

GE launches first Integrated Summary Report

Next-gen reporting

- ✓ Latest step in contemporizing GE's investor communications, building on recent enhancements to proxy, earnings release & 10-K
- ✓ Combines in one document most important information on GE's strategy, performance, board oversight, compensation & sustainability

First of its kind

- ✓ Some focus in Europe on integrating financial, environmental & social reporting, but these are lengthy documents at 200+ pages
- ✓ In contrast, GE has created a new, concise report that makes disclosures more accessible to a broader audience ... it boils 350+ pages of reporting down to 68

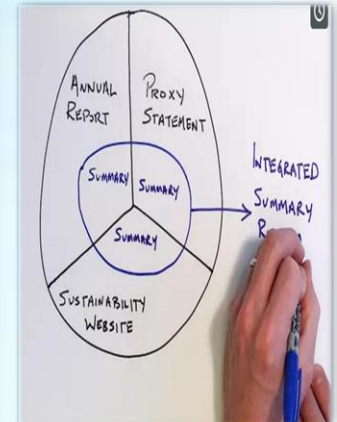
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The video



Check it out at

www.ge.com/ar2015/integrated-report

Quote from Jeff Immelt, Chair & CEO

"Public company reporting has become so complicated that what matters to investors can get lost. Our priority is to provide meaningful information that all investors can readily access. For investors to make investment and voting decisions, we don't believe that *more* information is necessarily better. Instead, we've challenged ourselves to provide *better* information. Over the past several years, we have already been enhancing our reporting in response to feedback from investors, and they have told us how much they like it. This year, we are taking it even further."

