ENTERGY CORP /DE/
Form 425
November 13, 2012

Creating Sustainable Value
47
th
Edison Electric Institute
Financial Conference

November 11
13, 2012
Filed by Entergy Corporation Pursuant to Rule 425
Under the Securities Act of 1933
Subject Company: Entergy Corporation
Commission File No. 001-11299

1
Caution Regarding Forward-Looking Statements and
Caution Regarding Forward-Looking Statements and
Regulation G Compliance
Regulation G Compliance
In
this

presentation, and from time to time, Entergy Corporation makes certain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Except to the extent required by the federal securities laws, Entergy undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

Forward-looking statements involve a number of risks and uncertainties. There are factors that could cause actual results to differ materially from those expressed or implied in the forward-looking statements, including (a) those factors discussed in: (i) Entergy s Form 10-K for the year ended Dec. 31, 2011, (ii) Entergy s Form 10-Q for the quarters ended March 31, 2012, June 30, 2012 and Sept. 30, 2012 and (iii) Entergy s other reports and filings made under the Securities Exchange Act of 1934; (b) uncertainties associated with rate proceedings, formula rate plans and other cost recovery mechanisms; (c) uncertainties associated with efforts to remediate the effects of major storms and recover related restoration costs; (d) nuclear plant relicensing, operating and regulatory risks, including any changes resulting from the nuclear crisis in Japan following its catastrophic earthquake and tsunami; (e) legislative and regulatory actions and risks and uncertainties associated with claims or litigation by or against Entergy and its subsidiaries; (f) conditions in commodity and capital markets during the periods covered by the forward-looking statements, in addition to other factors described elsewhere in this presentation and subsequent securities filings and (g) risks inherent in the proposed spin-off and subsequent merger of Entergy s electric transmission business with a subsidiary of ITC Holdings Corp. Entergy cannot provide any assurances that the spin-off and merger transaction will be

completed and cannot give any assurance as to the terms on which such transaction will be consummated. The spin-off and merger transaction is subject to certain conditions precedent, including regulatory approvals and approval by ITC Holdings Corp. shareholders.

This presentation includes the non-GAAP measures of operational return on equity, operational non-fuel operation and maintenance expense, operational adjusted EBITDA and operational earnings per share when describing Entergy s results of operations and financial performance. We have prepared reconciliations of these measures to the most directly comparable GAAP measures. These reconciliations can be found on slides 56 59. Further information about these measures can be found in Entergy s investor earnings releases, which are posted on our website at www.entergy.com.

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Additional Information and Where to Find It

Additional Information and Where to Find It

On Sept. 25, 2012, ITC filed a registration statement on Form S-4 with the Securities and Exchange Commission (SEC) registering shares of ITC common stock to be issued to Entergy shareholders in connection with the proposed transactions, but this registration statement has not become effective. This registration statement includes a proxy statement of ITC that also constitutes a prospectus of ITC, and will be sent to ITC shareholders.

In addition, Mid South TransCo LLC (TransCo) will file a registration statement with the SEC registering TransCo common units to be issued to Entergy shareholders in connection with the proposed transactions. Entergy shareholders are urged to read the proxy statement/prospectus included in the ITC registration statement and the proxy statement/prospectus to be included in the TransCo registration statement (when available) and any other relevant documents, because they contain important information about ITC, TransCo and the proposed transactions. ITC shareholders are urged to read the proxy statement/prospectus and any other relevant documents because they contain important information about TransCo and the proposed transactions. The proxy statement/prospectus and other documents relating to the proposed transactions (when they are available) can be obtained free of charge from the SEC s website at www.sec.gov. The documents, when available, can also be obtained free of charge from Entergy upon written request to Entergy Corporation, Investor Relations, P.O. Box 61000, New Orleans, LA 70161 or by calling Entergy s Investor Relations information line at 1-888-ENTERGY (368-3749), or from ITC upon written request to ITC Holdings Corp., Investor Relations, 27175 Energy Way, Novi, MI 48377 or by calling 248-946-3000.

3
Entergy s Scope of Operations Today
Entergy s Scope of Operations Today
Entergy s Scope of Operations
Entergy s Businesses

30,000 MW electric generating capacity

One of the nation s leading nuclear generators

2.8 million utility customers

More than $11 billion revenues

~15,000 employees
Utility

6 vertically integrated electric utilities

4 contiguous
states

Arkansas,
Louisiana,
Mississippi, Texas

~21,000 MW generating capacity

More than 15,800 miles high-voltage
transmission lines
1
EWC s ownership interest
(5 retail regulators)
Entergy Wholesale Commodities
6 nuclear units owned at 5 sites (5,011 MW)
2 gas,
1
gas
/
oil
facilities
(1,340
MW
)
2 wind
facilities
(80
MW
)
2 coal
facilities
(181
MW
)
1 nuclear plant managed (800 MW)
1
1

1

4
Business Model Has Two Main Dimensions
Business Model Has Two Main Dimensions
Based on Dynamic Point of View
Based on Dynamic Point of View
Portfolio
Management

Create
Options
Short Positions
Long Positions
Strict Risk
Limits
Business
Strategy
Driven by:
Markets
Skills
Scale
Scope
Positions
Rigorous
Analysis
Current
Point of
View
Structured
Contracts
Asset
Development/
Acquisitions
Asset
Disposition
Structured
Contracts
Operational
Excellence
Produce
Products/
Services
Achieve
Productivity
Manage
Relationships
Industry
Standards
Entergy s Business Model
Supply / Demand
Climate / Weather Data
Environment
Competitive Behavior
Fuel Prices
Legislation / Regulation
Credit Markets
Capital Markets

5
Create
Options
Business
Strategy
Business Model Has Two Main Dimensions
Business Model Has Two Main Dimensions

Based on Dynamic Point of View
Based on Dynamic Point of View
Driven by:
Markets
Skills
Scale
Scope
Positions
5
Entergy s Business Model
Operational
Excellence
Produce
Products/
Services
Achieve
Productivity
Manage
Relationships
Industry
Standards

6
The Foundation: Safe, Secure and
The Foundation: Safe, Secure and
Efficient Operations
Efficient Operations
2012 Operational Accomplishments Year-to-Date
Restored power to

90% of customers
within 4
5 days
after Hurricane Isaac
moved through
service area
Obtained approvals
subject to conditions
of MISO proposal
in LA, TX and AR
Maintained flat
non-fuel electric rates
from 2011 to 2012
Utility
EWC
Completed breaker-to-
breaker run at FitzPatrick
Obtained Pilgrim
20-year license
renewal from NRC
Received positive
decisions in Vermont
Yankee proceedings
Operational
Excellence

Active Regulatory Calendar
Active Regulatory Calendar
Constructive Regulatory Relationships
Constructive Regulatory Relationships
1
Revised after receipt of PUCT Staff s workpapers
Arkansas

Hot Spring acquisition approved Jul 2012, with cost recovery through capacity rider; DOJ review ongoing

Next base rate case expected to be filed in 1Q13; 10-month statutory deadline
Louisiana

Base rate case filings for EGSL and ELL to be made by Jan 2013; 12-month statutory deadline
Mississippi

2012 test year FRP to be filed Mar 2013

Hinds cost recovery through rider approved Aug 2012; DOJ review ongoing

Staff report on electric utility ROE methodology expected by end of 2012
New Orleans

Seeking possible renewal or extension of FRP

Current FRP ended with 2011 test year
Texas

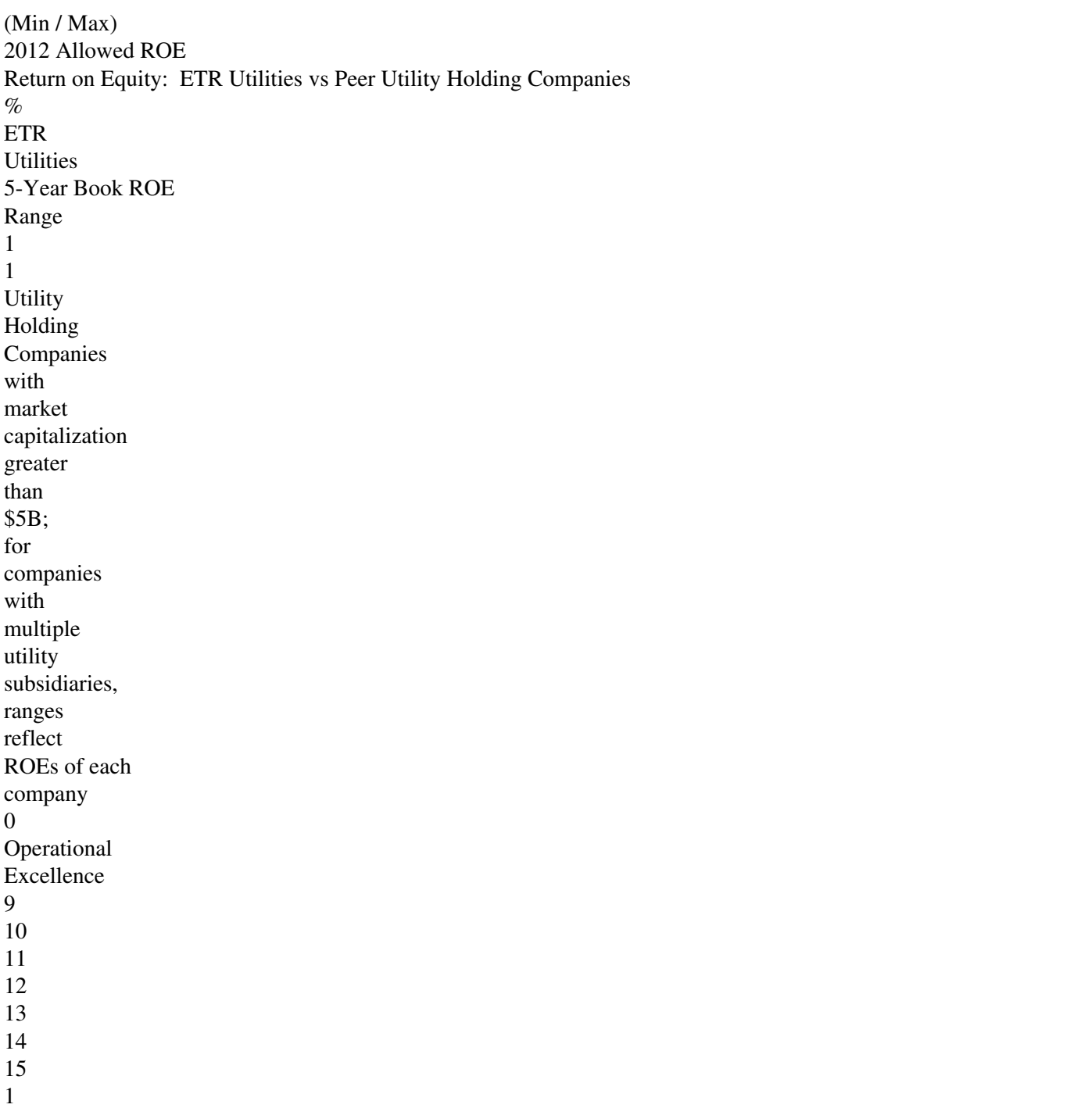
PUCT issued final rate case order in Sep 2012; reflects a 9.8% return on equity and a $27.7M base rate increase (ongoing EPS effect ~$0.03)

Proposal on purchased power capacity rider expected to be issued Nov 2012
Operational Excellence
7
1

Strategy and Recovery Mechanisms Key
Strategy and Recovery Mechanisms Key
Rate Case
Specific
Recovery
Cost Recovery
Formula Rate

Plan
Goal: timely recovery of costs and the opportunity to earn on prudent investment
Illustrative
Regulatory Mechanisms for Cost Recovery
Non-fuel O&M
Maintenance capital
Example
Acquisitions
Capacity costs
Emission costs
Energy efficiency
Renewables
Storm
Full review of costs
Rate design
X%
X%
14ft
Operational
Excellence
Acadia Unit 2
8

9
For a Utility, What Really Matters
For a Utility, What Really Matters
Is What You Earn. . .
Is What You Earn. . .
5-Year Average
Allowed ROE Range


(Min / Max)
2012 Allowed ROE
Return on Equity: ETR Utilities vs Peer Utility Holding Companies
%
ETR
Utilities
5-Year Book ROE
Range
1
1
Utility
Holding
Companies
with
market
capitalization
greater
than
$5B;
for
companies
with
multiple
utility
subsidiaries,
ranges
reflect
ROEs of each
company
0
Operational
Excellence
9
10
11
12
13
14
15
1

. . ..While Keeping Customer Rates Affordable
. . .While Keeping Customer Rates Affordable
Utility Average Residential Customer Rates
2011; ¢
per kWh
Note:
Regulated

utilities,
excluding
primarily
hydro-electric
Utility Average Residential Customer Rates with $30/mt Carbon Tax
2011; ¢
per kWh
0
10
20
30
40
0
10
20
30
40
ELL
EGSL
EMI
EAI
ENOI
ETI
ENOI
EMI
EGSL
EAI
ELL
ETI
Operational
Excellence
10

11
Challenges in Texas Remain,
Challenges in Texas Remain,
But We Have Options
But We Have Options
Operational ROE
2007

2012E; %
As-Reported
Key Legislative and Regulatory Events
2007 rate case
$47M base rate
increase in Jan 2009
2011: SB 1693
Distribution
investment rider
recovery
2009 rate case
$17.5M increase in May 2010
$41.5M increase in Aug 2010
$9M increase in May 2011
2006 & 2009:
Storm cost legislation
and securitizations
(hurricanes Rita
and Ike)
$68M
total

Purchased power recovery rulemaking
(draft rider rule under development)

Special relief through fuel adjustment
clause

Transmission Cost Recovery Factor
(authorized but not used to date)

Next
base
rate
case
(timing
TBD)

Pursue relief in courts
2011 rate case
$27.7M increase in Jul 2012
Paths for Improving ROE in Texas
Operational
Excellence

12
Increased Investment on Horizon
Increased Investment on Horizon
Requires Prudent Management
Requires Prudent Management
Key Drivers
Issue

Investment Types
Growing
demand
~3.7 GW projected Entergy
region load growth by 2020
Portfolio
transformation
Ninemile 6 CCGT
Aging
infrastructure
~12 GW of existing Utility
generation is 35 years or older
Major projects
Waterford 3
Steam Generator
Replacement
Environmental
regulation
Environmental
controls
Scrubbers at
White Bluff Plant
2
NERC
compliance
Reliability investments to meet
increasing standards
Transmission
investments
Critical Infrastructure
Protection
Every day
Routine maintenance of
generation, transmission and
distribution facilities
~$900M
annually
1
Largely dependent on state action
2
Project
suspended;
limits
for
NOx
and
SO_2
at
White
Bluff

depends
on
final
State
or
Federal
Implementation
Plan
MATS compliance by 2015 2016
Regional Haze likely by 2019
SO
2

NAAQS likely by 2019
CSAPR or replacement rule?
1
Operational
Excellence

13
NRC License Renewal Status
Issued for 20 years
Unit
Expiration
Recent Events /
Next Steps

Indian
Point 2
9/28/13

Final Safety Evaluation
Report issued in 2009;
SER Supplement issued
8/30/11

FSEIS
1
issued Dec 2010

Further supplements to
FSEIS and FSER expected
in next few months

ASLB
2
Track 1 hearings
on 10 of 13 issues (so far)
scheduled to conclude by
end of 2012
Indian
Point 3
12/12/15
Pending
Palisades renewed on 1/17/07
(expires 3/24/31)
FitzPatrick renewed on 9/8/08
(expires 10/17/34)
VT Yankee renewed on 3/21/11
(expires 3/21/32)
Pilgrim renewed on 5/29/12
(expires 6/8/32)
Pilgrim: 4 years
from 2008 Hearings
to 2012 Decision
Timely Renewal Protection
available if necessary
Time to resolve issues raised
by DC Circuit Waste
Confidence Decision
1
Final Supplemental Environmental Impact Statement
2
Atomic Safety and Licensing Board
Apply that to Indian Point
At EWC, Resolution of License Renewal
At EWC, Resolution of License Renewal

Could Take Up to 7 to 10 Years
Could Take Up to 7 to 10 Years
Operational
Excellence

Indian Point State Water Quality
Indian Point State Water Quality
Proceedings Ongoing
Proceedings Ongoing
Current Status
Our Response

We believe operation of IP causes no
significant impact to Hudson River;
however, offered wedgewire screens
as best technology available

Water quality certification has been
waived by NY State

Adjudicatory hearings in joint
proceeding of WQC / SPDES
1
before
NY State Department of Environmental
Conservation underway

Submitted notice to NRC of no final
decision on WQC in required 1-year
time period
1
State Pollutant Discharge Elimination System permit
Wedgewire Screens vs Cooling Towers
a)
Air quality
probably not permittable
b)
Aesthetic
size / visible plume ~10% of time
c)
Zoning
Village of Buchanan not supportive
d)
Bottom line
in operation approximately 13
years after approvals
a)
Would significantly reduce fish entrainment and
impingement
b)
Bottom line
in operation approximately 4 years
after approvals
Capital estimate:
$250M
$300M
Capital estimate: at least $1.19B
(2009$, direct capital cost)
+ 14.5 TWh of lost generation
over 42-week outage period
Operational
Excellence

Wedgewire Screen
Cooling
Towers
14

15
Pursuing Several Paths to Resolve
Pursuing Several Paths to Resolve
Coastal Zone Management Issue
Coastal Zone Management Issue
Our Response
Current Status

Filed ASLB motion for declaratory order on 7/30/12 that no further consistency review required; answers to motion due 1/14/13

In the event the State agency has previously reviewed a license or permit activity, further review is limited to cases where the activity will be modified substantially causing new coastal zone effects.

U.S. Statute

Coastal Zone Management Act

Operational Excellence

The projects which meet one of the following two criteria will not be subject to New York State s Coastal Management Program...

--

York CMP § II-9, at 1 (2006)

New York State Coastal Management Program

Our Response

Indian Point is grandfathered under the New York Coastal Management Program

Current Status

Filed with NYS Dept of State a petition for declaratory order on 11/7/12 confirming that Indian Point is grandfathered

No new coastal zone effects will be

caused
by
license
renewal
and
NY
State
has
previously
reviewed
and
found
Indian
Point
consistent
with
NY
coastal
policies
--
44 Fed. Reg. 37,142, 37,150 (June 25, 1979)

16
An Assessment of Energy
Needs in Westchester County
Indian Point Safe, Secure, Vital
and Has Public Support
Indian Point Safe, Secure, Vital
and Has Public Support

Polling Results Over Time; %
Favor
Oppose
Don t Know
53
28
19
Fukushima
Mar 11, 2011
Q: Do
you
favor
or
oppose
renewing
the
licenses
for
the
electricity-generating nuclear plants at the Indian Point
Energy Center?
0
15
30
45
60
Aug
2010
Mar
2011
Aug 7-10
2011
Aug 31
2011
Oct
2011
Feb
2012
Operational
Excellence

17
Create
Options
Operational
Excellence
Produce
Products/

Services
Achieve
Productivity
Manage
Relationships
Industry
Standards
Rigorous
Analysis
Supply / Demand
Climate / Weather Data
Environment
Competitive Behavior
Fuel Prices
Legislation / Regulation
Credit Markets
Capital Markets
Business Model Has Two Main Dimensions
Business Model Has Two Main Dimensions
Based on Dynamic Point of View
Based on Dynamic Point of View
Current
Point of
View
17
Entergy s Business Model

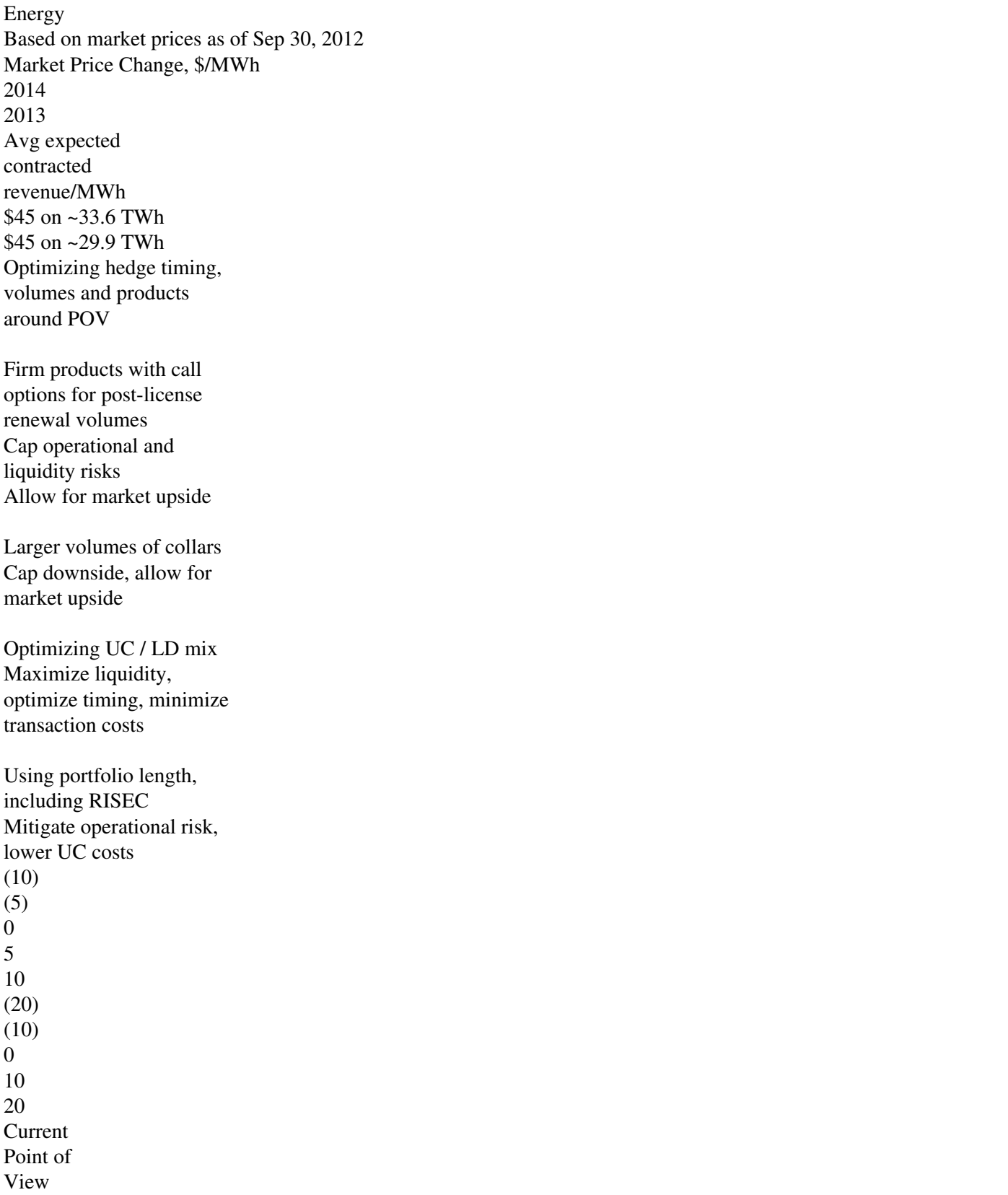
18
Cautiously Optimistic on Northeast Power Prices
Cautiously Optimistic on Northeast Power Prices
Illustrative
Market response
Unit shutdown
Environmental regulation

Out-of-market regulation
Ongoing gas oversupply
Potential 5-year out
view for
NE power prices
1
Source: New York Independent System Operator, ISO New England, internal analysis
Current forward: ~$50
Upside: ~$80
Downside: ~$40
1
Includes energy and capacity
Historical Northeast Market Power Prices (Energy Only)
$/MWh; Rolling Averages
Potential for improvement in heat rates, capacity markets, natural gas markets
Rolling 365-Day
Spot Price
Rolling Prompt
12-Month
Forward Prices
Implied Spot
Using
Forward Prices
Increased Hedging
Mid-2010
0
20
40
60
80
100
120
Jan-02
Jan-04
Jan-06
Jan-08
Jan-10
Jan-12
Current
Point of
View

19
Previous Hedging Preserved Value
Previous Hedging Preserved Value
Current
Point of
View
EWC Nuclear Portfolio Energy Under Contract

2009
2017E; % as reported on Nov 5, 2012
1
Realized through Sep 2012
EWC Nuclear Portfolio Revenue With and Without Contracting
2009
2017E; $/MWh; Capacity and Acquisition PPA Recognized at Contract Prices
Historical Spot and
Current Forwards
Realized MTM Gain since 2009: ~$1.6B
Not Yet Realized MTM Gain: ~$0.2B
1
0
10
20
30
40
50
60
70
80
09
10
11
12E
13E
14E
15E
16E
17E
86
90
96
85
84
73
25
25
26
09
10
11
12E
13E
14E
15E
16E
17E

20
Current Hedging Product Selection
Current Hedging Product Selection
Designed to Benefit If Prices Rise
Designed to Benefit If Prices Rise
EWC Nuclear Revenue Sensitivity on
Contracted


Energy
Based on market prices as of Sep 30, 2012
Market Price Change, $/MWh
2014
2013
Avg expected
contracted
revenue/MWh
$45 on ~33.6 TWh
$45 on ~29.9 TWh
Optimizing hedge timing,
volumes and products
around POV
Firm products with call
options for post-license
renewal volumes
Cap operational and
liquidity risks
Allow for market upside
Larger volumes of collars
Cap downside, allow for
market upside
Optimizing UC / LD mix
Maximize liquidity,
optimize timing, minimize
transaction costs
Using portfolio length,
including RISEC
Mitigate operational risk,
lower UC costs
(10)
(5)
0
5
10
(20)
(10)
0
10
20
Current
Point of
View

21
Short Positions
Long Positions
Strict Risk
Limits
Structured
Contracts

Asset
Development/
Acquisitions
Asset
Disposition
Structured
Contracts
Business Model Has Two Main Dimensions
Business Model Has Two Main Dimensions
Based on Dynamic Point of View
Based on Dynamic Point of View
Create
Options
Rigorous
Analysis
Supply / Demand
Climate / Weather Data
Environment
Competitive Behavior
Fuel Prices
Legislation / Regulation
Credit Markets
Capital Markets
Current
Point of
View
21
Entergy s Business Model
Portfolio
Management

22
Significant Progress Made in Advancing
Significant Progress Made in Advancing
MISO Proposal
MISO Proposal
MISO Proposal
Entergy

Service
Territory
Joining MISO Benefits
All Stakeholders
EAI is hereby authorized to sign the
MISO Transmission Owners Agreement
and move forward with the
EAI / MISO integration process
--
the Commission finds that ETI s
application, as modified is in the public
interest and approves the proposed transfer
of operational control to MISO
--
The Companies
Application filed in
this docket is approved as in the public
interest, subject to contingencies
and conditions
--
To Do
Portfolio
Management

CCNO
settlement filed 11/8/12; on agenda
for 11/12/12 Utility Committee Meeting

MPSC
settlement reached with Staff;
on agenda for 11/15/12 Open Meeting

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The Next Step, ITC Transaction
The Next Step, ITC Transaction
Benefits for Customers, Other Stakeholders
Benefits for Customers, Other Stakeholders
Utility
OpCos

Entergy
Wholesale
Commodities
Entergy
Shareholders
Illustrative
Mid South
TransCo LLC
(New Holdco)
ITC
Shareholders
ITC Merger
Sub
Transco Subs
Proposed Spin-Merge of Transmission Business

Generation

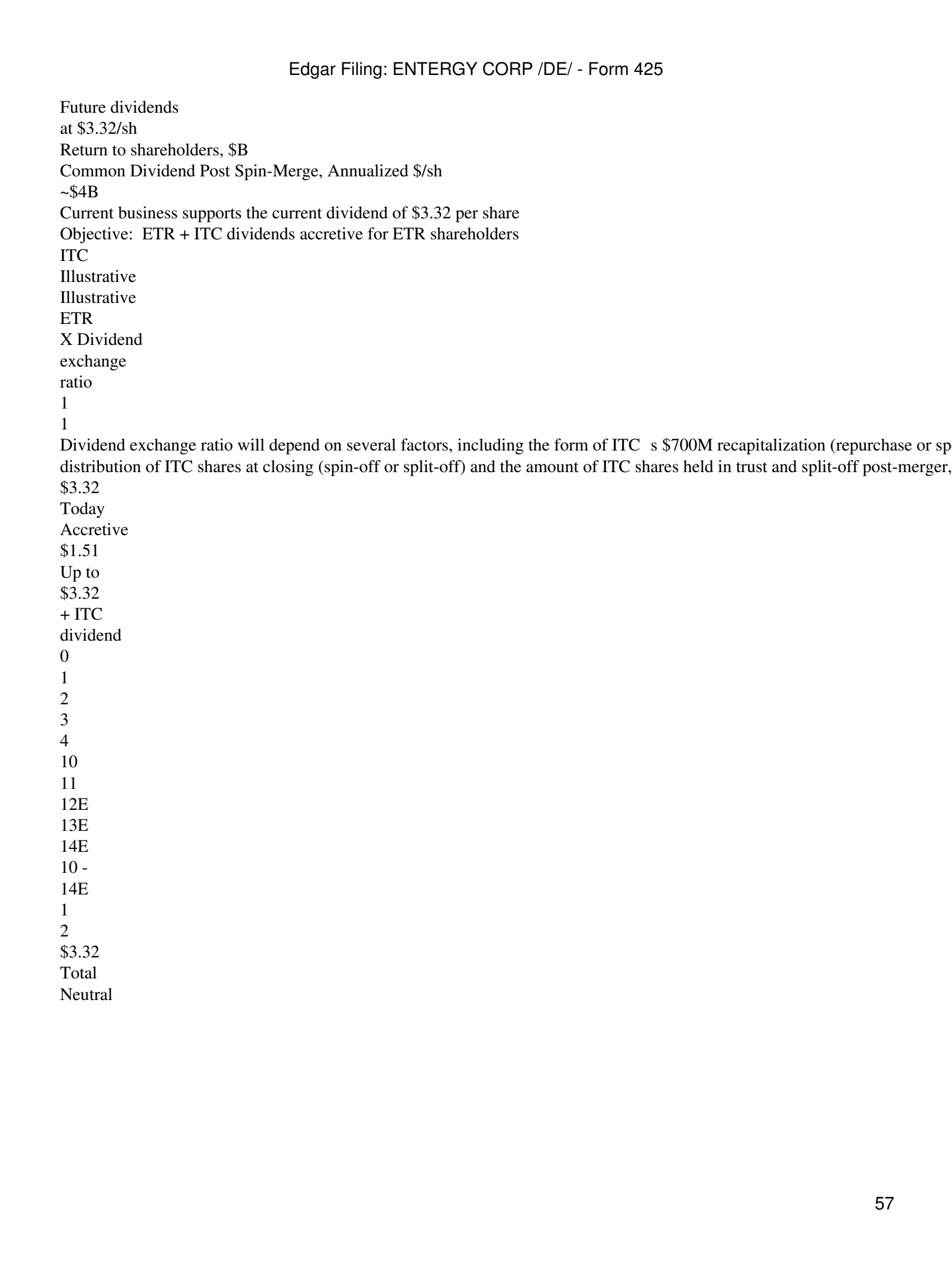
Distribution

Retail
customer
service

Transmission
$700M
recapitalization
(pre-close)
ETR and
OpCos
reduce
debt and
redeem
preferred
equity with
the
$1.775B
$1.775B debt
transferred
with assets
Trust
Up to ~5%
ITC Shares
(split-off)
ITC
Shares
ETR
Shares
ETR
Shares

~5%
ITC Shares`
Expected closing in 2013
Entergy Shareholders will own stock in *two companies*
Entergy Shareholders will own stock in *two companies*
ETR After
ETR After
ITC After
ITC After
Portfolio
Management

24
The Common Dividend: Current Structure vs
The Common Dividend: Current Structure vs
Post ITC Transaction
Post ITC Transaction
Share Repurchases
Dividends


Future dividends
at $3.32/sh
Return to shareholders, $B
Common Dividend Post Spin-Merge, Annualized $/sh
~$4B
Current business supports the current dividend of $3.32 per share
Objective: ETR + ITC dividends accretive for ETR shareholders
ITC
Illustrative
Illustrative
ETR
X Dividend
exchange
ratio
1
1
Dividend exchange ratio will depend on several factors, including the form of ITC s $700M recapitalization (repurchase or sp
distribution of ITC shares at closing (spin-off or split-off) and the amount of ITC shares held in trust and split-off post-merger,
$3.32
Today
Accretive
$1.51
Up to
$3.32
+ ITC
dividend
0
1
2
3
4
10
11
12E
13E
14E
10 -
14E
1
2
$3.32
Total
Neutral

25
The Common Dividend: Our Objectives
The Common Dividend: Our Objectives
1
Current business supports the current dividend of $3.32 per share
ETR Today
2

Objective: ETR + ITC dividends accretive for ETR shareholders
Post Spin-Merge
Current procedural schedules point to dividend decision at least
10 mos away
Considerations for dividend level

Utility
investment
profile
(planned
and
potential)

Regulatory
outcomes
Current cases (including ETI)
Major investments (e.g., Waterford 3
steam generator replacement,
Hinds and Hot Spring acquisitions)
Three rate cases in 2013
3
Bottom line
when the time comes, we ll make the right decision
4
Previously, we ve said the long-term financial outlook supported maintaining
Entergy s dividend at the current $3.32 per share annualized level

Point
of
view
on
commodity
markets,
EWC s
ability
to
temporarily
supplement
dividend

Number
of
ITC
shares
to
Entergy
shareholders

Credit
and

liquidity

Payout
ratio

Benefits from Independence
Benefits from Independence
Regional Transmission Planning
Regional Transmission Planning
Aligns with national policy objectives
Greater participation, disclosure by
third parties

Facilitates competitive markets
Transmission Planning
ITC
Sources: Velocity Suite Online and Ventyx, an ABB Company
Portfolio
Management
26

Optimize
projects
across
both systems and other
regions

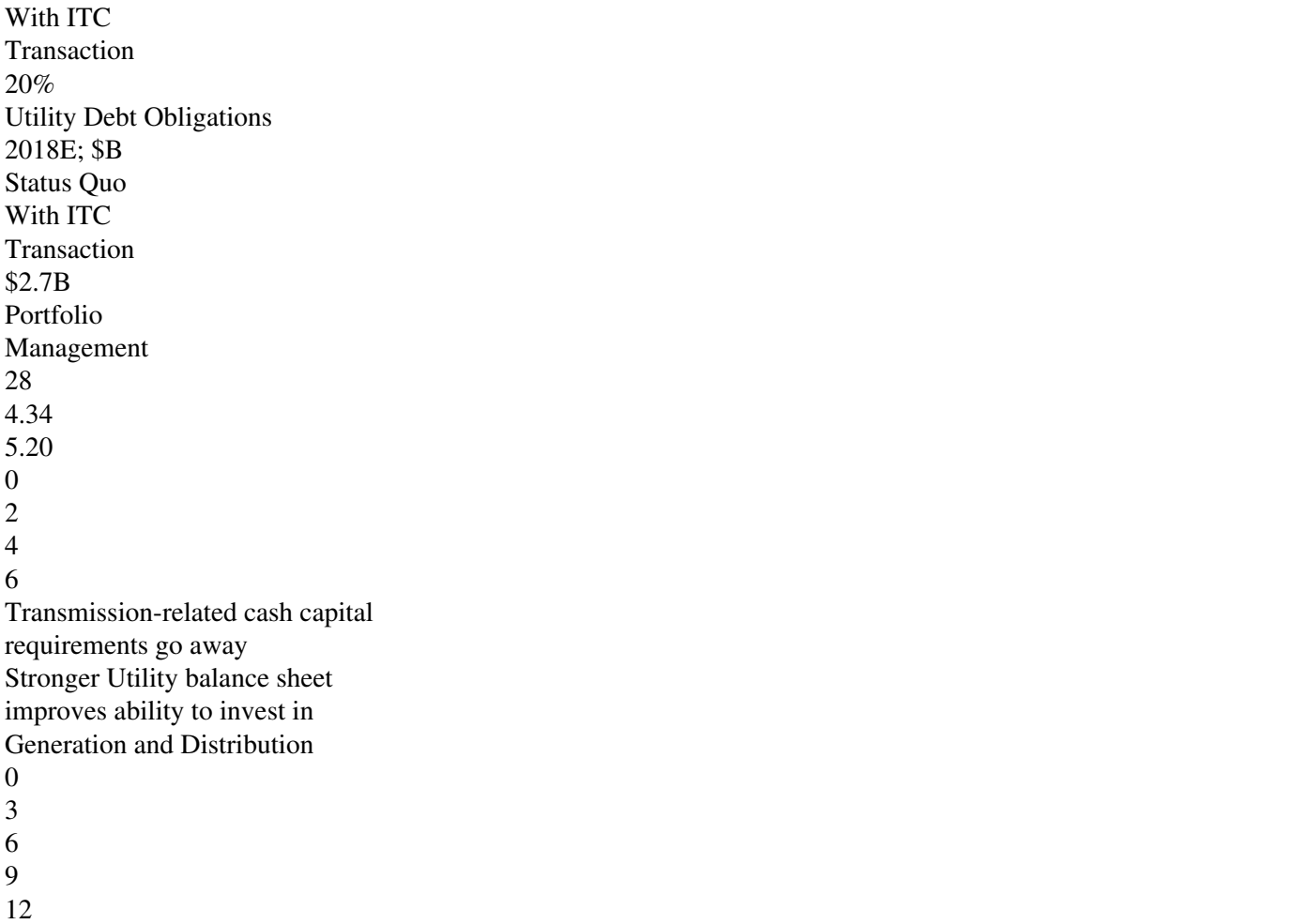
Better
access
to
information

Within
MISO
and
beyond

Benefits from Operational Excellence
Benefits from Operational Excellence
Hurricane Isaac
Storm Command Center
ITC provides a singular focus on
transmission system performance,
planning and operations

Leverages Entergy s world-class
storm restoration process
Portfolio
Management
27

Benefits from Financial Flexibility
Benefits from Financial Flexibility
Utility Operating Cash Flow Minus
Cash Construction Expenditures
2014E
2018E; $B
Status Quo


With ITC
Transaction
20%
Utility Debt Obligations
2018E; $B
Status Quo
With ITC
Transaction
$2.7B
Portfolio
Management
28
4.34
5.20
0
2
4
6
Transmission-related cash capital
requirements go away
Stronger Utility balance sheet
improves ability to invest in
Generation and Distribution
0
3
6
9
12

Benefits Offset Modest Customer Bill Effects
Benefits Offset Modest Customer Bill Effects
Typical Residential Monthly Bill (1,000 kWh)
Base Case Scenario, 2014; $
Illustrative
Continued Entergy ownership
Estimated net bill effect resulting

from FERC rate construct
1
Portfolio
Management
1
Does not include estimated rate timing effect of Forward Test Year
0
20
40
60
80
100
EAI
EGSL
ELL
EMI
ENOI
ETI
29

Regulatory Approval Process Underway
Regulatory Approval Process Underway
Filing
1
9/28/12
9/5/12
Filing

Discovery
Arkansas (Docket 12-069-U)
Louisiana (Docket U-32538)
Mississippi (Docket 2012-UA-358)
New Orleans (Docket UD-12-01)
Texas
10/5/12
Filing
9/12/12
Filing
ITC Change of Control Filings Timeline of Key Events
Commission
consideration
Sep
Procedural schedule not yet established
Procedural schedule not yet established
Intervenor
direct
1/25/13
Advisors
direct
4/3/13
Hearing
begins
7/23/13
Staff /
Intervenor
direct
3/14/13
Hearing
begins
6/24/13
ELL / EGSL
rebuttal
4/25/13
ENOI
rebuttal
5/13/13
Filing schedule TBD
FERC (Dockets EC12-145; ER12-2681; EL12-107)
9/24/12
203 / 205
Filing
2
Deadline for comments /
interventions / protests
12/7/12
1
EAI will also make a filing with the Missouri Public Service Commission because that operating company has some transmiss
state of Missouri

2
FERC 204 filings made 10/31/12
Portfolio
Management
30

Evaluating Strategies to Improve Efficiency
Evaluating Strategies to Improve Efficiency
for Post-Transaction State and the Future
for Post-Transaction State and the Future
Warehousing
Procurement
Fuel

Materials
Vendors
Contracts
Portfolio
Management
Quartile
Ranking
1
2
3
4
31
Measure
1
Measure
2
Measure
3
Measure
4

Continue to Seek Solutions to Maximize Value
Continue to Seek Solutions to Maximize Value
for Utility, EWC, Entergy
for Utility, EWC, Entergy
ETR
Shareholders
Vertically

Integrated
Utility
EWC
Illustrative
Utility
Transco
EWC
ETR
Shareholders
Operational Excellence and Portfolio Management
Proposed
Today
Future?
Isolate,
Separate
Business Risks
to Maximum
Extent Possible
Portfolio
Management
32

Summary
Summary

Business and financial plan based on realities of today
-
Starts with safety and operational excellence every day
-

Active Utility regulatory agenda and substantial investment program and opportunities

- Protracted license renewal processes for EWC nuclear plants
- Depressed power prices eroding margins at EWC, but contracting has mitigated impact and provides for upside

Continuously seek out ways to improve upon reality for all stakeholders through operational excellence and portfolio management

- For example, the proposal for the Utility operating companies to join MISO and the spin-off and merger of the transmission business with ITC
- Future initiatives include operational efficiency improvements and other ideas and opportunities, like we have for last 14 years

Overarching financial objective is to create sustainable value to return to owners

33

Appendix I
Appendix I
Additional Information
Additional Information
35

36
9.88 12.01%
(per 2011 test year FRP
filing)
Utility Overview
Utility Overview
Operating Diversity and

Operating Diversity and
Regulatory Oversight
Regulatory Oversight

Electric utility

669,000 electric customers

Authorized ROE Range:
9.45
11.05%

Base rate case to be filed
by Jan 2013

Electric and gas utility

384,000 electric customers

92,000 gas customers

Authorized ROE Ranges:

Base rate case to be filed
by Jan 2013 for electric

Rate Stabilization Plan in
place for gas

Electric utility

693,000 electric customers

Authorized ROE: 10.2%

Base rate case to be filed
in 1Q13
Entergy Louisiana
Entergy Gulf States
Louisiana
Entergy Arkansas

Electric utility

413,000 electric customers

Authorized ROE: 9.8%

Final order in 2011 rate
case issued Sep 2012

Entergy Texas

Electric and gas utility

161,000 electric customers

101,000 gas customers

Authorized ROE Ranges:

Formula Rate Plan,
electric and gas (expired
with 2011 test year)
Entergy New Orleans

Electric utility

437,000 electric customers

Authorized ROE Range:

Formula Rate Plan
Entergy Mississippi
Overview of Utility Operating Companies
Electric
Customer
Breakdown
2011; % of MWh sales
Generation Portfolio
2011; % of MW, Owned and Leased
Capability
Nuclear
Coal
Gas / Oil / Hydro
Residential
Commercial
&
Governmental
Industrial

Electric 9.9
11.4%

Gas 10.0
11.0%

Electric 10.7
11.5%

Gas 10.25

11.25%

37
Utility Investments
Utility Investments
Hot Spring and Hinds Energy Facilities
Hot Spring and Hinds Energy Facilities
2011
2012

Acquisitions Announced
Apr 2011
Hot Spring
Hinds
MW
620
450
Seller
KGen Power Corporation
Total
Investment
$277M; $447/kW
$246M; $547/kW
Combined Cycle / Natural Gas
Location
Jackson, MS
Commercial Operation
2002
2001
Jurisdiction
EAI
EMI
Recovery Mechanism
APSC and MPSC Pre-Approval;
capacity costs recovered through riders
Regulatory Status
Approved by retail regulators and FERC;
DOJ review is ongoing
Hot Spring
Energy Facility
Hinds Energy Facility
APSC Approval
Jul 2012
MPSC Approval
Feb 2012
MPSC Approved
Cost Recovery
Aug 2012
(excluding transmission)
Plant Type / Fuel Source
Hot Spring County, AR

38
Utility Investments
Utility Investments
Ninemile 6 New CCGT Plant
Ninemile 6 New CCGT Plant
Ninemile 6
MW / Plant Type

~550 / Natural Gas-Fired Combined Cycle
Total Investment
$721M, excluding transmission
Spending
Location
Westwego, LA
Expected In-Service
First part of 2015
Jurisdiction
ELL; PPAs to EGSL (25%) and ENOI (20%)
Recovery
Mechanism

ELL and EGSL will recover costs through their respective FRPs, if in effect when the project is placed in service, or through base rate case filings

ENOI will make a base rate case filing
Status
Approved; under construction
Ninemile Point
2015
2012
2011
2010
2013
2014
Air Permit
Application Filed
Sep 2010
LPSC,
CCNO
Approvals
Full Notice to
Proceed Issued
Air Permit
Issued
Aug 2011
Market Test
Decision
Jul 2010
Estimated
In-Service Date
First Part of
2015
Through 2012E: $225M; 2013E: $342M; 2014E: $117M; 2015E: $37M

39
Utility Investments
Utility Investments
Waterford 3 Steam Generator Replacement
Waterford 3 Steam Generator Replacement
2012
Estimated

In-Service Date
Dec 2012
2008
2010
2011
2009
Installation
Fall 2012
Waterford 3
Steam Electric Station
Waterford 3
Estimated Cost
$687M
Spending
Prior to 2012: $384M; 2012E: $263M; 2013E: $40M
Plant Type / Fuel Source
Nuclear
Status
Installation underway
Jurisdiction
Recovery Mechanism

Eligible for recovery through 2011 test year FRP

Subject to refund and subsequent prudence
review
Regulatory Status
Estimated year-one adjusted revenue requirement
of approximately $101.3M filed in Jun 2012
LPSC Approved
Stipulated Settlement
Nov 2008
ELL Notified LPSC RSGs Would Not Be
Delivered
in
Time
to
Meet
Current
Schedule
Dec 2010
ELL Filed Est
1st-Year Revenue Req
Jun 2012
ELL Petitioned LPSC to
Replace 2 Steam Generators
Jun 2008
ELL

Utility
Utility
Hurricane Isaac
Hurricane Isaac
Adds to Capital and Regulatory Recovery Agenda
Adds to Capital and Regulatory Recovery Agenda
Preliminary Isaac Restoration Costs

$M
Company
Estimated Amount
EAI
10
EGSL
70
90
ELL
240
300
EMI
30
40
ENOI
50
60
Total
400
500
Storm Cost Recovery Options

Accessing funded storm reserves at the appropriate time (invoices are still being received / processed)

Securitization or other alternative financing

Traditional retail recovery on an interim and permanent basis

Insurance, to the extent coverage is available and deductibles are met
Capital / Non-Capital Split
%
Expect to make filings with regulators over the next several months to seek recovery of amounts above storm reserves as well as replenishment of storm reserves
Capital
67
Non-
Capital
33
40

41
Utility
Utility
Non-Fuel O&M Trends
Non-Fuel O&M Trends
Utility Non-Fuel O&M / Refueling Outage Expenses
2008

2014E; $M
Historical
Illustrative
Drivers

Varying compensation and
benefit costs (e.g., pension
discount rates)

Increased costs associated
with power plant
acquisitions

Spending on energy
efficiency programs (offset
in revenue)
1
Excludes expenses in connection with the proposed spin-off and merger of Entergy s transmission
business
with
ITC,
which
are
classified
as
special
and
not
included
in
operational
earnings
0
500
1,000
1,500
2,000
2,500
08
09
10
11
12E
13E
14E
~2
4%
Annual
Growth
Rate

(can vary
by year)
1

2013 Utility Earnings Sensitivities
$/share (after-tax)
Prepared Nov 2012
Retail Sales Growth
1% change in MWh sold
Rate Base
$100M change

Allowed ROE
1% change
Non-Fuel O&M
1% change
0.03
0.11
0.41
(0.08)
(0.11)
(0.41)
0.08
(0.03)
Utility Net Income
Around 6% Net Income CAGR (2009 base)
on attractive investment opportunities; $M
692
09
14E
1
1
Illustrative, not intended to be guidance

EWC
EWC
Northeast Markets
Northeast Markets
Forward Energy and Power Prices
Forward Energy and Power Prices
Northeast Nuclear Fleet Forward Energy Prices

Jan
2012

Oct
2012;
Around-the-clock
$/MWh;
Excludes
Palisades
NYISO Auction-Cleared Capacity Prices
For
delivery
Jun
2010

Dec
2012;
$/kW-mo
Source: Published prices per NYISO
Spot Auction
Monthly
Strip
ISO-NE Capacity Prices
For
delivery
Jun
2010

May
2016;
$/kW-mo
Source: Published prices per ISO-NE
1
ISO-NE
accepted
VY s
bid
to
delist
for
the
Jun
2015

May
2016
FCA
#6
and
retroactively

for
the
Jun
2013

May
2014
FCA
#4
At 10/31/12
Cal 2013
$43
Cal 2014
$44
Cal 2015
$45
Source: Derived from third party data service
0.0
0.5
1.0
1.5
2.0
2.5
3.0
Jun-10
Dec-10
Jun-11
Dec-11
Jun-12
Dec-12
0.0
1.0
2.0
3.0
4.0
5.0
Jun-10
Jun-
12
Jun-14
Jun-16
35
40
45
50
Jan-12
Apr-12
Jul-12
Oct-12
Forward

Capacity
Auctions
1
Reconfiguration Auctions
Monthly Auctions
43

EWC
EWC
Northeast Markets
Northeast Markets
New York Zone A Market Prices and Heat Rates
New York Zone A Market Prices and Heat Rates
NYISO Zone A

ATC Forward Prices; $/MWh
NYISO Zone A
Implied Delivered Heat Rate; Btu/kWh
Source: Derived from third party data service
Cal 2013
~8,500
Cal 2014
~8,300
Cal 2015
~8,200
Cal 2013
$37
Cal 2014
$37
Cal 2015
$38
At 10/31/12
At 10/31/12
Source: Derived from third party data service
6,500
7,500
8,500
9,500
01/12
04/12
07/12
10/12
25
35
45
01/12
04/12
07/12
10/12
44

45
EWC
EWC
Northeast Markets
Northeast Markets
New York Zone G Market Prices and Heat Rates
New York Zone G Market Prices and Heat Rates

NYISO Zone G
ATC Forward Prices; $/MWh
NYISO Zone G
Implied Delivered Heat Rate; Btu/kWh
Source: Derived from third party data service
Cal 2013
~10,300
Cal 2014
~10,200
Cal 2015
~10,000
Cal 2013
$45
Cal 2014
$46
Cal 2015
$47
At 10/31/12
At 10/31/12
Source: Derived from third party data service
35
45
55
01/12
04/12
07/12
10/12
9,000
10,000
11,000
12,000
01/12
04/12
07/12
10/12

EWC
EWC
Northeast Markets
Northeast Markets
New England Market Prices and Heat Rates
New England Market Prices and Heat Rates
ISO-NE MASS Hub

ATC Forward Prices; $/MWh
ISO-NE MASS Hub
Implied Delivered Heat Rate; Btu/kWh
Source: Derived from third party data service
Cal 2013
~8,400
Cal 2014
~8,300
Cal 2015
~8,300
Cal 2013
$45
Cal 2014
$45
Cal 2015
$46
At 10/31/12
At 10/31/12
Source: Derived from third party data service
35
45
55
01/12
04/12
07/12
10/12
7,000
8,000
9,000
10,000
01/12
04/12
07/12
10/12
46

EWC
EWC
Positively Leveraged to Rising Prices
Positively Leveraged to Rising Prices
EWC Nuclear Energy and Capacity Revenue Sensitivity
Based on market prices as of Sep 30, 2012
Northeast Energy Market Prices, $/MWh

2014
2013
$47
$45
2016
2015
$47
$45
Expected sold and
market total revenue
47

EWC
EWC
Nuclear Fuel Trends
Nuclear Fuel Trends
Nuclear Fuel Projections
2011
2015E; $M

Uranium Price, Production and Demand
Production (lbs)
Demand (lbs)
Price
Source: The Ux Consulting Company, LLC (UxC) (production and demand); Trade Tech (price)
Note:
Assumes
uninterrupted
normal
operation
at
all
EWC
nuclear
plants
Illustrative
0
150
120
90
60
30
0
250
200
150
100
50
48
11
12E
13E
14E
15E
Capital Spend
$6
$8/MWh
(2012E
2015E)
Expense (pre-tax)
05
06
07
08
09
10
11
12E
13E
14E

15E
16E

EWC
EWC
Non-Fuel O&M Trends
Non-Fuel O&M Trends
EWC Non-Fuel O&M / Refueling Outage Amortization
2008
2014E; $M

Special items
History
Illustrative
Drivers

Varying compensation and benefit costs (e.g., pension discount rates)

Higher NRC fees and new regulatory requirements

Workforce planning

Acquisition of Rhode Island State Energy Center at end of 2011
Note:
Assumes uninterrupted normal operation at all EWC nuclear plants
1
Excludes VY impairment recorded in 2012, which was classified as a special item and excluded from operational earnings
49
0
200
400

600
800
1,000
1,200
1,400
08
09
10
11
12E
13E
14E
~2
4%
Annual
Growth
Rate
(can vary
by year)
1

EWC
EWC
Long-Term Financial Outlook
Long-Term Financial Outlook
Nuclear Capacity Factor
1% change
0.06

EWC Revenue
$10/MWh market price
change
0.49
Non-Fuel O&M
1% change
0.04
Nuclear Outage
(lost revenue only)
1,000 MW plant for 10 days
(0.03)
1
Assumes uninterrupted normal operation at all EWC nuclear plants
2
Based on 9/30/12 prices
3
Illustrative, not intended to be guidance
EWC Results
Declining Operational Adjusted EBITDA
through 2014 compared to 2010 level; $M
2013 EWC Earnings Sensitivities
$/share (after-tax)
Prepared Nov 2012
(0.04)
(0.25)
(0.06)
50
1,048
862
2,3
2,3
2,3
10
11
12E
13E
14E
1

2013 Earnings Guidance
2013 Earnings Guidance
Operational EPS
2013E Guidance (after-tax)
Prepared Nov 2012
Utility
Entergy

Wholesale
Commodities
Parent &
Other
Net $0.05
Net $(0.70)
Net $0.10
Other
Net Rev
Other Inc
Interest
Other Taxes
Depn
O&M
Inc Tax
Inc Tax
Depn
Decom
O&M
Net Rev
Inc Tax
Interest
5.00 Midpoint
4.60
5.40
Range
12E
Adjusted
Starting Point
13E
Operational
Guidance
1
Does not reflect any potential future expenses for the special item in connection with the proposed spin-merge of Entergy s tra
and beyond; 2013 as-reported earnings guidance will be updated to reflect this special item as actual costs are incurred during t
5.00
4.85
5.65
Range
Current
indications point
to upper end
of range
51
5.55
1
1
As-Reported
4.14
3.44

4.24 Range
As-Reported
5.00
4.60
5.40 Range

Preliminary Three-Year Capital Investment Plan
Preliminary Three-Year Capital Investment Plan
Projected Capital Expenditures
2013E
2015E; $B
Prepared Nov 2012
Preliminary

Maintenance
Capital
Preliminary
Investing
Capital
Investing Capital
2013E
2015E; % of Total
Prepared Nov 2012
Portfolio Transformation
Environmental
Other Generation
Transmission
Distribution / Other
Dry Cask Storage / License Renewal
Wedgewire Screens
NYPA Value Sharing
Other (Primarily Component
Replacements / Identified Repairs)
5.4
1.2
2.5
0.8
Preliminary
52
0.4
2.9
0.8
2.5
6.6
Total
EWC
Utility
0%
20%
40%
60%
80%
100%
0%
20%
40%
60%
80%
100%

Capital Deployment
Capital Deployment
Return Cash to Owners;
Return Cash to Owners;
No Traditional Equity Issuances
No Traditional Equity Issuances
2013 Corporate Earnings Sensitivities

$/share (after-tax)
Prepared Nov 2012
Interest Rate
1% change on $1B debt
Effective Income Tax Rate
1% change in overall rate
(0.03)
(0.08)
0.08
Current Financial Outlook
Cash Sources and Uses
$B
Balanced capital investment / return program with a total of around $4B dividends and share repurchases from
2010
2014;
$B
1
1
Updated Nov 2012
Illustrative
OCF /
Cash
Net
Debt
Invest-
ment
Available
Available for:

Return to shareholders (dividends, share repurchases)

Growth investments
0.03
53

0
4
Thru 3Q12
Thru 14E
10
11
12E

13E
14E
Credit
Quality:
Strong
liquidity;
solid
credit
metrics supporting ready access to capital
Entergy s Long-Term Financial Outlook
Entergy s Long-Term Financial Outlook
Utility Net Income
Around 6% Net Income CAGR (2009 base)
on attractive investment opportunities; $M
EWC Results
Declining Operational Adjusted EBITDA
through 2014 compared to 2010 level; $M
Corporate Results
Results will vary depending upon factors
including effective income tax and interest
rates and the amount / timing of share
repurchases, if any
Capital Deployment
Balanced capital investment / return program
with a total of around $4B dividends and
share
repurchases
from
2010

2014;
$B
1,048
2013 effective income tax rate:
earnings guidance midpoint
assumption is 34%
692
09
14E
1
Dividends
Share
Repurchases
1
Based
on
9/30/12
prices
2
Illustrative,

not
intended
to
be
guidance
862
1
Illustrative, not intended to be guidance
1,2
1,2
1,2
1
1
Illustrative, not intended to be guidance
54

Appendix II
Appendix II
Regulation G Reconciliations
Regulation G Reconciliations
55

Regulation G Reconciliations
Regulation G Reconciliations
Table 1: ETI Return on Average Common Equity
Reconciliation of GAAP to Non-GAAP Measures
2007, 2008 and 2012E
($ in millions)
2007

2008
2012E
As-Reported Earnings
(a)
58.9
57.9
47.9
Less Special Items
Transmission business spin-merge expenses
-
-
(4.4)
Total Special Items
(b)
-
-
(4.4)
Operational Earnings
(a)-(b)
58.9
57.9
52.3
Average Common Equity
(c)
996.1
952.2
878.8
Less Average Equity Infusion from Parent
150.0
75.0
-
Adjusted Average Common Equity
(d)
846.1
877.2
878.8
ROE
As-Reported
(a)/(c)
5.9%
6.1%
5.5%
ROE
Operational
((a)-(b))/(d)
7.0%
6.6%
6.0%
56

Regulation G Reconciliations
Regulation G Reconciliations
Table
2:
Entergy
Wholesale
Commodities

Non-Fuel
O&M
1
Reconciliation of GAAP to Non-GAAP Measures
2009 and 2010
($ in millions)
2009
2010
As-Reported Non-Fuel O&M
(a)
1,058
1,195
Less Special Items
Non-Utility
Nuclear
Spin-Off
Expenses
2
48
117
Total Special Items
(b)
48
117
Operational Non-Fuel O&M
(a)-(b)
1,010
1,078
1
Non-fuel O&M is defined as other operation and maintenance expense and nuclear refueling outage expense, excluding investments in wind generation accounted for under the equity method of accounting
2
Includes non-utility nuclear spin-off dis-synergies and expenses for outside services to pursue the previously planned spin-off in 2009 and 2010 and the charge in connection with the business unwind in 2010
57

58
Regulation G Reconciliations
Regulation G Reconciliations
Table 3: Entergy Wholesale Commodities Operational Adjusted EBITDA
Reconciliation of GAAP to Non-GAAP Measures
2010 and 2011
($ in millions)

2010
2011
Net Income
489
492
add back: Interest expense
72
21
add back: Income tax expense
269
225
add back: Depreciation and amortization
163
179
subtract: Interest and investment income
171
136
add back: Decommissioning expense
107
81
subtract: Other than temporary impairment losses
(1)
-
Adjusted EBITDA
931
862
add
back:
Special
items:
Non-utility
nuclear
spin-off
expenses
1
117
-
Operational Adjusted EBITDA
1,048
862
1
Includes non-utility nuclear spin-off expenses for outside services to pursue the previously planned spin-off and the charge in connection with the business unwind in 2010

59
Regulation G Reconciliations
Regulation G Reconciliations
Table 4: Consolidated EPS
Reconciliation of GAAP to Non-GAAP Measures
2012E Guidance (after-tax)
(Per share in U.S. $)

2012E Revised Guidance Range [1]	
As-Reported (a)	3.44 – 4.24
Less Special Items Through 3Q12	
Utility	
Transmission business spin-merge expenses	(0.15)
	(0.15)
Entergy Wholesale Commodities	
Vermont Yankee asset impairment	(1.26)
	(1.26)
Total Special Items (b)	(1.41)
	(1.41)
Operational (a)-(b)	4.85 – 5.65

1 Originally prepared Nov 2011, updated Jan 2012 to reflect 2011 final results, revised Apr 2012 and updated on an as-reported basis Jul 2012 and Oct 2012; As-reported earnings guidance does not include any fourth quarter 2012 special items for expenses in connection with the proposed spin-off and merger of Entergy s transmission business with ITC