ENTERGY CORP /DE/ Form 425 July 18, 2012

Update on Update on Entergy Transmission Entergy Transmission Spin/Merger with ITC

Spin/Merger with ITC Meeting with TIEC July 18, 2012 Presented by Entergy Texas Filed by Entergy Corporation Pursuant to Rule 425 Under the Securities Act of 1933 Subject Company: Entergy Corporation Commission File No. 001-11299

1 1 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 federal securities

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, its Quarterly Report on Form 10-Q for the quarter ended March 31, 2012, 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

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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. **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. 2

3 3 Agenda ITC Spin-Merge Transaction Overview Rate Effects of Spin-Merge Transaction Benefits of ETR

ITC Spin-Merge Transaction Approvals Required Storm Response 2014 Billing Process Post Spin/Merge

4 4 The Merger Transaction The Merger Transaction End State End State Entergy Utility Operating Companies comprised of:

Generation

Distribution

~\$1.775B of debt will be issued by Entergy in connection with the internal separation of the transmission business, the proceeds from which will be used for debt reduction

Each Entergy Utility Operating Company's capital structure after the spin-off and merger anticipated to be consistent with capitalization prior to the transaction Entergy Shareholders Parent Creditors Utility **OpCos** Entergy Wholesale Commodities OpCo Creditors Entergy Shareholders Mid South TransCo LLC (New Holdco) ITC Shareholders ITC Merger Sub Transco Subs Illustrative

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

5 5 Benefits of ETR ITC Spin-Merge Transaction ITC Spin-Merge Transaction Overview Agenda Agenda Rate Effects of Spin-Merge Transaction Approvals Required Storm Response 2014 Billing Process Post Spin/Merge

6 Financial Flexibility and Growth Operational Excellence Independent and Transparent ITC Model Overview Overview of of **Benefits Benefits** to to Customers Customers Through Through Spin-Merge Spin-Merge

Increases flexibility of Entergy s investment alternatives

Protects credit quality of Entergy s Operating Companies

Supports efficient infrastructure investment

Improves access to capital for transmission business

Combines best operating practices of both Entergy and ITC

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

7 7 ITC Spin-Merge Transaction Overview Agenda Benefits of

## ETR

ITC Spin-Merge Transaction Storm Response Rate Effects of Spin-Merge Transaction Approvals Required 2014 Billing Process Post Spin/Merge

8 8 Supply Chain Operations Resource Logistics Administration Preliminary pre-design phase vision Final design scheduled 9/2012 ITC employee ETR employee ETR System Incident Commander (SIC) John Mullins ITC System Incident Commander (SIC) Greg Grillo System Section Chiefs System Planning Chief **Planning Support Branch Director** Restoration Prioritization **Risk Analysis** Situation Branch ITC Storm Response Organization ITC-ETR liaison (New position) **Functional Incident** Commanders (ex. Fossil, Distribution, Nuclear, Gas) Supply Chain Operations Resource Logistics Administration ITC Technical/Mgmt employee assigned to ETR storm response center in Jackson Storm Storm Response Response Organization Organization Will Will Be Be

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9 9 Storm Response ITC Spin-Merge Transaction Overview Agenda Agenda Benefits of ETR

ITC Spin-Merge Transaction Rate Effects of Spin-Merge Transaction Approvals Required 2014 Billing Process Post Spin/Merge

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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 FERCregulated rate construct partially offset ROE and capital structure impacts 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 Impacts Split into WACC, Rate Timing, and Rate Impacts Split into WACC, Rate Timing, and Net Other Effects for Retail Customers Net Other Effects for Retail Customers WACC Effects Rate Timing Effects Net Other Effects

111111IllustrativeNote:Contents exclude estimatedone-time rate timing effect of

\$228.18 in 2014 due to conversion to forward test year reflects amounts that would have been collected in future years ETI LIPS Bill 5,000 kW, 80% Load Factor; \$ 170,000 168,000 166,000 164,000 162,000 4,000 2,000 0 **Illustrative Bill** if ITC owns T assets post-transaction ~166,959.02 2014 Net Other Effects ~(451.91) 2014 WACC Effects ~448.58 **Illustrative Bill** if ETR owns T assets status quo 166,962.35 Note: Illustrative bill is the average of the 2011 Typical Monthly Bills for a Large Industrial Power Service (LIPS) customer up 80% Load Factor, excluding taxes. Calculation indicative and illustrative of the rate effects of the spin-merge transaction and i an actual future customer bill. Illustration does not

include effects of any future potential changes in fuel prices, rate cases between now and transaction close date, or rate timing effects such as adoption of Forward Test Year or modified depreciation schedules. ETI Typical LIPS Customer Bill Not Expected to ETI Typical LIPS Customer Bill Not Expected to Increase Post Spin-Merge Due to Transaction Effects Increase Post Spin-Merge Due to Transaction Effects ~(3.33) 0.0% 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, which supports robust markets and competition

12 12 Storm Response ITC Spin-Merge Transaction Overview Agenda Agenda Benefits of ETR

ITC Spin-Merge Transaction Approvals Required Rate Effects of Spin-Merge Transaction 2014 Billing Process Post Spin/Merge

13 13 Proposed MISO Attachment O \* for ITC Reviews

Attachments \*Attachment O: FERC approved formula rate template establishing formula to calculate revenue requirements; does not require FERC approval for annual updates One-Time Request/Approval ITC Wholesale Rate Calculation Process ITC Wholesale Rate Calculation Process Updates Attachment O Rate Templates (includes forward test year estimate and prior year true-up) Reviews Attachment O Rate Templates Annual Post Final Attachment O Rate Templates Mods Req d? Y Ν Add 1 Data Req d? Y Ν Prepare Data Requested ~ Dec 1 Reviews Proposal Apprvd ? Ν Y

Post Attachment O Rate Templates ~ Sept 1

14 14 Projected Rate Base PAR PGRRBGG PGRRWGG **PNRR** PAOCNRWTU Projected Weighted Average Cost of Capital (WACC) Х **Projected Expenses** (O&M, Depreciation, Taxes) Projected Attachment GG (sch 26) Rev Requirement **Revenue Credits** (rent of property, short term point-to-point revenue, etc.) Projected Network Load 12CP Load (ITCM Annual Sys Avg Peak in kW month) True Up Adjustment Over (Under) Recovery from Prior Year + Interest Projected Allowed Return (PAR) Projected Gross Revenue Requirement before Attachment GG (Schedule 26) offset (PGRRBGG) Projected Attachment O Calculated Network Rate (\$/kW month) For Next Calendar Year without True Up (PAOCNRWTU) Projected Attachment O Calculated Network Rate for Next Calendar Year with True Up = = = =

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Projected Gross Revenue Requirement with Attachment GG (Schedule 26) offset (PGRRWGG) Projected Net Revenue Requirement (PNRR) +

+ ÷ ITC Attachment O ITC Attachment O Wholesale Rate Calculation Wholesale Rate Calculation Step 1 Step 2 Step 3 Step 4

Step 5 Step 6

15 15 2014 Billing Process Post Spin/Merge 2014 Billing Process Post Spin/Merge Billing Calc for ITC and MISO Srvs per applicable rate

schedules Wholesale Transmission Customers including Submit Reservation Request OASIS (point-to-point usage) Receive Revenue for Usage of ITC Transmission Receive Cash Retain Revenue for MISO Srvs Generate Retail Customer Bill by Class **Receive Bill** (\$ owed, usage, etc.) Wire Payment Retail Cust. Bill Req d? Y Ν End Network Load (usage)

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17 17 Pathway to Completion Pathway to Completion Required Approvals Required Approvals Authority Requirements Entergy retail regulators

Change of control of transmission assets

Affiliate transaction approvals related to steps in the spin / merge

Authorization to incur debt in some jurisdictions FERC

Change of control of transmission assets (203 filing)

Acceptance of jurisdictional agreements (205 filing)

Authorization to assume debt / issue securities (204 filings)

Changes to System Agreement to remove provisions related to transmission planning and equalization

ITC filing to establish new rate tariffs for the ITC operating companies Hart-Scott-Rodino Act

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

Private letter ruling substantially to the effect that certain requirements for the tax-free treatment of the distribution of Transco are met Securities and Exchange Commission

ITC Form S-4 and Proxy Statement (including audited Transco financial statements and disclosures), and

Transco Registration Statement ITC shareholders Approvals required for:

Merger, Issuance of shares to ETR shareholders, and Amendment to ITC charter to increase authorized number of shares