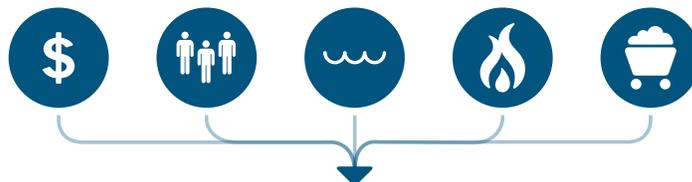


Our Value Creation Model

Major Resources

Creating value starts with the basics. It takes materials and water from the earth, and dedicated employees who create the value chain for Duke Energy.

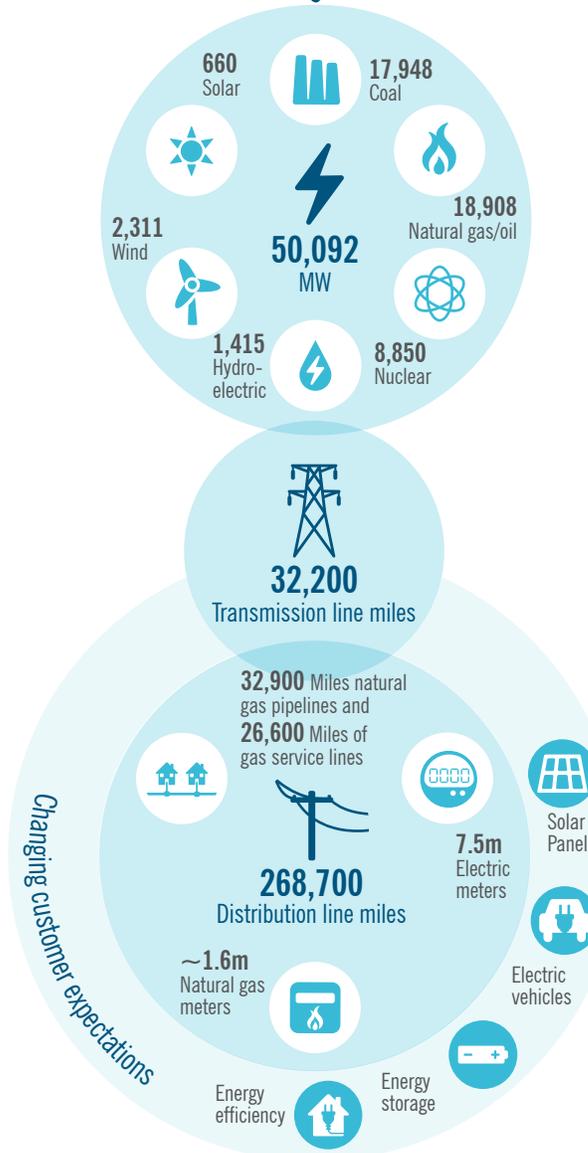
~\$22.7b Revenue 28,800 Employees 5,341b Gallons H₂O withdrawn 545b Cubic feet natural gas 31.7m Tons coal



Evolving Business Model

As technology and customers' expectations evolve, Duke Energy is also evolving by investing in innovative new solutions that help customers use energy more wisely and reduce their overall consumption. The company is focused on providing the convenience and control that customers want.

Data and communication
Customers want more information more quickly.



Generation
Our diverse energy mix is one of Duke Energy's strong points.

Transmission
Moving electricity from power plants to customers – a vital part of Duke Energy.

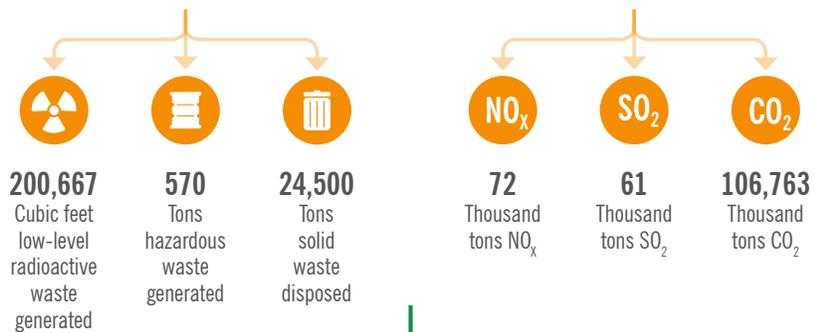
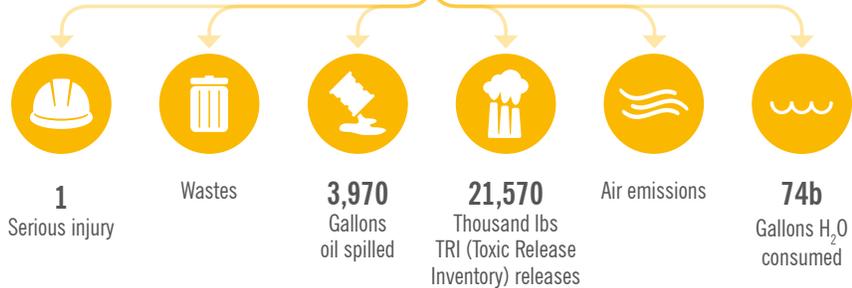
Distribution
New technologies mean Duke Energy must adjust how it delivers to customers – it's not one-size-fits-all.

Impacts and Value Created on next page

Our Value Creation Model *continued*

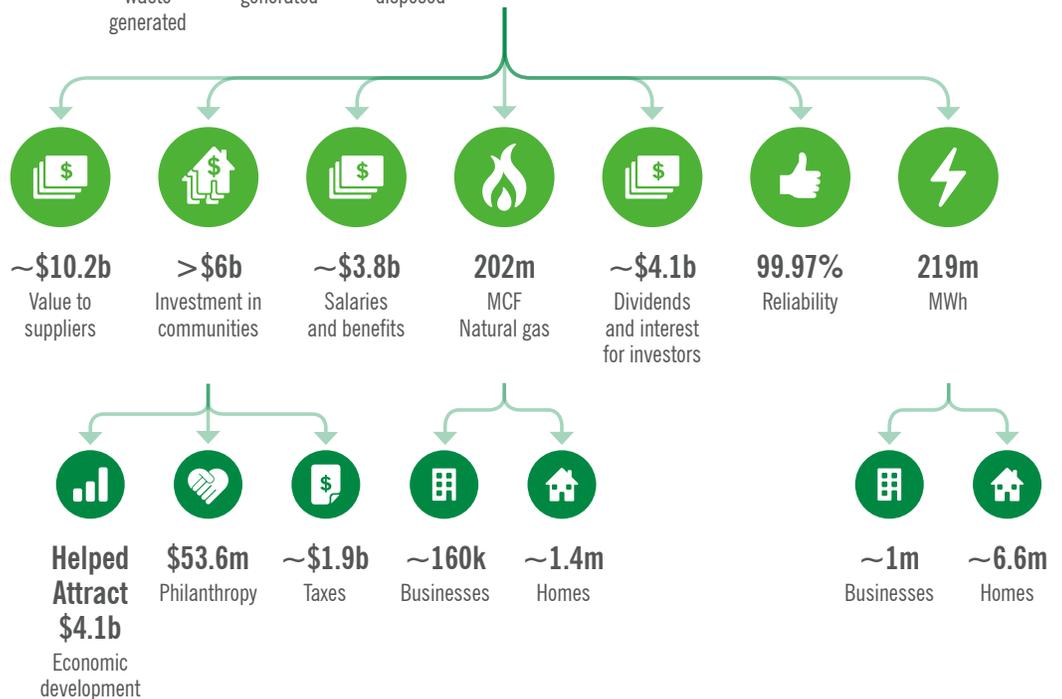
Impacts

Generating energy creates environmental and other impacts. Duke Energy works hard to minimize them. Our track record over the past decade is good, but there's always room for improvement.



Value Created

We power the lives of our customers and the vitality of our communities. In 2016, Duke Energy's revenues were \$22.7 billion. Duke Energy also supports communities with the taxes it pays, as well as through philanthropic contributions and employee volunteerism.



The information presented here is meant to provide an overview of Duke Energy and is not meant to be precise or inclusive of all the company's inputs and outputs. Please see the 2016 Duke Energy Annual Report on Form 10-K for detailed notes and further explanations of financial information and this Sustainability Report for more social and environmental information.