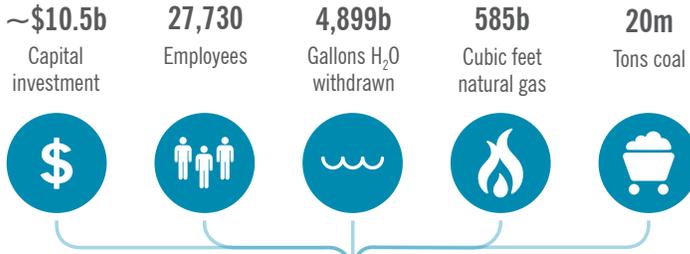


# Our Value Creation Model

## Major Resources<sup>1</sup>

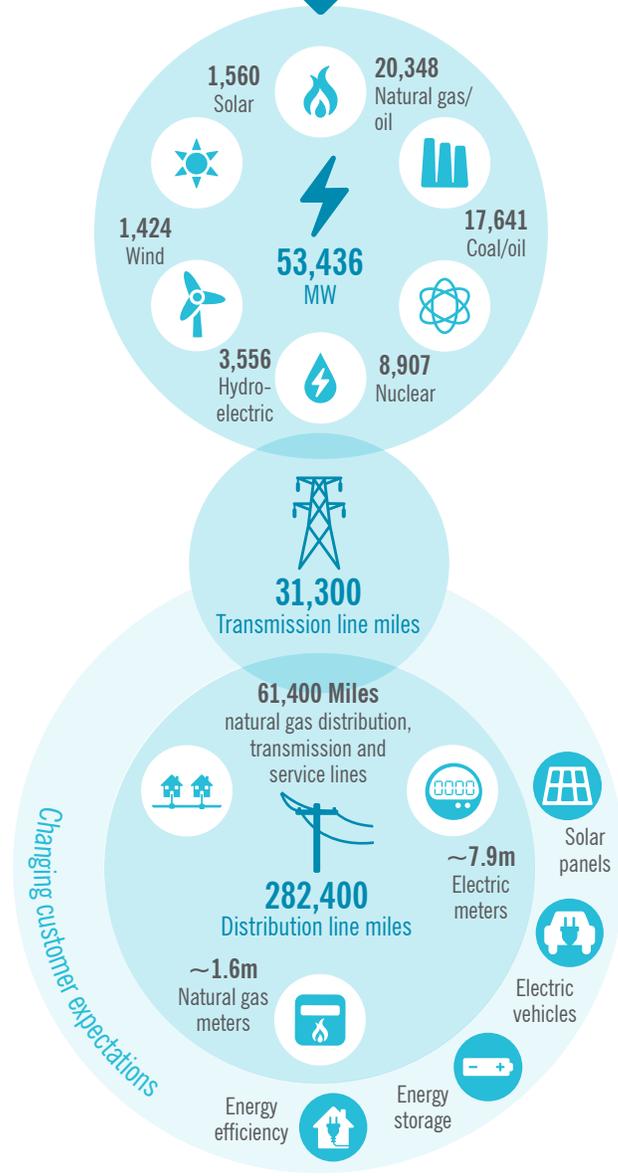
Duke Energy begins its value creation with the basics: A combination of natural resources, technology and talent creates an essential product that enhances the world.



## Evolving Business Model<sup>2</sup>

As technology advances and customer expectations evolve, Duke Energy will also evolve. The company's business model now is a combination of selling electricity, natural gas and energy services. It encourages customers to better manage energy use – and cut consumption where possible.

Data and communication  
Customers want more information more quickly.



**Generation<sup>3</sup>**  
Our diverse portfolio 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

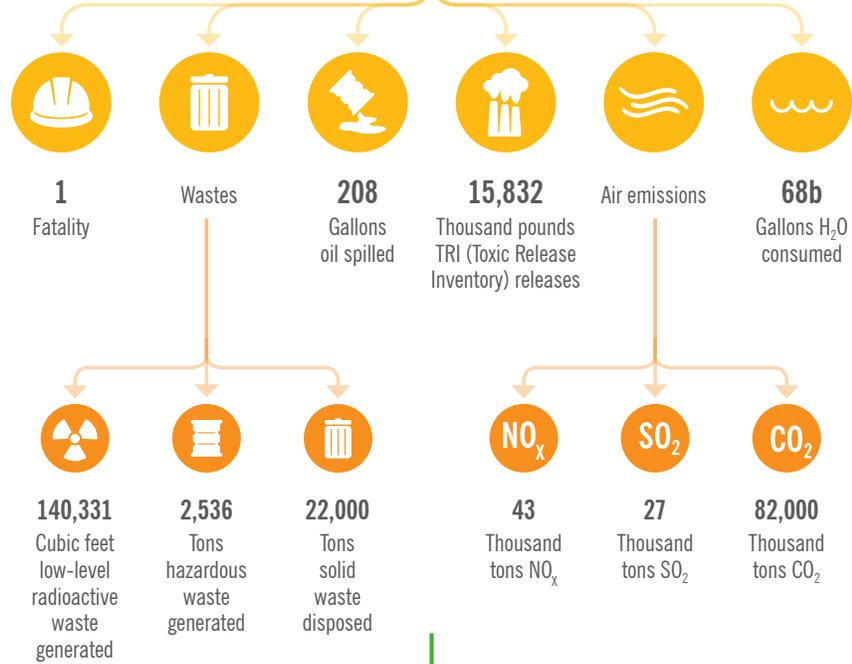
<sup>1</sup> For the year ended December 31, 2020.  
<sup>2</sup> As of December 31, 2020  
<sup>3</sup> Data excludes 4,195 MW of purchased capacity from solar, wind, hydro and biomass resources, equivalent to approximately 8 percent of Duke Energy's generation capacity.

# Our Value Creation Model

CONTINUED

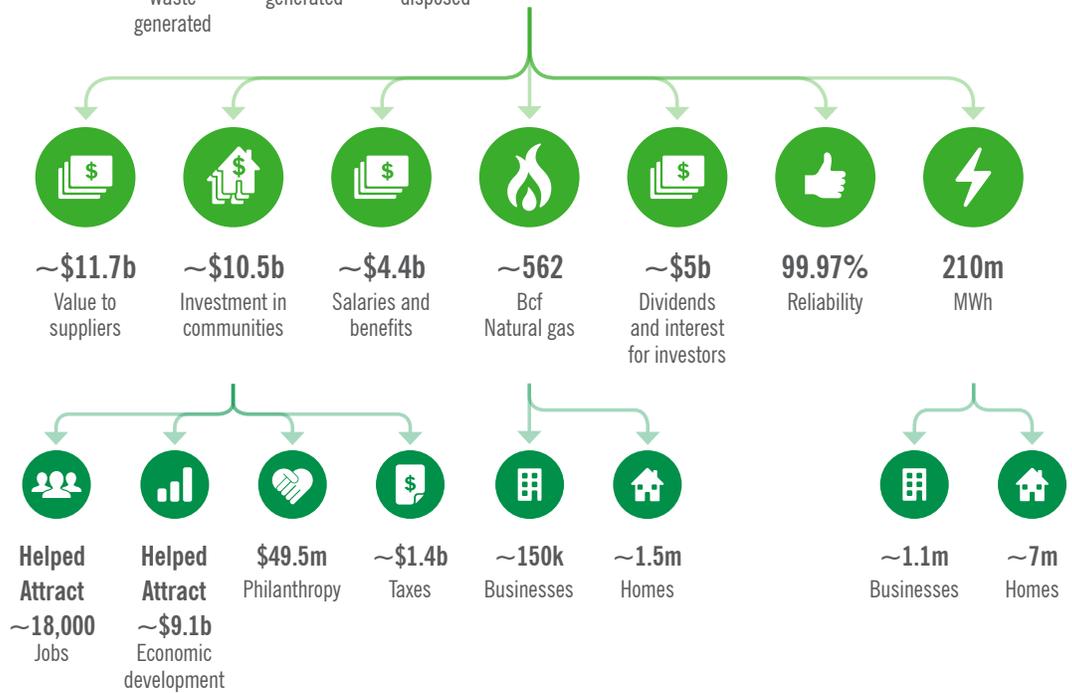
## Mitigating Impacts<sup>1</sup>

Generating energy creates environmental and other impacts, and Duke Energy aims to reduce them. Our recent accomplishments have been notable. Our mission is to do better.



## Creating Value<sup>1</sup>

Duke Energy powers lives, supports communities and fuels the economy. We believe we can create value when our business objectives help advance societal issues. The company builds strong communities with philanthropic contributions, employee volunteerism and contributing to local economies through paying taxes and the jobs we help attract.



<sup>1</sup> For the year ended December 31, 2020.

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 2020 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.