

HIGHLIGHTS

OUR VISION

OUR MISSION

OUR VALUES

Set new sights with our clean energy

We deliver reliable electric power and high-quality services. By developing hydraulic resources, we make a strong contribution to collective wealth and play a central role in the emergence of a low-carbon economy. As recognized leaders in hydropower and large transmission systems, we export clean, renewable power and commercialize our expertise and innovations on world markets.

- › Achievement of targeted results
- › Respect for our customers, employees and partners
- › Authenticity
- › Teamwork
- › Integrity

OUR OBJECTIVES

- › Lay the groundwork to double our revenue over the next 15 years so as to increase profits
- › Be a benchmark in customer service
- › Contribute to Québec's economic development and energy transition
- › Keep rate increases lower than or equal to inflation

OUR STRATEGIES

1. Improve customer service

- › Enhance the performance of our customer relations centres by making our services more accessible
- › Estimate service connection lead times more accurately
- › Launch new initiatives and maintain advances made in energy efficiency
- › Work to further transportation electrification



2. Communicate proactively with our customers, employees and partners

- › Inform and listen
- › Prioritize accessibility and openness



OUR STRATEGIES (cont.)

3. Improve productivity

- Optimize our use of information and communication technologies
- Make new energy purchases according to Québec's electricity needs
- Adjust our goods and services procurement practices to create more value
- Bank on employee performance and engagement



4. Develop new growth avenues

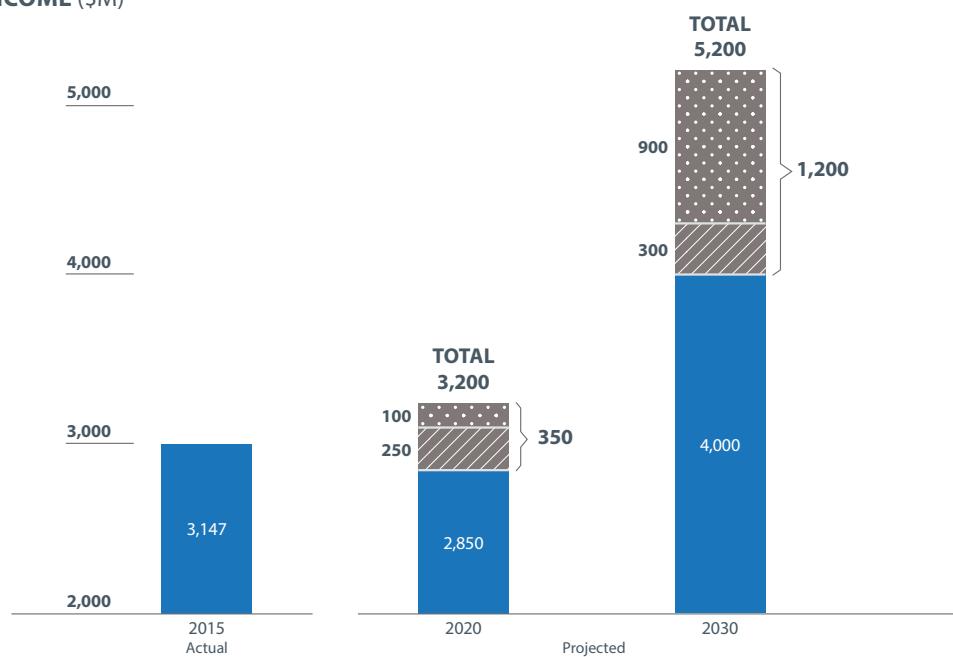
- Increase exports
- Acquire assets or stakes outside Québec
- Commercialize our innovations
- Increase the capacity of our generating fleet



OUR FINANCIAL OUTLOOK

Potential impact of new growth avenues

NET INCOME (\$M)



We plan to make profits (net income) of \$5.2 billion by 2030, which represents an increase of \$1.2 billion compared to the business-as-usual scenario.

Business-as-usual scenario

New growth avenues

New export opportunities

Acquisition of assets or stakes outside Québec / Commercialization of innovations

Produced by Direction – Communications for Groupe –
Développement de l'entreprise, planification stratégique et innovation