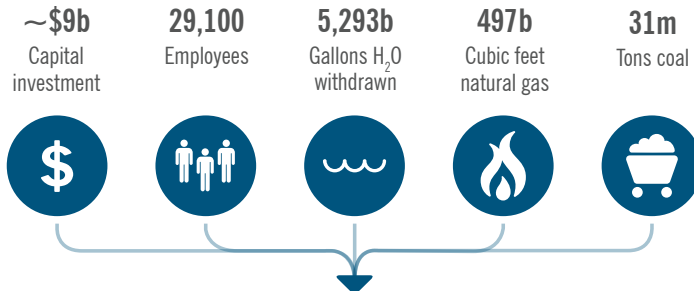


Our Value Creation Model

Major Resources

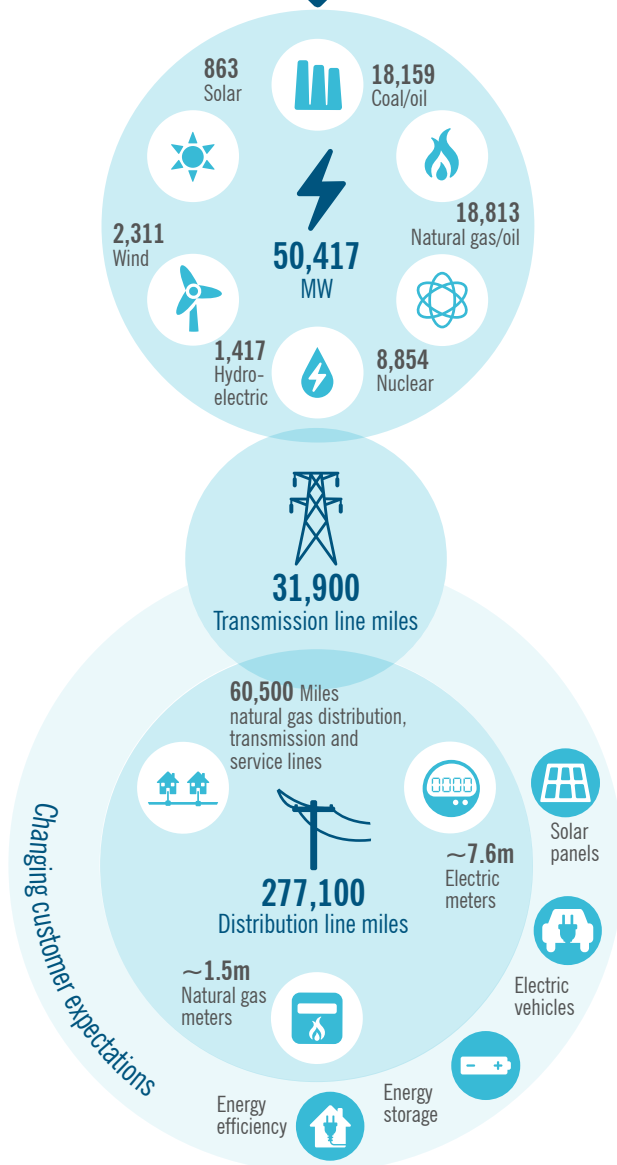
Creating value starts with the basics. It takes materials and water from the earth – plus dedicated employees – to create the value chain for Duke Energy.



Evolving Business Model

As technology and customers' expectations evolve, Duke Energy is also evolving. The company's electric, gas and infrastructure business powers the people and communities it serves. It also helps customers cut consumption and use energy more wisely.

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*

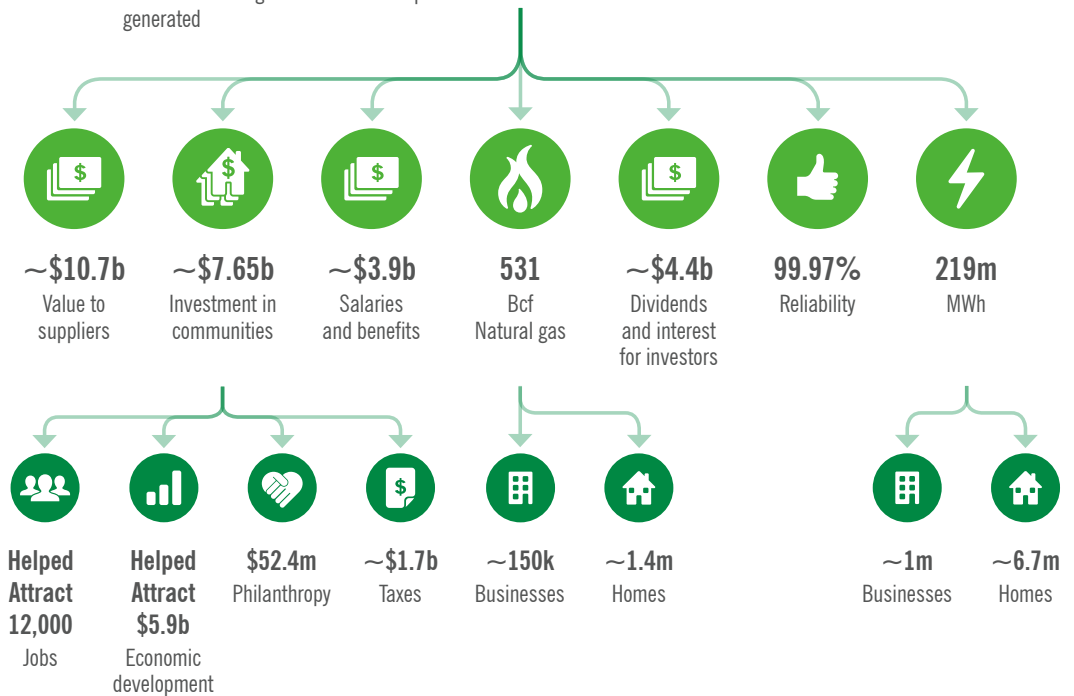
Impacts

Generating energy creates environmental and other impacts. Duke Energy works hard to mitigate them. Our track record over the past decade is good, but we are always striving to improve.



Value Created

We power lives, support communities and fuel the economy. Duke Energy also supports communities with the taxes it pays and the jobs we help attract, 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 2017 Duke Energy Annual Report on Form 10-K/A for detailed notes and further explanations of financial information and this Sustainability Report for more social and environmental information.