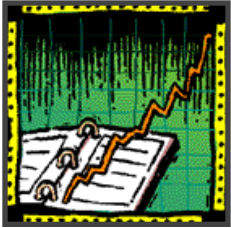


GE Information Services



**Marketing &
Sales**



**Purchasing/
Supplier**



**Logistics
Management**



**Financial
Services**



A diversified Technology, Manufacturing and Services Company with a Commitment to Achieving World Leadership in Each of Its Key Businesses.

GE Aircraft Engines

GE Appliances

GE Electrical Distribution & Control

GE Motors and Industrial Systems

GE Power Systems

GE Information Services

GE Lighting

GE Medical Systems

GE Capital Services

NBC

GE Plastics

GE Transportation Systems



GE Information Services

	SALES	NET INCOME	EMPLOYEE
1900	\$ 29 MM	\$ 6 MM	12,000
1920	\$318 MM	\$ 35 MM	82,000
1940	\$412 MM	\$ 56 MM	76,000
1960	\$ 4 B	\$200 MM	250,000
1980	\$ 25 B	\$ 1.5 B	402,000
1990	\$ 50 B	\$ 3.9 B	298,000
1995	\$ 60 B	\$ 4.7 B	216,000
1996	\$ 70 B	\$ 6.6 B	220,000



RANK	COMPANY	COUNTRY	%VOTES
1	General Electric	US	14.5
2	ABB	Swe/Switz	9.9
2	Microsoft	US	9.9
4	British Airways	UK	7.6
5	Coca-Cola	US	6.9
6	Nestle'	Switzerland	3.8
7	BMW	Germany	3.0
7	Procter&G	US	3.0
9	Fiat	Italy	2.3
9	General Motors	US	2.3
9	Hewlett-Packard	US	2.3



GE Information Services

Structure

12 businesses:

Services

- Capital Services
- NBC
- Information Services
- Trading

Core

- Appliances
- Lighting
- Power Systems
- Motors and Industrial Systems
- Transportation
- ED&C

Technology

- Aircraft Engines
- Plastics
- Medical Systems

Culture

Business Strategy

- #1 or #2 Global Markets

Business Concept

- Differentiated Resource Allocation
- Whole > Parts

Values

- Integrity
- Boundarylessness
- Speed
- Reach “**Workout**”

Big Company/Small Company Simultaneously



GE Information Services

#2 in the World

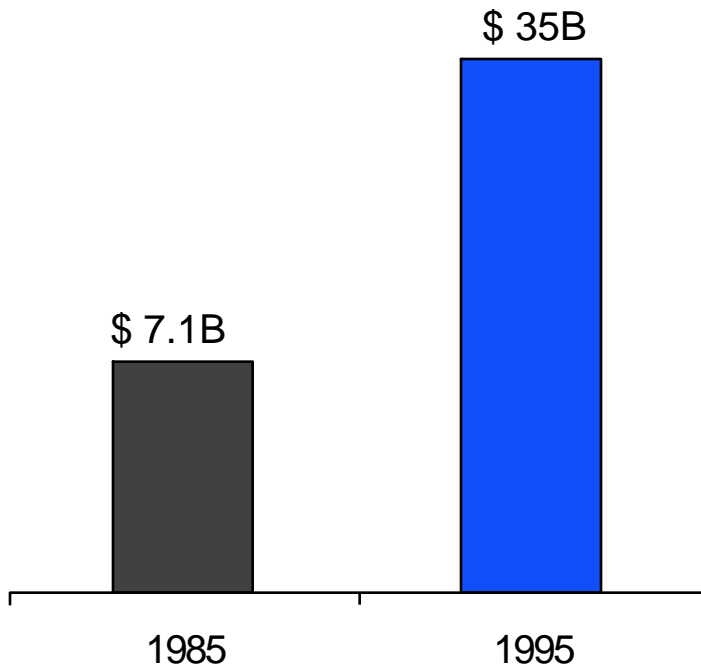
	<u>Market Value</u>	<u>1994 Sales</u>	<u>1994 Net Income</u>
NTT - Nippon Telephone&Telegraph	\$132.0	\$62.0	\$0.8
GE	87.0	60.0	4.7
ATT - American Telephone&Telegraph	78.0	75.0	4.7
Exxon	\$75.0	111.0	5.1

World's Largest Public Companies (\$ billions)

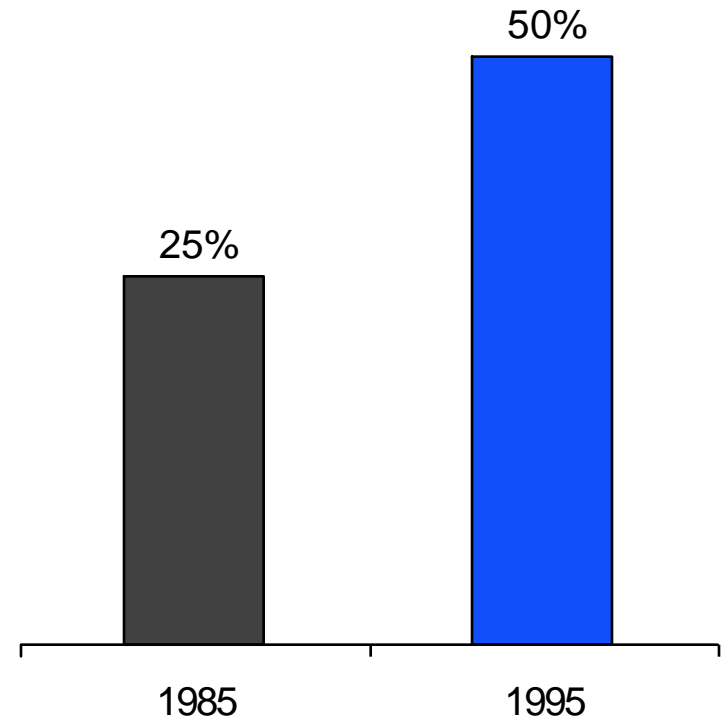


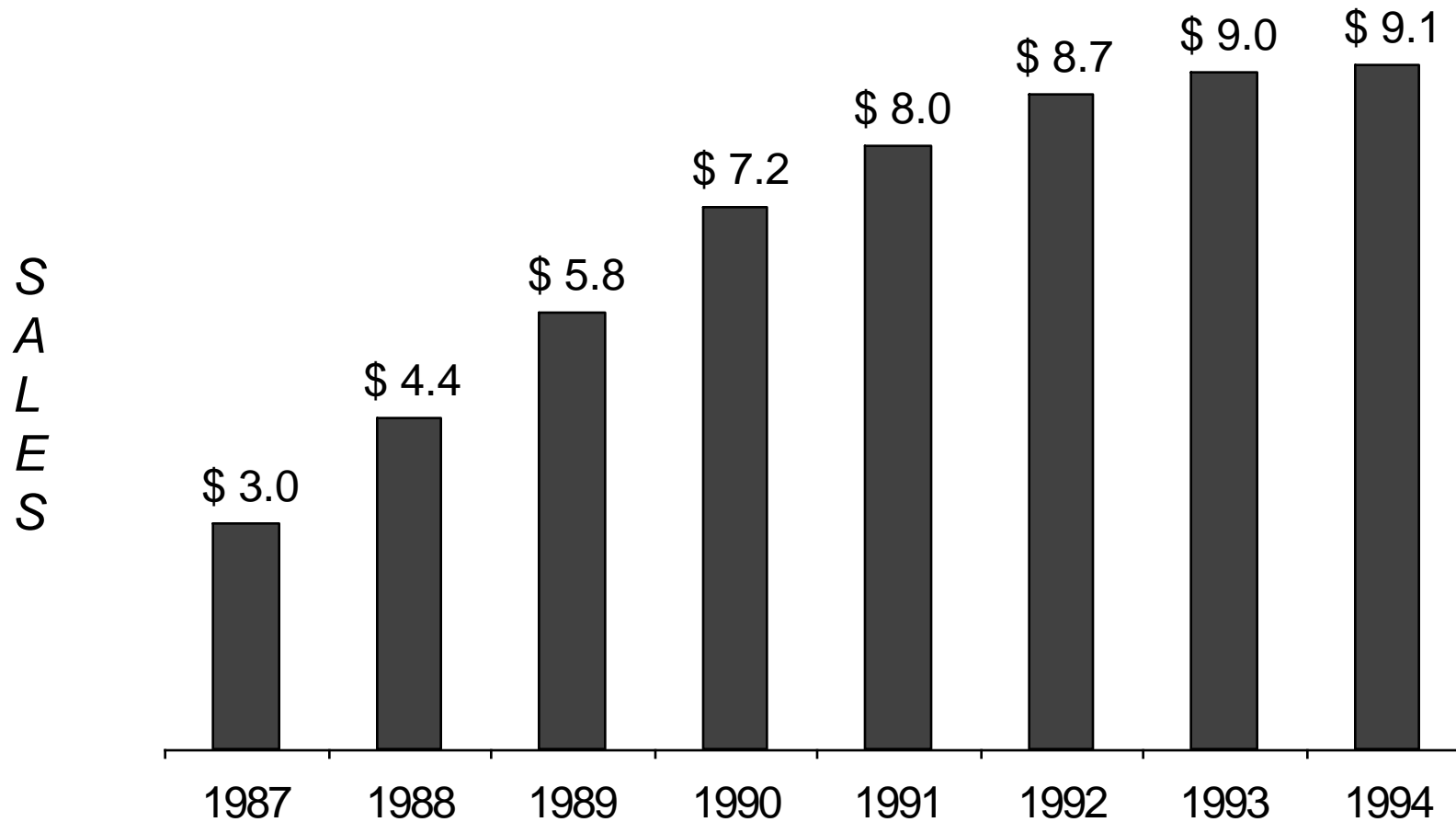
GE Information Services

Revenues



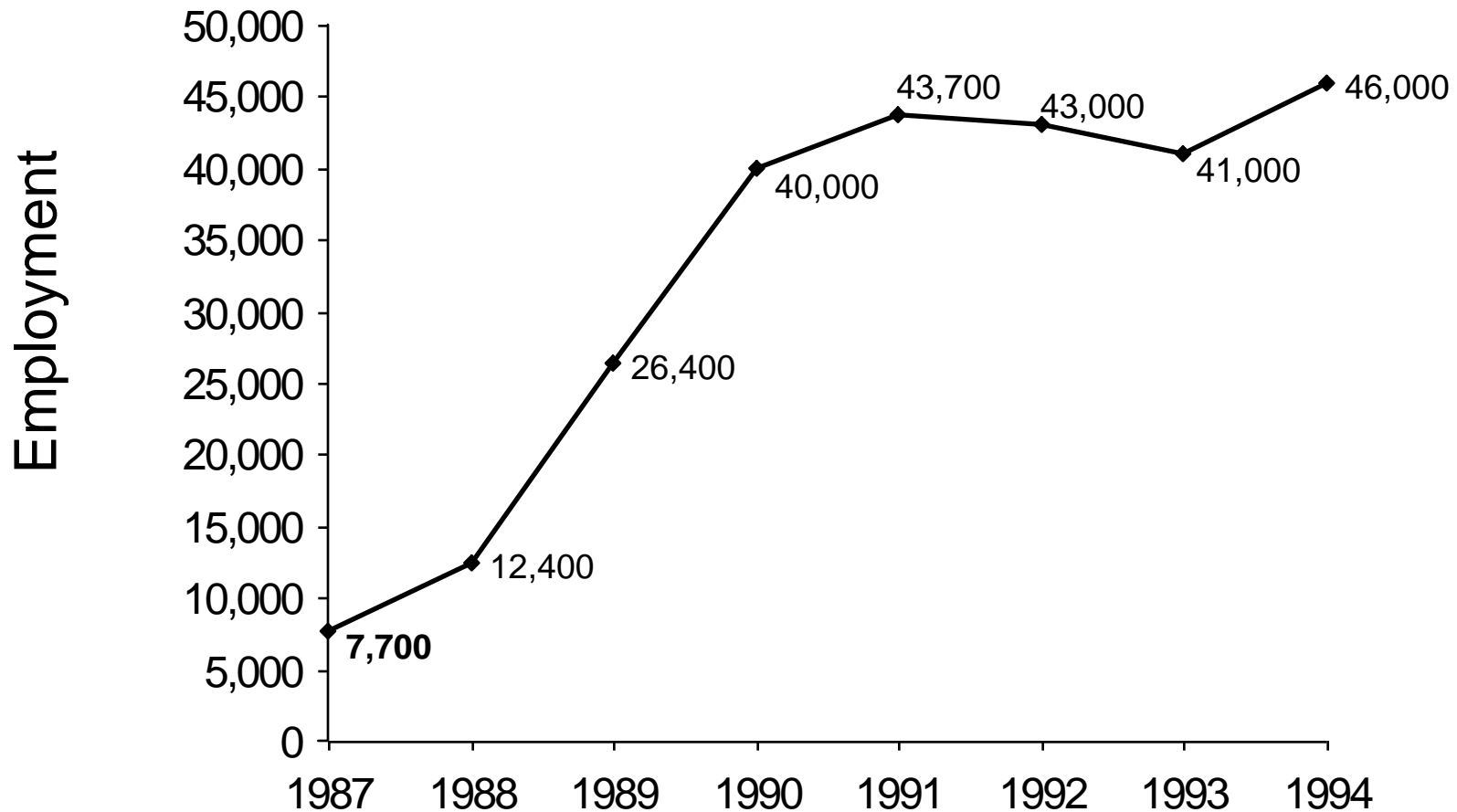
Percentage of GE Total



GE Information Services

GE European Sales Growth (\$ in billions)



GE Information Services**GE European Employment**

GE Information Services

- Business:***
- Military and commercial aircraft jet engines
 - Marine and industrial engines
 - Engine repair shops
 - Service repair shops

Revenue: \$1.6 billion

Employees: 1,450

Headquarters: Paris, France

Alliances: CFM International: GE Aircraft Engines and Snecma of France
Major Partnerships with FIAT, Alfa Romeo Avio of Italy, MTU of Germany, and Volvo-Aero of Sweden



GE Information Services

General Domestic Appliances (GDA) is the JV between GE (USA) and GEC (UK)

- Products:**
- Refrigerators and freezers
 - Electric and gas ranges
 - Washers and dryers
 - Conventional & microwave ovens
 - Dishwashers
 - Heating products
 - Showers/fans

- Brands:**
- Hotpoint
 - Creda
 - Redring
 - Xpelair
 - Cannon

Revenue: \$800 million

Employees: 9,000

Headquarters: Peterborough, England



GE Information Services

Business:

- Auto (Motor) Financial Services
- Aviation Services
- Commercial Equipment Financing
- Commercial Real Estate Financing
- Consolidated & Financial Insurance Group
- Employers Reinsurance/Reassurance
- Equity Capital Group
- Financial Guaranty Insurance Company
- Avis Fleet Services
- Genstar (Container Leasing)
- Global Project & Structured Finance
- Modular Space
- Mortgage Insurance
- Retailer/Consumer Financial Service
- TIP Trailer Rental
- Vendor Financial Services

Assets:

\$10 billion

Employees:

6,000

Headquarters:

London, England (presence in 15 countries)

Recent

Acquisitions:

Credit De L'Est

- France

Pallas Leasing

- UK

Service Bank (80%)

- Germany



GE Information Services

<i>Business:</i>	<ul style="list-style-type: none">• Business productivity solutions• Electronic commerce services• Industry applications• Consulting and software development• Worldwide client services
<i>Revenue:</i>	\$200 million
<i>Employees:</i>	600
<i>Headquarters:</i>	Paris, France
<i>Alliances:</i>	STET/IRI, telecommunications and electronics



GE Information Services

Brands:

- GE
- Mazda
- Tungsram
- Ilesa
- Luma
- Lindner

Products:

- Incandescent
- Fluorescent
- Metal Halide
- Compact Fluorescent
- Halogen
- Decorative and holiday lighting
- Miniature and sub-miniature
- Automotive

Revenue:

\$700 million

Employees:

13,000

Headquarters:

London, England

Acquisitions:

Tungsram of Hungary - 1990

- THORN EMI's European lampmaking operations - 1991
- Luma of Sweden - 1993
- Lindner of Germany - 1994
- Sivi of Italy - 1994



GE Information Services

Business:

- X-Ray systems
- Magnetic Resonance (MR) scanners
- Computed Tomography (CT) scanners
- Ultrasound
- Nuclear medicine systems
- Radiotherapy treatment and planning systems
- Positron Emission Tomography (PET)
- Imaging software & consoles
- Network products & services

Revenue: \$1.2 billion

Employees: 3,900

Headquarters: Buc, France

Acquisitions: Compagnie Générale de Radiologie - 1987



GE Information Services

- Business:**
- Pan-European television network
 - Cable services - NBC Super Channel (Europe)

Employees: 170

Headquarters: London, England

Alliances: Majority stake in Super Channel, Europe's largest general programming television service - 1993



GE Information Services

Business: High performance engineering plastics for

- Appliances/Lighting/Communications
- Re-usable consumer packaging
- Automobiles
- Home/office construction
- Polymerland (Distribution)

Operating Components:

- Resins
- Specialty Chemicals
- Superabrasives
- Silicones
- Structured Products

Revenue: \$2 billion

Employees: 3,200

Headquarters: Bergen Op Zoom, The Netherlands



GE Information Services

Power Controls is in the low voltage electrical equipment business

- Business:**
- Vynckier - Belgium
 - Unelec - France
 - Lemag - Spain
 - Herholdt - Italy
 - Cogemec - Italy
 - Agut - Spain
 - EC-Material Electrico - Portugal

- Products:**
- Circuit breakers, residential and industrial
 - Enclosures
 - Switches
 - Switchboards and switchgear
 - Control Products: contractors, starters and control units (push-buttons)
 - Wiring Devices

Revenue: \$500 M

Employees: 4,000

Headquarters: Barcelona, Spain



GE Information Services

Business:

- Steam and gas turbine generators
- Power delivery equipment and systems
- Air quality control systems
- Nuclear energy fuels and services
- Drive systems and controls
- Apparatus and engineering services
- Capacitors and power protection systems
- Meters for utility customers
- Pipeline, petrochemical and ship propulsion turbines

Revenue:

\$1.5 billion

Employees:

5,000

Headquarters:

London, England

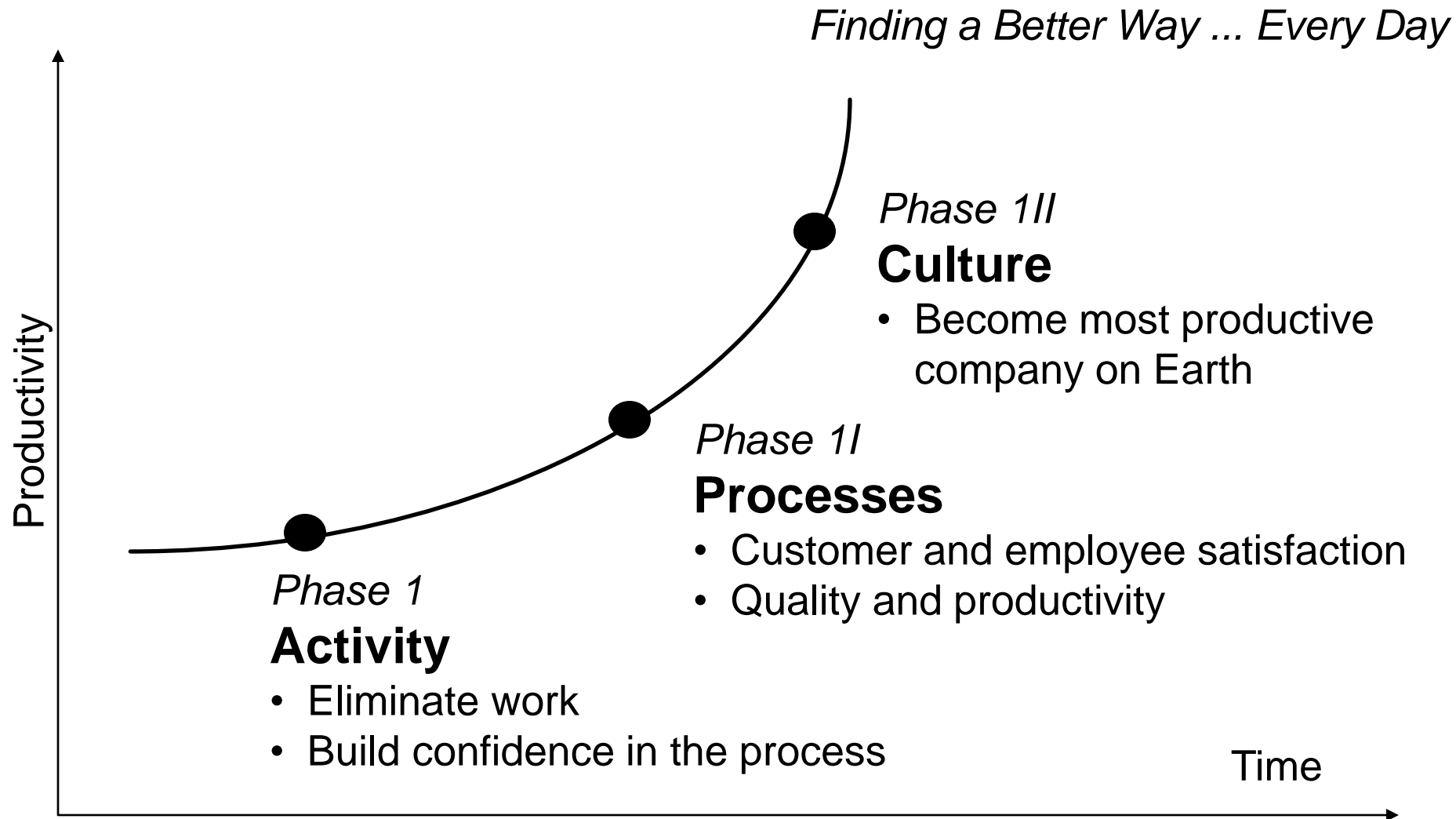
Acquisition:

- Nuovo Pignone

Alliances:

- European Gas Turbines/Kvaerner Energy/Thomassen
- John Brown Engineering/Elin Energieversorgung





Workout: an Evolutionary Process



- **Financial Strength**
- **Leadership**
- **Diversity of Businesses**
- **Global**
- **People**
- **Size**
- **Brand Image**
- **Values**
- **Innovation**
- **Technology**



10 Reasons Why GE Is a Great Company



Thank you!

