



Examining Design Options to Align Rates with Cost

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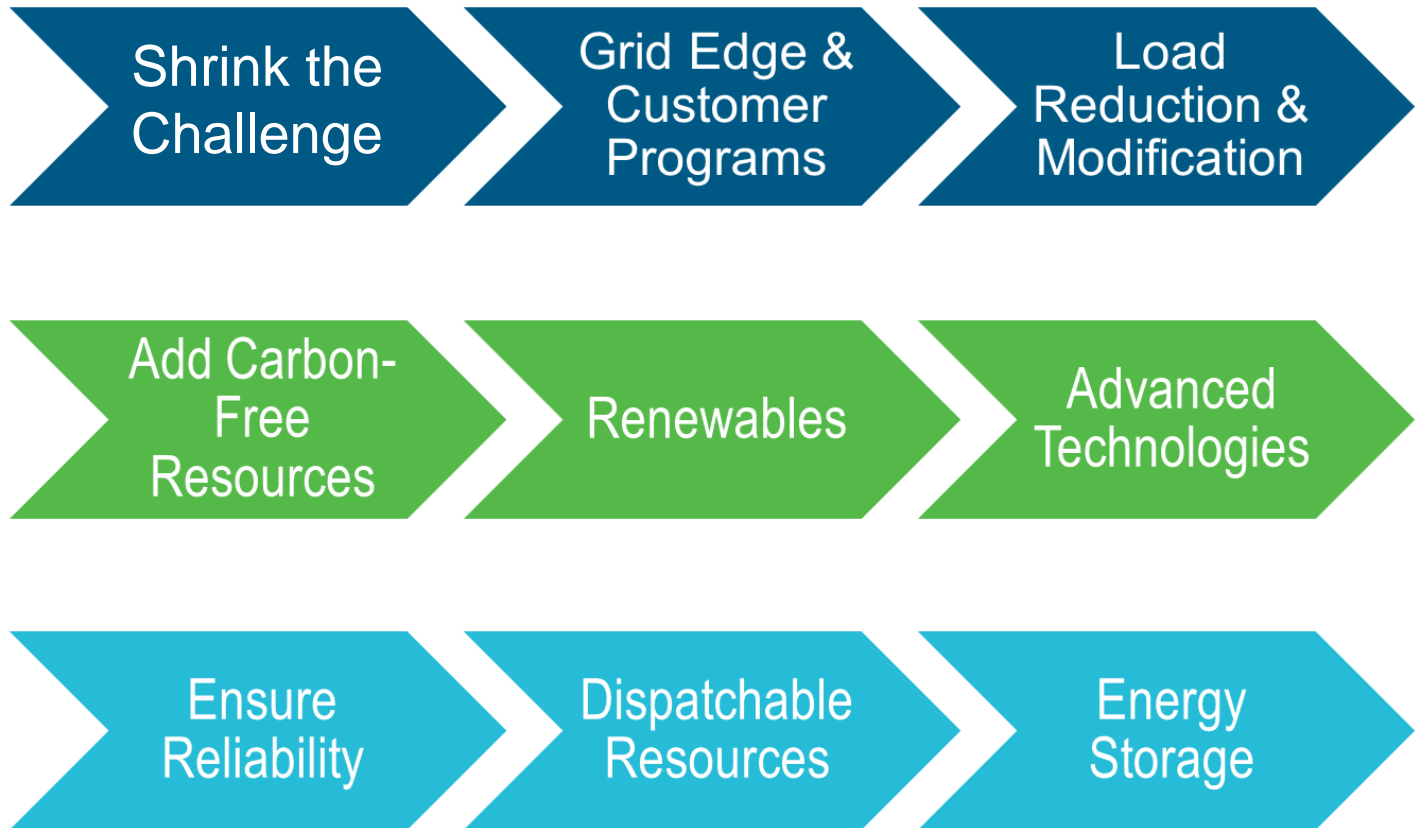
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Our Strategy Moving Forward



Our vision is to seamlessly deploy grid edge resources at scale, as a safe, affordable, reliable, and clean component of Duke's energy portfolio comparable to central station assets

Three-pronged approach to planning:

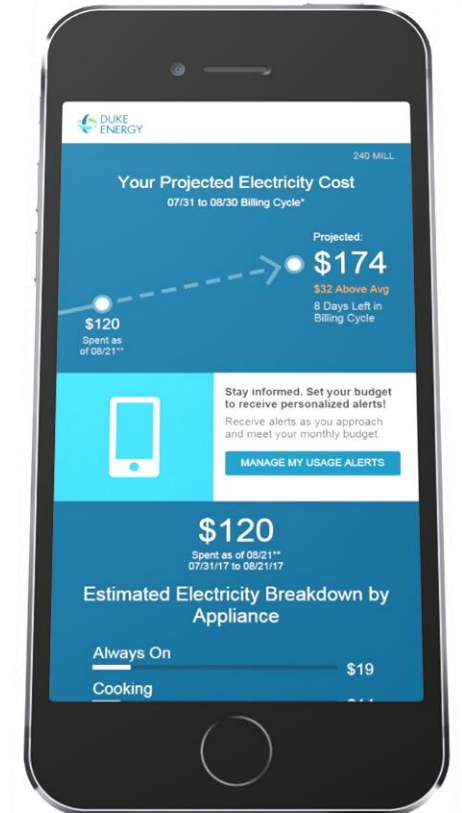


Pricing Efforts Underway



Mass Market:

1. **Indiana** – Dynamic variable peak pricing + EV off-peak credits
2. **Kentucky** – Peak time rebates
3. **Ohio** – Dynamic critical peak pricing
4. **North Carolina** – Time of use with critical peak pricing + EV subscription
5. **South Carolina** – Solar Choice tariffs + EV off-peak credits
6. **Florida** – Bill certainty with peak reduction + community solar subscriptions + minimum bill

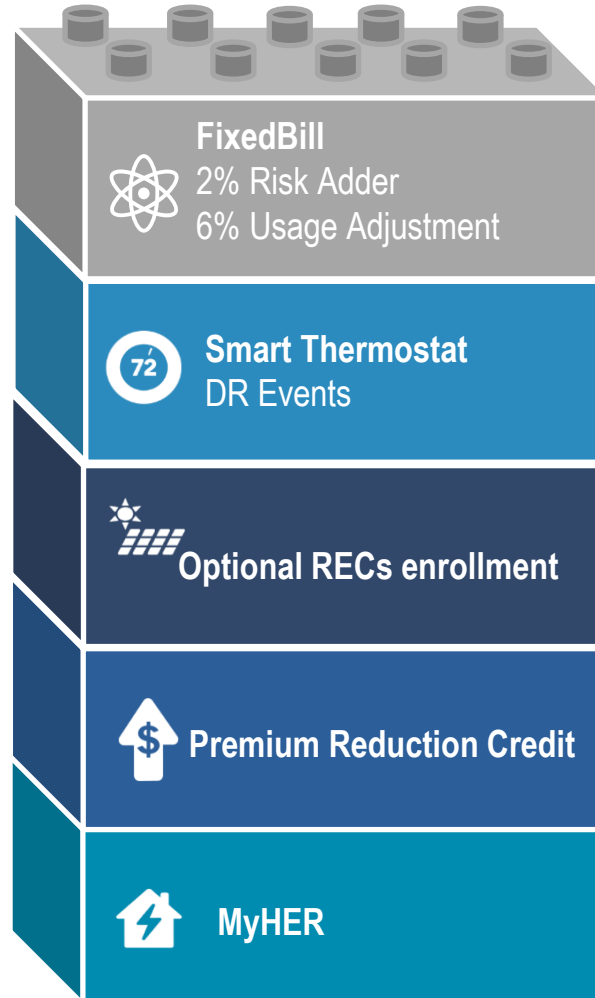


Innovative Pricing: My Energy Bill+ (MEB)

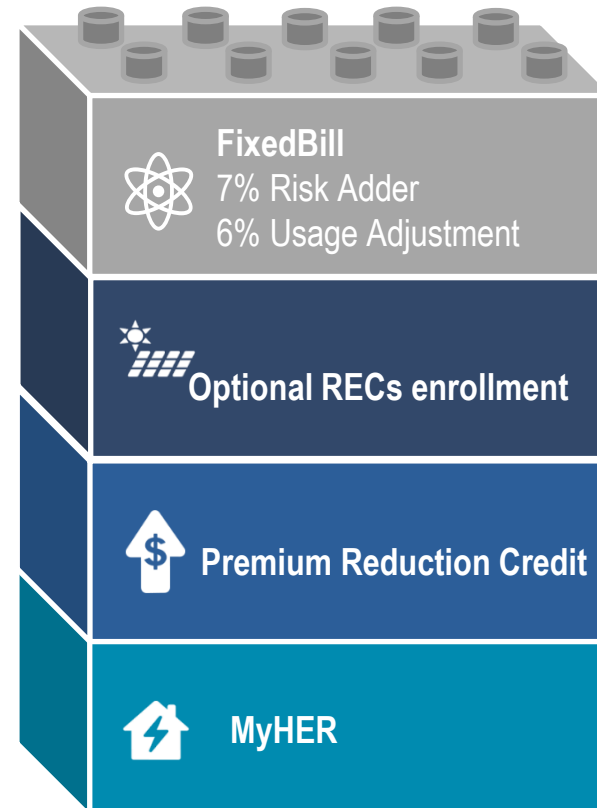
A subscription that offers all eligible **residential customers:**

- A Fixed Bill
- An option to enroll a smart thermostat to reduce the risk premium
- Enrollment in RECs as an easy way to participate in clean energy generation
- Premium Reduction credit when total predicted energy usage is reduced
- My HER enrollment to receive tips on how to conserve energy

MEB+ with smart thermostat



MEB+ without smart thermostat



Potential Product / Service Add-Ons:

- Autopay
- Paperless Billing
- Power Manager (BYOT)
- Home Energy House Call

Innovative Pricing: EVs



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Contributing Editor



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