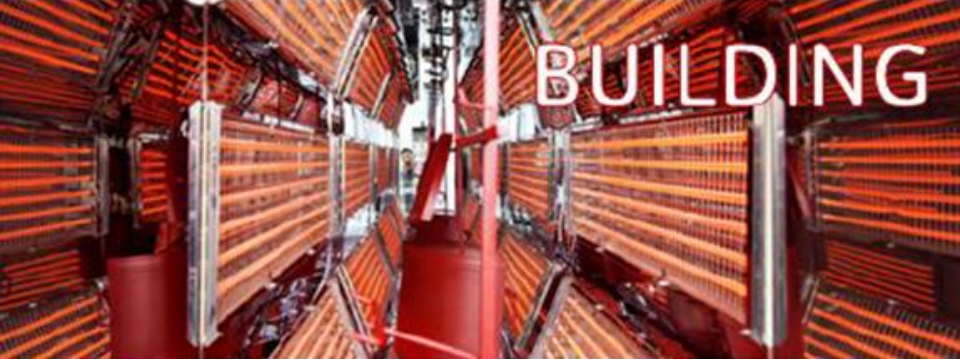


# About GE



# GE around the world



**2011 revenues total \$147 billion  
with about 300,000 employees.**








































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<sup>1</sup> Includes U.S. exports to external customers

<sup>2</sup> Includes \$~5B from "Other Global" areas

# 6<sup>th</sup> most valuable brand in the world

1  +8% \$77,839 \$m	2  +129% \$76,568 \$m	3  +8% \$75,532 \$m	4  +26% \$69,726 \$m	5  -2% \$57,853 \$m	6  +2% \$43,682 \$m	7  +13% \$40,062 \$m	8  +12% \$39,385 \$m
9  +40% \$32,893 \$m		10  +9% \$30,280 \$m	11  +10% \$30,097 \$m	12  +18% \$29,052 \$m	13  -5% \$27,438 \$m	14  +7% \$27,197 \$m	15  -8% \$26,087 \$m
	16  +4% \$24,898 \$m	17 LOUIS VUITTON +2% \$23,577 \$m	18  +28% \$22,126 \$m	19  -16% \$21,009 \$m	20  +46% \$18,625 \$m	21  -11% \$17,280 \$m	22  +14% \$16,594 \$m
23  +1% \$16,571 \$m	24  +8% \$15,702 \$m	25  +8% \$15,641 \$m		26  +4% \$15,126 \$m		27  +4% \$13,088 \$m	28  +8% \$12,808 \$m
29  +3% \$12,029 \$m	30  +3% \$12,029 \$m	31  -3% \$11,872 \$m	32 J.P.Morgan -8% \$11,872 \$m	33 HSBC -8% \$11,872 \$m	34  -8% \$11,872 \$m	35  -8% \$11,872 \$m	36  -8% \$11,872 \$m

Source: Interbrand 2012. Values stated in US\$ billion.

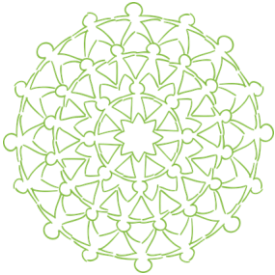


# Our culture

- We perform with excellence, focused on organic growth, productivity, and risk management.
- We invest in people and develop global leaders in a high-integrity environment.



# Our Growth Values show us how to perform.



External Focus



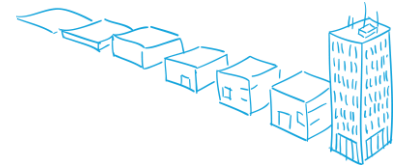
Clear Thinker



Imagination  
& Courage



Inclusiveness



Expertise

They are embedded at every level of the company and are supported by one unifying principle: always act with unyielding integrity.

# Commitment to professional growth

GE invests about \$1 billion annually on training and education programs around the world.

Crotonville Leadership provides transformational leadership experiences for our leaders of today and tomorrow.

## GE Global Learning

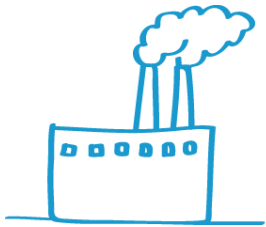
Crotonville  
Leadership

Functional  
Skills

Business  
Knowledge



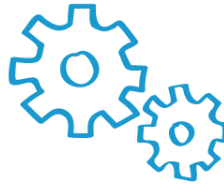
# Leadership Programs target emerging talent and develop our future leaders.



OMLP



FMP



EEDP



ITLP



HRLP

**100+  
years**

some programs have  
existed for over a century

**1/3**

of our most senior  
leaders graduated  
from a Leadership  
Program

**3000+**

on program today



# Investing globally in R&D

**\$5.4B** (6% of revenue) was invested to develop intellectual content in 2011.

---



1,660 patents were generated by this content in the U.S. alone.



Development dollars also fuel our ecomagination and healthymagination efforts and Imagination Breakthroughs that stimulate growth across GE businesses.



# GE Appliances



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# GE Appliances, a \$5 billion global business headquartered in Louisville, KY



GE Appliance Park, Louisville, KY

## GE Appliance Park facts

- Appliance Park production began in 1953
- Park houses global staff, R&D, customer training facilities, manufacturing facilities
- Largest U.S. appliances production operation
- 3,600 employees ... 900-acre campus
- Annual production volume ~3MM units

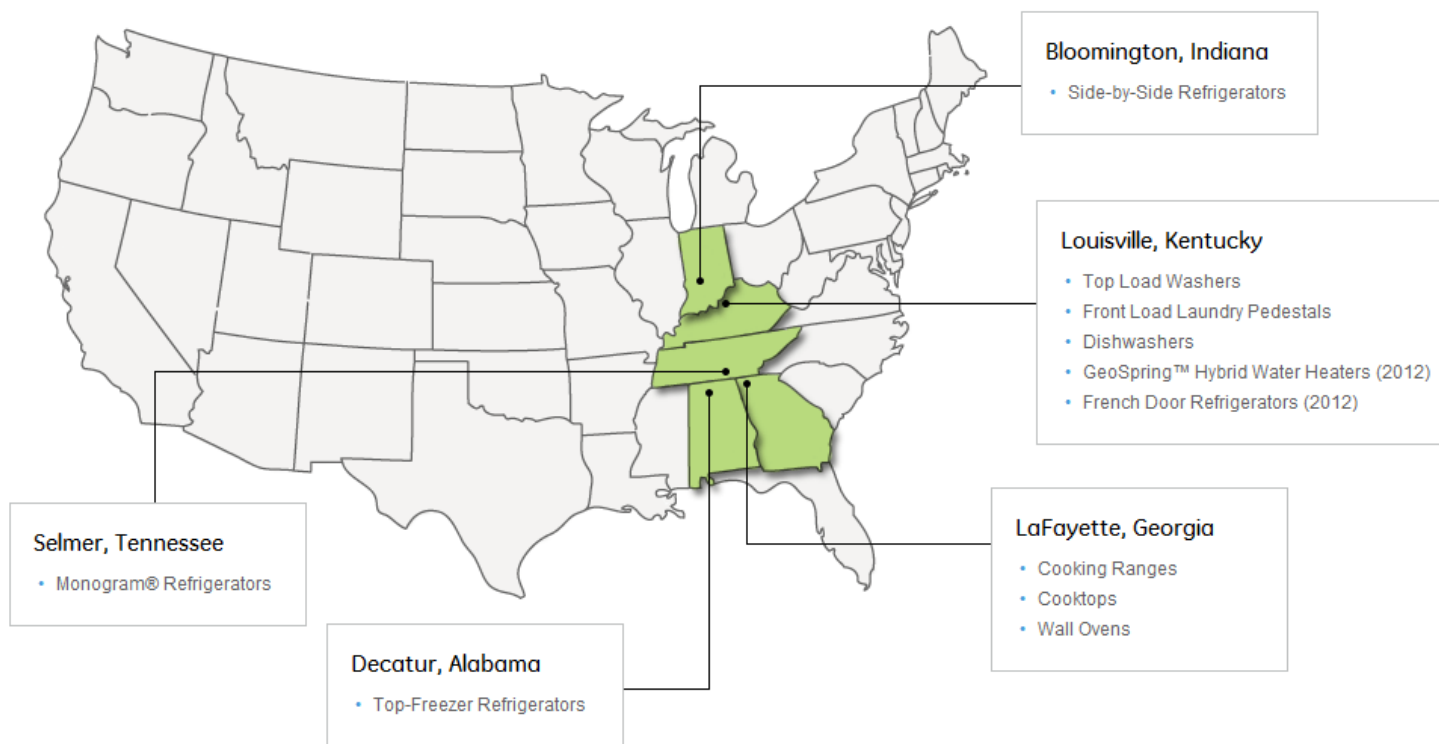


## GE Appliances facts

- \$1 billion investment 2010-2014, 1,300 new U.S. jobs
- \$4.9 billion revenues in 2011
- 10,000 employees, @3k represented (IUE, IBEW)
- Six U.S. manufacturing operations located in KY, IN, AL, GA, TN, IL
- 8 million+ washers, dishwashers, ranges, refrigerators produced in '10

# Assembled in America

The following factory locations, and their employees, assemble and deliver appliances to consumers around the country.



# GE brand products



GE appliances are not only great products, but are dependable and timeless. GE appliances are produced from one of the largest manufacturers of major appliances in the world. Since 1907, GE has been a continuous leader in innovation for the appliance industry, introducing advanced products that enhance and improve consumer lifestyles.

Refrigerators  
Freezers  
Wine & Beverage Centers  
Ranges  
Wall Ovens  
Cooktops  
Microwave Ovens  
Venting Systems & Hoods  
Dishwashers  
Disposers  
Washers  
Dryers  
Room Air Conditioners  
Dehumidifiers  
Air Purifiers  
Water Systems



# Distinct & Unique Brands



**GE**



**GE Café**



**GE Profile**



**GE Monogram**

# From sourcing to manufacturing... accelerating 2012 launches

Hybrid WH



March '12

Bottom Freezer



May '12

Dishwasher



Sept. '12

VA Washer



Sept. '12

HA Washer



April '13

Wall Oven



June '13

HA Dryer



Mid '13

Side x Side



March '14

Top Freezer



April '14

Monogram  
Ref.



April '15

Free Standing



Aug. '15

# GE APPLIANCES ASIA TECHNOLOGY



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# GE Appliances in Asia

HC: 196 employees

Cross-country operating locations:

- Korea
- China
- Singapore
- Hong Kong
- Taiwan
- India

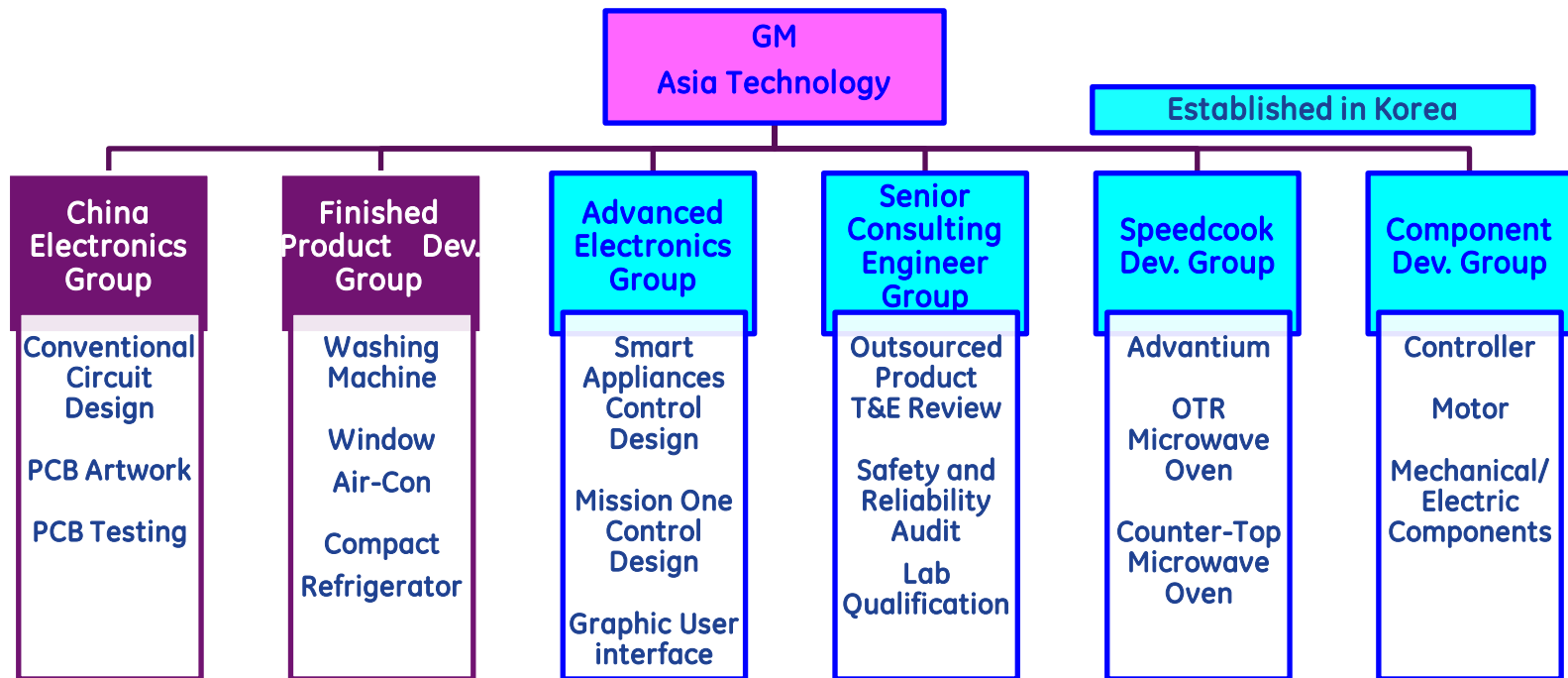
Functions:

- Asia Technology Team
- Supplier Quality Team
- Supplier Sourcing Team
- Finished Goods sourcing Team



# Asia Technology Team

- A. Better Line-Up for Mission One Product Development
  - ❖ Electronics Design Capability Leading – IT resourceful in Korea
  - ❖ Component Supplier Development & Validation
- B. Technical Ownership Localization
  - ❖ NPI Program Technical & Electronics Review
  - ❖ Sourced Product Development Leading



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# Technology Overview – Key Focus Area

## A. Advanced Electronics Group

### ❖ Smart Energy Management & Connected Home



Energy  
Management  
PC Application



Nucleus  
Home Energy  
Management  
Gateway  
Zigbee



1st Gen. Mobile  
Application  
iOS



Energy  
Management  
Mobile Application  
iOS



2nd/3rd Gen. Mobile  
Application  
iOS, Android,  
PhoneGap

### ❖ Graphic User Interface (GUI)



GUI for  
Embedded  
System  
Qt, OpenVG,  
OpenGL



Color In-Home  
Display



LED UI  
Proximity Sensor, Light Sensor,  
Audio Play



GUI for Mobile  
Devices  
iOS, Android

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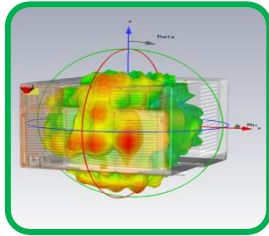
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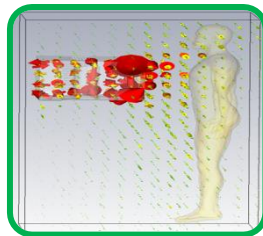
# Technology Overview – Key Focus Area

## A. Advanced Electronics Group

### ❖ RF (Zigbee, Wi-Fi, PLC)

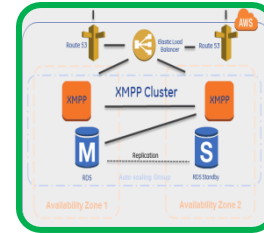


RF Antenna  
Performance  
Simulation



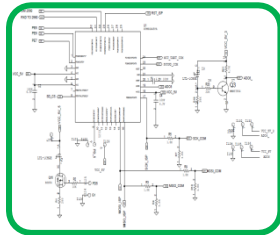
Set and  
Environment  
Modeling

### ❖ Mobile Platform (Server)

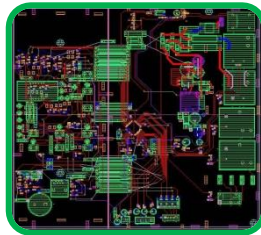


Server Side  
Service  
Implementation

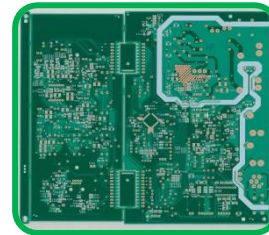
### ❖ Power & Control Design



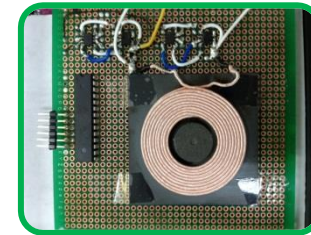
Circuit  
Schematic  
Drawing,  
Simulation



Circuit  
Artwork



PCBA



Wireless  
Charging

# Technology Overview – Key Focus Area

## B. Senior Consulting Engineer Group

- ❖ Ownership Transition to Asia – NPI Review and Approval
  - Sourced Products NPI Programs
    - Technical and Electronics Reviews
  - Product Category
    - Window Air-conditioner/Compact Refrigerator
    - Speedcook Oven/Microwave Oven
    - Washing Machines
    - Electronics
- ❖ Localization of Design Verification Capability
  - Performance and Energy Testing Lab Qualification in Asia
  - Reliability Testing Design and Analysis
  - Product Safety Review and Testing Audit





# Technology Overview – Key Focus Area

## C. Speedcook Product Development Group

- ❖ New Leadership Program / Competitiveness Analysis
- ❖ Product Reliability and Performance commitment leading
- ❖ Product Design Improvement leading
- ❖ Smart Cooking Features build up

## D. Component Development Group

- ❖ New components supplier development for US manufacturing
- ❖ Control / Motor / Electrical & Mechanical Parts
- ❖ Component Reliability Testing Audit and Analysis



# Business Overview – Revenue & OP Profit

## A. Business Unit

- ❖ GE Home & Business Solution
- ❖ Sub Business Components – Appliances / Lighting

## B. 2012 Revenue and OP Profit (\$MM)

- ❖ Revenue (2012 / 2011 / V%) – 7,967 / 7,693 / 4%
- ❖ OP Profit (2012 / 2011 / V%) – 311 / 237 / 31%
- ❖ Driven by Price realization & Share growth

## C. 2013 Environments

- ❖ Housing market showing positive momentum
- ❖ GE New Products Introduction being continued



# Business Overview – Product Coverage

## A. System Kitchen Products

- ❖ Refrigerator/Range/Speedcook Product/Dishwasher
- ❖ More than 50% of builder market shared by GE

## B. Cleaning Room Products

- ❖ Washer/Dryer

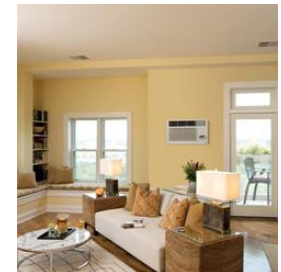


## C. Heating and Cooling Products

- ❖ Water Heater/Air-Conditioner

## D. Out of Scope – Not Available

- ❖ Vacuum Cleaner/Audio/Television



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# Business Overview – Brand Strategy

- A. GE Monogram – Unparalleled Luxury (High End)
- B. GE Profile – Stylish Innovation (Premium)
- C. GE Café – Takes Food Further (Premium)
- D. GE – Modern Conveniences (Low)



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# Business Overview – Mission 1 Products

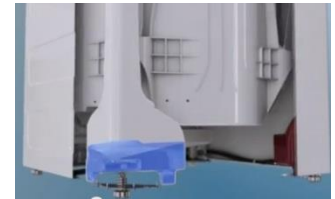
## A. French Door Refrigerator

- ❖ Hands-free water fill by auto-fill dispenser
- ❖ Optimum Freshness with TwinChill



## B. Top Loading Washer and Dryer

- ❖ Largest Capacity and High Efficiency
- ❖ Steam technology / smart dispenser
- ❖ Load Sensing / Adaptive Balancing Tech.



## C. Built-In Wall Oven

- ❖ Advanced Convection with Large Capacity



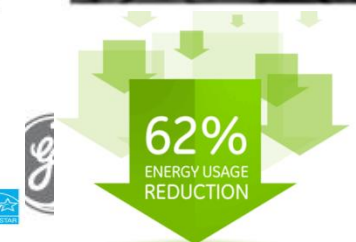
## D. Stainless Tub Dishwasher

- ❖ 65% Wash Power full coverage Wash Arms
- ❖ Bottle and Side Jets



## E. Hybrid Water Heater

- ❖ 62% energy usage reduction
- ❖ Heat Pump and Electric Heating combination



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# Business Overview – Sourced Products

## A. Speedcook Advantium/OTR Oven – Leadership Product

- ❖ 4 times Fast Cooking & Easy Clean Cavity
- ❖ Healthy food recipe choices partnered with USDS
- ❖ Updated Visual Branded Industrial Design



## B. Front Loading Washer and Compact Refrigerator

- ❖ 4.3cuft capacity / Energy Star Tier III FL Washer
- ❖ Frost Free / Convenient Shelf Refrigerator



## C. Built-In and Window Air-Conditioners

- ❖ Energy Star Qualified with high efficiency compressor/fan/heat exchanger





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