

GEHC Approved Branded Merchandise & Partner

Interim Guidelines March 2023



GE HealthCare

Table of Contents

Collections:

Apparel Collection.....4-5

Business Attire

Casual Attire

Tradeshow & Event Support.....6

Executive & Team Collection7

New Hire & Welcome Kits8

Not Brand Approved Items9

Order Process & Approval10

Approved Items:

Headwear12

Jackets13

Shirts14

Bags15

Office Essentials.....16

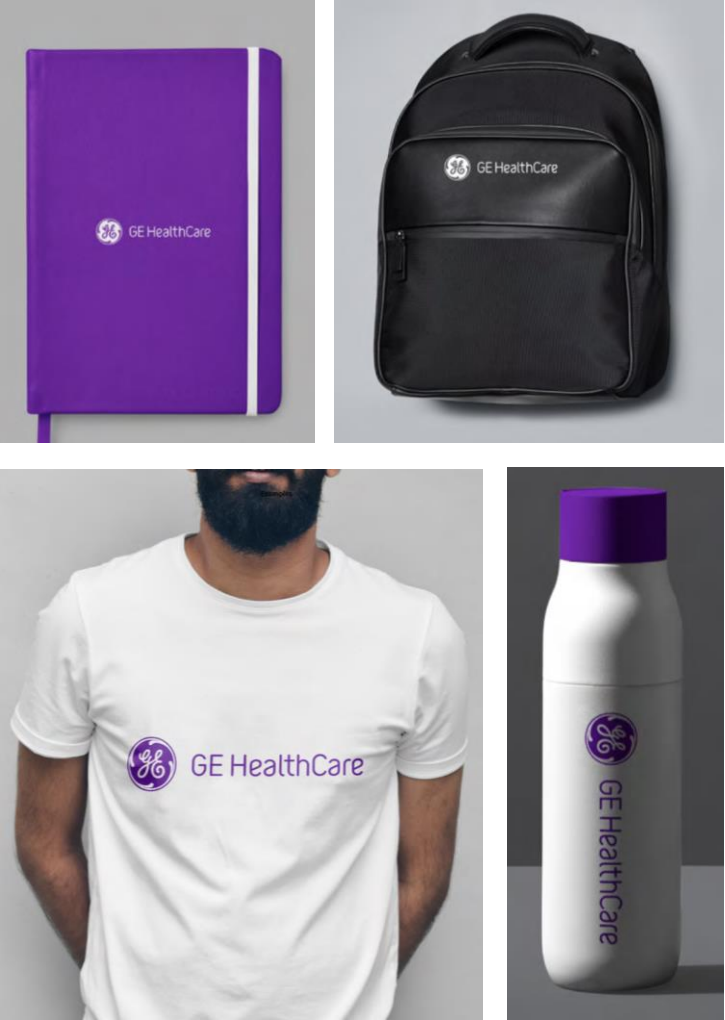
Resources:

Global Regional Partners.....18

ESG Program Governance.....19

Coming Soon:

New Site Teaser.....21



Collections

Apparel Collection

Business Attire

The following product selection demonstrates features that are meaningful, have clean lines and outstanding quality. Each piece has one or more of the following: an element of sustainability, innovation or technology and always considers the user and/or recipient.



Apparel Collection

Casual Attire

All products have been featured to not only represent the brand but to also encourage a greater message. Elements of give-back, little to no waste and ways in which to make life easier have been explored - all while supporting brand loyalty.

Apparel and promotional items need to be carefully selected to appropriately represent the GE HealthCare brand.



Tradeshow & Event Support

Emphasizing GE HealthCare's presence at events or trade shows by choosing items that reinforce key initiatives within the organization.

Putting extra thought into product selections, such as eco-friendly items that support sustainability or higher quality brands to mirror GEHC's quality of health care, can make a lasting impression.



Executive & Team Collection

Highlighting GE HealthCare's vision and mission to support internal employees with great respect by choosing quality, name brand items that live up to their perceived value.



New Hire & Welcome Kits

Onboarding Experience

Recognizing GE HealthCare's drive for sustainability, this gift starts giving back right from the start. It encourages new employees to engage with and immerse themselves in the brand while feeling recognized and appreciated as a new team member.



Not Brand Approved Items

Off Brand Items

- Hand Sanitizer
- Bottle Openers
- Clichéd items
- Items containing usage of our old brand colors or previous logo
- Purple items that do not match our Compassion Purple, PMS 267C
- Our brand also should not be walked on, eaten or used on throw away items such as napkins or face masks
- Avoid items that are not relevant or align with the GE HealthCare brand

Contact the Brand Team for Guidance at GEHCTeamHALO@halo.com.



Order Process and Approval

Easy as 1, 2, 3!

Apparel & promotional items are to be ordered only from HALO, GEHC's approved supplier. Orders to unapproved suppliers will be addressed by either the GEHC Sourcing or Branding teams.

If you request an item compliant with our standards that is not available, work with Halo to manage the approval process through GEHC Branding Governance team.

Follow the steps on all initiatives or requests to receive brand approved merchandise for all needs.

1. Initiate Request | Order

Reach out to GEHCTeamHALO@halo.com

- Bullet Point Here
- Bullet Point Here

2. Brand Submission

Copy needed here.
Up to two lines allowed for description.

- Bullet Point Here
- Bullet Point Here

3. Approval

Copy needed here.
Up to two lines allowed for description.

- Bullet Point Here
- Bullet Point Here

Minimums &
Estimated Pricing

Approved Items

Headwear



Nike Cap

Est. Price: \$23

Minimum Order Quantity: 48 units



The North Face Beanie

Est. Price: \$22

Minimum Order Quantity: 48 units

Jackets



Cutter & Buck Recycled Jacket

Est. Price: \$68

Minimum Order Quantity: 24 units

Available in Men's and Ladies



The North Face Canyon Full Zip Fleece Jacket

Est. Price: \$89

Minimum Order Quantity: 24 units

S - XL



The North Face Sweater Vest

Est. Price: \$89

Minimum Order Quantity: 24 units

S - XL

Shirts



Cutter & Buck Textured Stretch Polo

Est. Price: \$35

Minimum Order Quantity: 24 units

Available in Men's and Ladies

S - XL



Unisex Short Sleeve T-Shirt

Est. Price: \$9.55

Minimum Order Quantity: 24 units

S - XL



Unisex Long Sleeve T-Shirt

Est. Price: \$12.25

Minimum Order Quantity: 24 units

S - XL

Bags



17" Computer Backpack

Est. Price: \$48

Minimum Order Quantity: 24 units



Ogio Crossbody Bag

Est. Price: 35

Minimum Order Quantity: 72 units

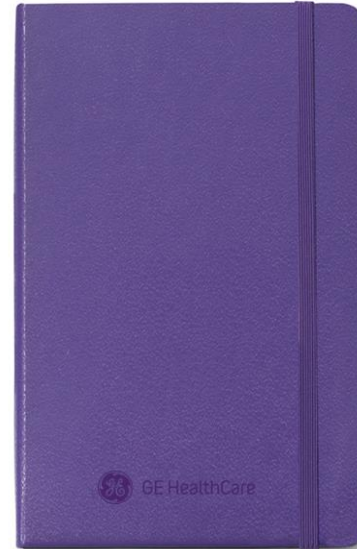
Office Essentials



Metal Stylus Pen

Est. Price: \$1.89

Minimum Order Quantity: 100 units



Moleskin Journals

Est. Price: \$15 - \$32

Minimum Order Quantity: 100 units



Waterman Hemisphere Ballpoint Pen

Est. Price: \$65

Minimum Order Quantity: 25 units

Resources

Global Regional Partners

Email GEHCTeamHALO@halo.com with the below information for your project and you will be introduced to the strategic, regional partner who will manage your order.

Please Include:

- Region | Country
- Description of Project
- Quantities
- Budget
- Event Date



ESG Program Governance

Corporate responsibility is an enterprise-wide commitment informed by and integrated into HALO's business strategy.

Structure:

HALO's corporate responsibility is overseen by a Sustainability Committee operating under the authority of the HALO Executive Team. This committee is led by an Executive Sponsor at the SVP level and is made up of grassroots members from across the organization.

A Committee Chair and Co-Chair are elected from the grassroots members by Committee. The Committee Chair and Co-Chair takes place in January of each year.

Additional associate members, such as consultants, investor representatives, suppliers and customers may participate on an ad hoc basis. These associate members may provide advice and input to the committee.

Our committee structure empowers employees to take a leadership role on guiding initiatives by working with functional leaders across the organization to determine strategies, policies and goals related to corporate responsibility and sustainability.

Standards and Frameworks:

We strive to align our efforts to industry-recognized standards and frameworks including:

- **SASB Standards:** We compare our data to Sustainable Accounting Standards Board (SASB) standards to communicate financially material sustainability information.
- **CDP:** We disclose our management of climate initiatives annually to the Carbon Disclosure Project (CDP).
- **UN SDGs:** The UN SDGs call on governments, businesses and civil society organizations to take action to address the urgent problems facing our world today. We have reviewed how we can help; our focus is on:
 - Decent Work and Economic Growth
 - Responsible Consumption and Production
 - Climate Action

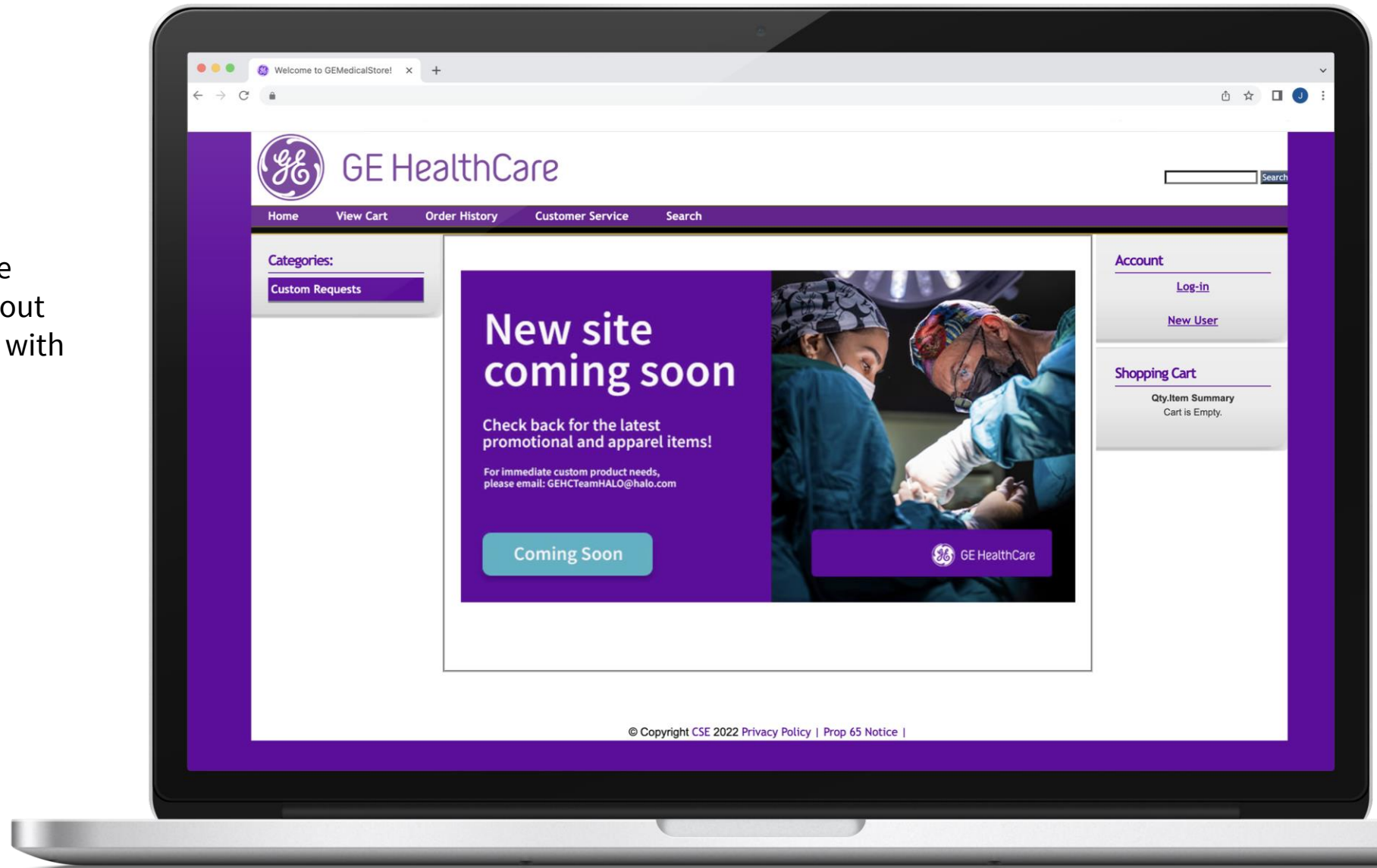
We submit our sustainability metrics to EcoVadis who assess our business sustainability documentation and awarded HALO a Bronze medal in 2020. Access to our EcoVadis dashboard is available upon request.

Coming Soon

New Site Coming Soon!

Featuring:

- Bullet points about new site here or small paragraph about how it's new and improved with updated branding





GE HealthCare