

GENERAL ELECTRIC CO  
Form DEFA14A  
March 10, 2015

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**  
Washington, D.C. 20549

**SCHEDULE 14A INFORMATION**

Proxy Statement Pursuant to Section 14(a) of the Securities Exchange Act of 1934

Filed by the Registrant

Filed by a Party other than the Registrant

**Check the appropriate box:**

- Preliminary Proxy Statement
- Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))
- Definitive Proxy Statement
- Definitive Additional Materials
- Soliciting Material under § 240.14 a-12

**General Electric Company**

(Name of Registrant as Specified In Its Charter)

**Payment of Filing Fee (Check the appropriate box):**

No fee required.

Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.

- (1) Title of each class of securities to which the transaction applies:
- (2) Aggregate number of securities to which the transaction applies:
- (3) Per unit price or other underlying value of the transaction computed pursuant to Exchange Act Rule 0-11 (set forth the amount on which the filing fee is calculated and state how it was determined):
- (4) Proposed maximum aggregate value of the transaction:
- (5) Total fee paid:

Fee paid previously with preliminary materials.

Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.

- (1) Amount Previously Paid:
- (2) Form, Schedule or Registration Statement No.:
- (3) Filing Party:
- (4) Date Filed:

**IMPORTANT ANNUAL MEETING INFORMATION**

**Vote by Internet**

Go to [www.investorvote.com/GE](http://www.investorvote.com/GE)  
or scan the QR code with your mobile device  
Follow the steps outlined on the secure website

## Shareowner Meeting Notice

### **Important Notice Regarding the Availability of Proxy Materials for the General Electric Company Shareowner Meeting to be Held on Wednesday, April 22, 2015 at 10:00 a.m., Central Time.**

Under Securities and Exchange Commission rules, you are receiving this notice that the proxy materials for the annual shareowners meeting are available on the Internet or by mail. Follow the instructions below to view the materials and vote online or request a copy. The items to be voted on and location of the annual meeting are on the reverse side. Your vote is important!

**This communication is not a form of voting and presents only an overview of the more complete proxy materials, which contain important information and are available to you on the Internet. We encourage you to access and review all of the information contained in the proxy materials before voting. The proxy statement and annual report are available at:**

[www.investorvote.com/GE](http://www.investorvote.com/GE)

**Easy Online Access A Convenient Way to View Proxy Materials and Vote**  
**When you go online to view materials, you can also vote your shares.**

**Step 1:** Go to [www.investorvote.com/GE](http://www.investorvote.com/GE).

**Step 2:** Click on the icon on the right to view current meeting materials.

**Step 3:** Return to the investorvote.com window and follow the instructions on the screen to log in.

**Step 4:** Make your selection as instructed on each screen to select delivery preferences and vote.

**When you go online, you can also help the environment by consenting to receive electronic delivery of future materials.**

**Obtaining a Copy of the Proxy Materials** If you want to receive a paper or email copy of these documents, you must request one. There is no charge to you for requesting a copy. Please make your request for a copy as instructed on the reverse side on or before April 8, 2015 to facilitate timely delivery.

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## Shareowner Meeting Notice

**General Electric's Annual Meeting of Shareowners will be held on Wednesday, April 22, 2015 at the Cox Convention Center, 1 Myriad Gardens, Oklahoma City, OK 73102, at 10:00 a.m., Central Time.**

**Proposals to be voted on at the meeting are listed below along with the Board of Directors' recommendations.**

**Your Board of Directors recommends a vote FOR all nominees listed.**

Election of Directors: 1. W. Geoffrey Beattie, 2. John J. Brennan, 3. James I. Cash, Jr., 4. Francisco D'Souza, 5. Marijn E. Dekkers, 6. Susan J. Hockfield, 7. Jeffrey R. Immelt, 8. Andrea Jung, 9. Robert W. Lane, 10. Rochelle B. Lazarus, 11. James J. Mulva, 12. James E. Rohr, 13. Mary L. Schapiro, 14. Robert J. Swieringa, 15. James S. Tisch, 16. Douglas A. Warner III

**Your Board of Directors recommends a vote FOR management proposals 1 and 2.**

1. Advisory Approval of Our Named Executives' Compensation
2. Ratification of KPMG as Independent Auditor for 2015

**Your Board of Directors recommends a vote AGAINST shareowner proposals 1 through 5.**

1. Cumulative Voting
2. Written Consent
3. One Director from Ranks of Retirees
4. Holy Land Principles
5. Limit Equity Vesting upon Change in Control

**PLEASE NOTE YOU CANNOT VOTE BY RETURNING THIS NOTICE. To vote your shares you must vote online or request a paper copy of the proxy materials to receive a proxy card. If you wish to attend and vote at the meeting, please bring this notice with you. Please see the proxy statement for additional information on how to attend the meeting and vote in person.**

### **Here's how to order a copy of the proxy materials and select a future delivery preference:**

**Paper copies:** Current and future paper delivery requests can be submitted via the telephone, Internet or email options below.

**Email copies:** Current and future email delivery requests must be submitted via the Internet following the instructions below. If you request an email copy of current materials you will receive an email with a link to the materials.

**PLEASE NOTE:** You must use the number in the shaded bar on the reverse side when requesting a set of proxy materials.

**Internet** Go to [www.investorvote.com/GE](http://www.investorvote.com/GE). Follow the instructions to log in and order a copy of the current meeting materials and submit your preference for email or paper delivery of future meeting materials.

**Telephone** Call us free of charge at 1-866-641-4276 and follow the instructions to log in and order a paper copy of the materials by mail for the current meeting. You can also submit a preference to receive a paper copy for future meetings.

**Email** Send an email to [investorvote@computershare.com](mailto:investorvote@computershare.com) with "Proxy Materials General Electric Company" in the subject line. Include in the message your full name and address, plus the number located in the shaded bar on the reverse, and state in the email that you want a paper copy of current meeting materials. You can also state your preference to receive a paper copy for future meetings.

**To facilitate timely delivery, all requests for a paper copy of the proxy materials must be received by April 8, 2015.**

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**\*\*\* Exercise Your *Right* to Vote \*\*\***  
**Important Notice Regarding the Availability of Proxy Materials for the  
Shareowner Meeting to Be Held on April 22, 2015.**

**GENERAL ELECTRIC COMPANY**

Meeting Information

Meeting Type: Annual Meeting  
For holders as of: February 23,  
2015

**Date:** April 22, 2015 **Time:** 10:00 a.m.,  
Central Time

Location: Cox Convention Center  
1 Myriad Gardens  
Oklahoma City, OK 73102

You are receiving this communication because you hold shares in the company named above.

This is not a ballot. You cannot use this notice to vote these shares. This communication presents only an overview of the more complete proxy materials that are available to you on the Internet. You may view the proxy materials online at [www.proxyvote.com](http://www.proxyvote.com), scan the QR code on the reverse side, or easily request a paper copy (see reverse side).

We encourage you to access and review all of the important information contained in the proxy materials before voting.

See the reverse side of this notice to obtain proxy materials and voting instructions.

## Before You Vote

### *How to Access the Proxy Materials*

**Proxy Materials Available to VIEW or RECEIVE:**

NOTICE AND PROXY STATEMENT      ANNUAL REPORT

**How to View Online:**

Have the information that is printed in the box marked by the arrow      XXXX XXXX XXXX XXXX (located on the following page) and visit:  
*www.proxyvote.com*, or scan the QR code below.

**How to Request and Receive a PAPER or E-MAIL Copy:**

If you want to receive a paper or e-mail copy of these documents, you must request one. There is NO charge for requesting a copy.

Please choose one of the following methods to make your request:

- 1) *BY INTERNET:*      [www.proxyvote.com](http://www.proxyvote.com)
- 2) *BY TELEPHONE:*      1-800-579-1639
- 3) *BY E-MAIL\*:*      [sendmaterial@proxyvote.com](mailto:sendmaterial@proxyvote.com)

\* If requesting materials by e-mail, please send a blank e-mail with the information that is printed in the box marked by the arrow

XXXX XXXX XXXX XXXX (located on the following page) in the subject line.

Requests, instructions and other inquiries sent to this e-mail address will NOT be forwarded to your investment advisor.

Please make the request as instructed above on or before April 8, 2015 to facilitate timely delivery.

## How To Vote

### *Please Choose One of the Following Voting Methods*

**Vote In Person:** If you choose to vote these shares in person at the meeting, you must request a "legal proxy." To do so, please follow the instructions at *www.proxyvote.com* or request a paper copy of the materials, which will contain the appropriate instructions. Many shareholder meetings have attendance requirements including, but not limited to, the possession of an attendance ticket issued by the entity holding the meeting. Please check the meeting materials for any special requirements for meeting attendance.

**Vote By Internet:** Go to *www.proxyvote.com* or from a smart phone, scan the QR code above. Have the information that is printed in the box marked by the arrow      XXXX XXXX XXXX XXXX (located on the following page) available and follow the instructions.

**Vote By Mail:** You can vote by mail by requesting a paper copy of the materials, which will include a voting instruction form.

**Voting Items**

**Your Board of Directors recommends you vote FOR the following nominees and FOR management proposals B1 and B2:**

A. Election of Directors

**Nominees:**

- A1. W. Geoffrey Beattie
- A2. John J. Brennan
- A3. James I. Cash, Jr.
- A4. Francisco D. Souza
- A5. Marijn E. Dekkers
- A6. Susan J. Hockfield
- A7. Jeffrey R. Immelt
- A8. Andrea Jung
- A9. Robert W. Lane
- A10. Rochelle B. Lazarus
- A11. James J. Mulva
- A12. James E. Rohr
- A13. Mary L. Schapiro
- A14. Robert J. Swieringa
- A15. James S. Tisch
- A16. Douglas A. Warner III

- B1. Advisory Approval of Our Named Executives Compensation
- B2. Ratification of KPMG as Independent Auditor for 2015

**Your Board of Directors recommends you vote AGAINST shareowner proposals C1 through C5:**

- C1. Cumulative Voting
- C2. Written Consent
- C3. One Director from Ranks of Retirees
- C4. Holy Land Principles
- C5. Limit Equity Vesting upon Change in Control

**NOTE:** Such other business as may properly come before



the meeting or any adjournment thereof.

**Voting Instructions**

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