

Best,
Ari



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Passion to Perform

Items For Attention - Voluntary Offer Details

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Description	GENERAL ELEC CO GTD
Symbol	GE4317670
CUSIP	369604BM4
Offer	EXCHANGE
Offer Description	OFFER BY GENERAL ELECTRIC CO.
Subject To IRC 302 Withholding	NO
Other Offers Available	

Offer Dates

Cut-Off Date	01/15/2016	Cut-Off Time	19.00.00
Withdrawal Date	01/15/2016	Withdrawal Time	12.00.00
Expiration Date	01/19/2016	Expiration Time	23.59.00
Protected Date			

Offer Details

Odd Lot	Over Subscribe
Minimum Bid	Maximum Bid
Increments	Multiplier Factor

+ + FOREIGN RESTRICTIONS: THE PROSPECTUS DOES NOT CONSTITUTE AN OFFER TO BUY OR SELL OR A SOLICITATION OF AN OFFER TO BUY OR SELL EITHER OLD PREFERRED STOCK OR NEW PREFERRED STOCK IN ANY JURISDICTION IN WHICH, OR TO OR FROM ANY PERSON TO OR FROM IT IS UNLAWFUL TO MAKE SUCH OFFER OR SOLICITATION UNDER APPLICABLE SECURITIES LAWS OR OTHERWISE. THE DISTRIBUTION OF THE PROSPECTUS IN CERTAIN JURISDICTIONS (INCLUDING, BUT NOT LIMITED TO, AUSTRALIA, BELGIUM, CANADA, THE EUROPEAN ECONOMIC AREA, FRANCE, ISRAEL, ITALY, POLAND, SWITZERLAND, AND THE UNITED KINGDOM) MAY BE RESTRICTED BY LAW. PERSONS INTO WHOSE POSSESSION THE PROSPECTUS COMES ARE REQUIRED TO INFORM THEMSELVES ABOUT, AND TO OBSERVE, ANY SUCH RESTRICTIONS. + GENERAL OFFER TERMS: GENERAL ELECTRIC COMPANY IS OFFERING TO EXCHANGE ANY AND ALL OF THE ABOVE OUTSTANDING SHARES (THE 'OLD PREFERRED STOCK') FOR THEIR NEWLY ISSUED 5.00 PERCENT FIXED-TO-FLOATING RATE NON-CUMULATIVE PERPETUAL PREFERRED STOCK SERIES D (THE 'NEW PREFERRED STOCK') AT AN EXCHANGE CONSIDERATION DESCRIBED BELOW. + EXCHANGE CONSIDERATION: FOR EACH SHARE OF THE ABOVE OLD PREFERRED STOCK VALIDLY TENDERED (AND NOT VALIDLY WITHDRAWN) AND ACCEPTED IN THE EXCHANGE OFFER, HOLDERS WILL RECEIVE ONE SHARE OF NEW PREFERRED STOCK PLUS A CASH PAYMENT OF USD10.00 PER SHARE OF OLD PREFERRED STOCK EXCHANGED. + THE NEW PREFERRED STOCK WILL BE IDENTICAL TO THE OLD PREFERRED STOCK, EXCEPT THAT THE DIVIDEND RATES ON THE NEW PREFERRED STOCK WILL BE HIGHER, AND THE FIRST AVAILABLE REDEMPTION DATE WILL BE 01/21/21. + REDEMPTION: GENERAL ELECTRIC MAY REDEEM ANY OF THE NEW PREFERRED STOCK, AT THEIR OPTION, TO THE EXTENT OF LAWFULLY AVAILABLE FUNDS, IN WHOLE OR IN PART, FROM TIME TO TIME, ON ANY DIVIDEND PAYMENT DATE ON OR AFTER 01/21/21, AT A REDEMPTION PRICE EQUAL TO USD1,000 PER SHARE, PLUS ANY DECLARED AND UNPAID DIVIDENDS TO, BUT NOT INCLUDING, THE REDEMPTION DATE OF THE NEW PREFERRED STOCK. + EACH SHARE OF THE OLD PREFERRED STOCK HAS A LIQUIDATION PREFERENCE OF USD1,000 PER SHARE. AS A RESULT, ALL INSTRUCTIONS MUST BE MADE IN DENOMINATIONS OF USD1,000 AND MULTIPLES OF USD1,000 IN EXCESS THEREOF. + NOTE: PARTICIPATING HOLDERS TENDERING OLD PREFERRED STOCK THAT IS ACCEPTED IN THE OFFER WILL RECEIVE A CASH PAYMENT EQUIVALENT TO A DIVIDEND ACCRUING AT THE 5.00 PERCENT PER ANNUM FIXED DIVIDEND RATE OF THE NEW PREFERRED STOCK FROM 12/15/21 TO THE COMPLETION OF THE EXCHANGE OFFER. + A MAILING WILL BE MADE TO HOLDERS. PLEASE REVIEW THE OFFER DOCUMENT FOR FULL OFFER DETAILS. + //IF YOU QUALIFY AND WISH TO PARTICIPATE IN THE EXCHANGE OFFER VIA IFA, SELECT 'POSITIONS' THEN ENTER INSTRUCTIONS UNDER 'OPTION 1' UNDER THE EXCHANGE OFFER. TO EXCHANGE VIA THE REOR SYSTEM USE OFFER CODE 'EXC'. PLEASE NOTE THAT IN GENERAL TERMS, THE PAY DATE FOR VOLUNTARY CORPORATE ACTIONS IS 7-10 BUSINESS DAYS AFTER THE OFFER EXPIRES. ++MARISOL++
