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More and better power, lower cost

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Electricity Demand Forecasts Vary Widely

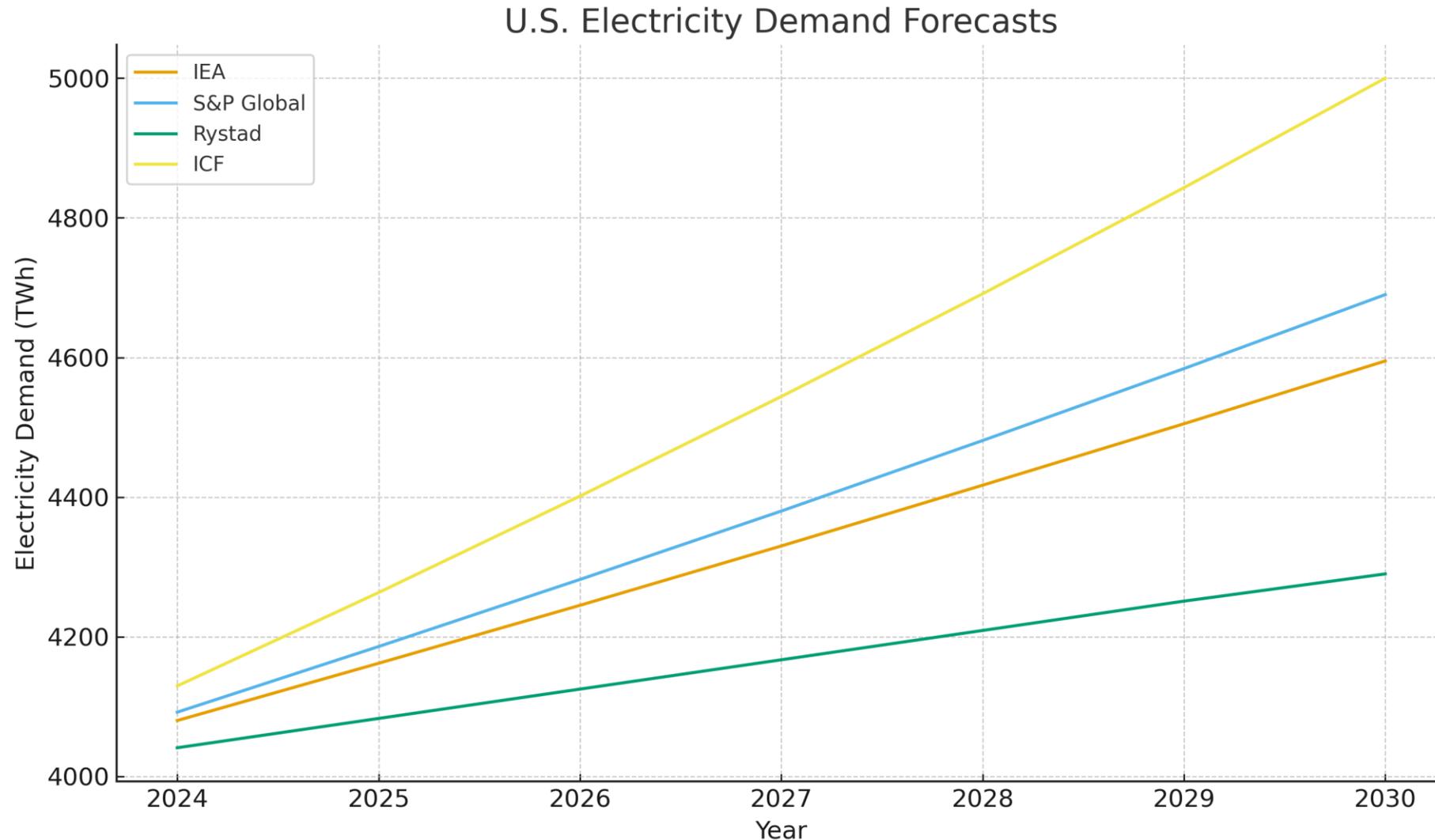
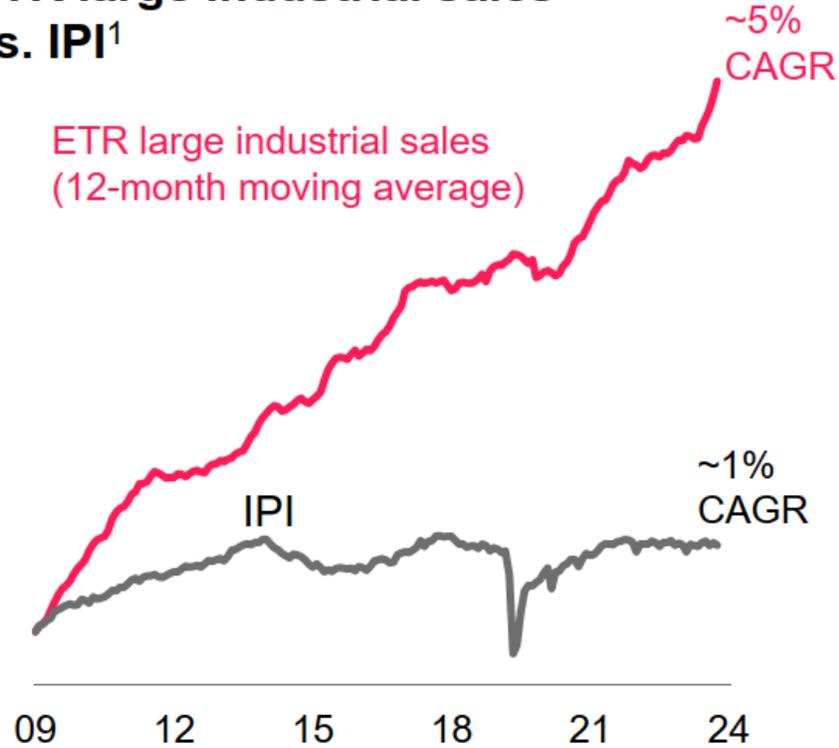


Chart created by ChatGPT

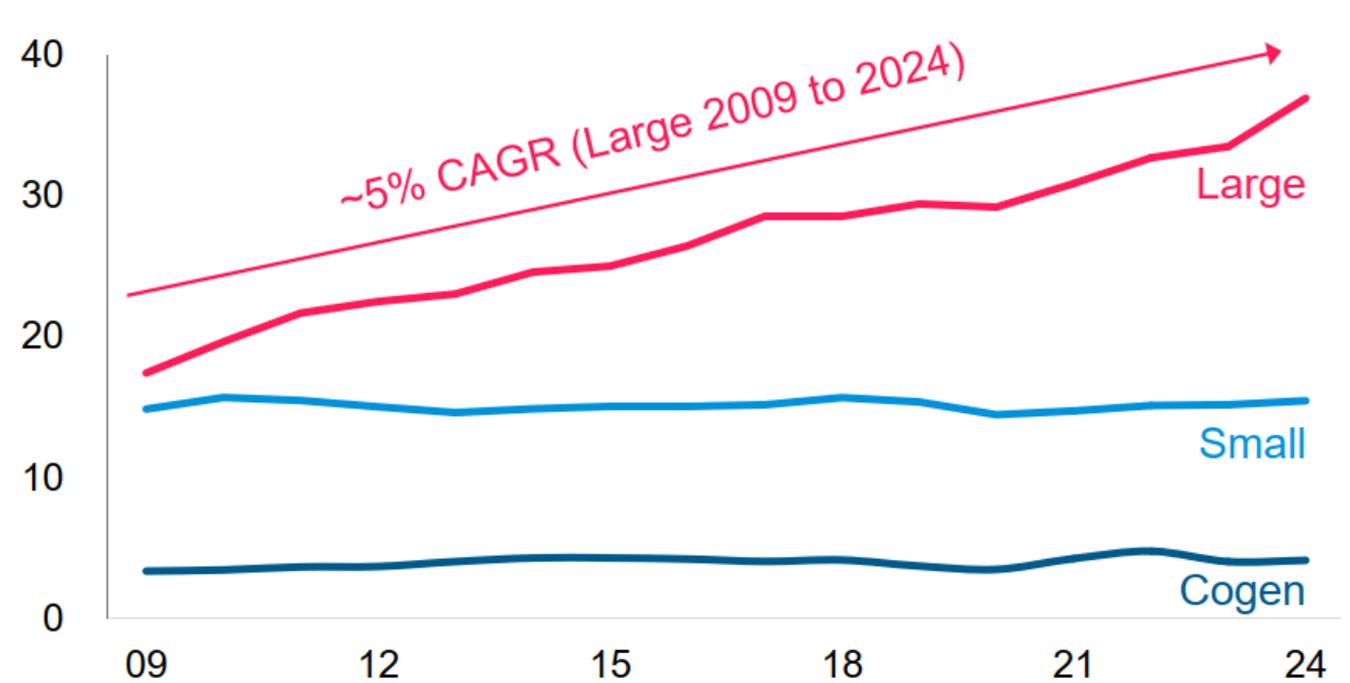


History of strong growth over many years at Entergy

ETR large industrial sales vs. IPI¹



Industrial sales; TWh

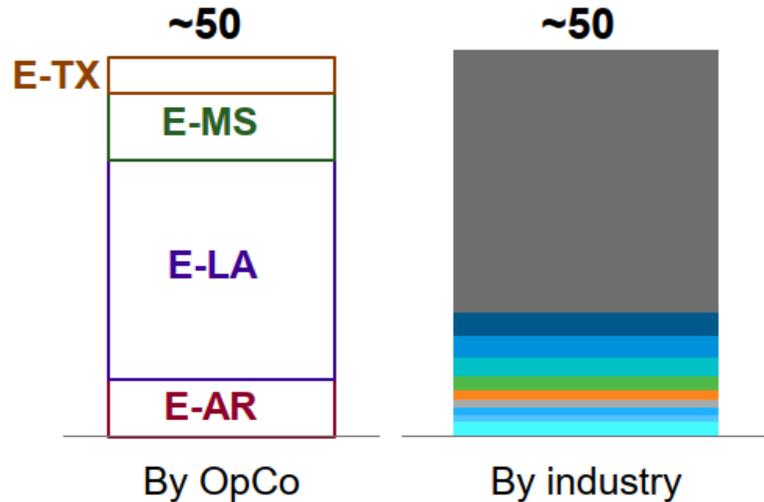


1. Industrial Production Index measures levels of production and capacity in the manufacturing, mining, electric, and gas industries relative to a base year

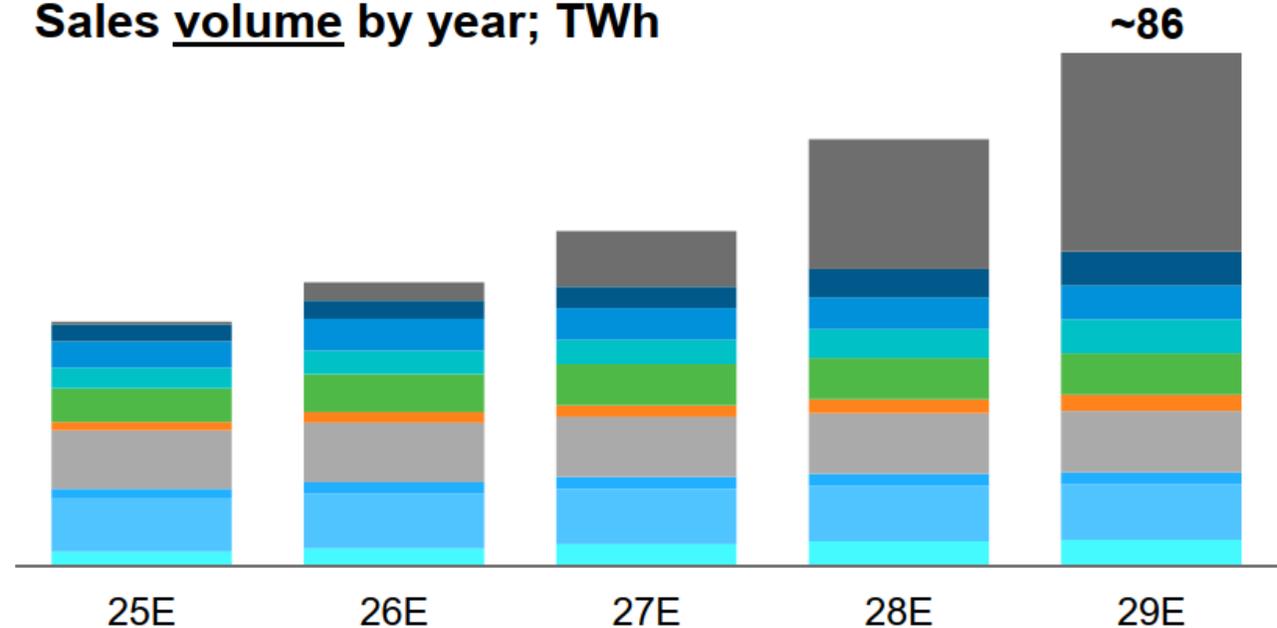
Diversified large industrials include data centers

Industry and geographic diversity

Large industrials
Sales growth 29E vs 24; TWh

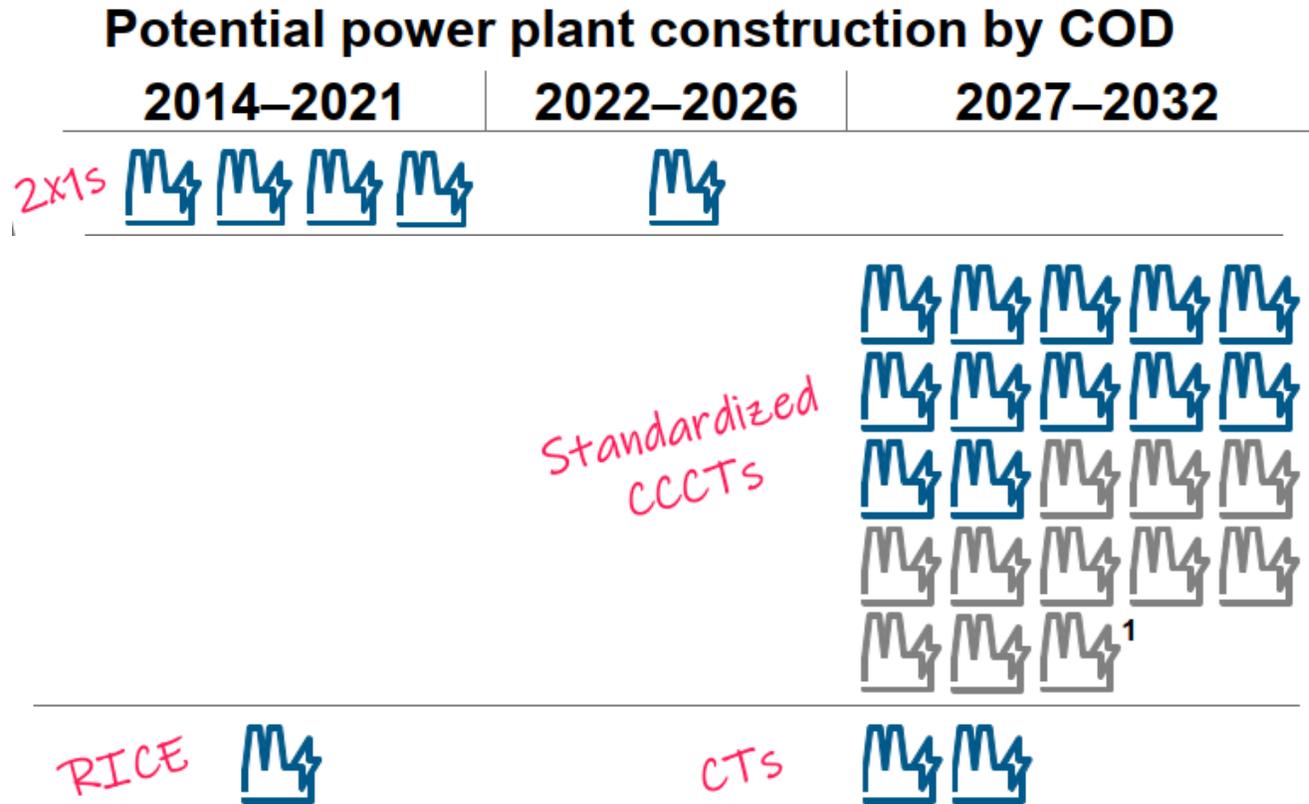


Large industrials
Sales volume by year; TWh



- Other
- Chlor-alkali
- Technology
- Petroleum refining
- Agricultural chemicals
- Petrochemicals
- Industrial gases
- Primary metals
- Transportation
- Data centers

Adding Generation Ensures Reliability for All Customers



1. Grey plants available for growth above current plan

We power life today and for future generations

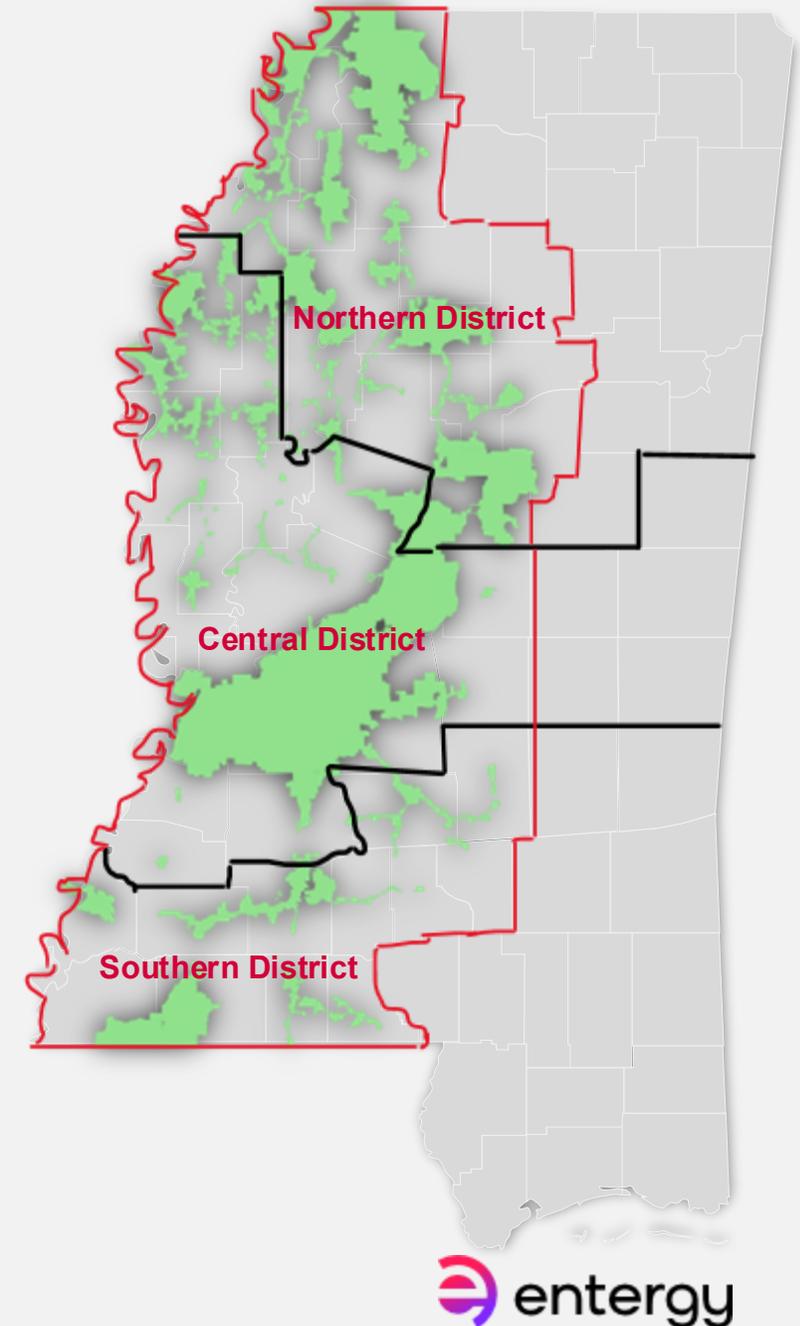
We exist to grow a world-class energy business that creates sustainable value for our four stakeholders:

customers

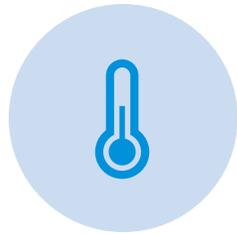
employees

communities

owners



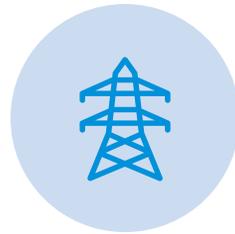
Low customer growth at Entergy Mississippi magnified industry challenges



INCREASED
WEATHER/CLIMATE
RISKS



RISING COSTS



REPLACING AGING
INFRASTRUCTURE



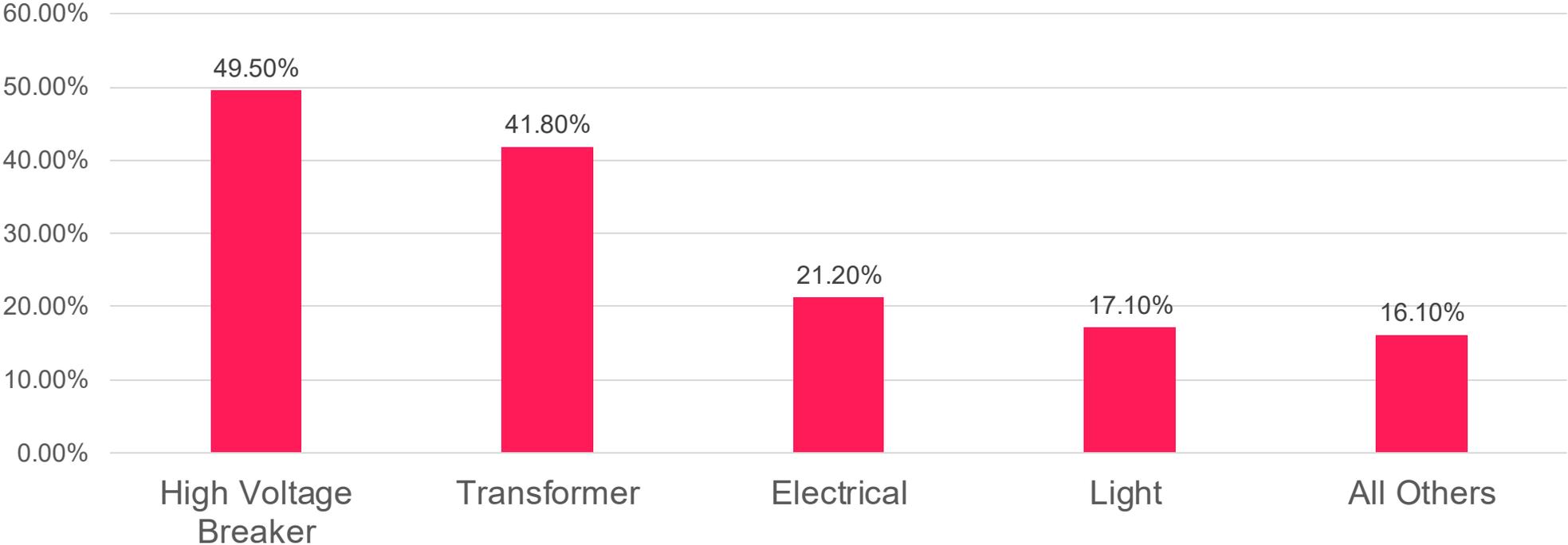
NEW & CHANGING
REGULATIONS



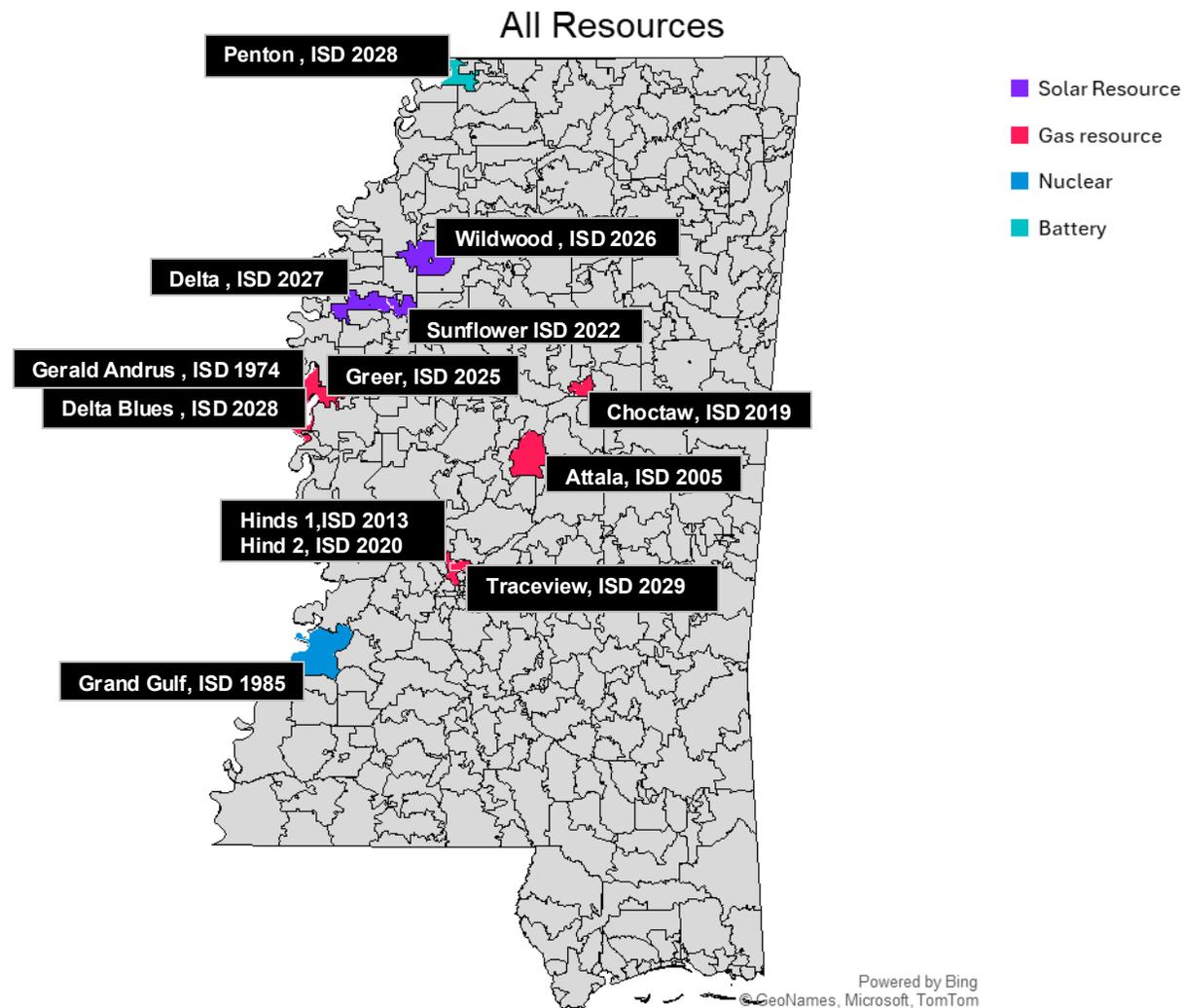
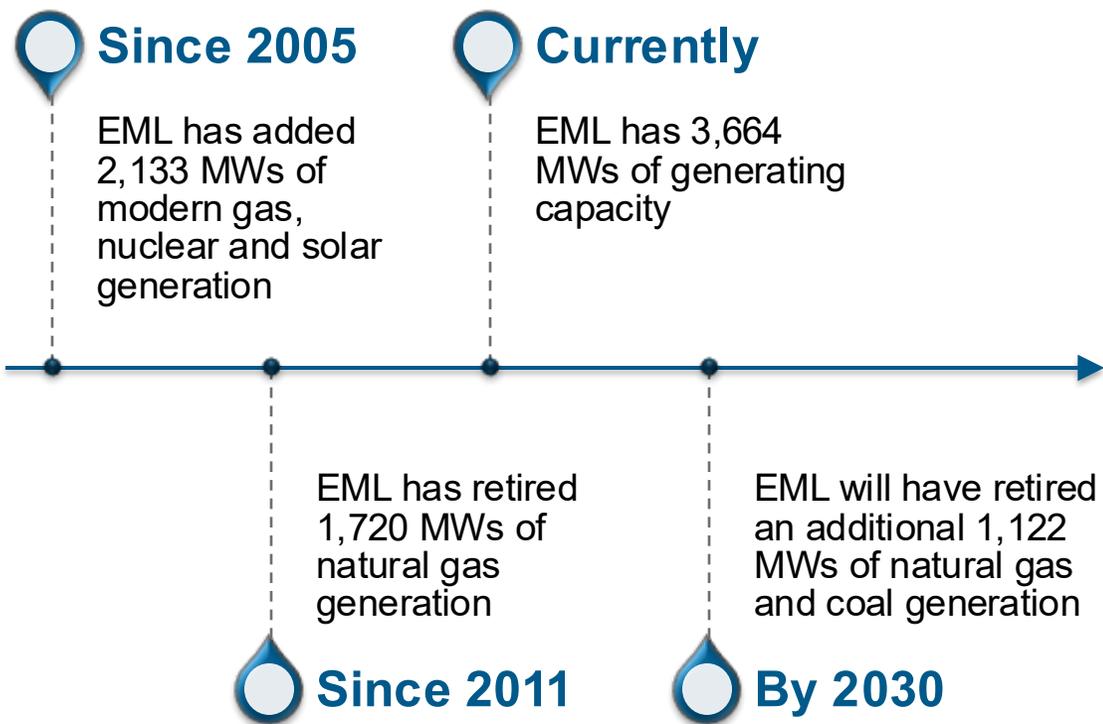
CHANGING
CUSTOMER
EXPECTATIONS

Costs are rising in our industry

Increase in purchase price from 2022 to YTD
Entergy Mississippi



Generation need existed before new growth

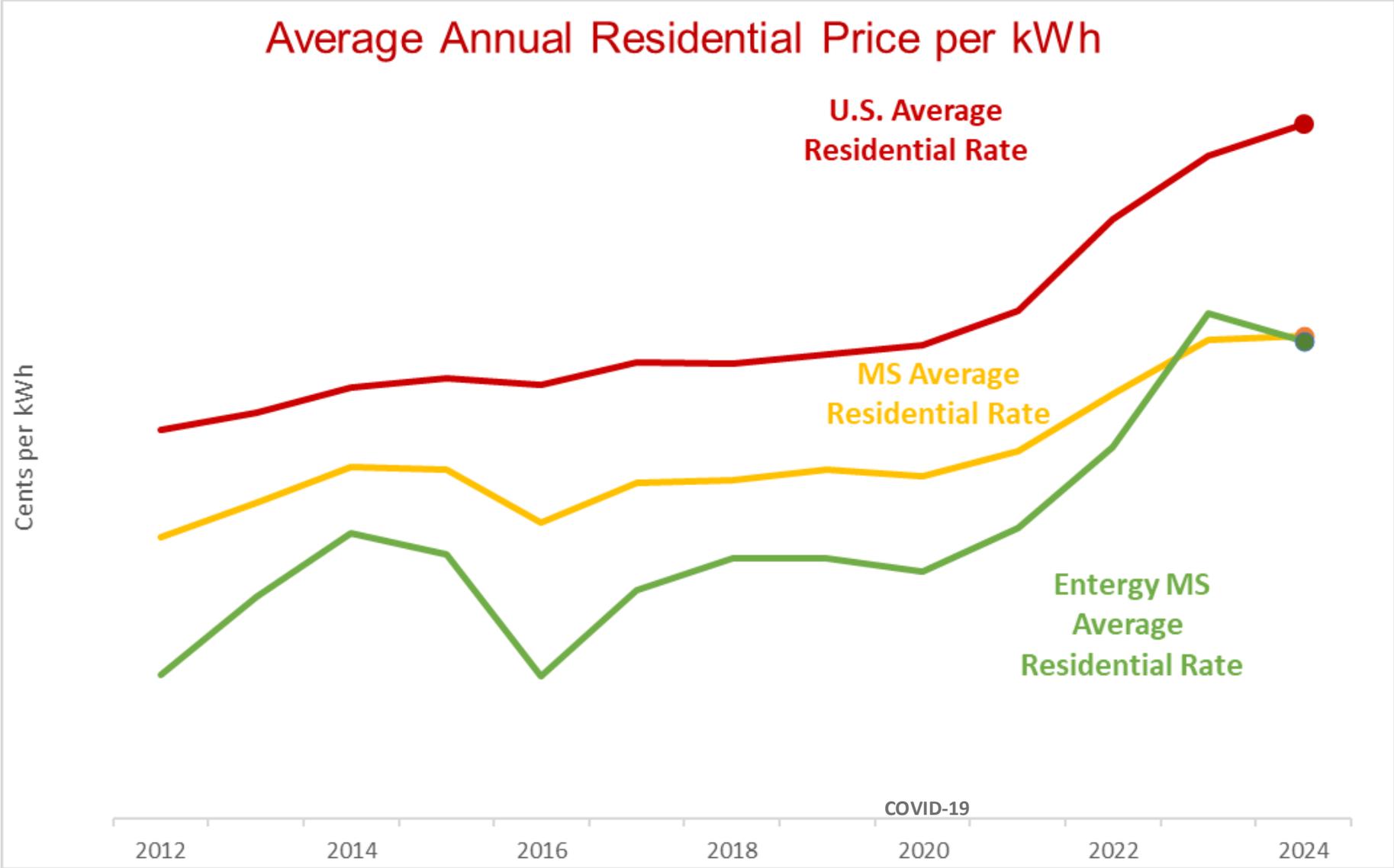


* MW amounts reflect nameplate capacity *

How to calculate a customer rate

$$\frac{\text{Cost of electricity (A)}}{\text{KWh consumed/sales (B)}} = \text{Price/rates (C)}$$

Entergy Mississippi rate comparison





Transformative Opportunity



\$13B

CapEx announced



1,200+

Direct jobs

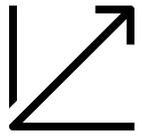


Tech leader

Positions Mississippi as tech leader in the Southeast

Diversification of industry for Entergy

The largest grid upgrade in Entergy Mississippi's history, made possible by large customer expansions



50% more added
in reliability upgrades



50% reduction
in outages targeted



0% added cost
to our customers

SUPERPOWER
Mississippi
more and better power at a lower cost

\$300,000,000
added to existing
reliability projects,
totaling nearly
\$1,000,000,000
toward
a stronger grid
by 2030



Economic development benefits existing customers

Because of growth, bills will be lower than they otherwise would have been.

