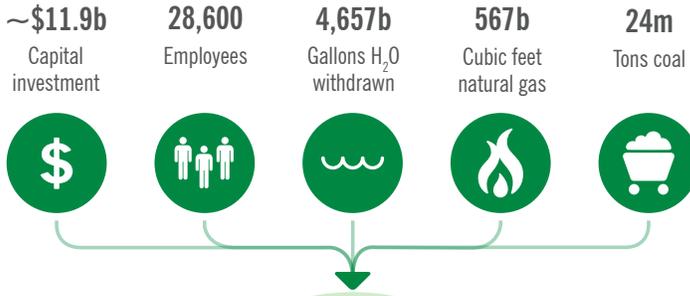


Value Creation Model

Major Resources

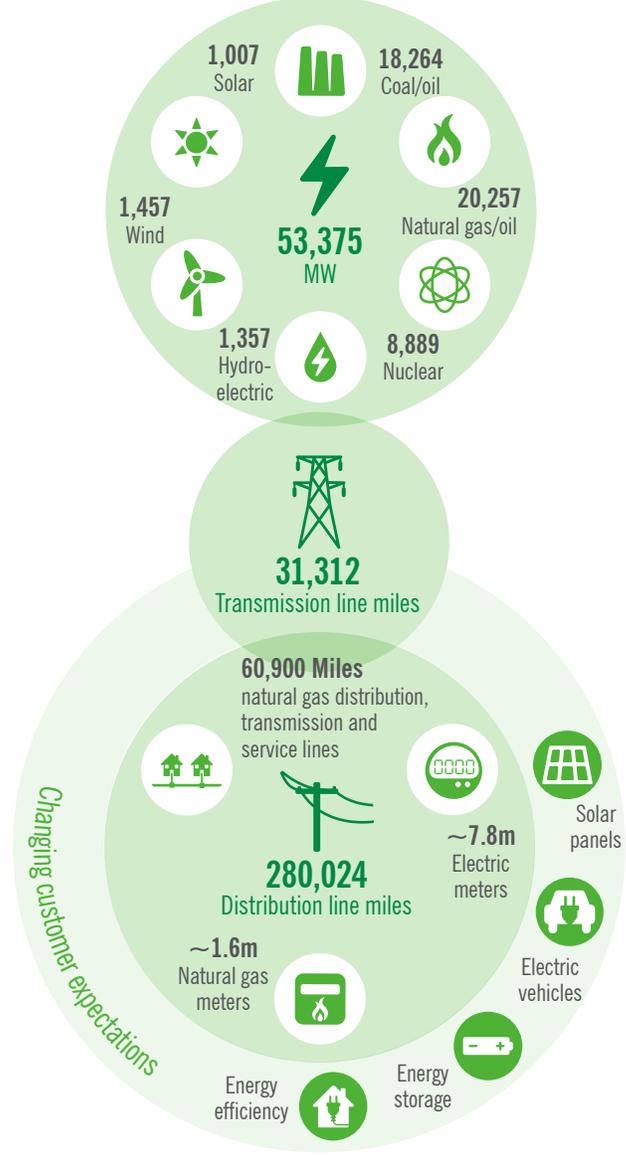
Duke Energy begins its value creation process by using natural resources, technology and talent to create energy and spur growth in our communities.



Evolving Business Model

As technology and customers' expectations evolve, Duke Energy must also evolve. The company's business model now is mainly a combination of selling electricity and natural gas. But it is also helping customers cut energy consumption and use it 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.

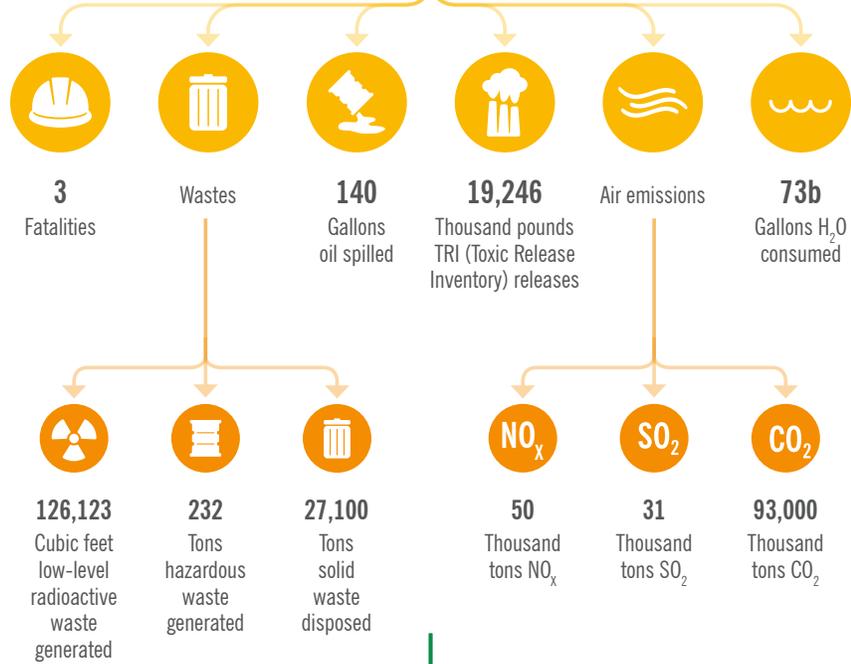
Impacts and Value Created on next page

Value Creation Model

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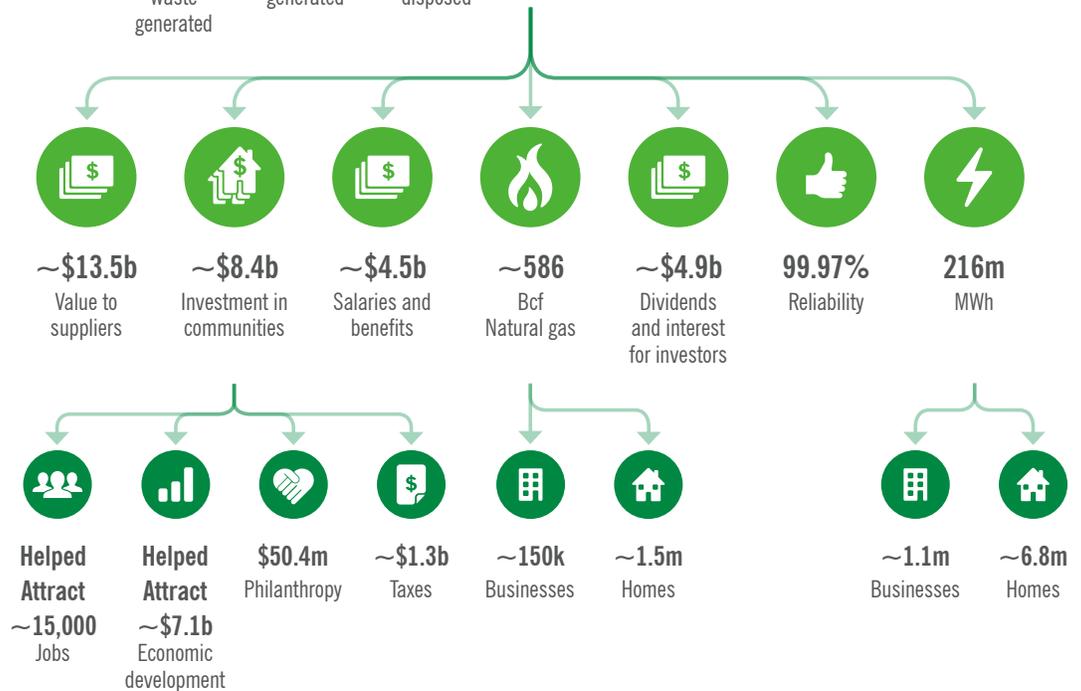
Mitigating Impacts

Generating and delivering energy creates environmental impacts. Duke Energy works hard to reduce them. Our recent track record is good. But our goal is to continuously improve.



Creating Value

We fuel the economy, energize lives and provide an attractive investment. 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 2019 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.