

# We Are GE



We are 300,000 people operating in 175 countries  
Inventing the next industrial era to build, move, power, and cure our world

Imagining things others don't | Building the things others can't | Delivering outcomes that make the world work better



GE has revolutionized  
and defined modern  
productivity.



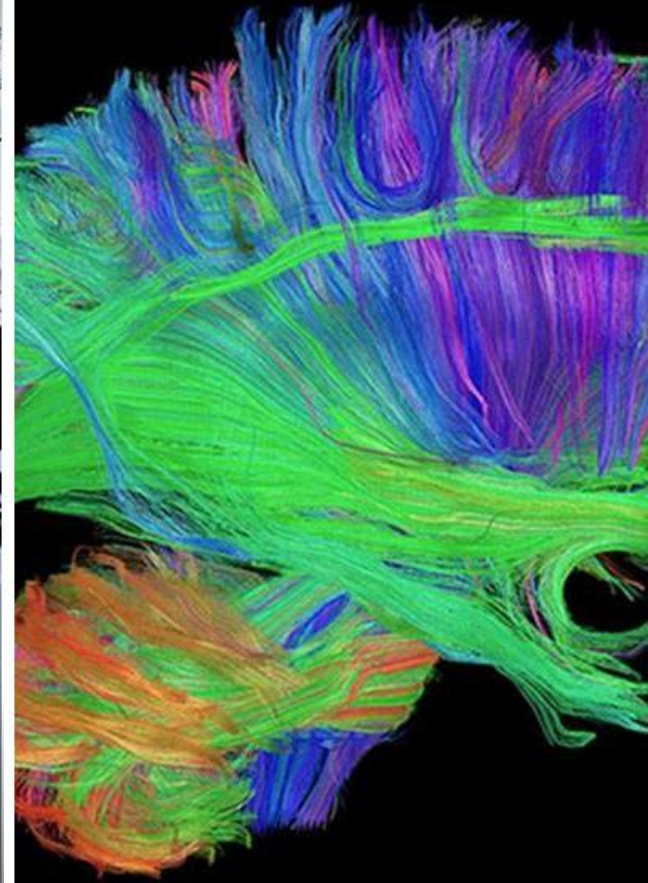
1892: It all started with the light  
bulb.

Built things that others  
couldn't.



1942: GE's engineers launched  
America into the Jet Age.

And delivered outcomes  
that transformed the  
world at a personal  
level.



1971: GE opened a new frontier in  
medicine with our MRI technology.



# Our Businesses deliver value



Revenue: \$27.6B  
Profit: \$5.4B

Leading globally in power generation & water technologies



Revenue: \$18.7B  
Profit: \$2.6B

Pushing the boundaries of technology in oil & gas to bring energy to the world



Revenue: \$7.3B  
Profit: \$0.2B

Enabling utilities and industry to efficiently manage electricity from the point of generation to the point of consumption



Revenue: \$24.0B  
Profit: \$5.0B

Providing our aviation customers with the most technologically advanced & productive engines, systems & services for their success



Revenue: \$18.3B  
Profit: \$3.0B

Developing transformational medical technologies & services that are shaping a new age of patient care



Revenue: \$5.7B  
Profit: \$1.1B

Being a global technology leader & supplier to the railroad, mining, marine, stationary power & drilling industries



Revenue: \$8.4B  
Profit: \$0.4B

Answering real-life needs, defining trends & simplifying routines. Leading a global lighting revolution to deliver innovative solutions



Investing financial, human & intellectual capital to help our customers build their businesses



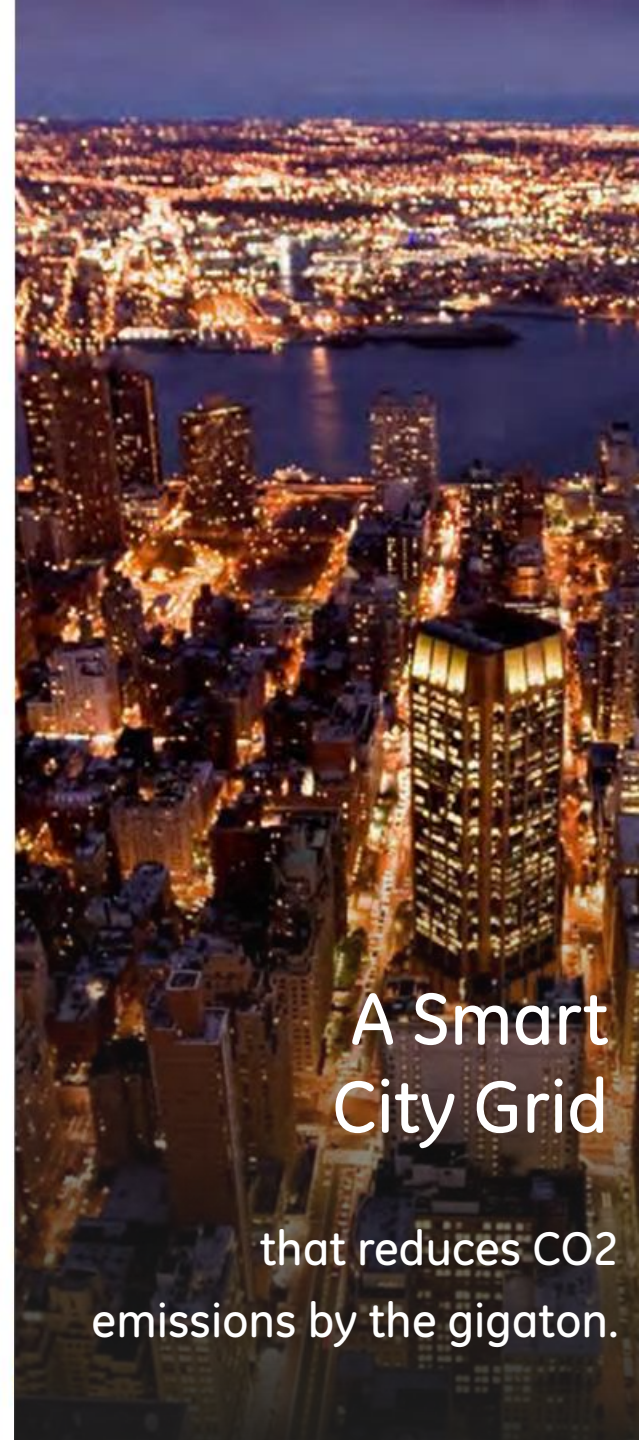
# The World's First Power Plant

that runs on sugar cane.



100 Million  
Gallons

of wastewater recycled for  
irrigation, every single day.



A Smart  
City Grid

that reduces CO2  
emissions by the gigaton.



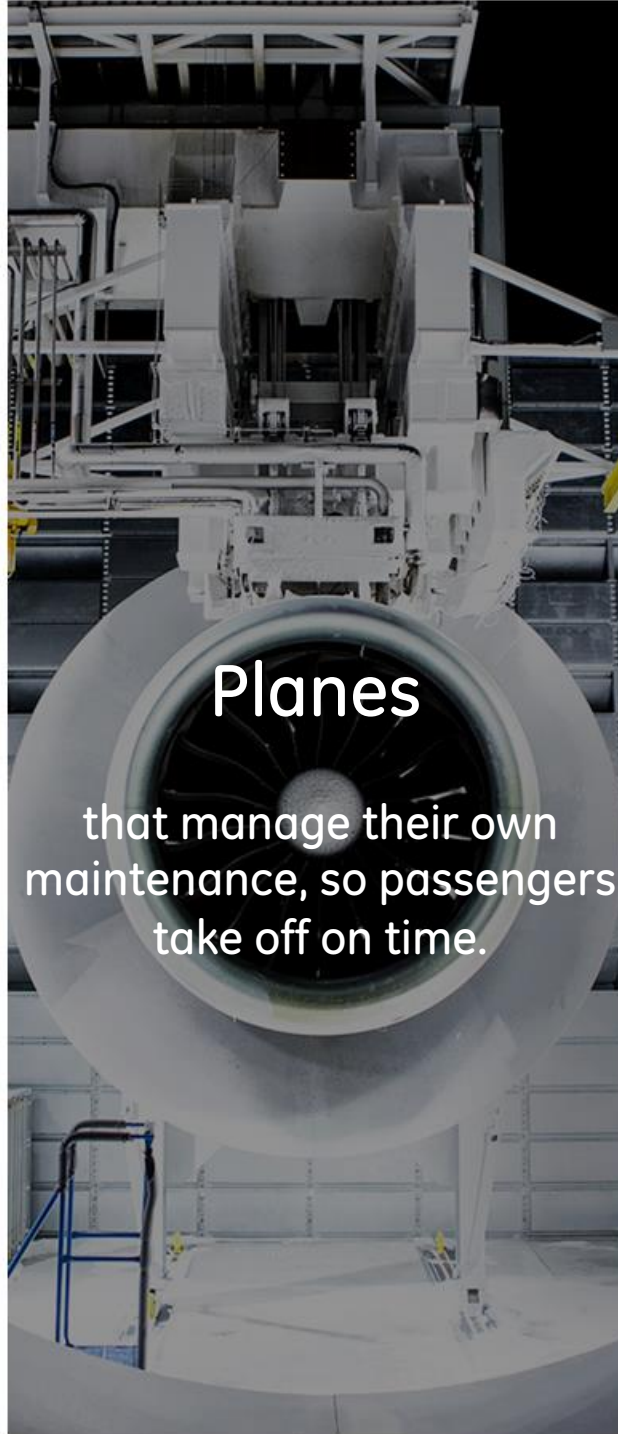
# Locomotives

that travel from farm to table on data-driven, fuel-efficient control systems.



# Planes

that manage their own maintenance, so passengers take off on time.



# Lighting

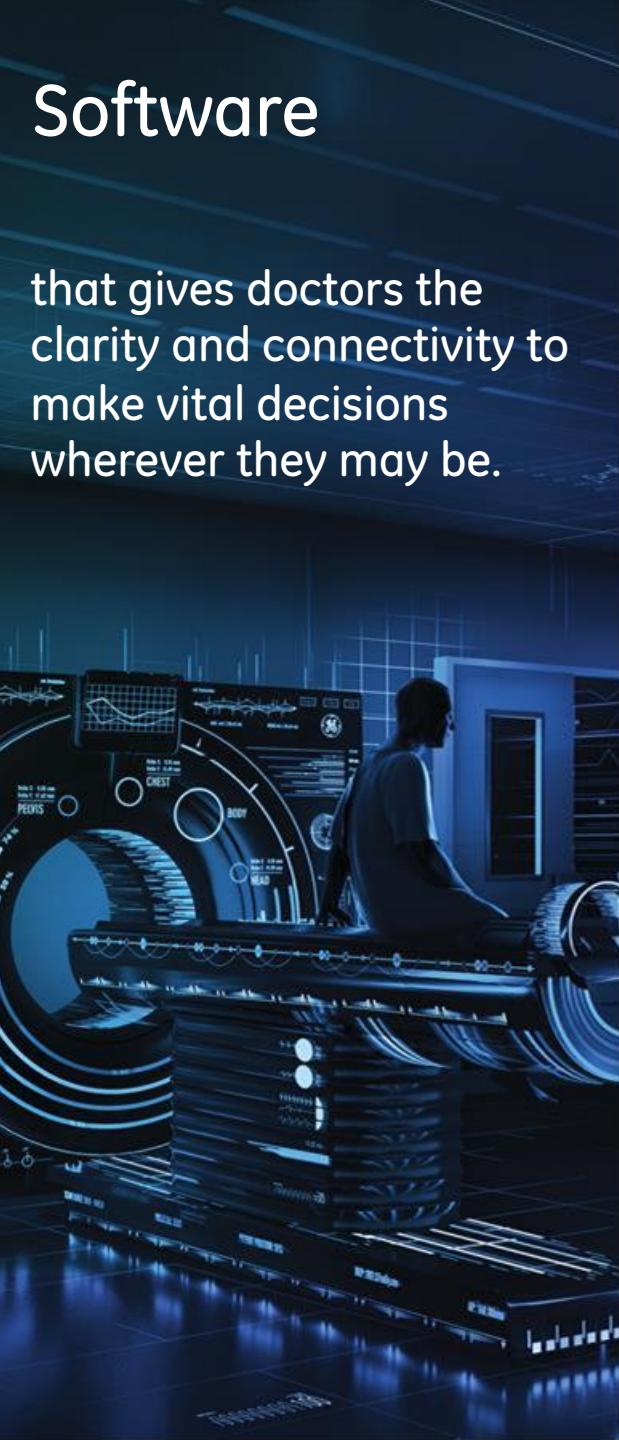
that makes cities brighter and smarter.





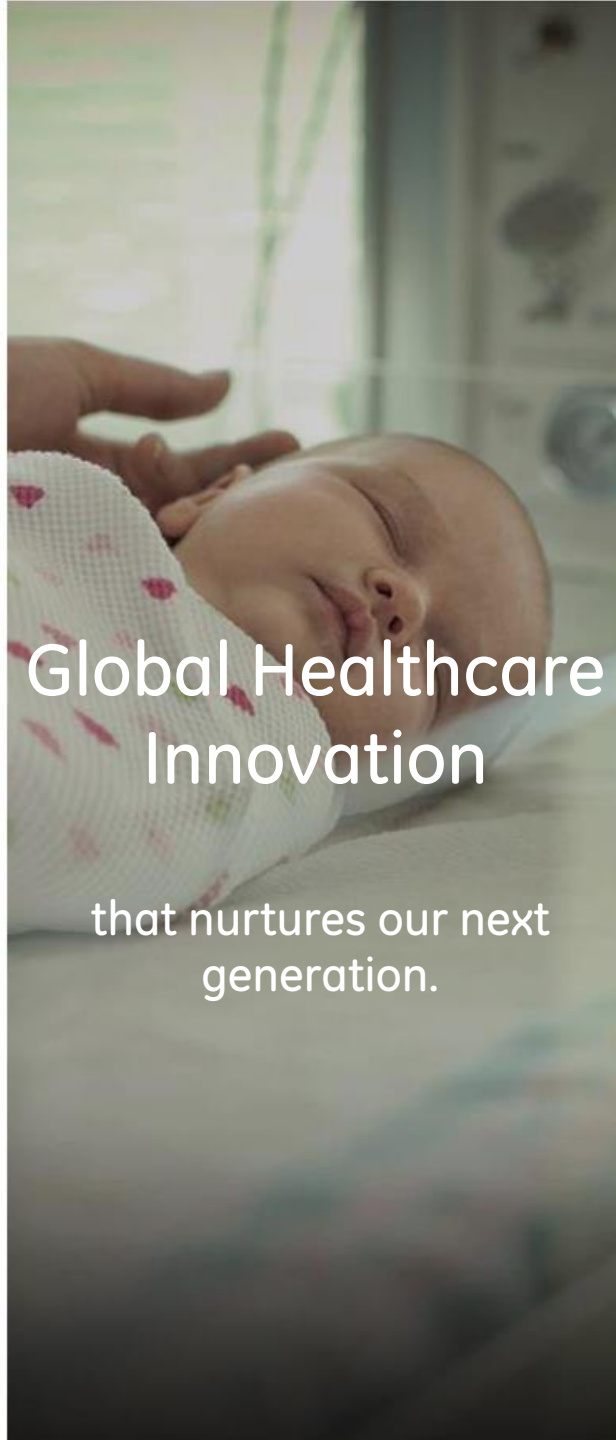
# Software

that gives doctors the clarity and connectivity to make vital decisions wherever they may be.



# Global Healthcare Innovation

that nurtures our next generation.



# Smart Capital

that provides financing and GE know-how for tomorrow's growth.



# Digital capabilities building foundation for the future

Speed & Cost

Outcomes

Productivity

Cloud



Data & Analytics



Brilliant Factories



ERP Consolidation



Productivity Tools



Cyber





# About predicting the future

“It is impossible for men in the future to fly like birds. Flying is reserved for the angels.”

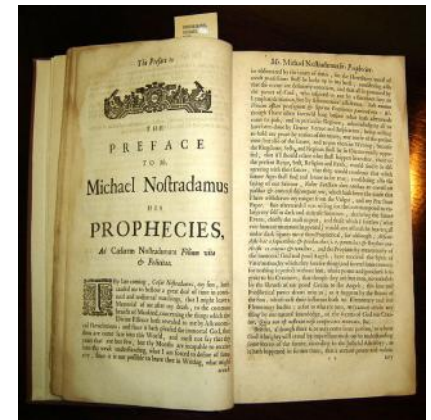
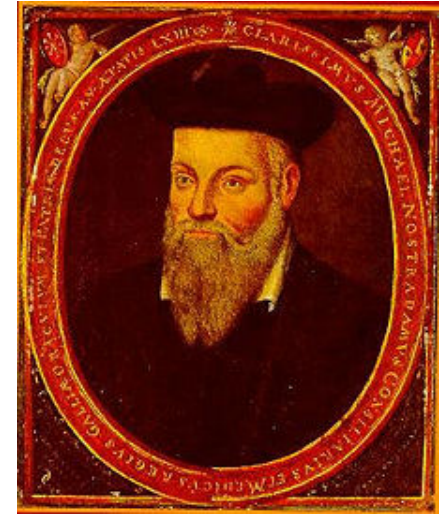
—Milton Wright, Bishop1870, father of Orville and Wilbur Wright

“This ‘telephone’ has too many shortcomings to be seriously considered as a means of communication. The device is inherently of no value to us.”

— Western Union internal memo 1876

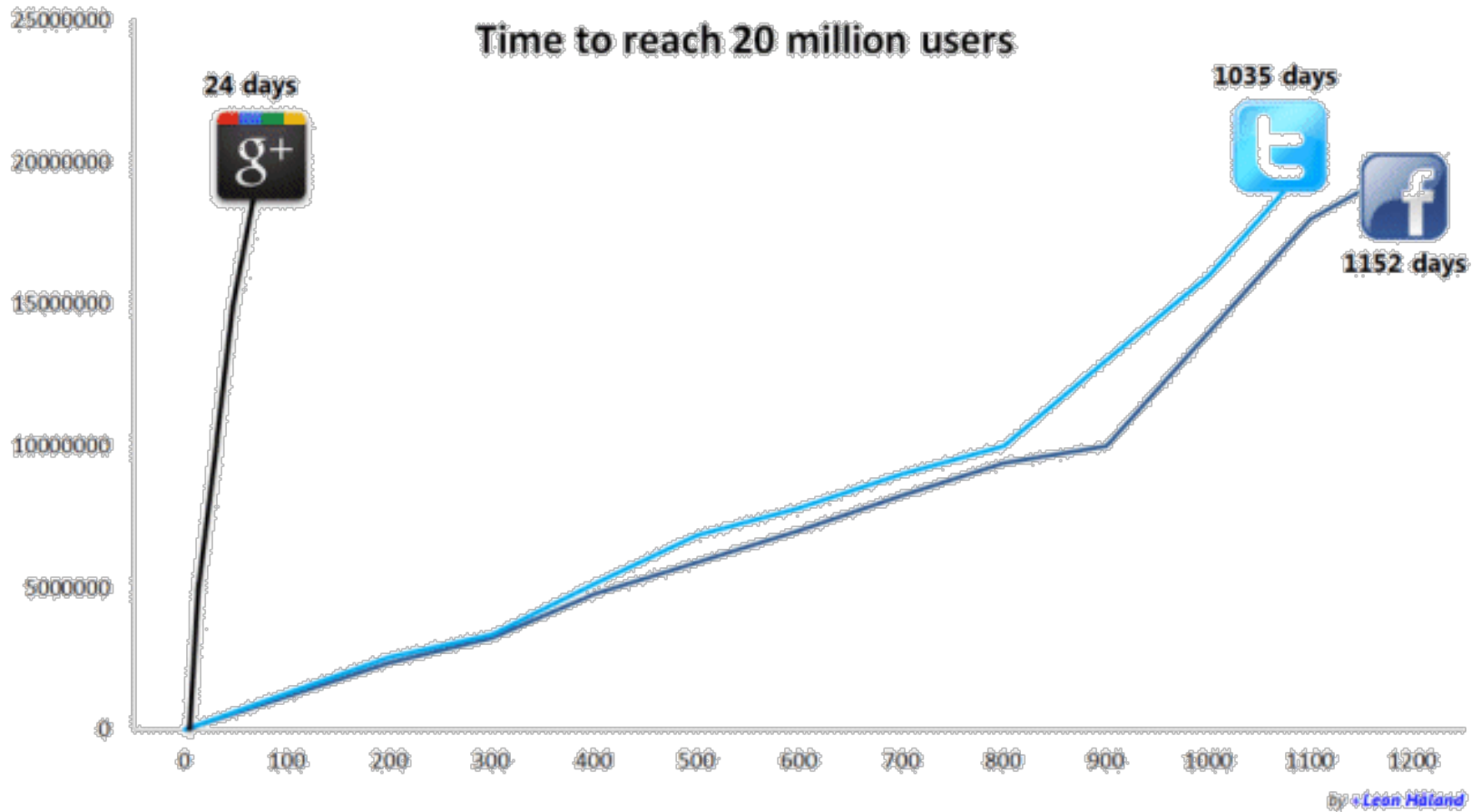
“I think there is a world market for maybe five computers.”

— Thomas Watson, chairman of IBM 1943





...and the pace of change is accelerating



# Predictions for 2014

## EXTERNAL THREATS

1 Cyber criminality increases as Malspace matures further

2 The cyber arms race leads to a cyber cold war

3 More causes come online; activists get more active

## REGULATORY THREATS

5 New requirements shine a light in dark corners, exposing weaknesses

## INTERNAL THREATS

7 Cost pressures stifle critical investment; an undervalued function can't keep up

8 A clouded understanding leads to an outsourced mess

9 New technologies overwhelm

10 The supply chain springs a leak as the insider threat comes from outside

2 The cyber arms race leads to a cyber cold war

5 New requirements shine a light in dark corners, exposing weaknesses

6 A focus on privacy distracts from other security efforts

8 A clouded understanding leads to an outsourced mess

7 Cost pressures stifle critical investment; an undervalued function can't keep up

10 The supply chain springs a leak as the insider threat comes from outside

1 Cyber criminality increases as Malspace matures further

3 More causes come online; activists get more active

4 Cyberspace gets physical

9 New technologies overwhelm





# 1. Mobile

## Mobile is the *other* primary channel

67%

"A mobile-friendly site makes me more likely to buy a product or use a service."



61%

"If I don't see what I'm looking for right away on a mobile site, I'll quickly move on to another site."



Source: Google Analytics, using site analytics data from Google Analytics, Inc.

# 2. Social

Americans continue to spend more time using "social media"



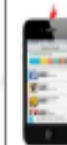
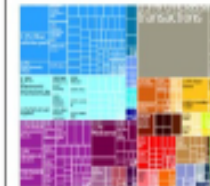
TIME SPENT ON SOCIAL MEDIA



Source: Pew Research Center, U.S. Social Media Engagement Study, January 2010

# 3. Big Data

## Unprecedented Insights/Big Data



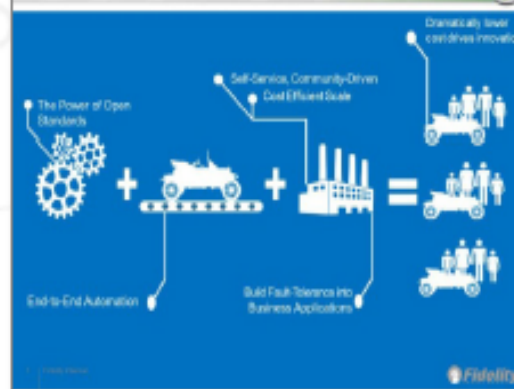
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## Customer Co-Development



# 6. Customer Co-development

## What does the Cloud mean for Fidelity?



# 5. Cloud

## Open – Source, Data, Innovation



# 4. Open

**When it comes to End users...**

**We're in the Behavior Modification  
Business...**





