GECC on an equity basis. "GE (ex. GECC)" and/or "Industrial" refer to GE excluding Financial Services."

Agenda

- GE Lighting
- Environment
- LED: What Matters
- Q&A



GE Lighting



GE Lighting revenue profile

Regions



North America ~60%



Latin America ~8%

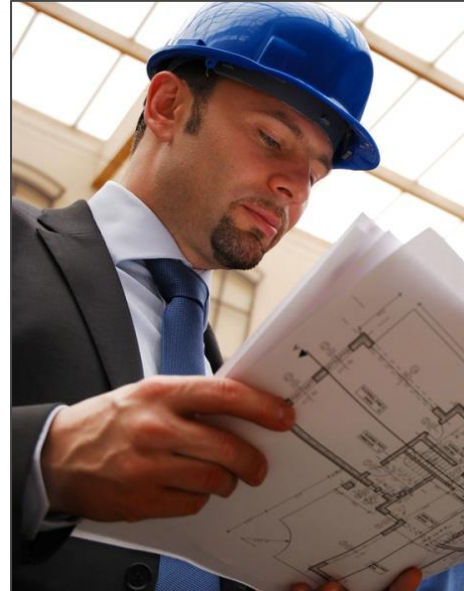


EMEA ~24%



Asia ~8%

Channels



Infrastructure
~70%

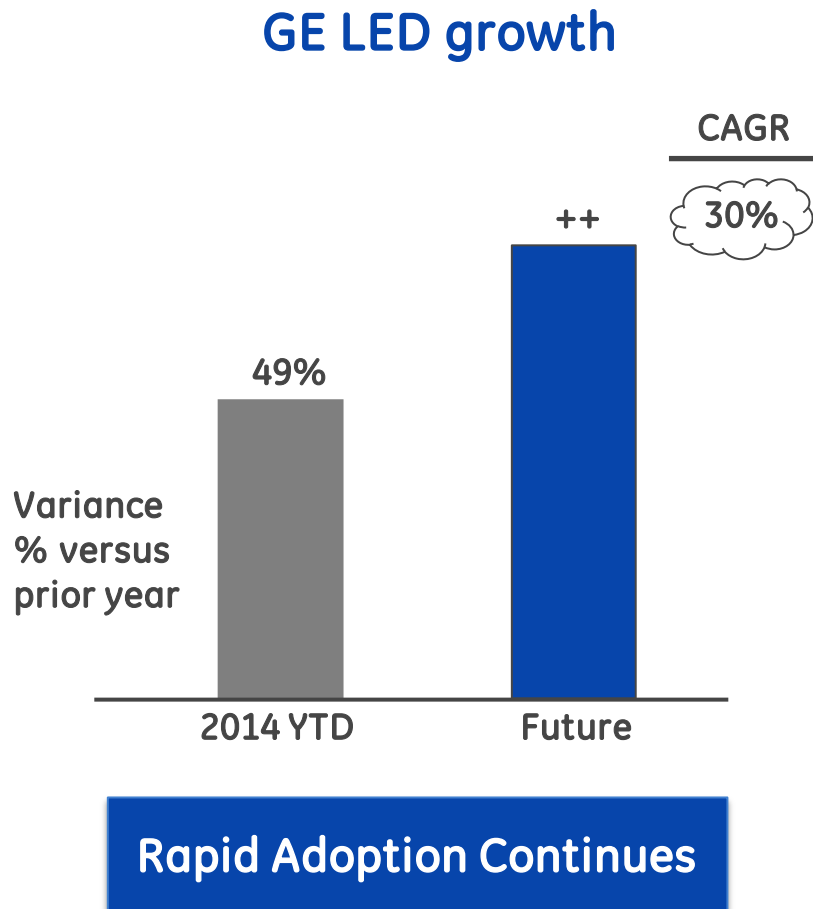


Consumer
~30%

Diverse Lighting portfolio



GE Lighting LED growth



Segment activation

- LED adoption accelerating... primary verticals: city, retail, commercial and industrial, consumer
- New construction moving fastest... retrofit catching up
- Consumer segment starting to hit activation tipping point
- Winning LED companies will excel at demand creation



Technology capability

Global technology footprint ...



Cleveland, OH



Budapest, Hungary



Shanghai, China



Hendersonville, NC



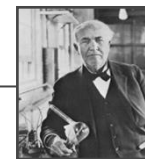
Tel Aviv, Israel



Boulder, CO

GE Major milestones...

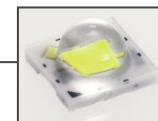
1879 - 1st Incandescent Lamp by Edison



1938 - 1st Fluorescent Lamp



1962- 1st Visible LED Light
1st Metal Halide Multi-Vapor® Lamp



1974 - 1st Energy-Saving Fluorescent



1990 - 1st Halogen HIR™ PAR Lamp



2004 - 1st Ceramic Metal Halide
PAR20 and PAR 30 Lamps



2008 - 2013

- Expansion of energy saving,
long life solutions



2014

- Software, services, and solutions, Predix™

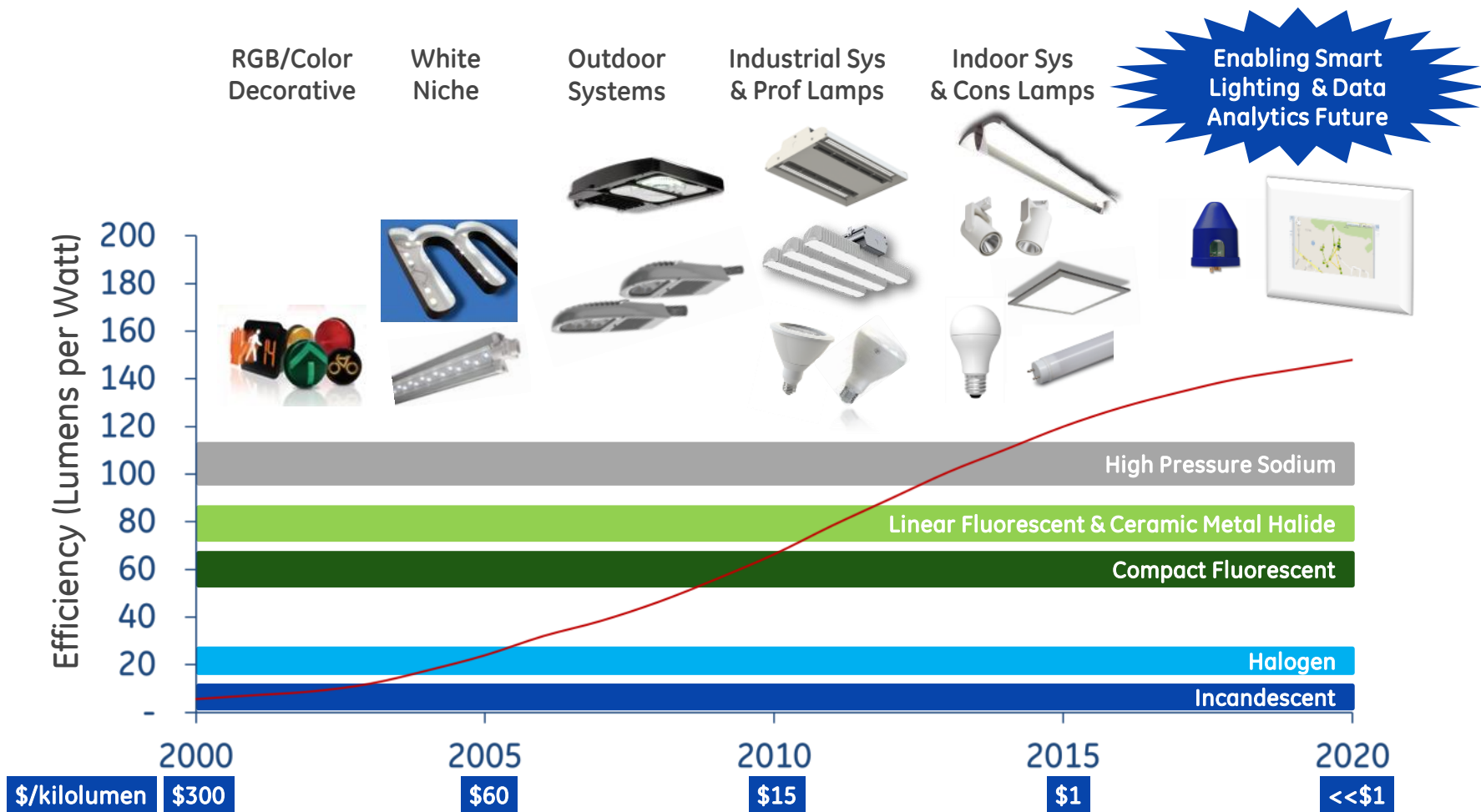
We never stop re-inventing Lighting



Lighting Environment



Continued LED performance improvement



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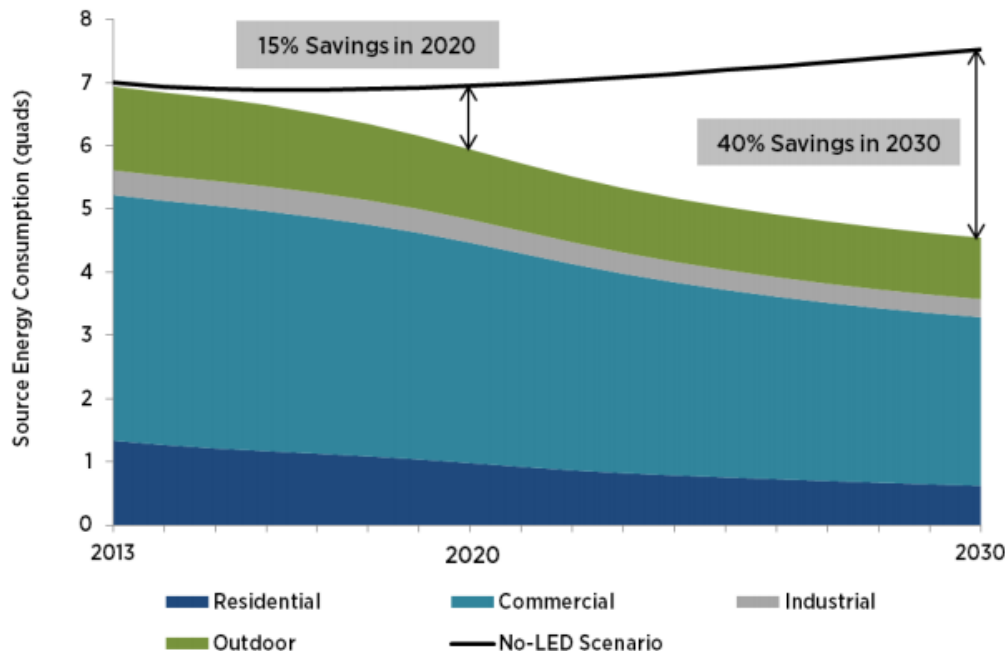
Transforming the lighting industry



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U.S. Lighting energy consumption forecast, 2013-2030



- Lighting accounted for 17% of electricity consumption in the US in 2013
- LED technology will reduce lighting energy consumption by:
 - 15% in 2020
 - 40% in 2030
- “LED lighting will have tremendous growth over the remainder of this decade, and roughly comprise 50% of all lighting sales by 2020”

U.S. DOE: Energy Savings Forecast of Solid-State Lighting in General Illumination Applications

Source: U.S. Department of Energy: Energy Savings Forecast of Solid-State Lighting in General Illumination Applications - August 2014

Cumulative impact (2013-2030) of LED Lighting equivalent to:

- Saving the electric used by 51MM households
- or
- Removing the total VMT of 100MM cars



LED: what matters



The LED decision ... not if, but when and with whom

Customer Problem

Enterprise clients face roadblocks when navigating technology shift to LED

- 1 Limited lighting expertise and analytics, exacerbated by asset scale and complexity
- 2 New entrant proliferation – what's real?
- 3 CapEx constraints
- 4 Managing logistical complexity across installation, maintenance, and upgrades



U.S. LED convertible installed base = \$400B



GE Lighting value prop

Customer Intimacy and Ecosystem Partners



- Deep understanding of customer apps
- Provide solutions vs. sell product
- Support locally and nationally

Smart Configurable Systems and Software



Evolve™ + Controller




Infusion Systems

- Configure smart systems
- Cover broadest technology needs
- Software & analytics

Value Added Services GE Total Advantage™



- Analyze current state
- Design for efficiency
- Financing  GE Capital

Operational Excellence



IALD



- Build products that work and last
- Fulfill faster
- Manage turnkey projects

Customers demanding full solutions – systems, software, services



Walmart



Situation:

- Help Walmart reduce kWh-per-square-foot of energy required to power its buildings globally by 20% by 2020

GE Lighting Solution:

- GE's new Lumination™ IS Series Suspended LED Luminaires will use about 40% less energy than lighting sources historically used in Walmart stores

Our Customer Also Said:

- "Just as important, the energy cost savings coming from these innovations will help us maintain the low prices our customers depend on us to provide."
-Doug McMillon



Operating Impact

~Annual savings of 340,000 kWhs on average for 200 stores
= \$34,000 energy cost savings per store per year
(figured at 10.13 cents per kWh)

Environmental Impact

~327,360 metric tons of CO2 emissions eliminated over next 10 years: = Annual greenhouse gas emissions from 68,000 passenger cars
= Energy used by 30,000 American homes for one year



City of San Diego



Situation:

- San Diego officials conducted lighting preference surveys of more than 100 residents and five key stakeholder groups that oversee the city's maintenance assessments.

GE Lighting Solution:

- GE's Evolve™ LED Avery StreetDreams™ Post Top lighting fixtures, equipped with the LightGrid™ Outdoor Wireless Control System, will replace approximately 3,000 high pressure sodium lamps.

Our Customer Also Said:

- "Adding in adaptive controls took the solution a step further."
-Lorie Cosio-Azar



Operating Impact

- ~ \$250,000+ in annual savings
- ~ With LightGrid, additional savings are expected by moving to a metered rate, rather than a flat-rate tariff, with the local utility

Environmental Impact

- ~ Customized fixture incorporated a band to reduce uplighting
- ~ Reduced CO₂ emissions



GE link smart bulbs – accelerating the consumer home automation segment

- GE link bulbs have a disruptive introduction into the consumer lighting segment
- Launch video directed by comedy team of Tim and Eric featuring Jeff Goldblum is an unexpected, new approach by GE
- GE's smart bulbs are a catalyst for the consumer adoption of DIY home automation products
- GE Link smart bulbs offer consumers a new level of convenience and safety
- All part of Quirky's Wink hub home automation ecosystem
- Fundamentally built with LED technology that is 85% more energy efficient than traditional incandescent lighting



Wrap up

- Segment demand for full lighting solutions
...LED systems, services, software
- Winning lighting companies will serve as trusted advisors to customers as they transition to LED
- GE is leading the lighting revolution



Q&A



