

CSIS Water Panel



Jon Freedman

GE

Water & Process Technologies

April 15, 2010



imagination at work

GE Company Organization

- 5 businesses operating in more than 100 countries ... 125+ years
- Over 300,000 employees worldwide
- 2009 revenue: \$157B

Energy



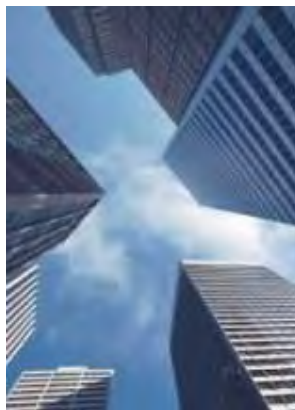
Energy Services
Oil & Gas
Power & Water

Technology Infrastructure



Aviation
Healthcare
Transportation

GE Capital



Americas
Asia Pacific
Aviation Fin. Services
Consumer Finance
EMEA
Energy Fin. Services
Real Estate

Home & Business Solutions



Appliances & Lighting
Intelligent Platforms

NBC Universal



Cable
Film
International
Network
Sports & Olympics

Becoming the global water leader

Glegg

BetzDearborn

Osmonics

Ionics

ZENON

✓ Pure Water Solutions

✓ Water & Process Specialty Chemicals

✓ Equipment & Membranes

✓ Desalination & Reuse
✓ Mobile Water

✓ Hollow Fiber Technology
✓ MBR Technology

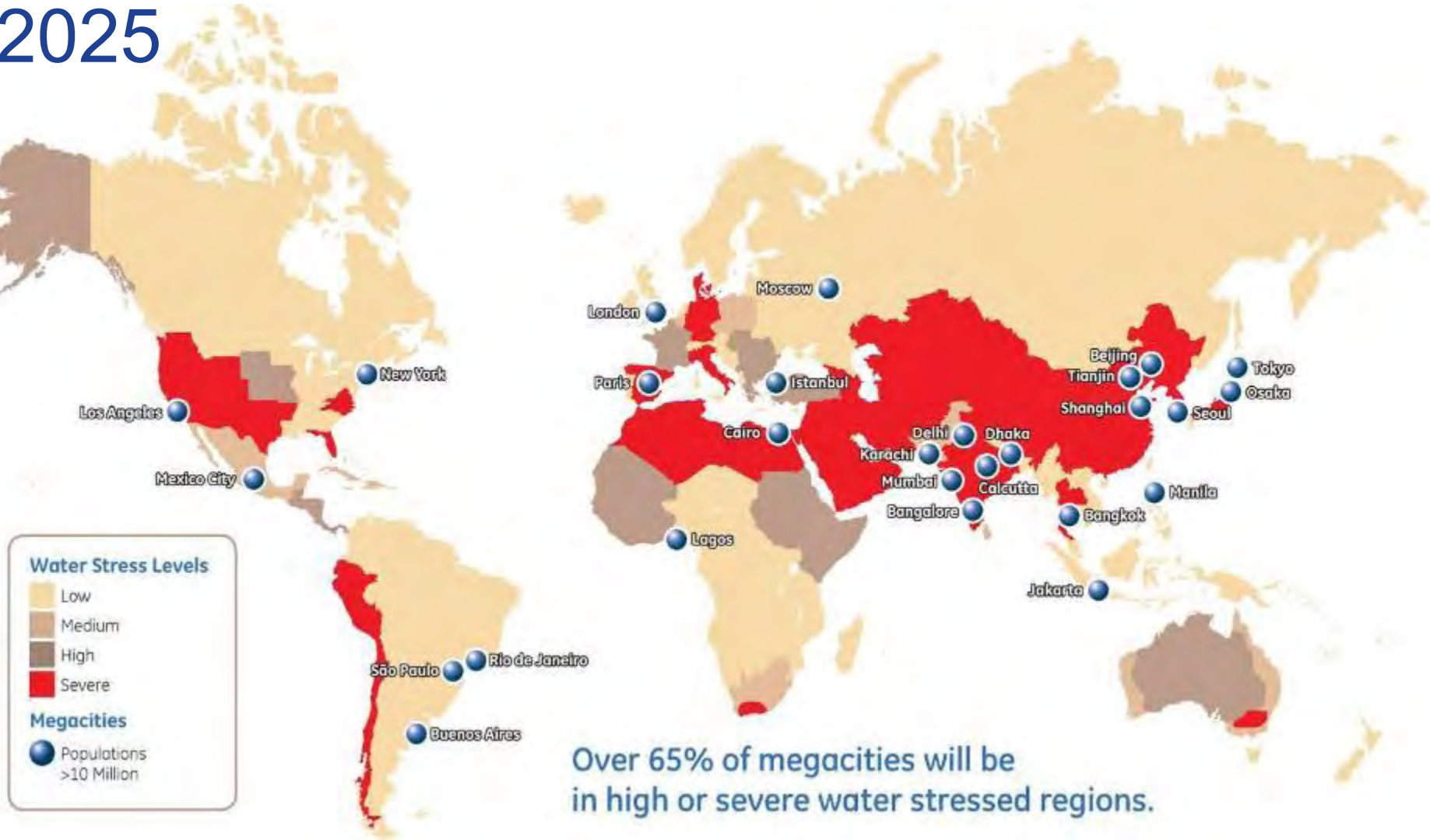


GE Water Global footprint



- HQ: Treviso, Pennsylvania
- 7,900 employees
- 130 countries
- 50,000 customers
- 50 global manufacturing sites

Water scarcity & mega-cities converge in 2025



Reuse increasing from ~4% of WW treated to 22%

US: 27% of global reuse capacity
FL will reuse 1B gal/day by '10
AZ reuses 60% of wastewater

50% of global reuse plants in EMEA

Israel, Jordan, Syria >70% reuse
Abu Dhabi ... target 100% reuse

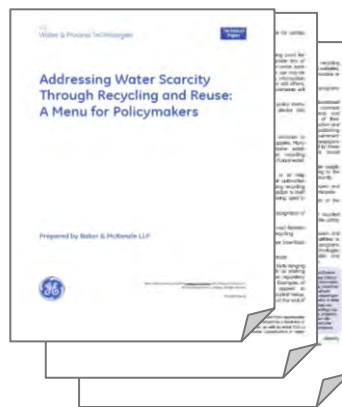
Singapore: >20% of drinking water from reuse

Australia: 13 years of drought + 18% population growth = huge reuse demand

Over 65% of megacities will be in high or severe water stressed regions.



Thought leadership



- **Global White Paper promoting greater reuse**
- **“A menu for policy makers”**
- **Downloaded >40,000 times**

'09 Crotonville Reuse Summit



- **120 attendees**
- **2-day program**
- **Government, Industry, Academia**
- **\$1B opportunity**

Environmental
performance



Operating
performance

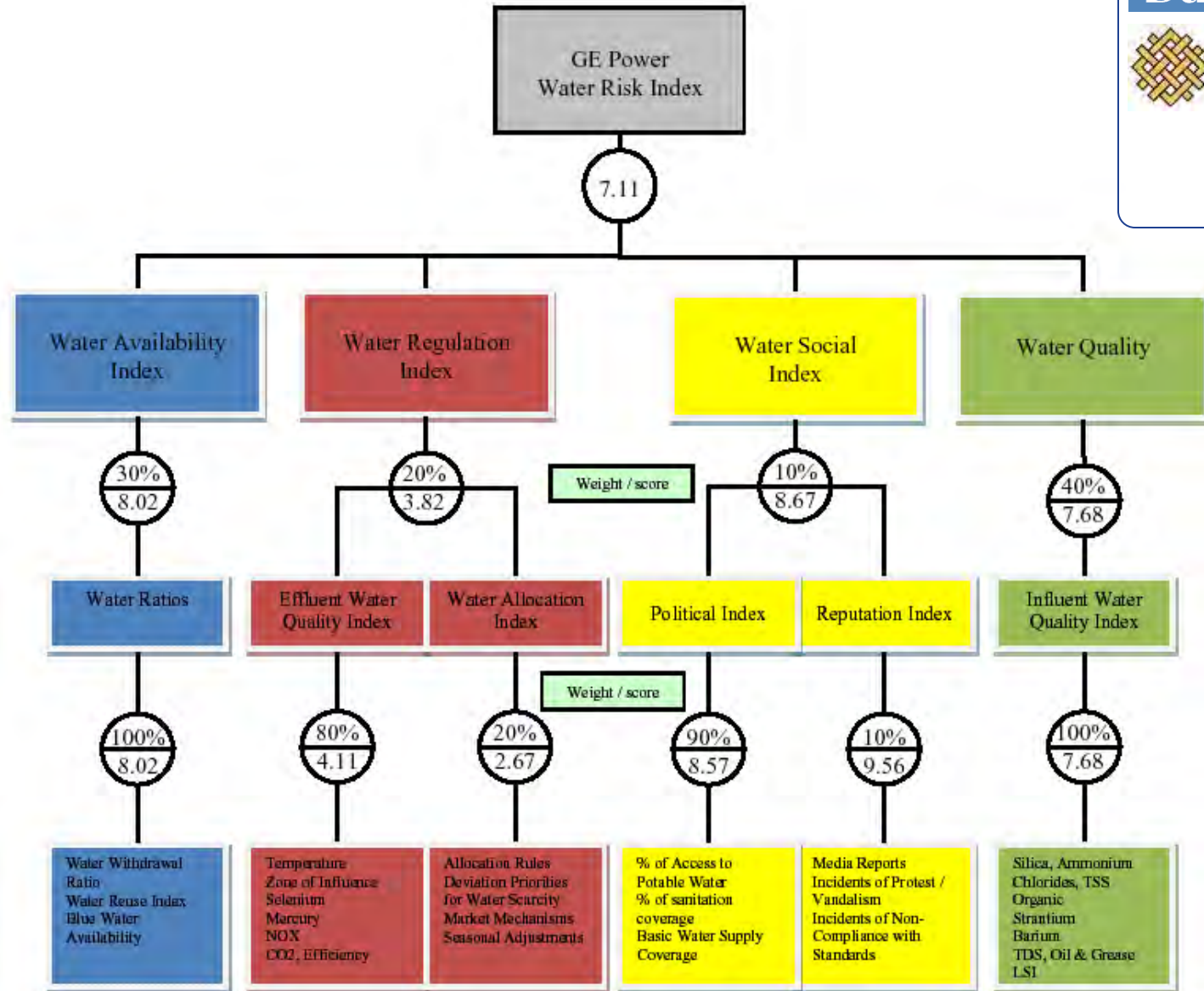
Double
R&D... \$1.5
Billion

Grow
Revenues... \$25
Billion

Reduce
Emissions

Reduce
Water

Water risk index





imagination at work

ecomaginationSM

2005 - 2010

- 1 **Double** R&D to \$1.5B by '10
- 2 **Grow** revenues to \$25B by '10
- 3 **Reduce** GHG emissions 1% by '12
- 4 **Reduce** water 20% by '12
- 5 **Inform** public

2010 - 2015

2x

- 1 **Double** R&D to \$10B
- 2 **Grow** 2X of GE's growth
- 3 **Improve** energy efficiency by 50%
- 4 **Reduce** water 25%
- 5 **Inspire** a prosperous clean economy

ecomaginationSM Water Products

Chemicals

- MetClear Metals Removal
- Cooling GenGard
- DusTreat Road Dust Control

Equipment

- SWRO Desalination
- EDR (Electrodialysis Reversal)
- Advanced Membranes
- ZeeWeed/MBR

- ABMet (Advanced Biologic Metals Removal)
- EAF (Entrapped Air Flotation)
- PRO/Titan RO
- E-Cell MK3 (EDI)
- SAGD Produced Water Evaporator

Advanced Solution

- Waste to Value