DEF STORM COMMUNICATION AND PREPARATION

Harry Sideris
Florida State President
HURRICANE MATTHEW
CUSTOMER COMMUNICATIONS
PHONE ALERTS BY TEXT OR VOICE MESSAGE

SOCIAL MEDIA

STORM DIRECTOR VIDEO

TARGETED OUTBOUND CALLS

24-HOUR STAFFED CCO

CUSTOMER EMAILS

ADs & PSAs

OUTAGE MAP

MEDIA

STORM WEBSITE

STATE EOC AND 28 COUNTY EOCs
Targeted customer emails: 1 million customers reached through emails
- 78 percent traffic to the site came from a mobile/tablet device
- 22 percent from a desktop computer
Posted and updated homepage website banners throughout the event
Advertisements and PSAs

Hurricane Update
Get the latest information about Hurricane Matthew.

From all of us at Duke Energy – Thank you
We are grateful for your patience and understanding as we work to repair the damage from Hurricane Matthew. We also salute the first responders, out-of-state crews and support service providers who worked with us around the clock to restore service as quickly and safely as possible.

To follow our progress, visit duke-energy.com/matthew
Social media

- Biggest storm in Duke Energy history from a social media perspective
- Responded to more customer messages in seven days than all of 2015
- Emphasized the linemen and field work
- Videos earned more impressions than any other multimedia
STORM HARDENING INVESTMENTS
<table>
<thead>
<tr>
<th><strong>$2.4B</strong></th>
<th>INVESTED IN MAINTAINING AND STRENGTHENING THE SYSTEM SINCE 2004</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2016</strong></td>
<td>103,000+ WOOD DISTRIBUTION POLES INSPECTED</td>
</tr>
<tr>
<td></td>
<td>82,000+ TREATED TO PREVENT DECAY</td>
</tr>
<tr>
<td></td>
<td>4,400+ REPLACED</td>
</tr>
<tr>
<td><strong>802,000+</strong></td>
<td>WOOD DISTRIBUTION POLES REPLACED 41,953 SINCE 2006</td>
</tr>
</tbody>
</table>
STRENGTHEN THE SYSTEM:
Smart Grid

SMART GRID – SELF HEALING TECHNOLOGY
BENEFITTING CUSTOMERS
SMART GRID

- 26,000+ Outages Prevented During Hurricanes Hermine and Matthew
- 3.1M+ Customer Minutes Saved During Hurricanes Hermine and Matthew
- 23% Duke Energy Customers Benefitting from Technology
- 164,000+ to 191,000+ 2016 Outages Prevented
- 2016 Customer Hours Saved
READY AND ABLE
CREW ACCESS

DUKE ENERGY SERVICE AREA

REGULATED UTILITIES

- 500+ line workers Duke Energy Florida
- Hundreds of Fla. contract line workers and tree trimming personnel
- Mutual assistance agreements
- Linemen in our Duke Energy sister utilities
HURRICANE MATTHEW

- 316,000+ customers restored in less than 72 hours
- 165,300 peak outages
- 2,665 resources
- All County level ETRs set and achieved
- 98.8%: Outage level ETR Performance
- $39M: Distribution cost
COLLABORATION WITH COUNTY EOC

Supported 28 County EOCs and State EOC during Hurricane Matthew
PREPARATION IS KEY
We’re ready to respond!