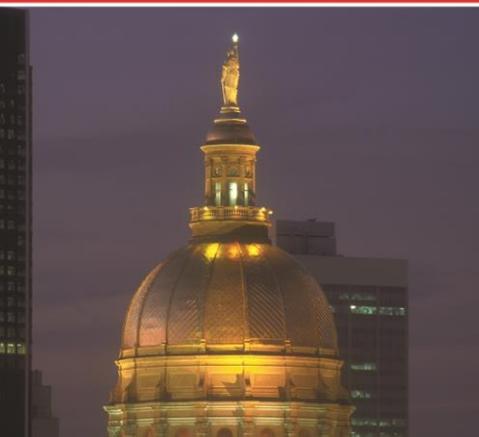


Play to Win
Georgia

SOUTHERN ROOTS
GLOBAL REACH



World-Class Business Center \ Abundant Talent \ Gateway to the World \ Pro-Business Climate \ Quality of Life

Georgia Power Overview

- The largest subsidiary of Southern Company
- Investor-owned, tax-paying utility
- 8,552 employees
- 2.4 million customers
- Serves 155 of the state's 159 counties
- Oldest statewide economic development organization in Georgia



Long History of Involvement in ED

If YOU COULD CONSTRUCT THE IDEAL LOCATION—

Eliminate Power Plant from the cost-sheet when you come to GEORGIA

RAYON
producers and consumers both choose **GEORGIA**

More than 240 Locations

STYLE LEADS INDUSTRY TO GEORGIA
for these advantages:

Let us point out where and why GEORGIA

Georgia leads in Production of Tive Fabrics

Complete Fire Manuf is Centering in C

GEORGIA
POWER COMPANY
INDUSTRY HEADQUARTERS IN GEORGIA

GEORGIA
POWER COMPANY
INDUSTRY HEADQUARTERS IN GEORGIA

The Georgia Power Company endeavors constantly to present the story of Georgia's natural resources and other advantages in interested executives of industries of every nature in which the state offers particular attractions. Above are reproduced a few of the advertisements printed in publications of national circulation, calling attention to specific opportunities which Georgia offers the manufacturer contemplating a change in location or the construction of branch plants. The advertisements have drawn wide-spread comment.

WE SALUTE SOUTHERN MILLS

CONGRATULATIONS
ON YOUR LONGEVITY IN BUSINESS.

© 1998 Georgia Power Co.

Georgia Power is proud to salute one of the textile industry's most progressive companies — Southern Mills. We take great pride in our partnership, and we look forward to providing continued support and energy solutions to your company today and in the future.

GEORGIA POWER
A SOUTHERN COMPANY
www.georgiapower.com

More Than 85 Years of Generating Growth

Manufacturers Record

FORBES

Industrial Index

Has Your Present Location these Advantages?

<p>LOW PRODUCTION COSTS</p> 	<p>PLENTIFUL AND ADAPTABLE LABOR</p> 	<p>CHEAP RAW MATERIAL</p> 	<p>ABUNDANT POWER</p> 
<p>LOW BUILDING COSTS</p> 	<p>LOW TAXES</p> 	<p>EQUABLE CLIMATE permitting year round production at highest efficiency</p> 	<p>COMMUNITY CO-OPERATION</p> 
<p>RICH MARKET FOR PRODUCT</p> 	<p>EXCELLENT RAIL-ROAD FACILITIES</p> 	<p>MODERN PORT FACILITIES</p> 	<p>MORE PROFITS</p>

How many of Georgia's Assets can make money for you?

IN GEORGIA, Industry has found vital economies—savings that increase net profit; conditions that simplify the problems of management. And in the list of these outstanding advantages lies the explanation of the great flow of new industry to Georgia's welcoming communities.

Those assets which you need most urgently in your business, you will find in ideal combination in Georgia. Check over the list. Compute the value of each factor from your own standpoint. Study the perfect balance between market, production cost and distribution facilities which Georgia offers. Think of the opportunity to dominate your market, to



increase your net profits if you could reduce manufacturing costs 5%, 10% or 20%—as has actually been done in Georgia.

What will happen to your business if your competitors take advantage of these vital assets, and you do not?

Our intimate knowledge of Georgia's industrial advantages is at your service. We will gladly consult with your engineers, your production men and your distributive organization. We will give you the full facts as they apply to your business—and we will keep your interest strictly confidential. Georgia Power Company, Atlanta, Georgia. New York Office, 120 Broadway.

GEORGIA

POWER



COMPANY

... INDUSTRY PROSPERS IN GEORGIA ...

LOOKING FOR THE
#1 BUSINESS CLIMATE
IN THE COUNTRY?
**SELECT
GEORGIA.**

The Economic Environment

Business Trends

**Increased Competition
(Domestic & Global)**

Supply chain pressures

Off-shoring / near-shoring/ re-shoring

Pressures on Profitability

**Need for
Flexibility**

Closures and Lay-offs

Corporate Downsizing

Location Decision Trends

- **Can I attract, recruit, and retain the talent and expertise to be successful?**
- **There is a “Need for Speed”** – sometimes
 - Must be responsive
 - Must have product/inventory
- **Incentives** – flexibility is important
“One size does not fit all”
 - Creative
 - Performance-based
 - Front-end loaded
- **It’s About COST!** – Every facet of the location decision process is competitive. Locations must offer a cost-competitive business environment.



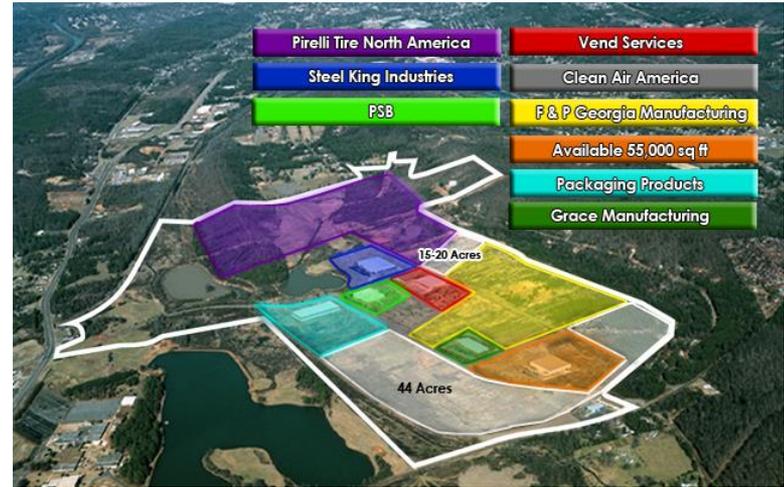
Project Activity/Trends

■ Industry Activity

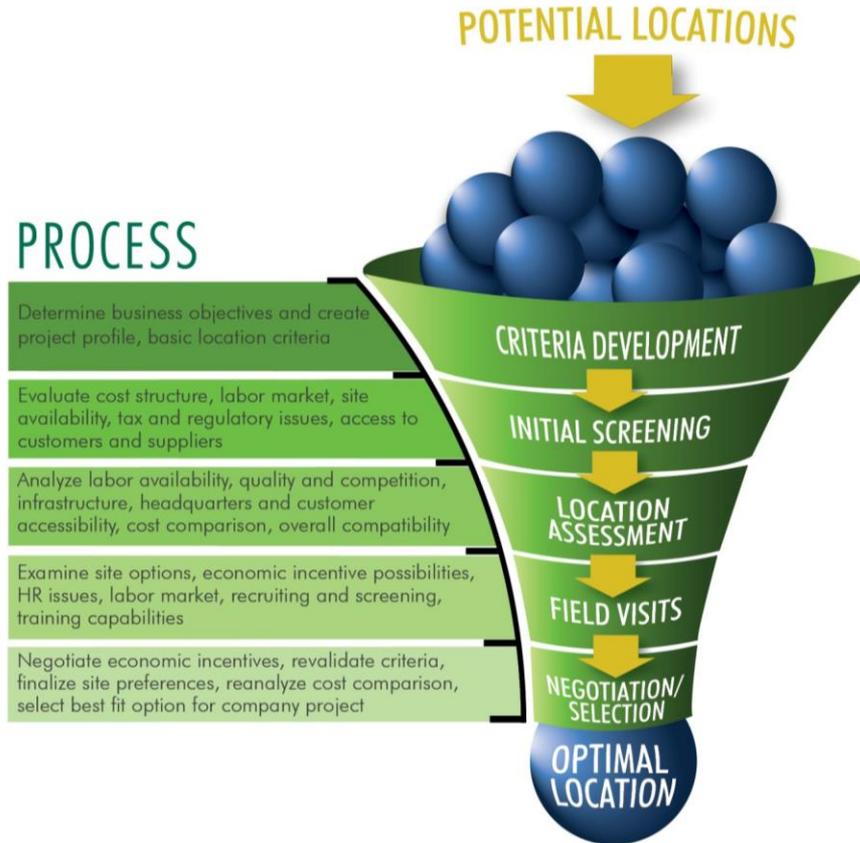
- Biotech/Life Sciences
- Medical and Healthcare Services
- Advanced Manufacturing
- Logistics/Supply Chain Rationalization
- Alternative/Renewable Energy

■ Project Activity

- Continue to see significant inquiries and project activity
- Planning cycle – 9-18 months
- Expansion initiatives driving activity, but long-term consolidation/cost reduction still present
- Some caution being exercised in “pulling the trigger”



Strategic Location Decisions



Strategic Location Drivers

Workforce

*Economic
Incentives*

Cost

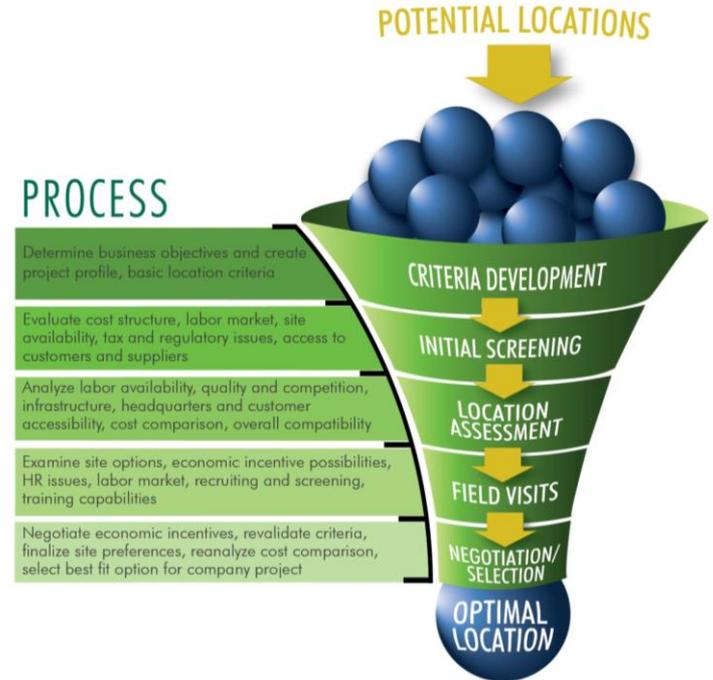
Quality of Life

**Operating
Environment**

Accessibility

Fatal Flaws

- **Process of elimination** (Barriers to success)
 - Regulatory
 - Environmental (air, water, permitting)
 - Industry specific (Pharmaceuticals, Plastics, etc.)
 - Financial
- **Natural disaster threats**
- **Business environment**
 - Taxes
 - Permitting
 - Cost of living/cost of doing business
 - Workforce availability
- **Accessibility** (air, highway, rail, port)
- **Real Estate Options**
 - Sites/buildings
 - Infrastructure



Why Georgia?

Georgia's Assets

Low Costs

Proximity to Markets

Pro-Business government

Non-unionized workforce

Electricity

Transportation

University System

The collage features a central map of Georgia with major cities and highways marked. Surrounding the map are several images: a large brick university building with a clock tower, a commercial airplane in flight, a blue and yellow freight train, a white semi-truck, a large modern building with a parking lot full of cars, and several high-voltage electrical transmission towers. The text 'Georgia's Assets' is prominently displayed in the center in a bold blue font.

Georgia's Challenges



Terrain



Education/Workforce



Rural Development



Marshes & Wetlands



Water



Traffic

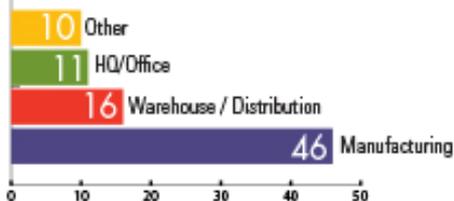
2014 Results



Announcements

81 Announcements with 83 Buildings

81



39.8% Outside of Metro Atlanta

78 Locations in 2013



Jobs

16,575



2014 Goal = 13,000

= 1,000 Jobs

41.4% Outside of Metro Atlanta

18,532 Jobs in 2013



Investment

\$2.17 Billion



2014 Goal = 3 Billion

= 1 Billion

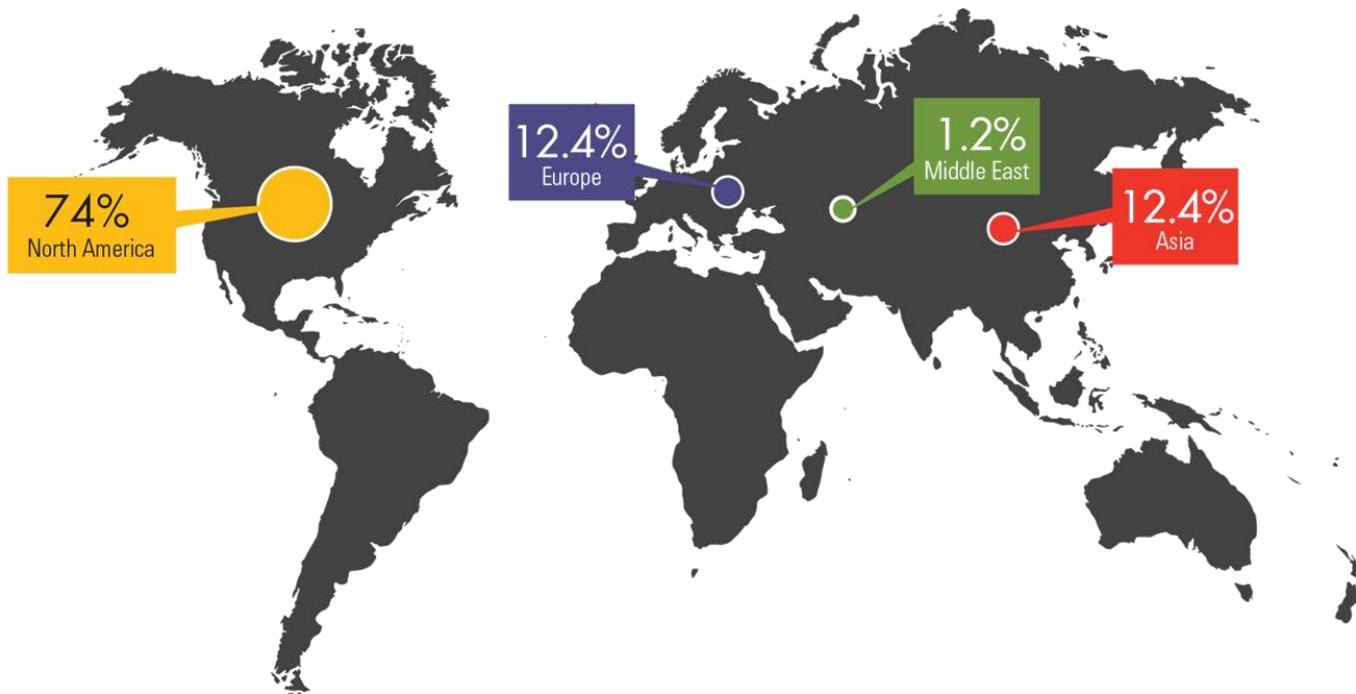
54% Outside of Metro Atlanta

\$2.88 Billion Capital Investment in 2013

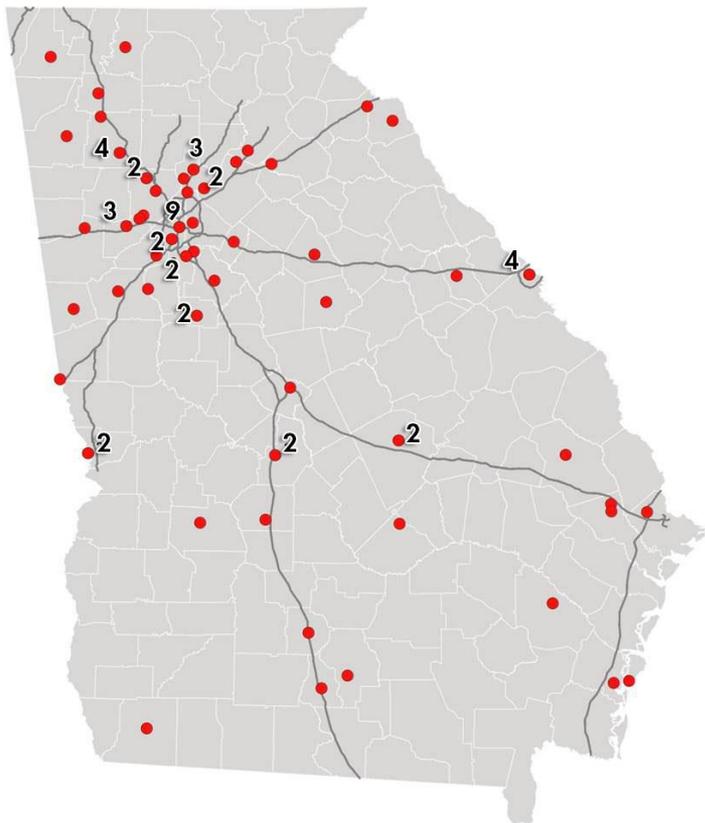
2014 Results



Announcements by Region of Origin



2014 Results



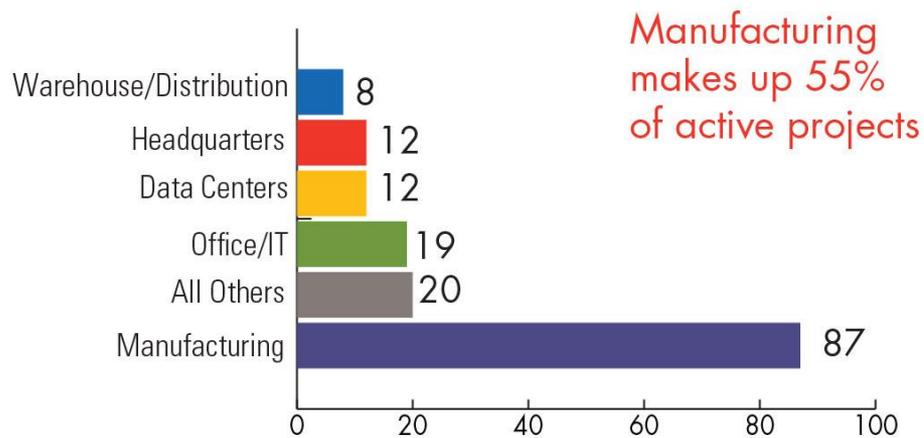
Top Ten Locations 2014*

State Farm - Expansion	Office operations	2,500	Dunwoody
Chime Solutions	Customer contact center	1,120	Morrow
Trinity Rail Group	Tanker car production	800	Cartersville
Acuity Brands - Expansion	Lighting manufacturing	700	Decatur & Conyers
Unisys	Customer contact center	700	Augusta
Worldpay	U.S. headquarters	600	Atlanta
Keurig Green Mountain	Food products manufacturing	550	Lithia Springs
Fiserv - Expansion	Financial services technology	500	Alpharetta
Cricket Wireless	Headquarters	500	Atlanta
Surya	Distribution center	450	Cartersville

*Based on number of jobs

Pipeline

158 Active Projects
as of 12/31/14



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