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.

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

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

Built things that others couldn’t.

And delivered outcomes that transformed the world at a personal level.
Our Businesses deliver value

**POWER & WATER**
- Revenue: $27.6B
- Profit: $5.4B
- Leading globally in power generation & water technologies

**OIL & GAS**
- Revenue: $18.7B
- Profit: $2.6B
- Pushing the boundaries of technology in oil & gas to bring energy to the world

**ENERGY MANAGEMENT**
- Revenue: $7.3B
- Profit: $0.2B
- Enabling utilities and industry to efficiently manage electricity from the point of generation to the point of consumption

**AVIATION**
- Revenue: $24.0B
- Profit: $5.0B
- Providing our aviation customers with the most technologically advanced & productive engines, systems & services for their success

**HEALTHCARE**
- Revenue: $18.3B
- Profit: $3.0B
- Developing transformational medical technologies & services that are shaping a new age of patient care

**TRANSPORTATION**
- Revenue: $5.7B
- Profit: $1.1B
- Being a global technology leader & supplier to the railroad, mining, marine, stationary power & drilling industries

**APPLIANCES & LIGHTING**
- Revenue: $8.4B
- Profit: $0.4B
- Answering real-life needs, defining trends & simplifying routines. Leading a global lighting revolution to deliver innovative solutions

**GE CAPITAL**
- Revenue: 
- Profit: 
- Investing financial, human & intellectual capital to help our customers build their businesses

Source: 2014 GE Annual Report
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
About predicting the future

“IT is impossible for men in the future to fly like birds. Flying is reserved for the angels.”
— Milton Wright, Bishop 1870, 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

4. New requirements shine a light in dark corners, exposing weaknesses

INTERNAL THREATS

5. Cost pressures stifle critical investment; an undervalued function can’t keep up
6. A clouded understanding leads to an outsourced mess
7. More causes come online; activists get more active
8. Cyberspace gets physical
9. New technologies overwhelm
10. The supply chain springs a leak as the insider threat comes from outside
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 quickly move on to another site.”

2. Social

Americans continue to spend more time using “social media”

TIME SPENT ON SOCIAL MEDIA

3. Big Data

Unprecedented Insights/BIG DATA

4. Open

Open – Source, Data, Innovation

5. Cloud

What does the Cloud mean for Fidelity?

6. Customer Co-development

Customer Co-Development
When it comes to End users...

We’re in the Behavior Modification Business...