

POWERING WISCONSIN

MAKING ENERGY WORK BETTER

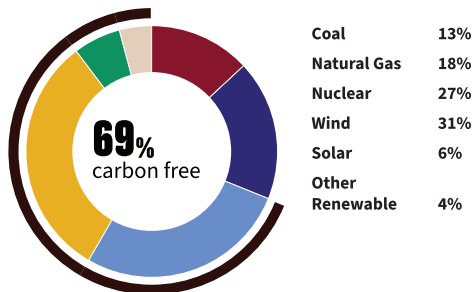


Xcel Energy powers the growth and prosperity of Wisconsin's communities, helping our customers thrive. We are committed to leading the clean energy transition and meeting our customers' need for reliable, resilient and increasingly clean power while keeping their bills as low as possible.

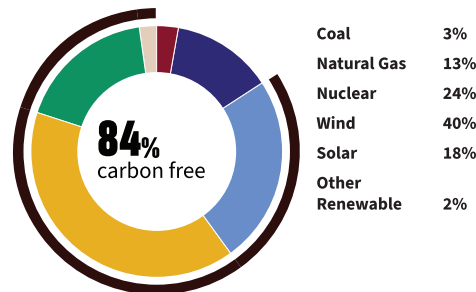
Clean energy leadership

We're the first major U.S. energy provider to set a vision for 100% carbon-free electricity and the first to expand our goals to include net-zero natural gas and carbon-free transportation.

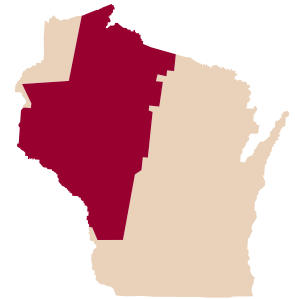
2025 Energy Mix – Wisconsin



2030 Projected Energy Mix – Wisconsin



Our Service Territory



266,000
electric customers

118,000
natural gas customers

99.98%
electric reliability

Energy Efficiency



Electricity

Saved 44 gigawatt hours, enough to power **5,620 homes**.



Natural Gas

Saved 207,155 dekatherms, enough to serve **3,000 homes**.



Participating Customers

Saved enough energy to avoid building **2 average-size power plants** since 1992.



View our
Sustainability
Report

Select data points are from the
2025 Sustainability Report.
xcelenergy.com/Sustainability

Reducing carbon from the electricity we provide Wisconsin

2025

62%

lower carbon emissions
compared to 2005

2030

77%

cut in carbon emissions
compared to 2005

2050

100%

carbon-free goal



\$3 BILLION

in Upper Midwest customer savings from our wind facilities, through avoided fuel costs and tax credits since 2017

Powering Wisconsin's economic engine

Jobs in
Wisconsin

909

Spending with
local suppliers

**\$603
MILLION**

Customer
electric bills

26%
BELOW NATIONAL
AVERAGE

Community commitment

Volunteer
hours

9,790

Energizing the
Future grants to

67
NONPROFITS

Community
investments*

**\$1.2
MILLION**

*Total community investment includes all contributions provided through Xcel Energy, the Xcel Energy Foundation, employees and retirees as well as the value of volunteer time, based on the Independent Sector's 2025 Value of Volunteer Time.