

LED Lighting Market Shares, Strategies, and Forecasts, Worldwide, 2015 to 2020

LED lamps lower the overall cost of lighting. led lighting costs are less than costs with incandescent lights when you include the cost of energy. led lamps offer up to 50,000 hours of illumination with a fraction of the energy used by traditional incandescent bulbs. LED bulbs generate 90% less heat than incandescent bulbs. LED bulbs extend time between bulb replacements.

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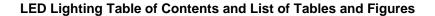
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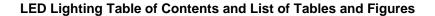
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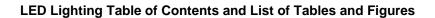
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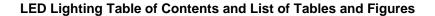
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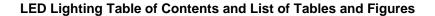
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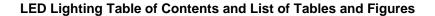
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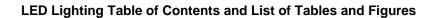
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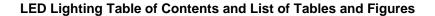
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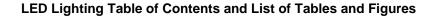
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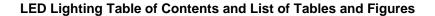
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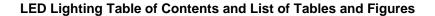
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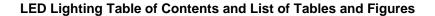
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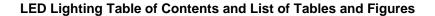
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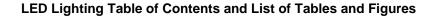
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Fixed cost recovery

Performance incentives

Work for electric utilities on a state-by-state basis

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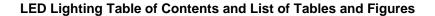
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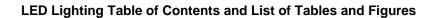
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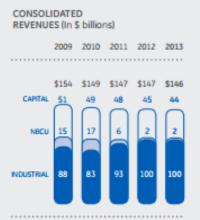
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2013 PERFORMANCE















*Excludes NBCUniversal deal-related taxes

GE Scorecard

| Industrial Segment Profit Growth | 5% |
|----------------------------------|---------|
| Cash from GE Capital | \$6B |
| Margin Growth | 60bps |
| Cash Returned to Investors | \$18.2B |

| Return on Total Capital | 11.3% |
|-----------------------------------|----------------|
| GE Capital Tier 1 Common Ratio | 11.2% |
| GE Year-End Market Capitalization | \$282B, +\$64B |
| GE Rank by Market Capitalization | #6 |

727

728

GE 2014

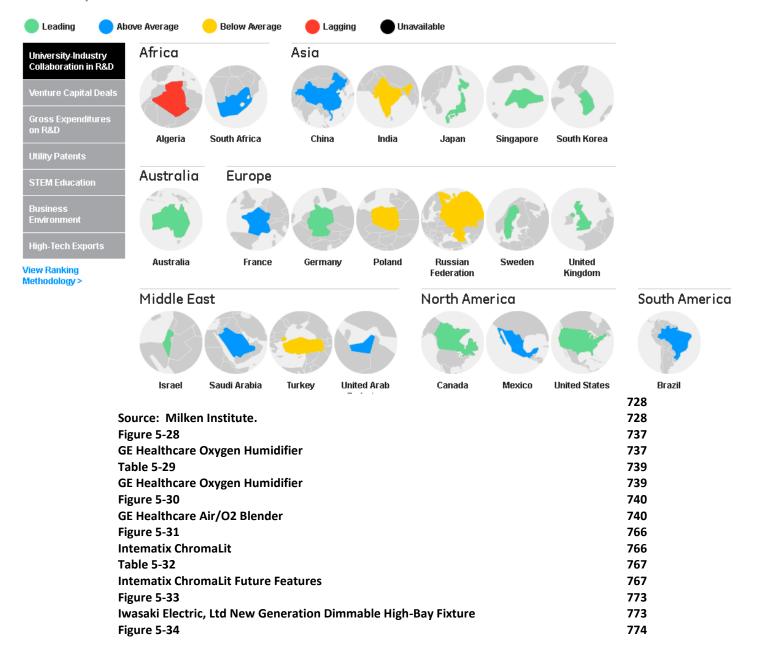
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Scorecard

The <u>Milken Institute</u> prepared the Innovation Scorecard for GE. The 22 markets surveyed were ranked on seven key indicators based on the top 100 countries in the World Economic Forum's Global Competitiveness Report 2011-2012. They were then placed in a quartile (leading, above average, below average, or lagging) based on their performance. To view a full country profile, scroll over a country and click.



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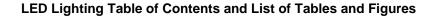
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