The Road Ahead – Lighting The Way

As the largest U.S. electric utility, Duke Energy has the strength – and the responsibility – to make a positive difference for our customers, communities and the future we share. It’s an important balancing act that drives us to provide affordable, reliable and increasingly clean energy.

No easy task – but one we embrace. Knowing that our work affects the lives of customers both today and tomorrow inspires us to continuously improve our company’s sustainability.

That mission is fueled by the dedicated service of our 28,000 employees, who showcase the Duke Energy culture and values every day.

**OUR PURPOSE**

Duke Energy is dedicated to the energy experience that customers value and trust. We strive for leadership and excellence that benefit our customers, shareholders and employees.

**OUR CULTURE AND BEHAVIORS**

- **Safety:** Put safety first.
- **Customer-focused:** Keep customers central to all we do.
- **Trust:** Act with integrity and transparency.
- **Accountability:** Own responsibility for excellence.
- **Agility:** Embrace ideas and change that make us stronger.
- **Collaboration:** Work as one team – inclusive and unified.

**OUR BUSINESS IMPERATIVES**

- Excel in customer focus, operational efficiency and financial discipline.
- Grow the business to benefit our customers, shareholders and employees.
- Develop and engage employees to prepare for the road ahead.
- Promote the success of our communities and a sustainable future.
- Embrace a sense of urgency to get better every day.

**2013|2014 RECOGNITIONS**

- For the eighth consecutive year, Duke Energy was named to the 2013 Dow Jones Sustainability Index for North America.
- Corporate Responsibility Magazine named Duke Energy to its 2013 “100 Best Corporate Citizens List” for the fifth consecutive year, with a rank of No. 26.
- Target Rock Advisors awarded Duke Energy a 2013 Best In Class Sustainability Achievement Award.
- The Southeastern Corporate Sustainability Rankings named Duke Energy the Top Ranked Energy Company in 2013.
- Corporate Knights named Duke Energy to its 2014 list of the “Global 100 Most Sustainable Corporations in the World,” with a rank of No. 47.
About This Report

This year’s Sustainability Report reflects the first full year of operation since the merger of Duke Energy and Progress Energy in July 2012. The successful integration of these companies has established Duke Energy as the largest utility in the nation.

Inside, we describe the company’s progress in serving our customers, reducing our environmental footprint, engaging our employees, strengthening our communities and increasing our financial strength.

Key features include:

- In July 2013, Lynn Good became president and chief executive officer of Duke Energy. Her letter stresses the company’s continued commitment to sustainability – and spells out the challenges ahead.
- We also list accomplishments, challenges and opportunities for each of our five focus areas.
- Duke Energy is only as strong as its employees. We feature a number of them inside – highlighting their commitment to sustainability.
- Finally, our performance metrics and data throughout the report offer a concise and transparent view of how Duke Energy is living up to its sustainability goals.

Again this year, we offer print and online versions of our Sustainability Report. We also provide a detailed index to the Global Reporting Initiative on our website. Duke Energy International’s Sustainability Report, which covers our Latin American operations, is also available at duke-energy.com.

We welcome your feedback. Please email us at sustainability@duke-energy.com.