



**General Electric Company**  
**2021 ANNUAL MEETING OF**  
**SHAREHOLDERS**  
**May 4, 2021 at 10:00 a.m. Eastern Time**

**RULES OF CONDUCT AND PROCEDURES**

In the interest of a productive and orderly Annual Meeting of Shareholders, we ask for your cooperation in observing the following rules and procedures:

1. Pursuant to the Company's By-Laws, the Chairman shall preside over the meeting and may make any and all determinations with respect to the rules on conduct and procedure for the 2021 Annual Meeting. The Chairman shall have the sole discretion to rule on procedures and on all other matters incident to the conduct of the Annual Meeting.
2. Subject to the discretion of the Chairman, the Annual Meeting will follow the Agenda on the virtual meeting website. The only business matters to be conducted at the Annual Meeting are the matters set forth in the 2021 Notice of Annual Meeting and Proxy Statement dated March 22, 2021.
3. Only shareholders as of the close of business on March 8, 2021, the record date, or their duly authorized proxies, are entitled to submit questions and vote at the Annual Meeting. Even if you plan to participate in the Annual Meeting, we encourage you to submit your vote as soon as possible.
4. The Annual Meeting is scheduled for May 4, 2021 at 10:00 a.m., Eastern time, with online check-in available approximately 15 minutes before the meeting starts. To participate in the Annual Meeting, including to vote, ask questions, and view the list of registered shareholders as of the record date during the meeting, shareholders of record should go to the meeting website at <http://www.virtualshareholdermeeting.com/GE2021>, enter the 16-digit control number found on your proxy card or Notice of Internet Availability of Proxy Materials, and follow the instructions on the website. If your shares are held in street name and your voting instruction form or Notice of Internet Availability indicates that you may vote those shares through the <http://www.proxyvote.com> website, then you may access, participate in, and vote at the annual meeting with the 16-digit control number indicated on that voting instruction form or Notice of Internet Availability. Otherwise, shareholders who hold their shares in street name should contact their bank, broker or other holder of record (preferably at least 5 days before the Annual Meeting) and obtain a "legal proxy" in order to be able to attend, participate in or vote at the annual meeting.
5. If you wish to vote during the Annual Meeting, or change your previously



- submitted vote, you may do so while the polls are open by following the instructions on the meeting website. The polls will be open from the beginning of the meeting and will close immediately after the presentation of the Balloting agenda item. If you have voted your shares in advance of the meeting and prior to the deadline set forth in the 2021 Notice of Annual Meeting and Proxy Statement, your vote will be recorded by the Company's inspector of elections and there is no need to vote those shares during the meeting, unless you wish to revoke or change your vote.
6. Questions and comments are welcome from all shareholders. However, conducting the business set out in the Agenda for the benefit of all shareholders will be paramount. Out of fairness and respect to all shareholders attending the Annual Meeting, the Company does not intend to address any questions that are, among other things:
    - not pertinent to the business of the Company or to the business of the Annual Meeting;
    - related to personal grievances or individual personnel matters;
    - derogatory references to individuals or that are otherwise in bad taste;
    - repetitious questions or statements already submitted or made by another shareholder;
    - related to pending or threatened litigation;
    - in furtherance of the shareholder's personal or business interests and not otherwise a matter of interest to shareholders generally;
    - proposals or director nominations that were not previously submitted properly under SEC Rule 14a-8 or in accordance with the Company's advance notice or proxy access By-Law provisions, as applicable; or
    - out of order or not otherwise suitable for the conduct of the Annual Meeting as determined by the Chairman or Corporate Secretary in their reasonable judgment.
  7. To allow the Company to answer questions from as many shareholders as possible, please keep questions succinct and related to a single topic. Questions from multiple shareholders on the same topic or that are otherwise related may be grouped, summarized and answered together.
  8. Shareholders of record will be able to submit questions either before (by going to <http://www.proxyvote.com>) or during the virtual meeting (by going to <http://www.virtualshareholdermeeting.com/GE2021>) by typing the question into the "Ask a Question" field and clicking "Submit."
    - Questions may be submitted online during the meeting, beginning shortly after it starts by following the instructions on the meeting website

- We will post on our website ([www.ge.com/proxy](http://www.ge.com/proxy)) after the meeting a document that summarizes and answers any questions received that we run out of time to answer during the meeting. If multiple questions raise the same topic, we will provide representative examples. If a question violates these rules of conduct, it will not be summarized or answered.
9. Questions or comments unrelated to the Annual Meeting or of individual shareholder concerns rather than of concern to all shareholders may be submitted by contacting Investor Relations at [investor@ge.com](mailto:investor@ge.com).
  10. Shareholder proposal proponents (or the shareholder proponents' representatives) who have not made alternative arrangements with the Company will be provided an opportunity to present their proposal telephonically live during the Annual Meeting and will be allowed three minutes to present their proposal when recognized by the Company. Shareholder proposal proponents or their representatives should restrict their comments to the shareholder proposal they are presenting.
  11. In the event of disorder, technical malfunction, or other significant problem that disrupts the meeting, the Chairman may adjourn, recess or expedite the Annual Meeting or take such other action that the Chairman or Corporate Secretary determines is appropriate in light of the circumstances. Accordingly, if you are planning to vote by casting a ballot electronically during the meeting, be prepared to vote as soon as the polls open.
  12. Recording of the Annual Meeting is prohibited. A replay of the webcast and transcript will be available on the Company's website at [www.ge.com/investor-relations](http://www.ge.com/investor-relations) following the close of the Annual Meeting.

If you have difficulty accessing the Annual Meeting, please follow the instructions on the Annual Meeting website. Technicians will be available to assist you.

***We appreciate your participation. Your fellow shareholders will appreciate your courtesy in observing these procedures.***

***Participants who fail to comply with these procedures may be excluded from the Annual Meeting at the Chairman's discretion.***



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