

Stakeholder Engagement and What Matters Most

The **safety** of our employees, customers and communities is our number one priority.

Stakeholder Engagement

Stakeholder engagement is a key to Duke Energy's success, and a vital tool to help make our company an even stronger community partner.

During 2016, we updated and expanded our stakeholder engagement tools and deployed them companywide. We also created an External Relations Council comprised of company leaders to improve coordination and alignment of stakeholder interactions at the national, state and local levels.

A key challenge is our stakeholders often have divergent views. What is a high priority to some isn't as important to others.

But our experience shows that collaborating with stakeholders leads to better outcomes. No matter how complex the issue, we aim for the right long-term balance that will strengthen trust and confidence in our company and help us transition to cleaner, smarter energy solutions for our customers and communities.

What Matters Most

Duke Energy's approach to sustainability focuses on the issues that are most important to our stakeholders and to us. We identify issues from a variety of sources such as surveys, stakeholder feedback, thought leader perspectives, social and traditional media coverage, and shareholder proposals in our sector.

The graphic depicts the relationship among Duke Energy, its stakeholders and the most important issues as overlapping circles within circles to show that they are interconnected. The stakeholders and issues are both arranged alphabetically to make it clear that they are all important while safety, as always, is number one.

What Matters Most *continued*

