

ENTERGY CORP /DE/  
Form 425  
April 19, 2012

Update on  
Entergy Transmission  
Spin/Merger with ITC  
Meeting with LEUG  
April 19, 2012

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Under the Securities Act of 1933

Subject Company: Entergy Corporation

Commission File No. 001-11299

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Entergy Forward-Looking Information

Entergy Forward-Looking Information

In this communication, and from time to time, Entergy 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 (i) those factors discussed in Entergy's Annual Report on Form 10-K for the year ended December 31, 2011 and other filings made by Entergy with the Securities and Exchange Commission; (ii) the following transactional factors (in addition to others described elsewhere in this presentation and in subsequent securities filings) involving risks inherent in the contemplated transaction, including: (1) failure to obtain ITC shareholder approval, (2) failure of Entergy and its shareholders to recognize the expected benefits of the transaction, (3) failure to obtain regulatory approvals necessary to consummate the transaction or to obtain regulatory approvals on favorable terms, (4) the ability of Entergy, Transco and ITC to obtain the required financings, (5) delays in consummating the transaction or the failure to consummate the transaction, (6) exceeding the expected costs of the transaction, and (7) the failure to receive an IRS ruling approving the tax-free status of the transaction; (iii) legislative and regulatory actions; and (iv) conditions of the capital markets during the periods covered by the forward-looking statements. The transaction is subject to certain conditions precedent, including regulatory approvals, approval of ITC's shareholders and the availability of financing. Entergy cannot provide any assurance that the transaction or any of the proposed transactions related thereto will be completed, nor can it give assurances as to the terms on which such transactions will be consummated.

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Additional Information and Where to Find It

Additional Information and Where to Find It

ITC and Transco will file registration statements with the Securities and Exchange Commission

( SEC ) registering shares of ITC common stock and Transco common units to be issued to Entergy shareholders in connection with the proposed transactions. ITC will also file a proxy statement with the

SEC that will be sent to the shareholders of ITC. Entergy shareholders are urged to read the prospectus and/or information statement that will be included in the registration statements 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 and any other relevant documents because they contain important information about Transco and the proposed transactions. The proxy statement, prospectus and/or information statement, 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](http://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.

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ITC Spin-Merge Transaction Overview  
Financial Flexibility  
Rate Effects of Spin-Merge Transaction

Benefits  
of  
ETR

ITC Spin-Merge Transaction  
Approvals Required  
Storm Response



4  
4  
The  
The  
Merger  
Merger  
Transaction

Transaction

End State

End State

Entergy Utility Operating Companies

comprised of:

Generation

Distribution

Entergy expects to receive gross cash proceeds of \$1.775B from new indebtedness that will be assumed by ITC at close

Each Operating Company's capital structure anticipated to be consistent with current state following the transaction

Prior to the merger, ITC

expects to effectuate a

\$700M recapitalization

currently anticipated

to be a special dividend

Entergy shareholders to merge

spun transmission business with

ITC merger subsidiary

New Holdco to survive

Entergy

shareholders

to

receive

50.1% of ITC stock

Illustrative

Entergy

Shareholders

Entergy

Parent

Creditors

OpCo

Creditors

Utility

OpCos

Entergy

Wholesale

Commodities

Entergy

Shareholders

ITC

Shareholders

ITC

ITC Merger

Sub

Mid South

Transco LLC  
(New Holdco)  
Transco Subs

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5  
Benefits of ETR  
ITC Spin-Merge Transaction  
ITC Spin-Merge Transaction Overview  
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Storm Response

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Increases flexibility of investment alternatives

Protects credit quality of Entergy OpCos

Supports efficient infrastructure investment

Overview of Benefits to Customers

Overview of Benefits to Customers

Through Spin-Merge

Through Spin-Merge

Combines best operating practices of both companies

Brings ITC's experience and track record of safe and reliable operations to ensure continued strengthening of overall grid performance

Leverages Entergy employees

knowledge and experience and

fully utilizes Entergy's world-class storm restoration process

Provides singular focus on transmission system performance, planning and operations

Aligns with national policy objectives to facilitate investment in local, regional and inter-regional transmission, advance open access initiatives, and promote access to competitive energy markets

Enhanced credit quality improves access to capital for

Transmission business

Independent

and

Transparent

ITC Model

Operational

Excellence

Financial

Flexibility

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7  
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Benefits  
of



ETR

ITC Spin-Merge Transaction

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The Utility Industry Is Facing Huge Need for Capital  
The Utility Industry Is Facing Huge Need for Capital

Estimated at \$2.2T Over the Next 20 Years

Estimated at \$2.2T Over the Next 20 Years  
Growth / Investment  
Issues Facing Utility Industry  
Over Next 20 Years  
Source: Internal analysis; Bloomberg  
Projected Industry Capital Investments  
Over Next 20 Years  
\$T

9  
9  
Challenges  
facing the  
electric  
utilities  
industry  
Addressing  
challenges

"a sustained, collaborative and open working relationship among the principal vested

interests will be critical to the execution of corporate, environmental and public policy initiatives"

"we view most favorably those commissions that establish rates that reasonably reflect the costs incurred by a utility, including a return on equity, and where timely adjustments to these rates are made to recognize changes in costs"

"public  
service  
commissions  
continue  
to  
be  
reasonably  
supportive  
despite  
frequently  
lower  
authorized  
returns."

"a preference for expense deferrals may develop, and a proclivity for less competitive authorized returns will almost certainly prevail. Such a turn of events would likely result in a shift of our stable outlook on overall U.S. electric utility credit quality to negative."

Note:  
Comments  
sourced  
from  
Energy  
Biz  
article  
written  
by  
Richard  
W.  
Cortright,  
Jr.,

managing  
director  
in  
Standard  
&  
Poor's  
U.S.  
Utilities  
and  
Infrastructure  
Ratings  
group  
dated  
Feb  
07,  
2012  
Standard  
and  
Poor's  
Outlook

"Utility  
Credit  
Ratings  
Critical  
to  
Raising  
Capital

Money  
Needed  
to  
Build  
Wires  
and  
Plants  
Capital Trends  
Capital Trends  
Rating Agency Considerations  
Rating Agency Considerations

"the real tests lie ahead, when federal environmental mandates and consequent spending requirements are more certain, when state renewable portfolio standards begin to command heightened expenditures in earnest, and when an aging infrastructure reveals its vulnerability"

"For an industry that is among the most capital-intensive in the United States, failure to maintain investment grade could have significant upward cost implications"

10

10

Industry Is Responding to Capital Investment

Industry Is Responding to Capital Investment

Challenges with Different Approaches

Challenges with Different Approaches

Create larger footprint; upsize balance sheet

Duke / Progress

Northeast Utilities / NSTAR

PPL / LG&E

First Energy / Allegheny

Exelon / Constellation

Achieve greater certainty in regulations

e.g., Formula rate plans, future test years,  
specific rider recovery, CWIP in rates, etc.  
Align business model with capital needs

e.g., AEP Transco

e.g., FPL Rate Hike Request

Consolidate

Build

Regulatory

Flexibility /

Certainty

Change

Business

Model



11  
11  
5.3  
7.2  
2011-2014  
2007-2010  
2015-2021

2003-2006

4.3

+21%

Capital Trends

Capital Trends

Rising Capital for Entergy Overall

Rising Capital for Entergy Overall

???

Effect of EPA rules?

???

Effect of EPA rules?

Aging infrastructure?

+37%

Note: Excludes storm Capex for historical data; ETR Utilities includes EAI, ELL, EGSL, EMI, ETI, ENOI, SERI, ESI, EOI, S

Entergy Utilities Capital Investment

Total Spend

\$B

Capital spending could significantly increase over the next

10 years due to the potential for new environmental

regulations and replacement of aging infrastructure

12

12

Capital Trends

Capital Trends

Rising Capital for Entergy's Transmission Business

Rising Capital for Entergy's Transmission Business

Entergy Projected Transmission Capital Investment

2012E-2014E; \$M

0

100

200

300

400

500

600

2012E

2013E

2014E

Projected

Depreciation

Expense

13

13

13

For ETR Utilities, Spend on Major Storms

For ETR Utilities, Spend on Major Storms

Amounted to ~\$2.6B Over 2005-2010

Amounted to ~\$2.6B Over 2005-2010

Event	Year	Spend (\$M)
1		
Hurricane Katrina	2005	1,074.2
Hurricane Rita	2005	48.5
Hurricane Gustav	2008	680.0
Hurricane Ike	2008	625.8
Ice Storm EAI 2009	2009	118.7
Ice Storm EAI Jan 2010	2010	12.1
Storm April 25, 2011	2011	46.1
Storm April 15, 2011	2011	37.6
January 2011 Winter Storm	2011	20.4
Tropical Storm Lee	2011	9.8
Storm April 19, 2011	2011	8.1

In the past, ETR utilities have had to effectively respond to major storms which have required unplanned capital expenditures ~\$2.6 billion over 2005-2010

Strong balance sheet and credit ratings critical for quickly mobilizing capital and resources to respond to emergencies

1. Includes capital and O&M spend

14  
14  
2011-2014  
2003-2006  
3.5  
2007-2010  
1.7

2.5  
2015-2021

Note:

Excludes

storm

Capex

for

historical

data

+46%

Capital spending could significantly increase over the next  
10 years due to the potential for new environmental  
regulations and replacement of aging infrastructure

Capital Trends

Capital Trends

Rising Capital for LAU

Rising Capital for LAU

???

Effect of regulation?

???

Effect of regulations?

Aging infrastructure?

+40%

LAU Capital Investment

Total Spend

\$B



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15  
Financial Flexibility  
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of  
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Storm Response Organization Will Be Modified  
Storm Response Organization Will Be Modified  
to Ensure Close Coordination and Interaction  
to Ensure Close Coordination and Interaction  
Between Entergy and ITC

Between Entergy and ITC  
ETR System  
Incident  
Commander (SIC)  
(John Mullins)  
ITC System Incident  
Commander (SIC)  
(Greg Grillo)  
System Section  
Chiefs  
System Planning  
Chief  
Supply Chain  
Operations  
Resource  
Logistics  
Administration  
Planning Support  
Branch Director  
Restoration  
Prioritization  
Risk Analysis  
Situation Branch  
ITC Storm  
Response  
Organization  
(details TBD in  
design phase)  
ITC-ETR  
liaison  
(New  
position)  
ITC Technical/Mgmt  
employee assigned to  
ETR storm response  
center in Jackson  
Preliminary pre-design phase vision  
Final design scheduled 9/2012  
ITC employee  
ETR employee  
Functional Incident  
Commanders  
(ex. Fossil, Distribution,  
Nuclear, Gas)

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17  
Storm Response  
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of  
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18  
18  
18  
Henry Hub Gas Index  
\$/mmBtu  
15  
10

5

0

ELL

Avg.

Monthly

Residential

Bill

-

1,000 kWh

\$

150

100

50

0

2011

95.93

2010

93.70

2009

83.35

2008

109.77

2007

99.55

2006

92.70

2005

96.83

2004

78.99

2003

84.12

2002

72.57

2001

80.97

13% reduction in customer

bills since 2008

Significant Variability in Average Residential Bills

Significant Variability in Average Residential Bills

Yearly Variation Between \$2 and \$26 Over 2001-2011

Yearly Variation Between \$2 and \$26 Over 2001-2011

Illustrative

Note: Residential bills are the average of the Typical Monthly Bills in that year for a residential customer using 1,000 kWh, ex

Source: Entergy Regulatory Services, Typical Bill Report

Henry Hub

Gas Index

\$/mmBtu

2.7

3.1



5.4

5.9

8.3

6.5

6.9

9.0

3.8

4.4

4.0

ELL Avg. Monthly Residential Bill

1,000 kWh

\$

Henry Hub Gas Index

-\$26.43

(-24%)

+\$2.23

(+2%)

-13%

19  
19  
19  
Henry Hub Gas Index  
\$/mmBtu  
15  
10

5

0

EGSL

Avg.

Monthly

Residential

Bill

-

1,000 kWh

\$

150

100

50

0

2011

93.55

2010

93.91

2009

82.35

2008

108.99

2007

101.47

2006

108.24

2005

101.34

2004

80.95

2003

87.16

2002

75.12

2001

89.25

14% reduction in customer

bills since 2008

Significant Variability in Average Residential Bills

Significant Variability in Average Residential Bills

Yearly Variation Between \$1 and \$27 Over 2001-2011

Yearly Variation Between \$1 and \$27 Over 2001-2011

Illustrative

Note: Residential bills are the average of the Typical Monthly Bills in that year for a residential customer using 1,000 kWh, ex

Source: Entergy Regulatory Services, Typical Bill Report

Henry Hub

Gas Index

\$/mmBtu

2.7

3.1

5.4

5.9

8.3

6.5

6.9

9.0

3.8

4.4

4.0

EGSL Avg. Monthly Residential Bill

1,000 kWh

\$

Henry Hub Gas Index

-\$26.64

(-24%)

-14%

+\$0.37

(0%)

20

20

Transmission Constitutes ~12% of ELL Rate Base  
Transmission Constitutes ~12% of ELL Rate Base  
and ~13% of EGSL Rate Base (2010)  
and ~13% of EGSL Rate Base (2010)  
ELL Last Filed Rate Base

\$B

4

3

2

1

0

Estimated

RemainCo

Rate Base

2.8

Estimated

Transmission

Rate Base

0.4

Aggregate

Rate Base

3.2

EGSL Last Filed 2010 Rate Base

\$B

4

3

2

1

0

Estimated

RemainCo

Rate Base

Estimated

Transmission

Rate Base

0.3

Aggregate

Rate Base

2.1

2.4

Estimated ELL

Transmission

Rate Base

Is ~12%

of Total

Estimated

EGSL

Transmission

Rate Base

Is ~13%

of Total

1. Total Electric Rate Base sourced from Jan 2012 Investor News 2. Transmission Rate base sourced from May 2011 annual Filing as of 12/31/10

Note: Figures are rounded for approximation

21

21

21

Rate Impacts: Transmission Constitutes a Small

Rate Impacts: Transmission Constitutes a Small

Portion of an ELL Customer's Total Bill

Portion of an ELL Customer's Total Bill

Typical

ELL

Customer

Bill

Illustrative

Non-Fuel  
43.0%  
4.0%  
53.0%  
Transmission  
Fuel



22

22

22

Rate Impacts: Transmission Constitutes a Small

Rate Impacts: Transmission Constitutes a Small

Portion of an EGSL Customer's Total Bill

Portion of an EGSL Customer's Total Bill

Typical  
EGSL  
Customer  
Bill  
Illustrative  
Non-Fuel  
38.9%  
6.6%  
54.5%  
Transmission  
Fuel

23  
23  
23

Transition from current retail rate construct to FERC-regulated rate construct  
expected for ITC

Analysis assumes MISO base ROE for Entergy transmission business  
(12.38%) and capital structure currently utilized by ITC operating companies  
(60% equity/40% debt)

Benefits  
of  
credit  
quality  
improvement  
resulting  
from  
transition

to  
FERC-  
regulated rate construct partially offset ROE and capital structure impacts  
Rate Impacts Split into Rate Construct, Rate Timing  
Rate Impacts Split into Rate Construct, Rate Timing  
and Other Effects for Retail Customers  
and Other Effects for Retail Customers

Forward Test Year:  
Eliminates regulatory lag in recovery of capital  
investments

One time impact of conversion to forward test year

Reflects amounts that would have been collected in future years

MSS-2 construct eliminated post transaction

Current  
estimation  
reflects  
effect  
of  
paying  
load  
ratio  
share  
of  
Transmission  
cost factoring in zonal investment and retail share of Transmission  
investments  
Rate  
Construct  
Effects  
Rate  
Timing  
Effects  
Other Effects

24  
24  
2014 Benefits  
From Higher  
Credit Quality  
resulting from  
Rate Construct

~(0.27)  
2014 Rate  
Construct  
Effects from  
FERC regulated  
model  
~0.84  
Illustrative Bill  
if ETR owns  
T assets  
current state  
~95.93  
100  
98  
96  
~96.31  
0  
Illustrative Bill  
if ITC owns  
T assets post  
transaction  
2  
4  
~(0.19)  
6  
2014 net  
other effects\*  
ELL  
Residential  
Bill  
-  
1,000  
kWh  
\$  
90  
92  
94  
ELL Typical Residential Customer Bill Expected  
ELL Typical Residential Customer Bill Expected  
to  
to  
Initially Increase 0.4% Due to Rate Construct Effects  
Initially Increase 0.4% Due to Rate Construct Effects

Expected Mitigation by Customer Benefits  
Expected Mitigation by Customer Benefits  
Illustrative  
Expected Rate  
Construct Effects\*

\*Refer to previous slide where rate construct and other assumptions are detailed

Note: Illustrative bill is the average of the 2011 Typical Monthly Bills for a residential customer using 1,000 kWh, excluding the rate effects of Transaction and is not meant to project an actual future customer bill. Estimation does not include effects of movement in commodity prices or rate cases between now and time of deal close

Note: Contents exclude estimated one time rate timing effect of \$0.65 in

2014 due to conversion to forward

test year -

reflects amounts that

would have been collected in future

years

+0.38

0.4%

Over the long term,

customer bill effects

expected to be mitigated

by...

Enhanced Financial  
flexibility

Operational Excellence

Reliability, System  
Performance, Scale  
efficiencies etc.

Independent and  
transparent ITC model

25  
25  
92  
88  
8  
EGSL Residential Bill-1,000 kWh  
\$



100  
4  
0  
96  
~94.59  
2014 net  
other effects\*  
~0.36  
2014 Benefits  
From Higher  
Credit Quality  
resulting from  
Rate Construct  
Illustrative Bill  
if ITC owns  
T assets post  
transaction  
2014 Rate  
Construct  
Effects from  
FERC regulated  
model  
~0.92  
Illustrative Bill  
if ETR owns  
T assets  
current state  
93.55  
~(0.24)  
EGSL  
EGSL  
Typical  
Typical  
Residential  
Residential  
Customer  
Customer  
Bill  
Bill  
Expected  
Expected  
to  
to  
Initially Increase 1.1% Due to Rate Construct Effects  
Initially Increase 1.1% Due to Rate Construct Effects

Expected Mitigation by Customer Benefits  
Expected Mitigation by Customer Benefits  
Illustrative

Expected Rate  
Construct Effects\*  
Over the long term,  
customer bill effects  
expected to be mitigated  
by...

Enhanced Financial  
flexibility

Operational Excellence

Reliability, System  
Performance, Scale  
efficiencies etc.

Independent and  
transparent ITC model

\*Refer to previous slide where rate construct and other assumptions are detailed

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Note: Contents exclude estimated one time rate timing effect of \$0.65 in 2014 due to conversion to forward test year - reflects amounts that would have been collected in future years  
+1.04  
1.1%

26  
26  
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Benefits  
of  
ETR

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27

Pathway to Completion

Pathway to Completion

Required Approvals

Required Approvals

Jurisdiction / Authority

Approval(s)  
MISO RTO

Final approval of move to MISO RTO by all retail jurisdictions

Final FERC approval of move to MISO RTO  
Entergy Retail  
Regulators  
(APSC, LPSC, MPSC,  
PUCT, CCNO)

Change of control of transmission assets

Authorization to incur debt in some jurisdictions  
FERC

Change of control of transmission assets

Establishment of new regulatory construct for new ITC  
subsidiaries

Authorization for operating company financings  
Hart-Scott-Rodino Act  
(DOJ / FTC)

Pre-merger notification to review potential antitrust and  
competition issues  
IRS Private Letter  
Ruling

Ruling regarding tax-free treatment of the distribution of Mid  
South TransCo LLC (new Holdco)  
ITC Shareholders

Merger

Amendment to ITC Articles of Incorporation to increase the  
number of authorized shares

Authorization for issuance of greater than 20% of  
outstanding  
shares

\*Approval may be required in Missouri due to limited assets in those territories. Approval for Financings may be required in T  
be required in Oklahoma for ITC