--------------------------------------------------------------------------------------------------------------- GE 2012

At GE, we look at what the world needs and then apply a powerful combination: the profound belief in a better way plus a relentless drive to invent and build things that matter. The result—we believe—is a world that works better.

We are committed to solving problems for our customers and our communities, to finding solutions that benefit the planet, its people and the economy. This commitment is not only part of our business strategy; it is also embedded in our culture. Whether it is the compliant and responsible conduct of our businesses, the philanthropic activities of the GE Foundation, or the countless contributions our people make in communities around the world, we’re proud to say GE Works.

Today’s world is volatile and uncertain. The population is growing—there will be almost 8.5 billion people by 2030. The middle class is rising—more than 1 billion consumers will join the middle class in the emerging markets in the next few years. And by the end of this century, the global urban population will almost double.

In this environment, many people face real, substantive challenges: energy constraints and a shortage of natural resources such as water; lack of adequate infrastructure to transport goods; and little or no access to critical services such as healthcare. We feel that it is incumbent upon a business such as ours to contribute to society by helping meet those needs. In fact, we think that goes hand in hand with GE’s, or any company’s, ability to grow, support communities and help sustain economies across the world.

The keys to meeting these challenges are technology and talent.

**TECHNOLOGY**

GE continues to expand its ecomagination, healthymagination and Industrial Internet portfolios, thereby enabling our customers and communities to be more productive and resilient.

Ecomagination is based on the idea that efficiency can help customers, transform industries and protect the environment. A great example is the work we are doing with Clean Energy Fuels Corp., America’s largest manufacturer of natural gas for transportation. Using liquefied natural gas, or LNG, truck fleets can cut fuel costs by more than 25 percent compared with diesel and lower their emissions. But we need the infrastructure. We are providing new equipment that will produce LNG for a network of gas stations for trucks along major U.S. highways.

Healthymagination is about providing better health for more people by focusing on improving quality, expanding access and increasing affordability of care. As part of that effort, GE and several partners sponsored a global open innovation challenge to identify and bring to market ideas that advance breast cancer diagnostics. Healthcare professionals and patients want to better understand tumors associated with triple negative breast cancer, a more aggressive type of cancer that is less responsive to standard treatments. By improving early detection and enabling more accurate diagnoses, we can help doctors make the best possible treatment decisions based on a patient’s unique cancer. The innovation challenge resulted in over 500 submissions from 40 countries. Last year, we invested in five of those ideas to advance their technology and accelerate their speed to market.

**TALENT**

Innovation like this requires talent, and GE’s business is fundamentally about people—our employees, customers, investors, and the communities in which we live and work. As a company, we remain deeply committed to developing people.

It starts with a belief that education systems must align early and always with the changing requirements of the new economy, and our Foundation has had great success in helping local school districts add rigor to their curriculums and get results. It continues with the understanding that employers and educational institutions must collaborate over skills development, as we do with the Get Skills to Work program, which matches U.S. military veterans with advanced manufacturing jobs. It culminates with a focus on creating global leaders, people who can navigate the complexity of our times with clarity, courage and integrity. Developing people is a commitment that doesn’t just make us better; it makes everyone better. It is an integral part of how we view citizenship.

I have always believed that companies must deliver for investors and be a positive force for change. GE is at its best when it is doing both at the same time. It’s what has allowed us to be a sustainable entity for more than 130 years.

We enjoy solving problems, and we know it is good business. We take great pride in working on things that are hard, things that matter. You can see that in the products we make and how we make them, and in the impact our people are making in communities around the world.

Building, powering, moving, curing. It’s what the world needs. And it’s what we do.

--------------------------------------------------------------------------------------------------------------- GE 2013

To succeed as a global business, we need to help build the communities where we operate. We know this goes hand in hand with our ability to grow. At GE, we call this sustainability: aligning our business strategy to meet societal needs, while minimizing environmental impact and advancing social development.

Today’s world is volatile and complicated. The world’s population is on pace to reach 9 billion people by 2050. Three-quarters of those individuals will live in cities. And the middle class will soon include an additional 1 billion people from emerging economies. Demand is rising for improved infrastructure; reliable, clean and affordable energy; and high-quality and accessible healthcare.

This is where GE goes to work. As I outlined in my shareowners letter this year, GE’s strength lies in our ability to look at what the world needs, combine it with our belief in a better way and then drive to invent and build better futures for our customers and communities. At GE, this sustainability approach is embedded in the way we work with employees, customers, suppliers and investors; the technology we create; and the philanthropic partnerships we support.

GE’s business is fundamentally about people — great people, operating safely and with the highest standards of integrity and environmental protection, set our Company apart. The technologies we’re developing, particularly through our ecomagination and healthymagination commitments, are solving development challenges in ways that are practical, responsible and tailored to local needs. And fi nally GE’s philanthropy, advocacy and employee volunteers are helping to make progress in communities around the world.

As in previous years, this report covers a wide range of topics, from greenhouse gas emissions and water use to revenues and supply chain audits. The bulk of the report is focused on how GE works to help solve problems for our customers and society through innovation and operational excellence.

As we work in 2014 and beyond, we are focused on minimizing our footprint while maximizing our impact — helping to solve some of the world’s toughest challenges in infrastructure, transport, healthcare and energy.