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We're finding real solutions for meeting America's energy needs with clean, safe, reliable and affordable power and developing new technologies to address the challenges that lie ahead. In fact, from 1970 through 2012, we managed approximately \$1.8 billion in energy innovation investments to help change the way America produces electricity.

At Southern Company, we believe our business is about more than just the “whats” — which, for us, means making, moving and selling electricity. It’s also about the “hows” — the ways in which we provide clean, safe, reliable and affordable power to everyone who depends on us. In fact, it’s by focusing on the “hows” that we deliver a significant value proposition to customers.

We’re accomplishing this in all facets of our business. We’re expanding our use of natural gas, solar, wind and biomass and constructing advanced coal and nuclear units. We’re helping customers learn more about electricity and discover smarter ways to use it. We’re investing in energy innovation, job creation, community involvement and more. We’re doing all of these things to bring value to the customers and communities we serve.

A great example is construction of the Kemper Project by our Mississippi Power subsidiary. When completed, this plant — using groundbreaking 21st-century coal gasification technology developed by Southern Company and KBR in partnership with the U.S. Department of Energy — is expected to capture at least 65 percent of its carbon dioxide, with resulting emissions comparable to a similarly sized natural gas plant.

Kemper is also providing nearly 12,000 direct and indirect jobs during construction, with the promise of more than 1,000 direct and indirect positions once the facility opens. Nearly 300 Mississippi companies have a significant role in the project, delivering a tremendous economic boost to the state.

The construction of the nation’s first new nuclear units in a generation is bringing similar economic benefits to Georgia. Plant Vogtle units 3 & 4 — currently under development by our Georgia Power subsidiary — is the largest job-producing project in the state, employing approximately 5,000 during peak construction and 800 at startup. The new facility is expected to power 500,000 Georgia homes and businesses and provide \$26 billion in economic impact.

These projects exemplify our leadership position as the only U.S. electric utility actively engaged in robust proprietary research and development. We’re finding real solutions for meeting America’s energy needs with clean, safe, reliable and affordable power and developing new technologies to address the challenges that lie ahead. In fact, from 1970 through 2012, we managed approximately \$1.8 billion in energy innovation investments to help change the way America produces electricity.

Amid evolving challenges facing the electric utility industry, Southern Company maintains our long-held commitment to finding solutions for America’s energy future.



Tom Fanning

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Chairman, President and CEO