



***Wisconsin Energy
Corporation***

August 2014

Cautionary Statement Regarding Forward-Looking Information

Much of the information contained in this presentation is forward-looking information based upon management's current expectations and projections that involve risks and uncertainties. Forward-looking information includes, among other things, information concerning earnings per share, rate case activity, earnings per share growth, cash flow, dividend growth and dividend payout ratios, debt redemptions, construction costs and capital expenditures, investment opportunities, corporate initiatives, rate base, and future electric sales. Readers are cautioned not to place undue reliance on this forward-looking information. Forward-looking information is not a guarantee of future performance and actual results may differ materially from those set forth in the forward-looking information.

In addition to the assumptions and other factors referred to in connection with the forward-looking information, factors that could cause Wisconsin Energy's actual results to differ materially from those contemplated in any forward-looking information or otherwise affect our future results of operations and financial condition include, among others, the following: general economic conditions, including business and competitive conditions in the company's service territories; timing, resolution and impact of future rate cases and other regulatory decisions; availability of the company's generating facilities and/or distribution systems; unanticipated changes in fuel and purchased power costs; key personnel changes; varying weather conditions; continued industry consolidation; our ability to continue to mitigate the impact of Michigan customers switching to an alternative electric supplier; cyber-security threats; construction risks; equity and bond market fluctuations; the impact of any legislative and regulatory changes; current and future litigation and regulatory investigations; changes in accounting standards; and other factors described under the heading "Factors Affecting Results, Liquidity and Capital Resources" in Management's Discussion and Analysis of Financial Condition and Results of Operations and under the headings "Cautionary Statement Regarding Forward-Looking Information" and "Risk Factors" contained in Wisconsin Energy's Form 10-K for the year ended December 31, 2013 and in subsequent reports filed with the Securities and Exchange Commission.

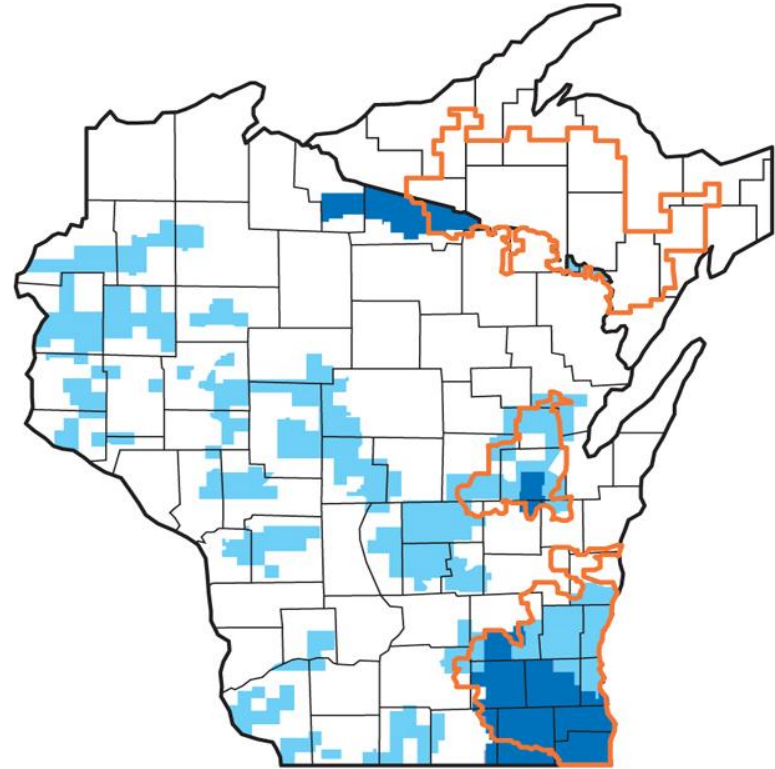
On June 22, 2014, Wisconsin Energy entered into an agreement to acquire Integrys Energy Group for stock and cash consideration valued at \$71.47 per share of Integrys stock. The transaction is subject to the receipt of several state and federal regulatory approvals, as well as approvals from the shareholders of both companies. The information contained in this presentation characterizes Wisconsin Energy on a stand-alone basis, and does not reflect any assumptions or expectations with respect to the acquisition or combined company.

Wisconsin Energy expressly disclaims any obligation to publicly update or revise any forward-looking information.

Overview

Retail Electric and Gas Utilities

- Largest electric and gas company in Wisconsin
 - 1.1 million electric customers
 - 1.1 million natural gas customers



- **Wisconsin Electric** Gas Service Area
- **Wisconsin Electric** Electric Service Area
- **Wisconsin Gas** Service Area

Investment Thesis

An “Earn and Return” Company with a Low Risk Profile

- Positive free cash flow
- Targeted EPS growth of 4%-6%
- Best in class dividend growth - targeting a dividend payout ratio of 65%-70% of earnings in 2017
 - Implies 7%-8% dividend growth annually 2015-2017
- Proven management team that has delivered strong financial results and operational excellence
- Balanced regulatory climate

A Track Record of Performance

Consistent Earnings and Dividend Growth

Wisconsin Energy is the only company in the

- S&P Electric Index
- S&P Utilities Index
- Philadelphia Utility Index
- Dow Jones Utilities Average

that has grown earnings per share and dividends per share every year since 2003

A Track Record of Performance

Industry Leading Total Shareholder Returns

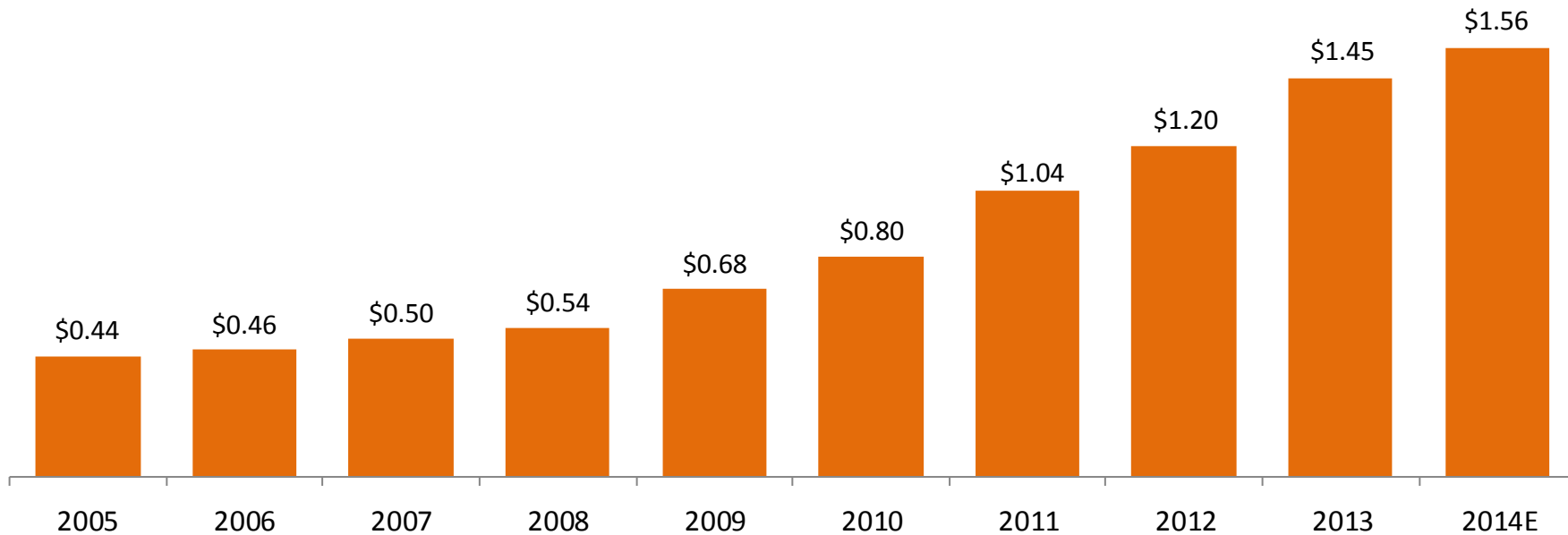
	One Year	Three Year	Five Year	Ten Year
Wisconsin Energy	16.1%	55.5%	131.8%	227.1%
S&P Utilities Index	13.2%	37.5%	62.3%	141.8%
S&P Electric Index	7.8%	29.7%	38.7%	132.4%
Philadelphia Utility Index	11.0%	31.6%	53.0%	137.1%
Dow Jones Utilities Average	12.7%	37.1%	64.2%	170.5%

Annualized returns for periods ending 12/31/2013

Source: Bloomberg data, assumes all dividends were reinvested and returns were compounded daily

A Track Record of Performance

Industry Leading Dividend Growth



Targeting dividend payout ratio of 65 - 70 percent of earnings in 2017

A Track Record of Performance

Leading Reliability and Customer Satisfaction



- Named the most reliable utility ...
 - In the U.S. in 2013
 - In the Midwest nine of the past 12 years
- During 2013, achieved highest customer satisfaction ratings in past decade ... likely best ever

A Track Record of Performance

Power the Future Investments – Natural Gas

Meeting the Region's Energy Needs

Capacity 1,090 MW

Investment \$664 million

ROE 12.7%

Equity 53%

In Service Dates

Unit 1 – July 2005

Unit 2 – May 2008

**Cost Per Unit
of Capacity** \$609/kW



A Track Record of Performance

Power the Future Investments – Coal

Meeting the Region's Energy Needs

Capacity 1,030 MW¹

Investment \$2 billion¹

ROE 12.7%

Equity 55%

In Service Dates

Unit 1 – February 2010, Unit 2 – January 2011

**Cost Per Unit
of Capacity** Approximately
\$1,950/kW



¹ All capacity and investment amounts reflect WEC ownership only.
Demonstrated capacity for the coal units is 1,057 MW – value shown in table is amount guaranteed in lease agreement.

Dramatic Change in Environmental Performance

- From 2000 to 2014...

- Power plant capacity

up 50%



- Emissions of

- nitrogen oxide

- sulfur dioxide

- mercury

- particulate matter

down 80%



Strong Financial Foundation

Positive Cash Flow ...

- Project \$500 million of free cash flow from 2014-2018
- Expect to generate free cash flow each year after reaching target dividend payout ratio in 2017

Solid credit ratings ...

	Moody's	S&P	Fitch
WEC ₍₁₎	A2	A-	A-
WE	A1	A-	A
WG	A1	A	A-

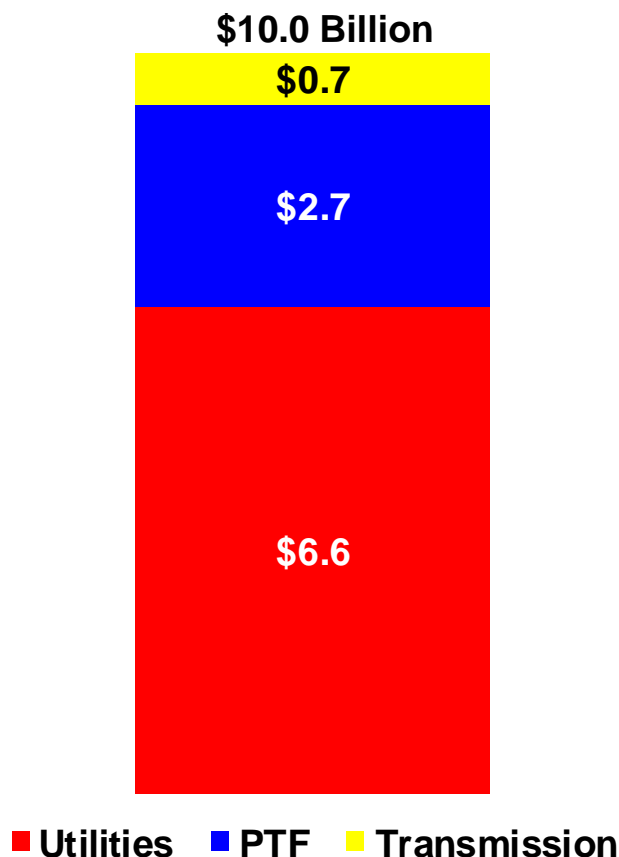
(1) S&P & Moody's have placed WEC on negative outlook; Fitch placed WEC on ratings watch negative

Well-Funded Pension ...

- Over 100% funded at year-end 2013
- More than \$330 million in contributions in 2011 and 2012

Summary of our Core Business

Rate Base and Power the Future Investment at 12/31/13



- **Retail Electric and Gas Utilities**
 - Wisconsin, Michigan, and FERC jurisdictions
 - 48.5% to 53.5% equity for Wisconsin Electric
 - 10.4% allowed ROE
 - 45% to 50% equity for Wisconsin Gas
 - 10.5% allowed ROE
- **Power the Future**
 - 53% to 55% equity levels in lease agreements
 - 12.7% ROE fixed in lease agreements
- **Wholesale Electric Transmission**
 - FERC jurisdictional
 - 50% equity level for rates
 - 12.2% ROE with true-up

Note: Value for retail electric and gas utilities represents rate base. Power the Future value is book value of investment. Wholesale electric transmission is 26.2% of ATC's rate base.

Where We Go From Here

Major Segment Earnings for 2012 – 2014

Projecting earnings per share growth of 4-6% annually from the 2011 base

	<u>2012A</u>	<u>2013A</u>	<u>2014E</u>
Electric and Gas Utilities	\$1.55	\$1.67	\$1.72 to \$1.78
Power the Future ⁽¹⁾	\$0.69	\$0.72	\$0.73
Wholesale Electric Transmission ⁽²⁾	\$0.17	\$0.18	\$0.19
Unallocated holding company debt ⁽³⁾	(\$0.06)	(\$0.06)	(\$0.06)
	<hr/>	<hr/>	<hr/>
	\$2.35	\$2.51	\$2.58 to \$2.64

⁽¹⁾Includes allocation of approximately \$375 million of 6.25% rate holding company debt

⁽²⁾26.2% investment in ATC

⁽³⁾ Includes unallocated holding company debt and other miscellaneous corporate costs

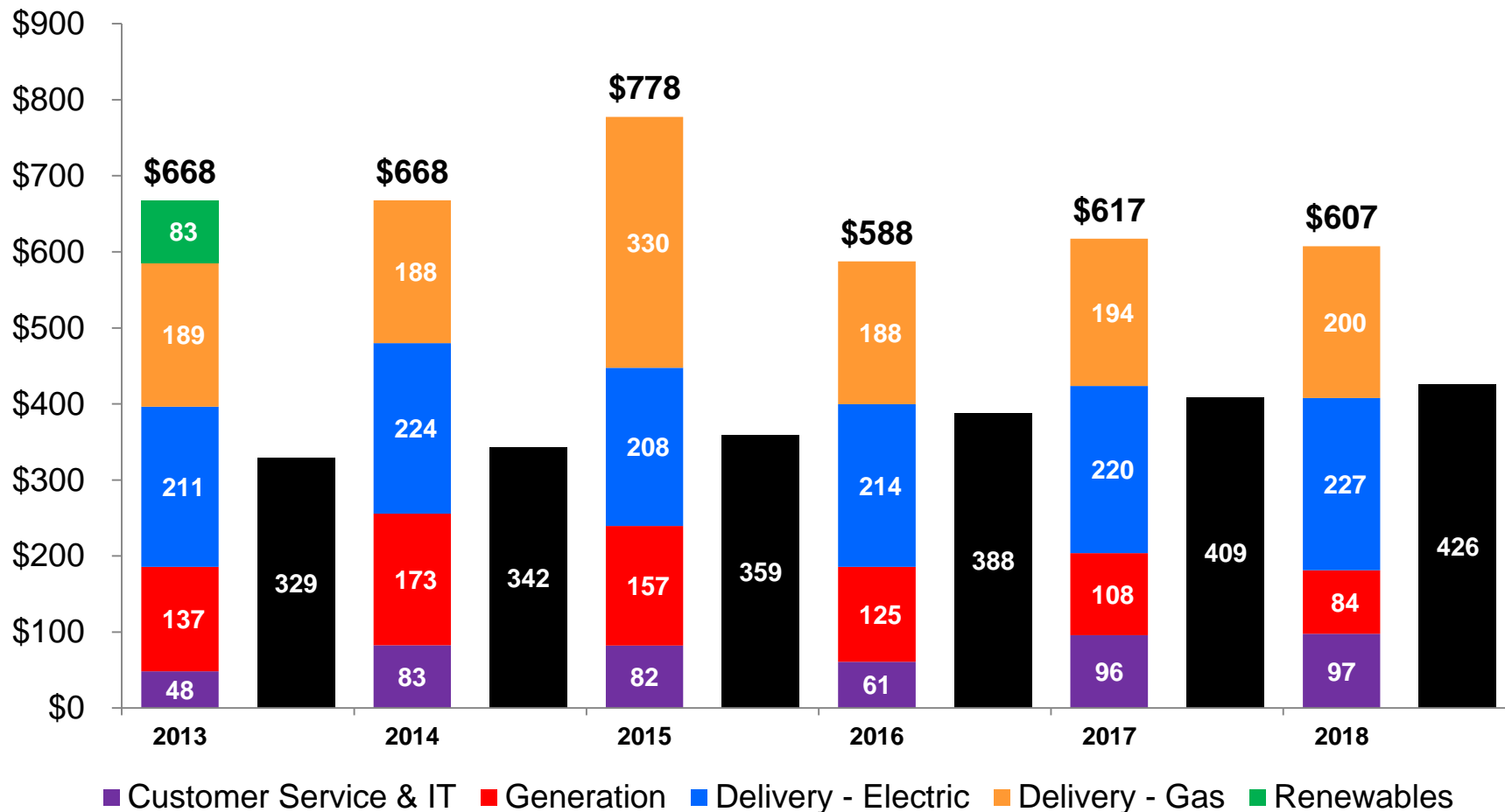
Delivering the Future

- From 2014 through 2018, our plan is to invest \$3.2 to \$3.5 billion in needed infrastructure projects that will:
 - Renew and modernize our grid
 - Meet new environmental standards
 - Reduce our operating costs for customers
- From 2014 through 2023, our plan is to invest \$6.5 to \$7.1 billion in needed infrastructure

Where We Go From Here

Five-Year Capital Investment in our Retail Utilities

(Projected Investment, In millions)



Depreciation expected to average \$375 million annually over the five-year period



Where We Go From Here

Delivering the Future – Electric Overview

Between 2014 and 2018, we plan to:

- Rebuild 2,000 miles of electric distribution lines that are more than 50 years old
- Replace:
 - 18,500 power poles
 - 20,000 transformers
 - Hundreds of substation components



Where We Go From Here

Delivering the Future – Gas Overview

Between 2014 and 2018, we also plan to:

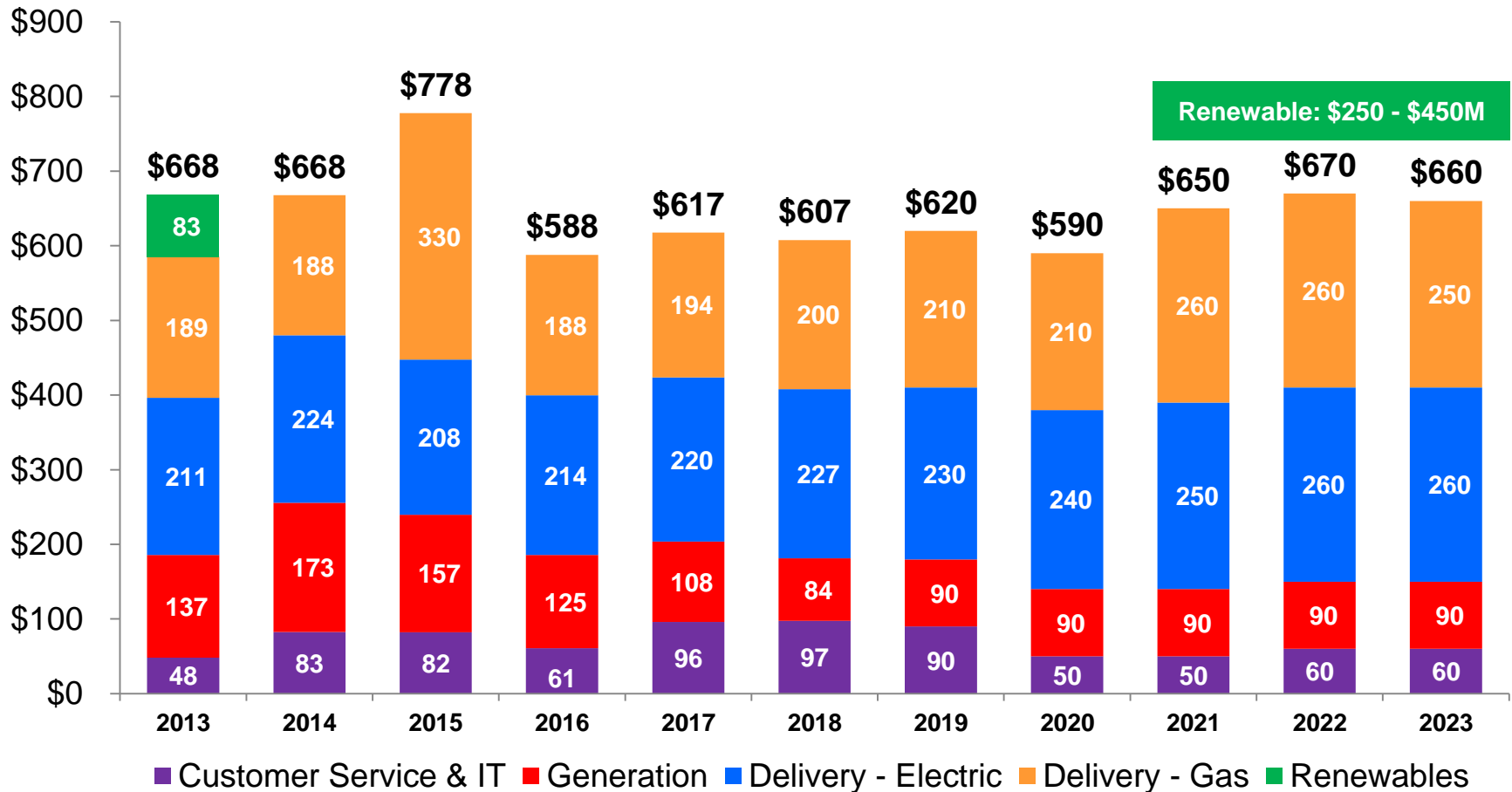
- Replace:
 - 1,100 miles of vintage plastic and steel gas mains
 - 83,000 individual gas distribution lines
 - 233,000 meter sets



Where We Go From Here

Ten-Year Capital Investment in our Retail Utilities

(Projected Investment, In millions)



Depreciation expected to average \$425 million annually over the ten-year period

Where We Go From Here

Ten-Year Capital Projection 2014 - 2023

***\$6.5 to \$7.1 billion investment
in our core business***



Plus Additional Growth Opportunities

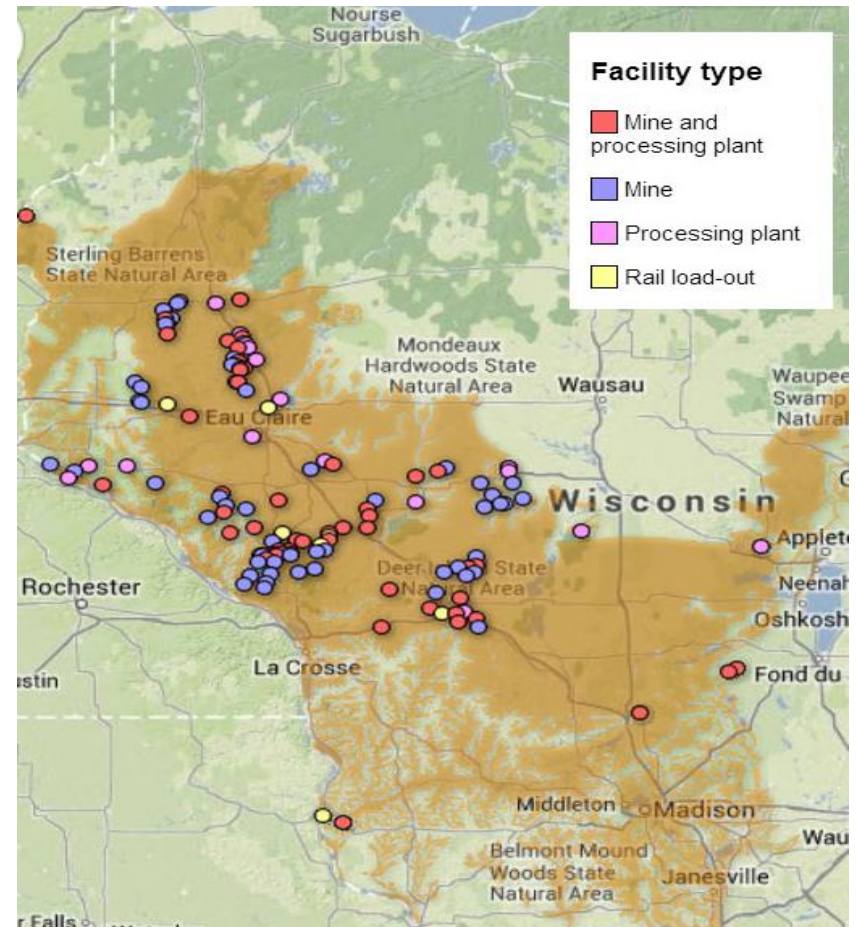
- ATC – Traditional Footprint
 - \$3.0 to \$3.6 billion
 - WEC Ownership 26.2%
- DATC – Outside ATC Traditional Footprint
 - \$4.0 billion +
 - WEC Interest 13.1%
- Natural Gas Expansion/Conversion
- State of Wisconsin Energy Assets

Where We Go From Here

Western Wisconsin Gas Expansion

- Additional natural gas distribution capacity needed to address reliability and to meet growth in customer demand
 - Frac sand mining - increase from 10 to 115 licensed sand mining operations since 2010
 - Propane conversion - ten municipalities have passed franchise resolutions to receive natural gas service
- Received approval from the Wisconsin Commission
- Expected initial investment for the 85-mile lateral: \$175 to \$185 million
- Projected completion in the fourth quarter of 2015

Sand Plants – Wisconsin



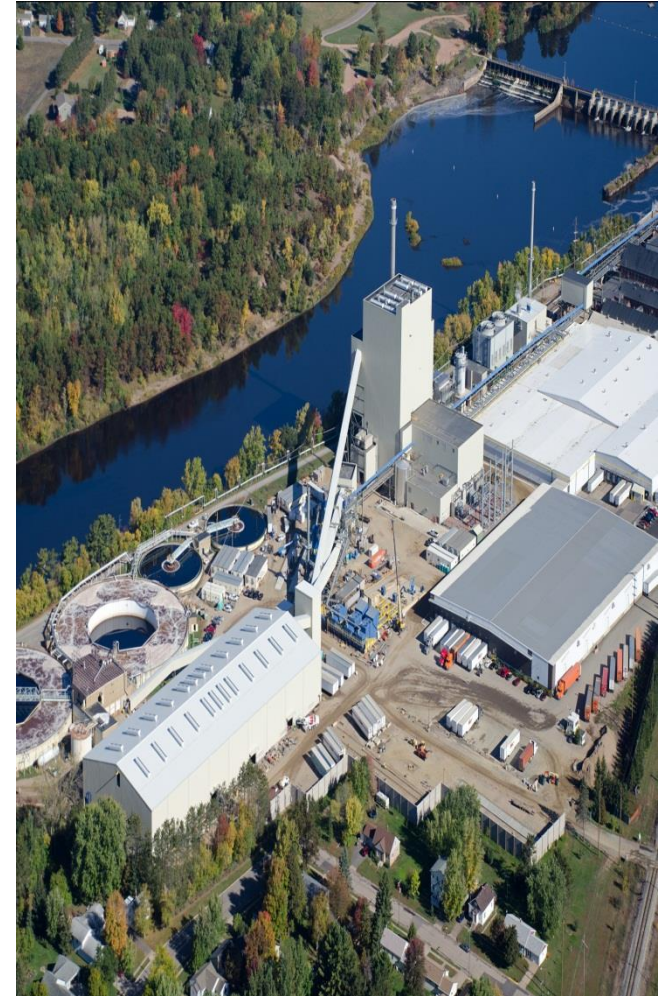
Where We Go From Here

Renewable Energy Investments

- Biomass plant completed
 - 50MW
 - Investment of \$269 million
 - Commercial operation began in November of 2013

- Renewable fleet in place
 - Glacier Hills Wind Park (162 MW, in service since 2011)
 - Blue Sky Green Field Wind Park (145 MW, in service since 2008)
 - Montfort Wind Energy Center (30 MW, purchased in 2012)

- We expect to be in compliance with the Wisconsin renewable portfolio standard through 2023



Where We Go From Here

Valley Power Plant

- Converting Valley from coal to natural gas
- Unit 1 conversion underway
- Targeting completion for both Units 1 and 2 in late 2015
 - Follows construction of a gas pipeline upgrade with expected in-service in 2014
- Projected conversion cost for Valley: \$65 to \$70 million



Where We Go From Here

Twin Falls Hydroelectric Powerhouse

- Building a new powerhouse at Twin Falls as existing powerhouse is in need of repair
- Construction began in the fall of 2013 with scheduled completion in 2016
- Expected cost: \$60 to \$65 million



Where We Go From Here

Fuel Flexibility Project

- Goal: enable our Oak Creek expansion units to burn both Powder River Basin (PRB) and bituminous coal
- To Date: have achieved sustained operation on 20% PRB coal blend
- In July, asked the Wisconsin Commission to approve \$25 million of additional capital for plant modifications that will enable testing of up to 100% PRB coal
- Further investment may be needed for fuel handling and storage
- Objective is to have the flexibility to burn up to 100% PRB coal on a sustained basis



Wisconsin Rate Case Summary

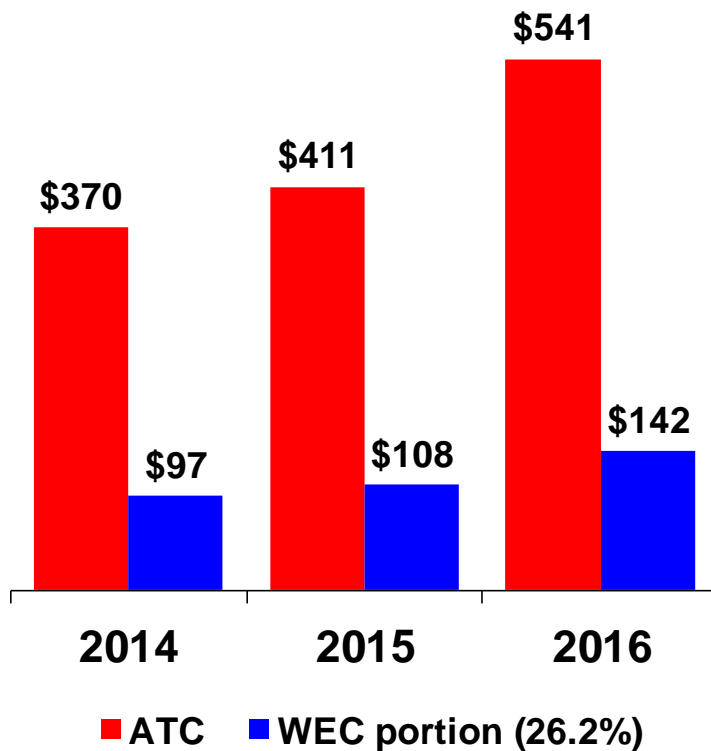
- Wisconsin has biennial rate cycle
 - Two year forward looking test years
 - Apply in 2014 for 2015 and 2016 rates
- Settlement for ROE, capital structure, and base rate changes reached in May
 - Wisconsin Electric ROE of 10.2%, Wisconsin Gas ROE of 10.3%
 - Wisconsin Electric capital structure unchanged (at 51% equity midpoint), Wisconsin Gas equity component increased to 49.5% (from 47.5%)
 - Non-fuel electric rate increase of \$41.5 million or 1.4% in 2015
- Remainder of the case will focus on rate design and 2015 fuel recovery
- Expect final order this fall

Presque Isle Power Plant

- Entered into 'System Support Resource' (SSR) agreement with MISO in January 2014 for payments to support operation of Presque Isle power plant
- Filed for next SSR effective October of 2014
- Several recent FERC orders may impact the SSR payments
 - Allocation of costs across MISO
 - Re-examination of the fixed costs to run Presque Isle
 - Return on-and-of embedded investment can be submitted for potential recovery
- No significant impact expected on 2014 or 2015 earnings
- Assessing long-term alternatives to maintain electric reliability in the Upper Peninsula of Michigan

Growth at American Transmission Company

Projected Capital Expenditures (Millions of Dollars)



Key Assumptions

- ATC rate base at year end 2014 is projected to be about \$2.9 billion
- ATC projects a need for \$3.0-\$3.6 billion of transmission improvements in its footprint from 2013 to 2022
- Implies average \$68 million effective annual rate base growth for WEC from 2014 to 2016
- Excludes potential transmission projects outside ATC's traditional footprint

Where We Go From Here

DATC



- Joint venture between Duke Energy and ATC (DATC)
 - Ownership is split 50/50 between Duke and ATC
- DATC has identified three distinct investment opportunities
 - California's Path 15 transmission line (purchased interest on April 30, 2013)
 - Transmission projects in the Midwest
 - Approximately \$4 billion of potential investment over ten years
 - Zephyr Power Transmission Project

Industry Leading Dividend Growth

- The board of directors raised the quarterly dividend in January to 39 cents a share – equivalent to an annual rate of \$1.56 a share
 - Represents a 30% increase over the rate in effect during 2012
- The board of directors also affirmed a target payout ratio of 65-70 percent of earnings in 2017
 - Supports 7-8 percent dividend increases from 2015-2017

Key Takeaways on Wisconsin Energy

An “Earn and Return” Company with a Low Risk Profile

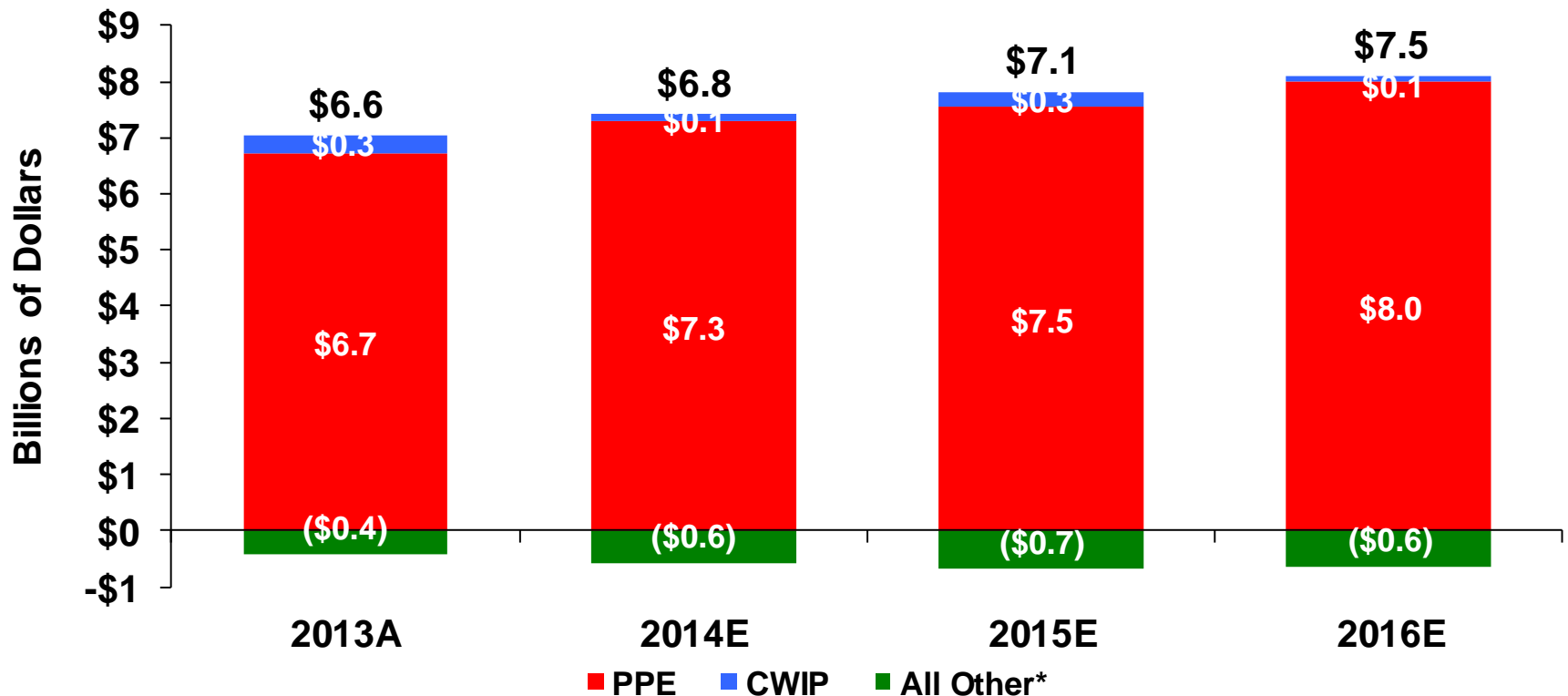
- Power the Future program now complete
 - Highly visible earnings and strong cash flow
- Well-managed utility franchises with rate base growth
- Investment in American Transmission Company provides an additional regulated growth opportunity
- Positioned to deliver among the best risk-adjusted returns in the industry
 - Positive free cash flow
 - Best in class dividend growth story

Appendix

Where We Go From Here

Projected Rate Base

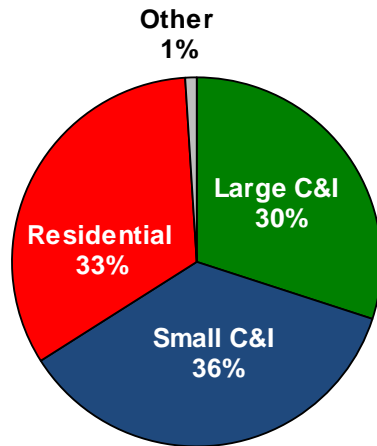
Average Total Utility Rate Base



*All other is comprised of customer advances, def. taxes, inventory and implied working capital.

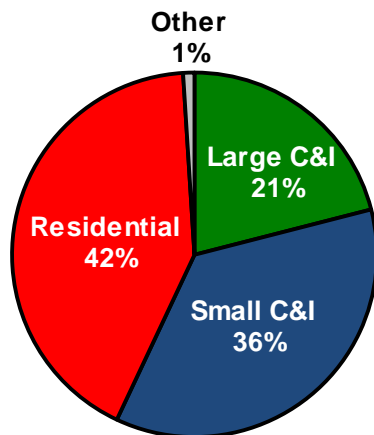
Electric Retail Customer Base

2013 Retail KWh Sales Mix*



C&I Sector Largest Segments*	% of 2013 Electric C&I Sales
Office	13.5%
Retail	7.0%
Primary Metals	6.6%
Health Care	6.3%
Food	5.7%
Education	5.3%
Hospitality	5.0%
C&I Machinery	4.7%

2013 Retail Revenues*



*Excludes Michigan Retail Choice Customers

Forecast of Electric Sales*

	2014 Forecast vs. 2013 Actual	2014 Forecast vs. 2013 Normalized
Residential	-0.6%	0.4%
Small C&I	-0.4%	0.3%
Large C&I (ex. Mines)	1.0%	0.9%
Total Retail w/o Mines	0.0%	0.5%

*Delivered Volumes

Forecast of Electric Sales*

	2014 Forecast vs. 2013 Actual	2014 Forecast vs. 2013 Normalized
Residential	-0.6%	0.4%
Small C&I	-0.6%	0.1%
Large C&I (ex. Mines)	-0.7%	-0.8%
Total Retail w/o Mines	-0.6%	-0.1%

*Supply and Distribution Volumes

Regulatory Environment

■ Wisconsin Commission

- 3 Commissioners
- Gubernatorial appointment, Senate confirmation
- Chairman: Gubernatorial appointment
- Terms
 - 6 year—staggered terms

■ Michigan Commission

- 3 Commissioners
- Gubernatorial appointment, Senate confirmation
- Chairman: Gubernatorial appointment
- Terms
 - 6 year—staggered terms

Wisconsin Commissioners			
Name	Party	Began Serving	Term Ends
Phil Montgomery Chairman	R	03/2011	03/2017
Eric Callisto	D	05/2008	03/2015
Ellen Nowak	R	07/2011	03/2019

Michigan Commissioners			
Name	Party	Began Serving	Term Ends
John D. Quackenbush Chairman	R	10/2011	07/2017
Greg R. White	I	12/2009	07/2015
Sally Talberg	I	07/2013	07/2019