

GE Lighting

Long View Power Demand, Energy Efficiency Conference

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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 the European sovereign debt situation; 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 (Grey Zone); 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; our plan to resume GECC dividends, which is subject to Federal Reserve review; our ability to convert customer wins (which represent pre-order commitments) into orders; 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; strategic actions, including acquisitions, joint ventures and dispositions and our success in completing announced transactions and integrating acquired businesses; 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.”

“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.”



imagination at work

Agenda

GE LED Blade

- Lighting Environment
- GE Lighting
- LED: What Matters?
- Q&A



GE Blade- Sainsbury UK



Lighting Environment

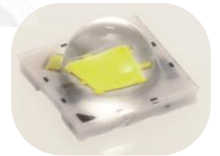
Now: global technology shift

Incandescent



- Filament based
- Inefficient – 65 watts
- Two-year life
- Cost/yr = \$7.60
- Thomas Edison → 1879

LED



- LED based
- Very efficient – 12watts
- >20 years
- Cost/yr = \$1.40
- GRC → 1962

LED performance exceeding projections

Color Specialty



White Specialty



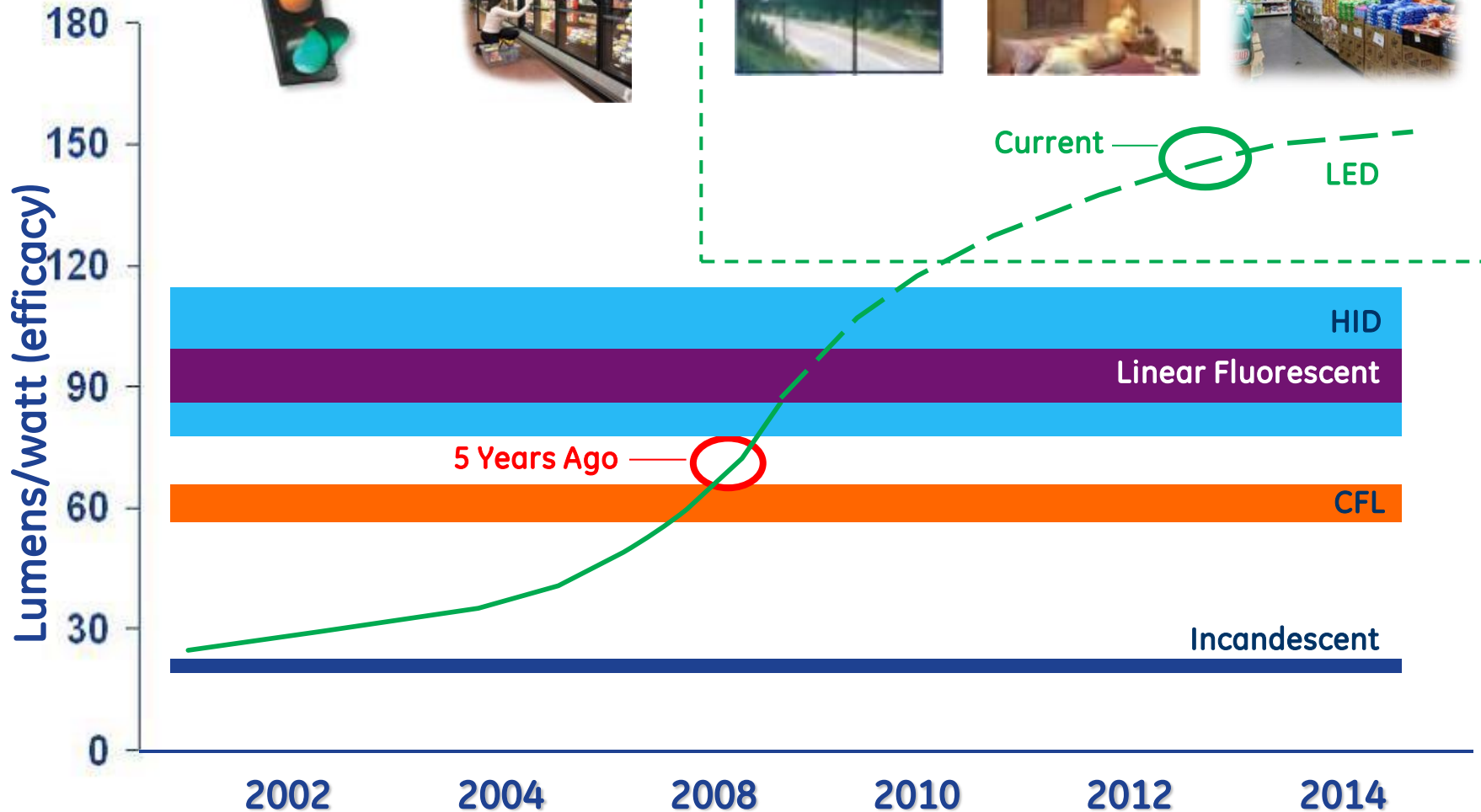
Outdoor Light



Indoor Specialty

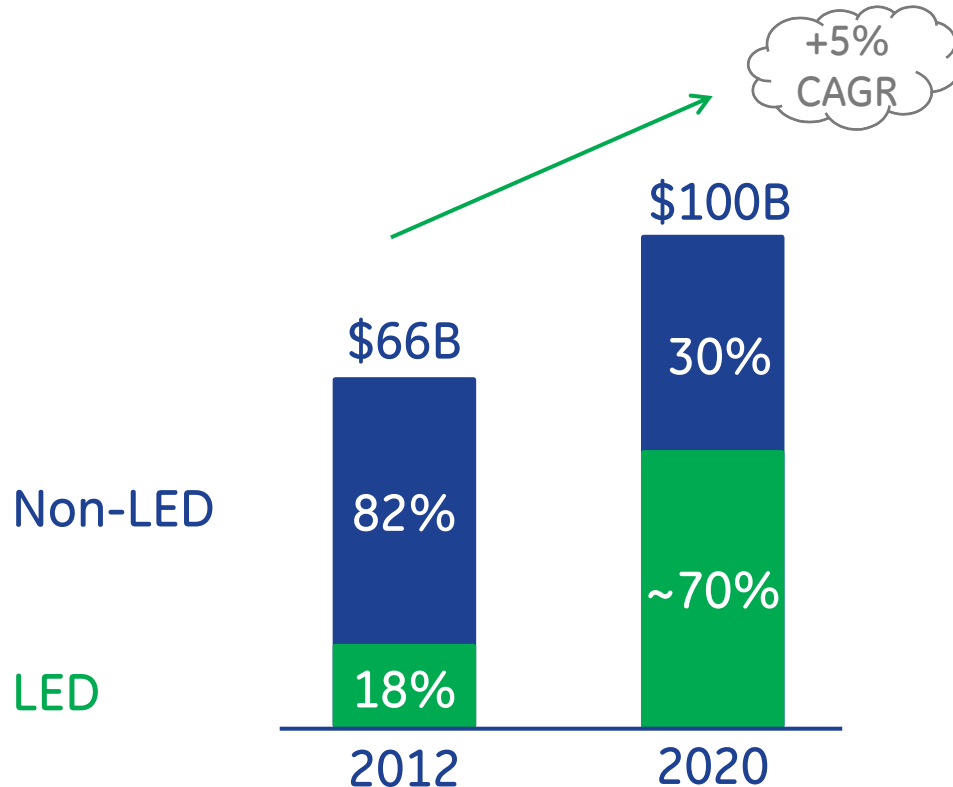


Indoor General



Lighting industry & LED growth

Lighting Market Growth



Drivers

- ✓ Hartz's Law
- ✓ Energy regulation
- ✓ Hyper Competition

Sources: GE Forecasts, Strategies Unlimited, NEMA, Datapoint Research, Internet Research

LED buying factors

Return on investment

Generates a return

- ✓ Energy, maintenance replacement bulbs
- ✓ Rebates & tax credits



Save more than you pay. Let us show you how.



Quality of Light

Color, quantity & quality

- ✓ Improves safety
- ✓ Increases revenue

From



To



Environment

↓ Greenhouse emissions

- ✓ Reduces energy used
- ✓ Green certification

Core Tech



Energy Savings

~80%



~55%



New Tech



imagination at work

Long View Analyst
3/18/2013

GE Lighting

GE Lighting revenue profile

Regions



North America ~60%



Latin America ~8%



EMEA ~24%



Asia ~8%

Channels



Professional
~70%

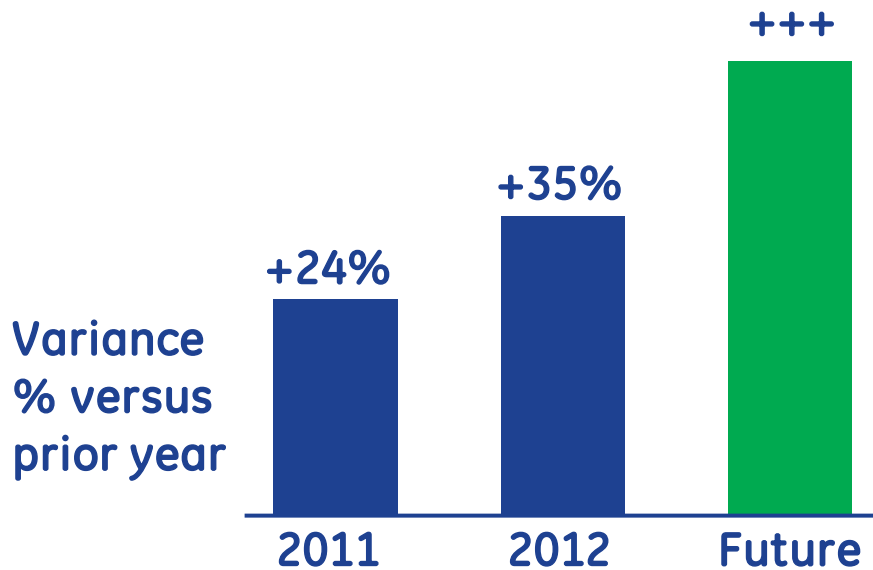


Consumer
~30%

Diverse Lighting portfolio

GE Lighting LED growth

GE LED growth



Growth Accelerating

Segment activation

- Early activation in specialty segments
- General lighting activating now
- Segmentation critical ... light is ubiquitous, LED companies are not
- Winning LED companies will excel at demand creation

Technology capability

Global technology footprint ...



Cleveland, OH



Budapest, Hungary

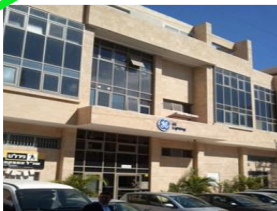


Shanghai, China



Hendersonville, NC

New Acquisitions



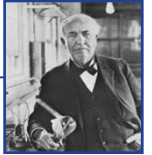
Tel Aviv, Israel



Boulder, CO

GE Major milestones...

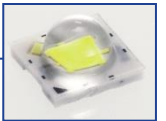
1879 - 1st Incandescent Lamp by Edison



1938 - 1st Fluorescent Lamp



1962- 1st Visible LED Light
1st Metal Halide Multi-Vapor® Lamp



1974 - 1st Energy-Saving Fluorescent



1990 - 1st Halogen HIR™ PAR Lamp



2004 - 1st Ceramic Metal Halide
PAR20 and PAR 30 Lamps



2008 - 2012
- Expansion of energy saving,
long life solutions with
LEDs, Linear Fluorescent
and CMH® products



LED: what matters

What matters in LED

Customer Intimacy & Channel Partners



- Deep understanding of customer apps
- Provide solutions vs. sell product
- Support locally and nationally

Smart & Configurable Systems



- Configure smart systems
- Cover broadest technology needs

Value Added Services



- Analyze current state
- Design for efficiency
- Manage turnkey projects

Operational Excellence



- Build products that work and last
- Fulfill faster

Marriott and GE Lighting



GE Lighting solution

- Illuminated 2MM sq. feet of garages and parking lots
- Integrated LED systems & GEL controls with security cameras
- Advanced 3D photometric renderings to Marriott engineers



Customer value

- 70% energy savings
- 2-year payback on investment
- Enhanced safety and security



Las Vegas and GE Lighting



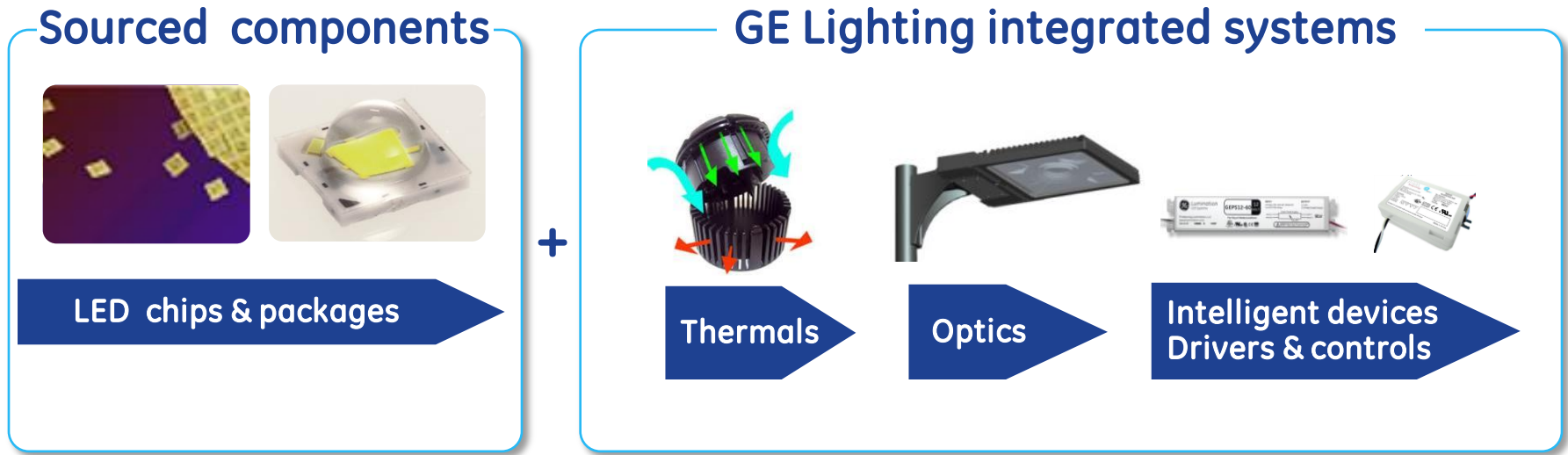
Operating Impact

- ~Energy savings of \$1.7 million annually
- ~Maintenance savings of \$1 million annually
- ~Reduction of 20 million kWh per year

Environmental Impact

KhW reduction means 12,000 metric tons CO₂ emissions eliminated per year
= >2,300 cars off the road

LED Systems: capturing more value



- LED chips & packages are only part of the equation
- System design and efficiency is the differentiator
thermals + optics + intelligent devices (drivers + controls)

GE & USG: redefining the ceiling



Collaborative Solution

- **Integrated Ceilings – Lighting/Acoustics/HVAC**
 - **Clean modern aesthetic. Monolithic appearance.**
 - **Ideal Fit, form & function**
 - **Tested together as a system**
 - **Environmental benefits**
 - Energy efficient lighting system (75-87 LPW)
 - Long Life; Low maintenance
 - No lead, glass or mercury; RoHS compliant
 - **High recyclable content**
 - Aluminum Frame 100% Recyclable
 - USG Tile & Grid (80%)
 - **USG highly reflective tiles maximize lighting performance**
 - **Technical expertise; trusted advisors**
-

Value added services

Delivering value BEYOND just products

Application center of excellence

Up front Consultation

- Industry leading analytics tailored to customer applications

Energy Audit Services & Application Engineering

- Expertise in efficient alternatives

Lighting Design

- Optimize lighting performance and energy savings

Project Management

- Implementing sophisticated solutions



Wrap up

Lighting industry 70% LED by 2020

Winning companies will serve as trusted advisors to customers as they transition to LED

GE is leading the lighting revolution

Q & A