



GE Achieves Important Breakthrough in Chinese Market by Providing Key Technologies to the Private Metal Industry

- *Bidding as the Sole International Company, GE Excels in Competition to Win Key Deal Thanks to Strong Local Presence and Expertise*
- *GE's Technologies Will Improve Availability of Tianjin Xinyu Color Plate's Continuous Galvanizing Lines by 10 Percent and the Surface Quality of Its Steel Sheets by 40 Percent*
- *In Addition to Helping Tianjin Xinyu Manufacture Superior Products, GE's Technologies Will also Allow It to Reduce the Energy Consumption and Emissions for Its Operations*

TIANJIN, CHINA—February 25, 2016—GE (NYSE: GE) announces that the company has won an important contract with Tianjin Xinyu Color Plate Co, Ltd., one of the leading coating steel manufacturers in China. As the first deal of its kind, it marks GE's ability to bring high added value solutions to China's metal industry while opening major new avenues for the company in this region.

As the only international company bidding among strong local competitors, GE has been awarded the contract to provide power distribution and low voltage (LV) drives as an electrical and automation solution for Tianjin Xinyu Color Plate's two greenfield continuous galvanizing lines (CGL), which produce galvanized steel sheets for white goods and construction industries.

GE's highly efficient insulated gate bipolar transistor-based LV7000 converters and high-performance controllers will allow Tianjin Xinyu Color Plate to manufacture high-quality galvanized steel while making the entire production of CGL increasingly efficient and reliable. GE's high-quality offering guarantees better performance, thereby increasing yield and reducing the scrap rate at the same time. GE technology will enable Tianjin Xinyu Color Plate to benefit from a 40 percent improvement in the surface quality of its steel sheets while increasing the availability of the CGL by 10 percent. With a local team capable of providing rapid support, GE is committed to reducing future downtime while consistently helping to improve the global availability of the CGL.

"With GE's global expertise and strong local presence, we have the best of both worlds. Their high-quality and efficient solutions will enable us to manufacture a superior product while reducing our emissions and energy consumption. Their local presence means we are assured the necessary training for our staff and a long-term technological partnership will be an intricate part of our agreement. We are excited to be working together with GE and are confident that our project will yield positive returns," said Mr. Baoxin Du, chairman, Tianjin Xinyu Color Plate.

"We are proud to have been selected by Tianjin Xinyu for this project. China is an important market where we enjoy a considerable presence, and being present in the private sector of the metal industry through this deal has opened an entirely new arena for us," Rolf Hoehnel, Central & East Europe Sales Leader - Service, GE's Power Conversion business. "Through our superior technologies, we are committed to providing the best value to Tianjin Xinyu Color Plate and hope that this deal is the prelude to many more projects to come in the private metal industry."

Demonstrating GE's competence and understanding of local markets, this contract is a milestone in providing specific industry solutions rich in technology while tailoring them to help China's private steel makers continually improve their product and process.

About GE

GE (NYSE: GE) is the world's Digital Industrial Company, transforming industry with software-defined machines and solutions that are connected, responsive and predictive. GE is organized around a global exchange of knowledge, the "GE Store," through which each business shares and accesses the same technology, markets, structure and intellect. Each invention further fuels innovation and application across our industrial sectors. With people, services, technology and scale, GE delivers better outcomes for customers by speaking the language of industry. www.ge.com

About GE Power Conversion

GE Energy Connections provides customers with electrical solutions that enable local utilities and energy-intensive industries to more efficiently manage electricity from the point of generation to consumption. GE's Power Conversion business, a business unit of GE Energy Connections, applies the science and systems of power conversion to help drive the electrification of the world's energy infrastructure by designing and delivering advanced motor, drive and control technologies that evolve today's industrial processes for a cleaner, more productive future. Serving specialized sectors such as energy, marine, oil and gas, renewables and industry, through customized solutions and advanced technologies, GE Power Conversion partners with customers to maximize efficiency. To learn more, please visit: www.gepowerconversion.com.

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