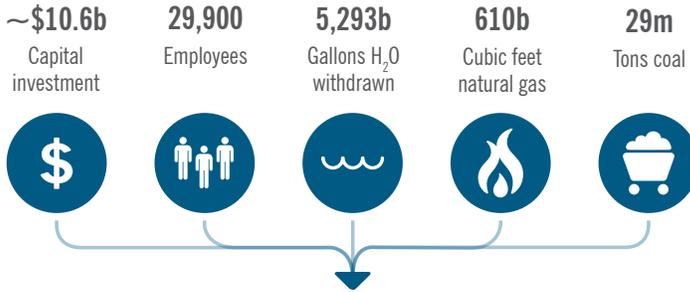


VALUE CREATION MODEL

Major Resources

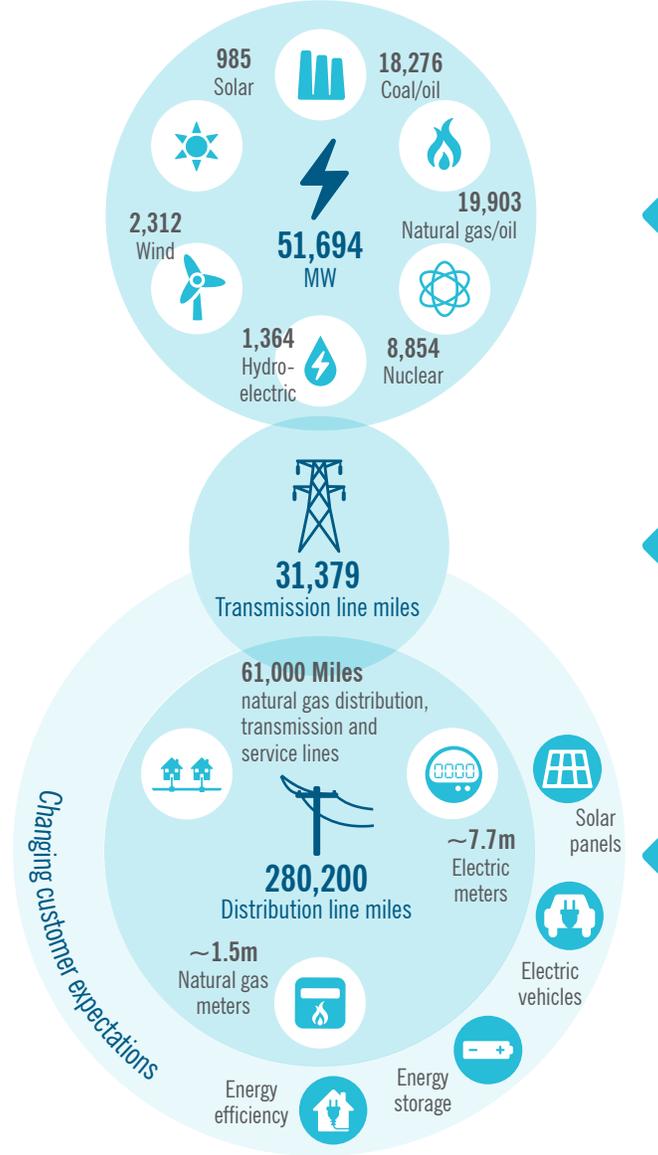
Duke Energy and its employees use natural resources, technology and talent to create an essential product that powers people's lives.



Evolving Business Model

As customer expectations evolve, Duke Energy is evolving. The company's electric, natural gas and commercial renewables businesses are complemented by its focus on conservation and energy efficiency.

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.

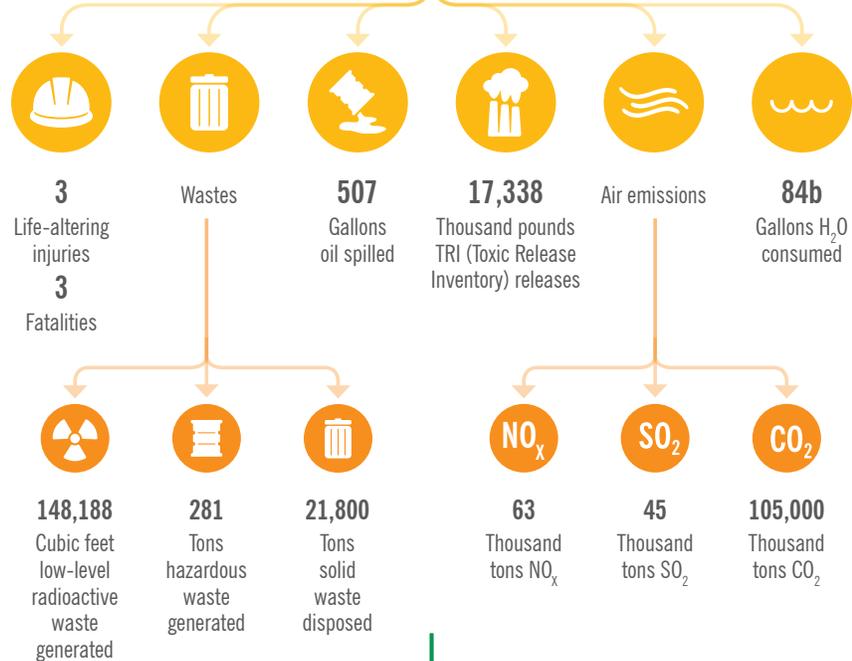
Impacts and Value Created on next page

VALUE CREATION MODEL

CONTINUED

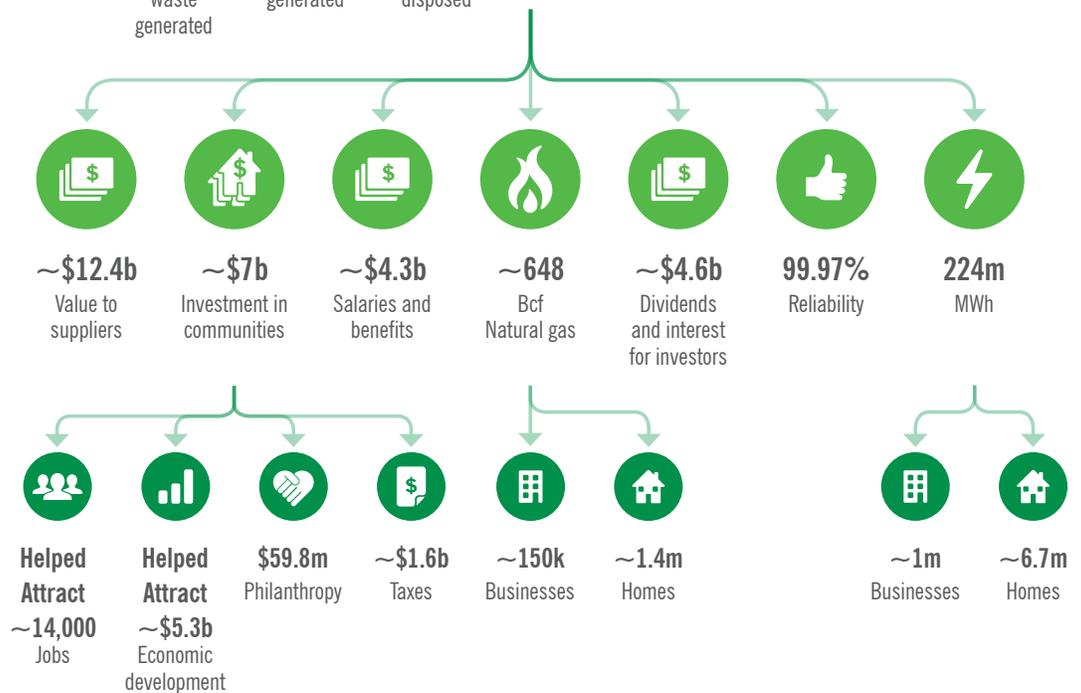
Mitigating Impacts

Generating energy creates environmental impacts. Duke Energy works hard to mitigate them. Our track record over the past decade is good, but we employ a mindset of continuous improvement when it comes to environmental stewardship.



Creating Value

We power lives, support communities and fuel the economy. Duke Energy also helps build strong communities with the taxes it pays, philanthropic contributions, employee volunteerism and the jobs we help attract.



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 2018 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.