

**GE Corporate Citizenship**  
www.gecitizenship.com

### Brazilian Citizenship Priorities:

*Invest in the Company's sustainable growth, sustainable cities in this country; in health and safety of our employees; in the risks and opportunities of emerging markets; in governance and compliance.*

### Leader's Perspectives

## Brazil

At GE, being a good corporate citizen is a full-time commitment. Everyone at GE is both an employee and a global ambassador for the Company as each employee represents GE with the same level of integrity and code of conduct as instilled by *The Spirit & The Letter*. GE approaches citizenship with the same set of goals, strategies and accountability that drives the other parts of the business. The Company believes corporate citizenship is the inextricable link between integrity and performance to the point that they become one and the same, making responsible citizenship a natural part of the way GE works.



### Philanthropy and Volunteering

In the last seven years, GE Foundation donated more than US\$ 1 million per year to different organizations in Brazil. Such initiatives increased the access and the quality of volunteer work performed by GE's employees

Just in 2010, over 6,000 volunteers contributed with more than 100,000 hours to help their communities in the areas of education, environment, health and community development in Brazil. These hours completed 130 social projects and campaigns that benefited directly about 140 thousand people in over 240 organizations throughout Brazil. GE Volunteers in Brazil is represented by six management boards in São Paulo (SP), Rio de Janeiro (RJ), Campinas (SP), Petrópolis (RJ), Nordeste (PE) and Contagem (MG).

### João Geraldo Ferreira, President & CEO

We at GE believe that corporate citizenship is one of the primary pillars for sustainable growth for any company. We employ the same level of commitment in our social responsibility activities that we use to manage our businesses.



Brazil, as one of the major emerging countries, is an important market for all of GE's operations and presents a strong opportunity for the Company's development. For GE in Brazil, social responsibility activities are not faced as an additional activity, but as a key component of the company's growth playbook.

As an integral part to its DNA, GE in Brazil already has compliance and governance integrated into the way the Company does business. GE in Brazil also heavily invests in health and safety of its employees.

Since we have been in Brazil for 90 years, and we intend to be in the country for another long period of time, we continue to work on minimizing our clients' environmental impacts, as well as our own. Therefore, we invest in the sustainable growth of our business, allowing our Company to be able to keep contributing to the development of the country.

### GE, a local Company

GE is a company of advanced technology, services and finance that seeks to respond to the most complex world challenges. The Company dedicates to innovations in energy, health, transportation and infrastructure and operates in over 100 countries, employing about 300.000 people globally. In Brazil, GE has been active since 1919, and has offices distributed in different States and also manufacturing sites in São Paulo, Rio de Janeiro and Minas Gerais. All five large GE business units are present in Brazil and employ about 6,000 people.

**Units in Brazil:** Petrópolis-RJ, Contagem-MG (3), Jandira-SP, Campinas-SP, Sorocaba-SP, Macaé-RJ, Cotia-SP  
**Revenue in 2010:** US\$2.6 billion

### GE Celma

The involvement of GE in Petrópolis is an example of the initiatives that a company may take to bring positive impacts in the emerging markets. GE Celma is an airplane engines facility that renders services to customers in Latin America, United States and Europe. GE Celma differentiates itself due to its leadership, management systems, innovative practices and strong core of workers who are proud members of the local community. In this plant, their leaders have set up a chain of resources and inputs that create value not only for GE, but also for its customers, business partners, government entities and local economy.

In 2010, GE Celma conducted 44 projects benefitting 75 institutions. This was made possible by the support of more than 280 Company's volunteers, who invested about 14,087 hours. The fellow workers participated in projects such as "Costurando Realidades", whose objective is the professional skills development in industrial sewing, allowing the learning of a professional activity and the insertion of workers in the labor market. This project is implemented in the Instituição São Charbel, that was set up almost 25 years ago and that currently provides benefits to 150 people. A total of 16 sewing machines has been donated to the institution and the project, and there was a refurbishing and adaptation of the space for the classes. The initial duration of the project is one year, and during this period 30 mothers from the community should develop their capabilities. The partnership between GE Celma and the institution already made feasible several improvements of the space, thus allowing the inclusion of children in different educational activities, such as the construction of an IT room, the refurbishing of the kitchen and of the classrooms. This is GE pillar that operates actively to take care of its local community.

To obtain more information on GE Celma, visit: [http://www.ge.com/citizenship/news\\_features/features\\_celma.jsp](http://www.ge.com/citizenship/news_features/features_celma.jsp)

### GE Transportation

GE Transportation locomotives plant, located in Contagem, Minas Gerais, was set up in 1967 to manufacture and maintain locomotives. The unit expects to manufacture 120 locomotives in 2011, almost doubling the units produced in the previous year. GE Transportation is committed with the market and it has been investing ever more in this industry. In 2010, the company closed the largest contract in the railroad history in this Country with MRS Logística. The agreement covered an order of R\$ 600 million for the delivery of 115 locomotives between 2011 and 2015. In addition, some US\$ 50 million have been announced for the expansion of the plant with the intention to diversify the portfolio and reach for the external market. Another project of the Company is to build a new plant and turn Brazil into an exporting hub. GE Transportation is the only locomotive manufacturer in this country and the business expansion generates a great growth potential for the GE in Brazil.

### GE, 90 years in Brazil

In 2010, in order to celebrate GE 90 years in Brazil, the company launched the campaign 90 thousand: three ideas, 90 thousand actions. Based on three main pillars - education, volunteering and health - the objective of the project dealt with the donation of 90 thousand volunteering hours, 90 thousand books and 90 thousand kilos of food. As a result, there were more than 108 thousand hours, over 104 thousand books and more than 122 thousand kilos of food donated to 237 NGOs, reaching 47 cities throughout Brazil. This is one additional GE way to show its work conducted with Social Responsibility and established its presence in Brazil. GE deploys volunteers in 47 different countries, and the campaign 90 Thousand was there to stress the commitment of the Company with the development of Brazil.

### Global Research Center – GRC

Last year, GE announced that Brazil will host the fifth Global Research Center of the company and the first in Latin America. Some US\$ 100 million will be invested for the set up of the center in Rio de Janeiro, and that will begin operations in 2012. The Global Research Center will initially employ 200 people, including researchers and engineers, and its scope will be geared principally to the energy area, with focus in oil and gas. In addition, the Center will also be dedicated to research of technology for energy, health, aviation, mining, transport and biofuels, among others. GE also signed cooperation agreements with universities and renowned Brazilian companies for future development of research partnerships. The agreements were entered into with the City of Rio de Janeiro, the State of Rio de Janeiro, Federal University of Rio de Janeiro (UFRJ / COPPE), Instituto de Pesquisa e Tecnologia (IPT), Ministry of Science and Technology (MCT), Vale, MRS Logística and, recently, with the Group EBX. The GE Global Research Center means local research development of new technologies, mainly to meet the needs of Brazil in connection with the local infrastructure bottlenecks, besides promoting local innovation development. GE plans to transform the region into an export hub.

### Strategic Business

#### Ecomagination ([www.ecomagination.com](http://www.ecomagination.com))

The Ecomagination platform meets the needs of GE customers' energy efficiency, with sustainable and innovative solutions. The most promising areas for investment and development of new technologies are the areas of infrastructure, aviation, energy, water, transportation and energy financing. The Ecomagination products and solutions portfolio in this country already exceeds the landmark of 40 products, including the area of water treatment, transportation, energy, aviation, oil and gas and mining.

Since January 2010, GE, in an important partnership with Petrobrás, rolled out two turbines for electric energy generation, sugar cane ethanol-fired. These are Ecomagination products, supplying power to the city of Juiz de Fora, using a clean energy source, significantly reducing greenhouse gases emissions and water use. In addition, GE has produced almost 50 Jenbacher Motors to be installed in the Amazon Forest, minimizing environmental impacts and preserving such an important region for the country.

#### Healthymagination ([www.healthymagination.com](http://www.healthymagination.com))

Healthymagination is a high investment business strategy focusing on better health that should benefit more people at reduced costs. In order to attain the bold goals of reducing the procedures costs with GE technology and improving access of the population to essential health technologies, the Company is redirecting its research and product development efforts. One of the products of the platform Healthymagination, the new mobile surgical arch Brivo OEC 850, is already available in the Brazilian market. It is used in general and orthopedic surgeries and is ideal to equip hospitals, clinics and emergency rooms. With its features of accessibility, low cost and quality, Brivo OEC 850 is only one example of the advantage of the Healthymagination products

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