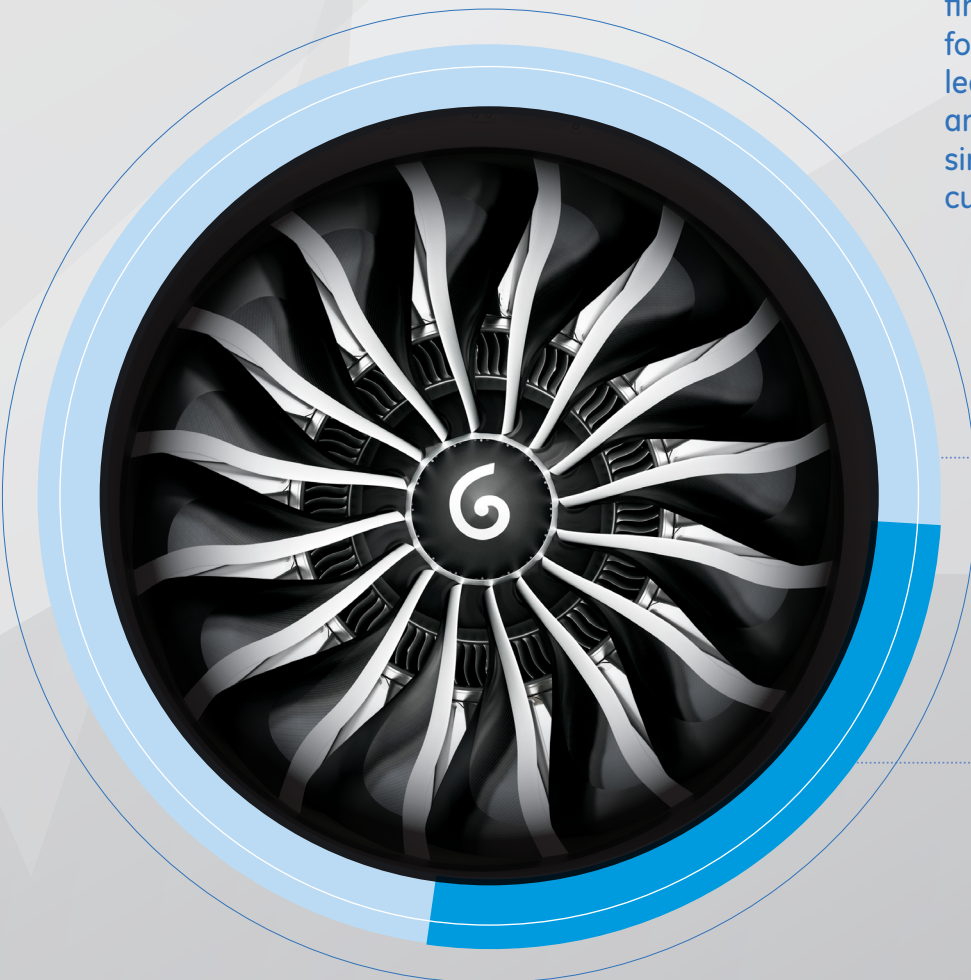




OUR STRATEGY

We are repositioning GE to be the world's best infrastructure and technology company, with a smaller financial services division. Our focus is on driving infrastructure leadership, investing in innovation and achieving a culture of simplification to better serve our customers around the world.



75%

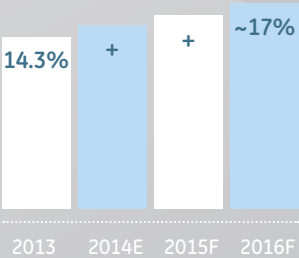
PREMIER INFRASTRUCTURE COMPANY

25%

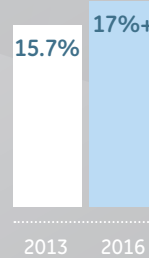
VALUABLE SPECIALTY FINANCE

INVESTOR GOALS

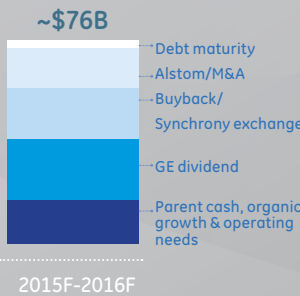
RETURNS (Industrial ROTC, ex. BD)



INDUSTRIAL MARGIN GROWTH



SIGNIFICANT CASH



ENTERPRISE ADVANTAGES

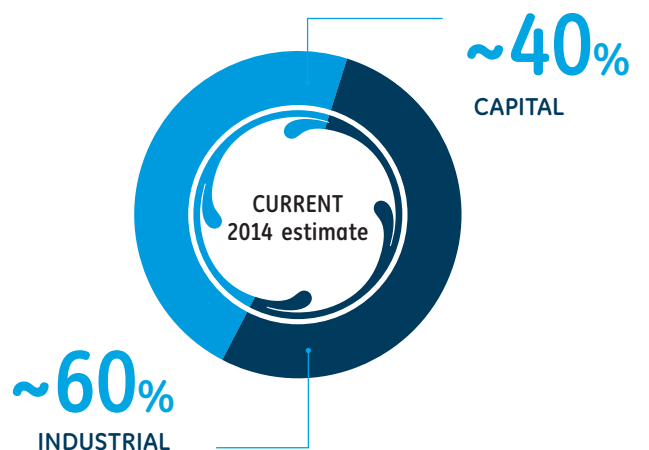
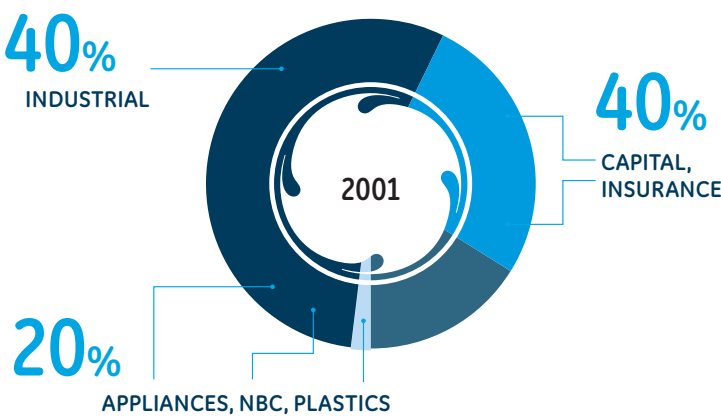
- Technical leadership & scale
- Growth market capabilities: breadth & depth
- Services driving customer outcomes through analytics
- Culture of simplification: Low cost + speed

GE'S STRATEGY

TRANSFORMING THE PORTFOLIO

Over the last decade, we have made significant strides in transforming our portfolio and focusing on our industrial leadership. We have grown our

infrastructure platforms with major portfolio moves, investing in adjacencies and pursuing opportunities that are closely related to our core.



Major portfolio moves since 2001

● ACQUISITIONS ● DISPOSITIONS

2002 ENRON WIND ASSETS, BETZ-DEARBORN

2004 AMERSHAM

2007 SMITH AEROSPACE, VETCO GRAY

2011 CONVERTEAM, DRESSER, WOOD GROUP WELL SUPPORT, WELLSTREAM

2013 LUFKIN, AVIO

2014 ALSTOM

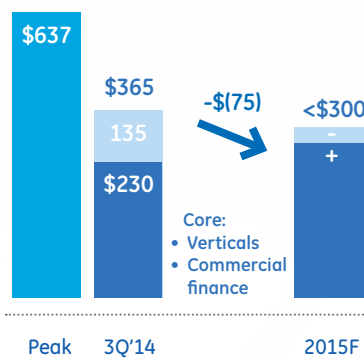
2005 INSURANCE 2007 PLASTICS

2011 NBCU

2014 ANNOUNCED: SYNCHRONY FINANCIAL IPO, APPLIANCES

Reducing the size of GE Capital

In parallel, we have made a concentrated effort to reduce the size of our Capital business and align its growth with Industrial earnings.



(a-3Q'08 + FAS 167, ex - cash, @ 1Q'10 FX, including disc. ops. (b-ENI excludes cash and equivalents

