

Our Strategy to Transform FirstEnergy into a Premium Utility



A Strong Foundation:

Built by passionate and engaged employees

- A culture of ethics and integrity: a trusted partner to our stakeholders
- A safe workplace: where all employees take responsibility for safety and well-being
- A diverse, equitable, and inclusive work environment: empowering all employees
- A focus on accountability to stakeholders: driving performance excellence
- A commitment to stewardship: valuing our customers, communities and the environment



A Customer-Centered Focus:

Exceeding expectations through modern experiences, electrification and affordable energy bills

- Technology and digital upgrades to enhance the customer experience, expand communication channels and improve satisfaction
- Sustainable products, solutions and tools to fulfill our customers' energy needs
- New programs focused on emerging technologies to drive electrification
- Value driven investments and operational excellence to lower total energy bills and to assist our underserved customers



Enabling the Energy Transition:

Strategic investments for a clean, reliable, resilient and secure grid

- Customer-focused investments that support a secure electric grid, reduce service interruptions and enable electrification and other clean energy trends
- Transmission investments that embrace innovation and technology to support grid reliability, resiliency and carbon neutrality goals
- Distribution investments to build the grid of the future and leverage advanced metering infrastructure and grid modernization projects that automate and optimize our system