

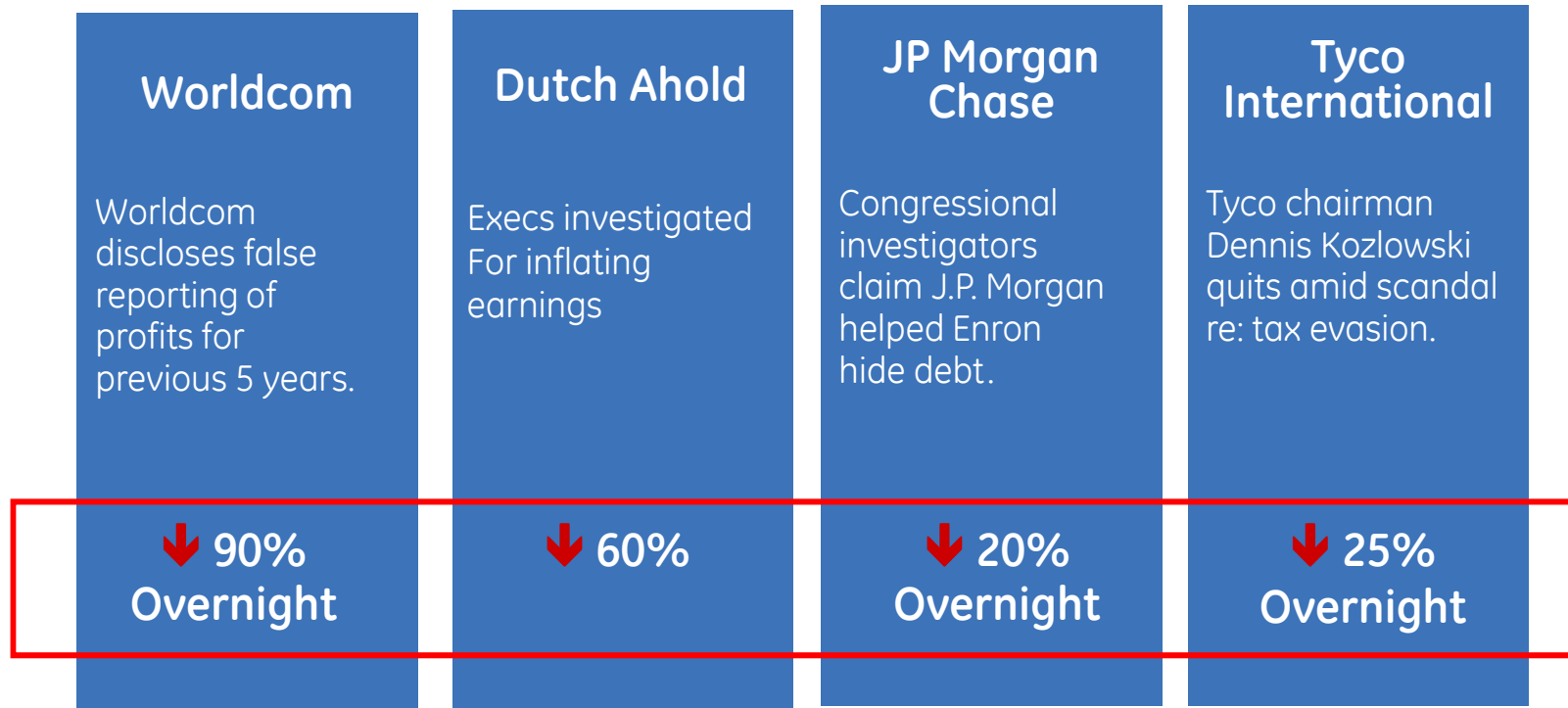
Introducing Integrity

Spirit & Letter - Policy overview

Compliance Program Agenda

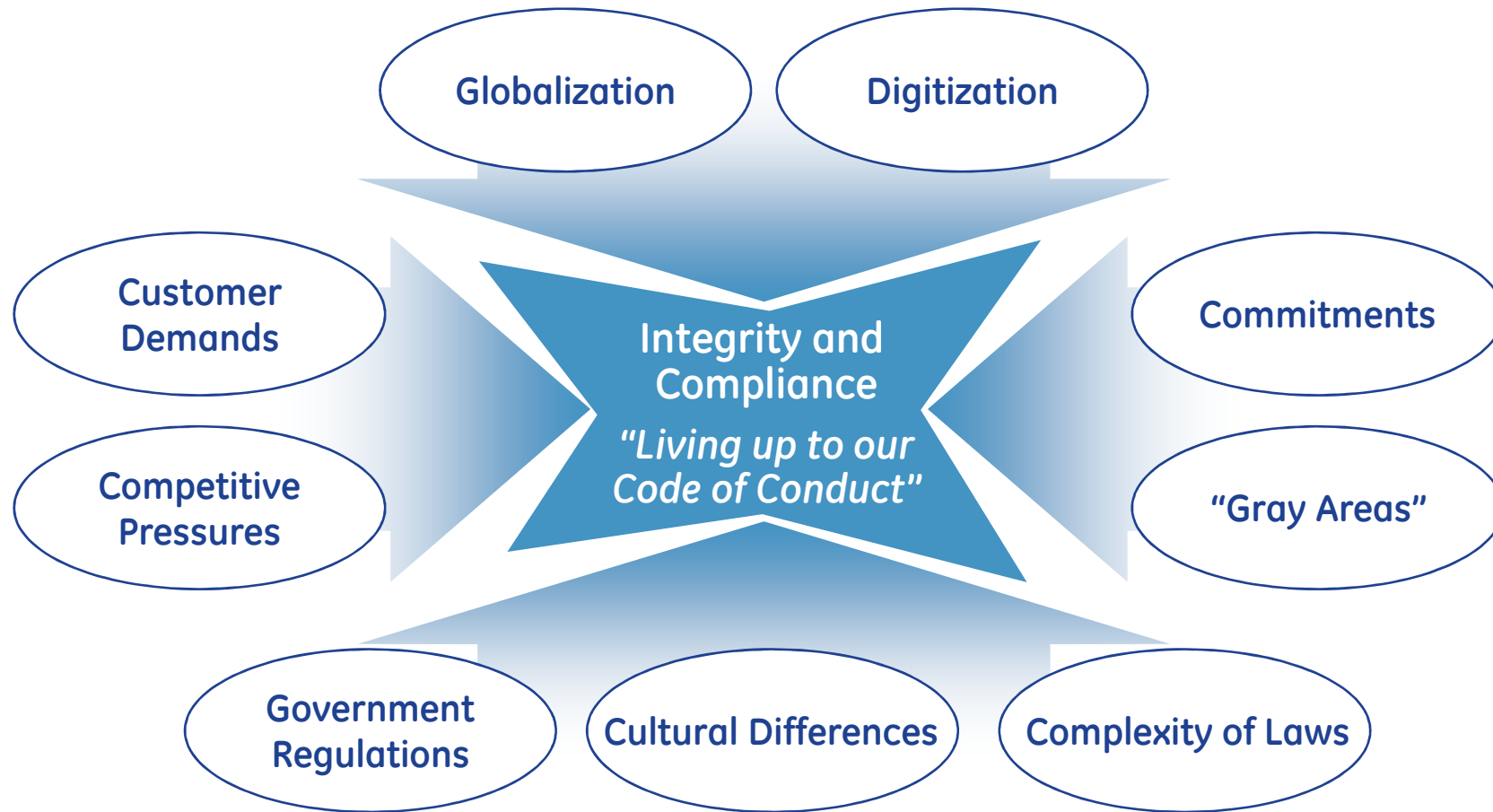
- **GE's Compliance Program**
- Policy Review
- How to Raise a Concern
- Acknowledgement

Compliance Misses: Financial Consequences



Just One Compliance Miss Can Harm Stock &
the Company's Value For Years

Why is Integrity so hard



Doing the right thing in the face of pressure is a challenge...
and many are not up to it!

The GE Difference Is...

- ✓ Leadership Commitment – Live It, No Double-Talk
- ✓ A Culture of Integrity & Compliance
- ✓ World-Class Systems
 - For Preventing Problems
 - For Detecting Problems
 - And for Responding & Remediating Problems When They Arise

Compliance – A Foundation of Competitiveness

What's at Stake

GE's Reputation

Over 100 years of quality and service that meets the highest standards of integrity and complies with applicable laws.

GE's Pride

Vast majority of employees work to the highest standards and full compliance with applicable laws and company policies.

GE's Competitiveness

Financial strength, reputation, customer and supplier relationships, jobs, employee morale, etc.

We all have a stake in GE's integrity



And The Result



Barron's: Most Respected 2005

"Investors have long memories & discerning eyes for corporate character . . . Strong management, sound business strategy and ethical business practices are considered paramount."



Fortune: World's Most Admired Company

(#1 Most Admired 1998-2002, 2005; #2 in 2003-04)



Financial Times: #1 in Corporate Governance 2003-05

(#1 Most Respected 1998-2004; #2 in 2005)



Charles LaBella (former chief of DOJ campaign finance task force)

GE has "the benchmark on compliance programs" in the U.S.

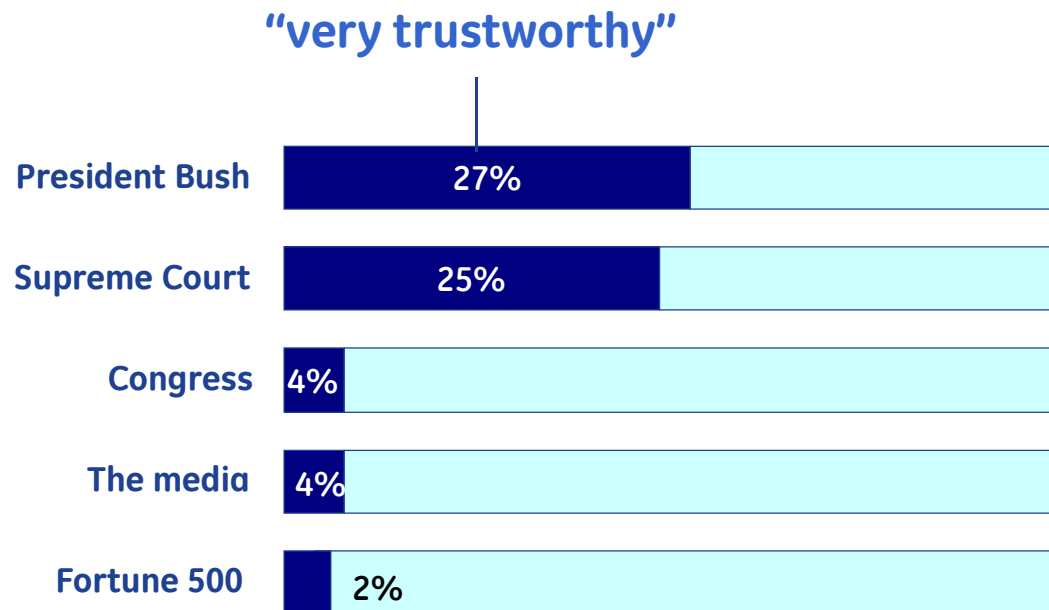
- ✓ Reputation – Up to 40% of Shareholder Value
- ✓ GE's reputation stands out despite widespread mistrust of companies. . .

But Companies Now More Distrusted Than Ever

The New York Times

Corporations are under attack

December 9, 2005



**Companies:
2%**

Some clarifications:

GE did not 'invent' integrity

- We do have an integrity program which is non-negotiable
- Being the biggest can mean we are held to a higher standard – and so are YOU!
- GE will comply with whichever is the “highest” standard.
- But U.S. Law can often apply outside of the USA, especially to affiliates of U.S. companies
- It does not matter to us if a law is ignored or not enforced in a country, we still obey it

Some clarifications:

GE's policy differs from some companies

- We do **not** appoint agents/ sales reps to do for us what GE is prohibited from doing
- We do **not** “turn a blind eye”
- We do **not** want our agents/ sales reps to “screen us” from any of its activities
- We will **not** compromise on compliance
- We realize this can put us - and you - at a disadvantage in certain markets...

... but it makes sense in the long term!