



# Gabelli Industrial Flow & Infrastructure 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 sovereign debt situations; 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 (GE Money Japan); pending and future mortgage securitization claims and litigation in connection with WMC, which may affect our estimates of liability, including possible loss estimates; 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 or to repurchase shares at the planned level; GECC’s ability to pay dividends to GE at the planned level; our ability to convert pre-order commitments/wins into orders; the price we realize on orders since commitments/wins are stated at list prices; 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; our capital allocation plans, as such plans may change and affect planned share repurchases and strategic actions, including acquisitions, joint ventures and dispositions; our success in completing announced transactions and integrating acquired businesses; our ability to complete the staged exit from our North American Retail Finance business as planned; 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](http://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.”

GE’s Investor Relations website at [www.ge.com/investor](http://www.ge.com/investor) and our corporate blog at [www.gereports.com](http://www.gereports.com), as well as GE’s Facebook page and Twitter accounts, contain a significant amount of information about GE, including financial and other information for investors. GE encourages investors to visit these websites from time to time, as information is updated and new information is posted.



# Global water challenges



[Water Facts Video](#)



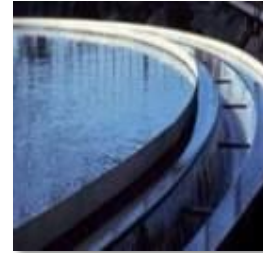
# GE: technology & solutions provider

## Engineered Systems



- Ultrafiltration/Membrane Bioreactor
- Mobile Water Solutions
- Water Outsourcing
- Thermal/Zero Liquid Discharge
- Reverse Osmosis/Electrolytic Systems
- Filters & Membranes
- ABMet for selenium removal
- Analytical Instruments

## Chemical & Monitoring Solutions



- Cooling Chemistries
- Boiler Chemistries
- Wastewater Chemistries
- Fuel Oil Treatment
- Hydrocarbon Process Chemistries
- Industrial Process Chemistries
- Knowledge Management & Monitoring Solutions

Headquartered in Trevose, PA, USA • 7,500 employees globally  
50,000 customers in 130 countries • 45 global manufacturing sites  
Over \$2.3B in orders for 2013





# Water solutions for oil & gas



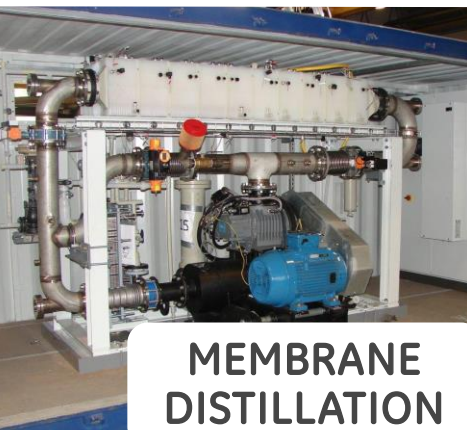
OIL SANDS



COAL SEAM  
GAS



MBR FOR  
REFINING



MEMBRANE  
DISTILLATION



MOBILE  
EVAPORATOR



HYDRAULIC  
FRACTURING

# Survey says... Reuse & recycle water

54%



of survey respondents would immediately **pay more** on their current water bill to ensure that future generations would be less vulnerable to water shortages, with the Chinese leading the way at **74%**.



66%

of survey respondents would prefer to purchase products/ services from a company that uses recycled water.



9 out of 10

of survey respondents believe the protection of water resources should be a national priority for their countries.



80%

or more survey respondents prefer to use recycled water for water intensive activities like power generation, agricultural irrigation and landscaping.





# GE & reuse technology

- Broad portfolio for water reuse
- 25+ years membrane bioreactor experience
- 600+ membrane bioreactor installations globally

70-85% Recovery



Membrane Based  
Systems & Advanced  
Chemistries

98% Recovery



Thermal Evap,  
Crystallization

Beneficial use



Nutrient & Salt  
Recovery Systems



# Membrane bioreactor drivers



- Stringent water discharge limits, especially in sensitive waterways, are **driving a rebound** in global membrane bioreactors
- General water & wastewater growth has been set back by global economy, but **MBR segment is regaining momentum**
- More than **1.6 million cubic meters per day** of large-scale MBR capacity in planning

Source: Bluefield Research





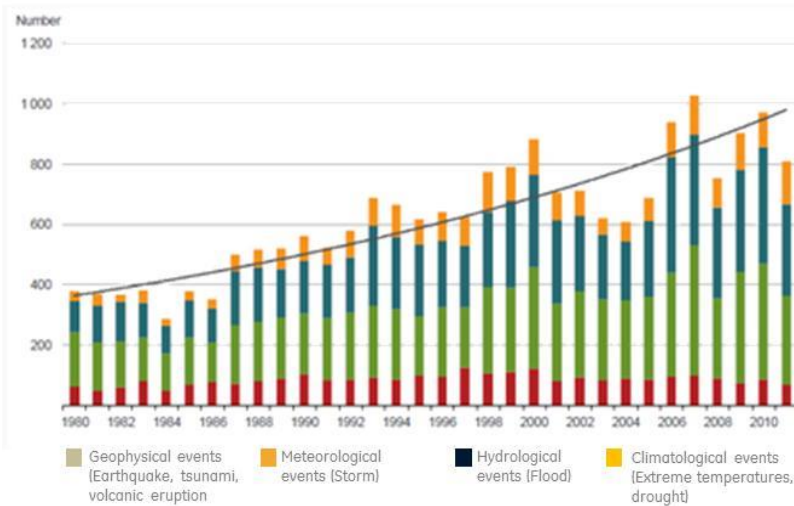
# Evolution of thought



# What drives resilience?

## 1 Natural disasters rising

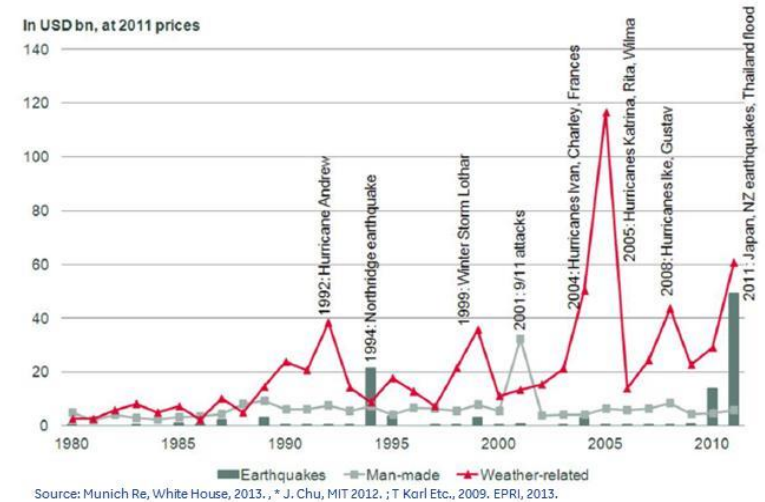
World natural disaster trend, 1980-2012



- +800 events/year recently
- 905 disaster events in 2012

## 2 Disaster cost rising

Insured Catastrophe losses worldwide, 1980 -2011



- Cost as % of GDP tripled over last 40 years
- \$110B cost in U.S. (\$65B Sandy, \$30B drought)

## 3 Policies & incentives



**United States ...** Over \$20B in resiliency-based plans underway



**Mexico ...** Disaster management 0.4% of annual budget



**Japan ...** Disaster management budget ~\$12B; \$44B for Fukushima alone



**India ...** \$6B toward disaster relief funds



**China ...** Every \$1 invested in preparing for disaster, \$7 of losses can be prevented

# Responding to market needs



## Decentralized water

- Sustainable community development
- Packaged water & wastewater plants
- Off-grid capabilities

## Mobile water

- Emergency water
- Disaster preparedness
- Industrial feedwater
- Temporary water solutions





# How GE helps ensure a resilient future

Desalination  
Technologies

Water Reuse  
Solutions

Mobile Water  
Solutions

Solutions for tough  
O&G applications



ecomagination  
a GE commitment

Data and Analytics  
*"Industrial Internet"*

Emergency  
Water

Decentralized  
Water Systems



