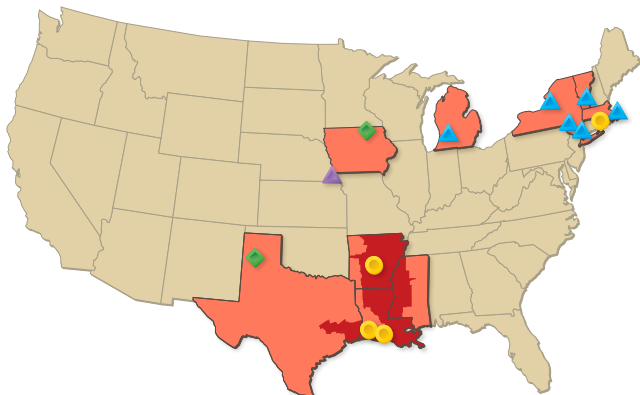


Who We Are

Entergy Corporation (NYSE: ETR), which celebrated its 100th birthday in 2013, is a Fortune 500 integrated energy company engaged primarily in electric power production and retail distribution operations. Entergy owns and operates power plants with approximately 30,000 megawatts of electric generating capacity, including more than 10,000 megawatts of nuclear power, making it one of the nation's leading nuclear generators. Entergy delivers electricity to 2.8 million utility customers in Arkansas, Louisiana, Mississippi and Texas. Entergy has annual revenues of more than \$11 billion and approximately 14,000 employees.



Entergy Corporation Operating Areas

- **Utility Service Area:** Entergy provides electrical service to 2.8 million customers in four states from a combined nuclear and fossil fleet.
- ▲ **Entergy Wholesale Commodities Nuclear Facilities:** Entergy owns and operates nuclear power plants in the northern United States that generate electricity for the wholesale market.
- **EWC Fossil Facilities:** Entergy's wholesale power generation facilities include three fossil-fueled plants in the Southeast and one in the Northeast.
- ◆ **EWC Wind Facilities:** Entergy also shares ownership in two wholesale wind-powered generating facilities.
- ▲ **EWC Other:** Entergy also provides management support services to one nuclear plant.



UTILITY

Entergy provides retail and wholesale power to customers in four states through six utility operating companies: Entergy Arkansas, Inc., Entergy Gulf States Louisiana, L.L.C., Entergy Louisiana, LLC, Entergy Mississippi, Inc., Entergy New Orleans, Inc. and Entergy Texas, Inc. We also deliver natural gas services to 196,000 customers in or around New Orleans and Baton Rouge, La., through two of our utility companies.



WHOLESALE GENERATION

Entergy provides power to wholesale customers from six nuclear units located in the northern U.S. and from several fossil and wind power plants through our EWC business. This business also provides services to other nuclear power plant owners.

Entergy by the Numbers in 2013

GAAP REVENUES

\$11.4 billion

GAAP NET INCOME

\$712 million

GAAP EARNINGS PER SHARE

\$3.99

TOTAL ASSETS

\$43.4 billion

EMPLOYEES AT YEAR-END

13,808

UTILITY RETAIL ELECTRIC CUSTOMERS

2.8 million

UTILITY BILLED RETAIL ELECTRIC ENERGY SALES

107,781 GWh

INTERCONNECTED HIGH-VOLTAGE TRANSMISSION LINES

15,500 circuit miles

EWC BILLED ELECTRIC ENERGY SALES

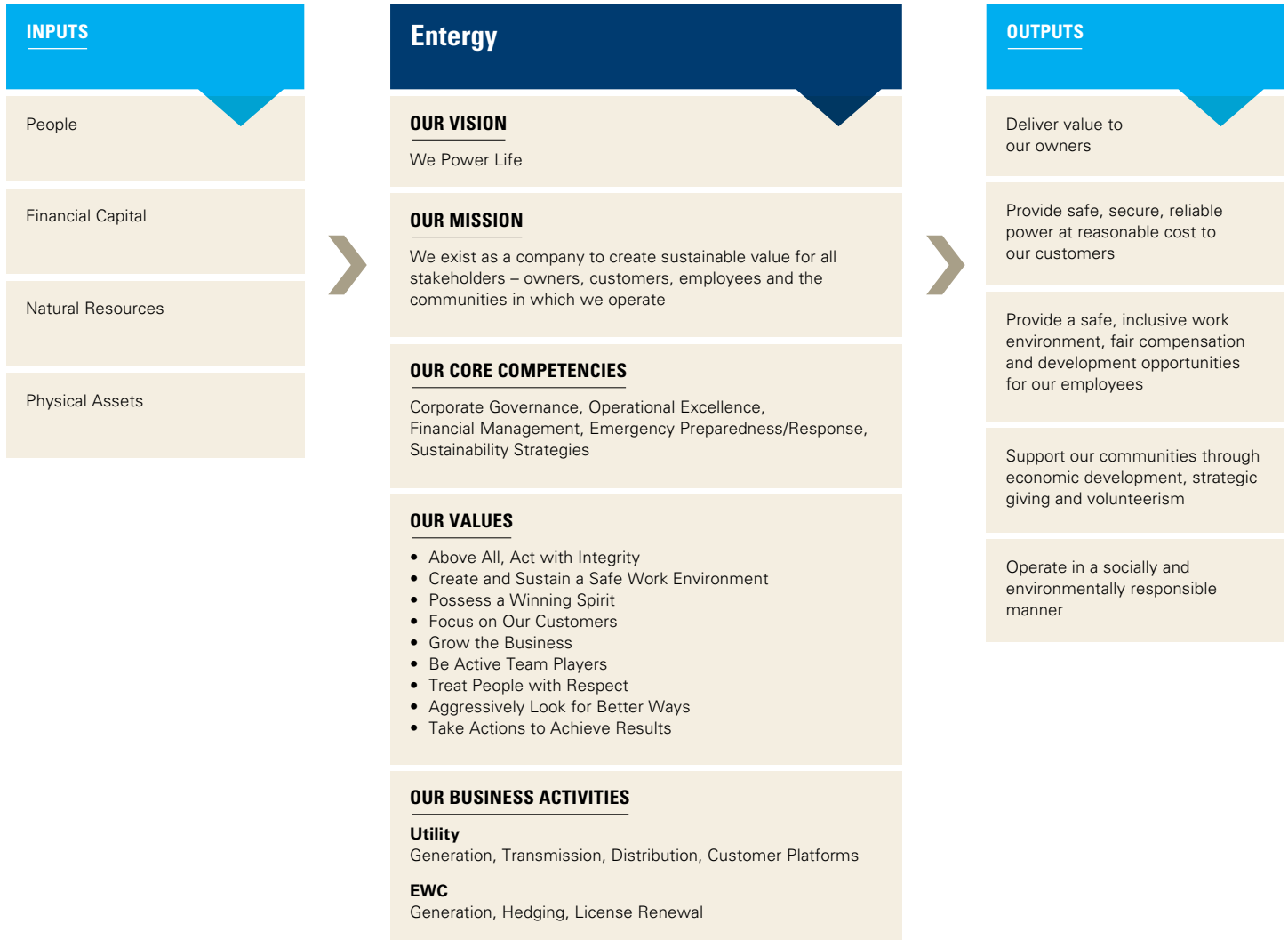
45,127 GWh

TOTAL OWNED AND LEASED GENERATING CAPABILITY BY FUEL SOURCE IN MEGAWATTS

NUCLEAR	10,226
GAS/OIL	15,043
COAL	2,436
HYDRO	74
WIND	80

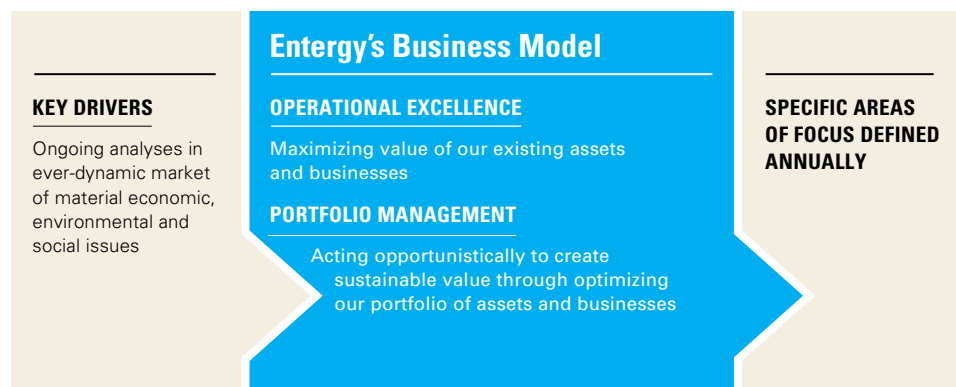
Who We Are

Our Value Creation Process



Our Business Model

Our business model is based on operational excellence and portfolio management. Our business strategy is driven by our views of material economic, environmental and social issues, which we analyze on an ongoing basis. Each year, we set clear areas of focus to align and empower our employees and inform other stakeholders.



Who We Are

Creating Sustainable Value: Opportunities and Risks

We face economic, environmental and social issues that are material to our business and our future outlook. These material issues present both opportunities and risks, which Entergy proactively manages through our business strategies, management policies, procedures and processes, and constructive stakeholder engagement.

KEY CHALLENGES

ENTERGY'S MANAGEMENT APPROACH

Sales growth net of energy efficiency

Engage customers and improve customer experience. Manage costs in line with demand trends. Support our communities to foster economic growth.

Economic development in utility service territories

Maintain competitive rate advantage. Partner with communities to attract development.

Cost management

Implement efforts to improve efficiency and effectiveness across the company. Seek ways to sustain continuous productivity improvement.

Capital investment

Undertake comprehensive analysis of investment opportunities. Institute project excellence initiative to oversee construction projects.

Earned ROEs sufficient to attract capital for future investment

Engage with regulators to secure effective constructs and reasonable authorized returns on equity. Focus on sales growth, cost management and operational excellence to earn authorized returns on equity.

Interest rates

Engage with regulators to ensure authorized returns on equity align with rate trends. Maintain a strong balance sheet with liquidity sufficient to maintain financial flexibility.

Capacity factors

Focus on operating efficiencies to maximize production of existing utility generating assets and Entergy Wholesale Commodities assets.

Commodity prices

Maintain dynamic analysis of future market conditions. Execute appropriate hedging strategies.

Wholesale market designs

Engage with independent system operators, regulators, federal and regional policymakers and other stakeholders to develop market designs that are robust in the long term and result in a balanced, diversified portfolio.

Resource availability

Improve resource efficiency and reduce environmental footprint.

Environmental impacts

Seek cost-effective solutions to comply with environmental requirements. Partner with communities to implement adaptation measures. Maintain industry-leading emergency response capabilities. Meet voluntary cumulative CO₂ stabilization commitment.

Emerging technologies

Monitor changes as they develop and prepare to respond as appropriate.