

Clean, safe, reliable and affordable energy drives our economy, makes lives better and strengthens communities. Southern Company is focused on finding better ways to make, move and help customers use energy more wisely.

As we look to a future that presents new opportunities and changing expectations, we're sharpening our focus on innovation and challenging ourselves for fresh ideas about how to best serve customers. Southern Company is working to invent our energy future.

Over the past four decades, according to the U.S. Energy Information Administration, electricity consumption in America has grown five times as fast as other energy sources. The signs point to even greater electrification of our economy and all the benefits that brings. For this reason and others, innovation around electricity is becoming more important than ever.

A major focus for Southern Company is on developing the full portfolio of energy resources, including an expansion of low-carbon options. Through our subsidiaries, we are building two of the first new nuclear power units in a generation of Americans, developing large-scale coal gasification technology with carbon capture, significantly increasing the role of solar power and other renewable energy sources, incorporating more natural gas generation, and growing our energy-efficiency options. Doing it all is essential to serve customers today and set a strong foundation for tomorrow.

Innovation is embedded in our customer-focused business model and commitment to making the communities we serve better off because we're there. The Southern Company system has engaged in robust, proprietary research and development across five decades to deliver better ways to make energy work for customers. We are continuing to build on that legacy because we understand the important role energy has in helping families attain a better standard of living. Initiatives such as the National Carbon Capture Center, Water Research Center and Mercury Research Center are adding to a proud tradition.

Making communities better means more than just providing a quality product at an affordable price with great customer service. The people of Southern Company and our subsidiaries also play active roles in the lives of our communities. Employees give about 250,000 volunteer hours a year to civic causes, partner in economic development efforts that bring new jobs and capital investment to the southeast annually, and work with a wide range of stakeholders to support natural habitat conservation throughout the region.

We see energy as more than mere infrastructure. It's a way for America to play offense — to build a secure future for generations to come. Southern Company is leading that charge.



Thomas A. Fanning

Thomas A. Fanning
Chairman, President and Chief Executive Officer



www.southerncompany.com

Innovation is embedded
in our customer-focused
business model and
commitment to making the
communities we serve better
off because we're there.
We are continuing to build
on that legacy because we
understand the important
role energy has in helping
families attain a better
standard of living.