DYNEGY INC. Form DFAN14A January 25, 2011

Filed by the Registrant "

# UNITED STATES SECURITIES AND EXCHANGE COMMISSION

**WASHINGTON, D.C. 20549** 

#### **SCHEDULE 14A**

(Rule 14a-101)

## INFORMATION REQUIRED IN CONSENT STATEMENT SCHEDULE 14A INFORMATION

Consent Statement Pursuant to Section 14(a) of the

**Securities Exchange Act of 1934** 

Filed by a Party other than the Registrant x

Chec	k the appropriate box:
	Preliminary Proxy Statement
	Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))
	Confidential, for Ose of the Commission Only (as permitted by Rule 14a-0(e)(2))
	Definitive Proxy Statement

x Soliciting Material under § 240.14a-12

**Definitive Additional Materials** 

### Dynegy Inc.

(Name of Registrant as Specified in its Charter)

Seneca Capital International Master Fund, L.P.

Seneca Capital, L.P.

Seneca Capital Investments, L.P.

Seneca Capital Investments, LLC

Seneca Capital International GP, LLC

Seneca Capital Advisors, LLC

Douglas A. Hirsch

 $(Name\ of\ Person(s)\ Filing\ Consent\ Statement, if\ Other\ Than\ the\ Registrant)$ 

Payment of Filing Fee (Check the appropriate box):				
x	No fee required.			
	Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.			

(2) Aggregate number of securities to which transaction applies:

(3)	Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (set forth the amount on which the filing fee is calculated and state how it was determined):
(4)	Proposed maximum aggregate value of transaction:
(5)	Total fee paid:
Fee j	paid previously with preliminary materials.
	ck box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.
(1)	Amount Previously Paid:
(2)	Form, Schedule or Registration Statement No.:
(3)	Filing Party:
(4)	Date Filed:

SAVING DYNEGY: FOR ALL SHAREHOLDERS Seneca Capital JANUARY 25, 2011

2
DISCLAIMER
FORWARD-LOOKING STATEMENTS; STATEMENT OF SENECA CAPITAL BELIEFS; FORECASTS
This
presentation
contains
statements,

including Seneca Capital s beliefs as to valuation, which are forward looking statements about future events and sets forth presentation of our beliefs. The forward-looking statements are not guarantees of future performance, and we caution you not to rely unduly on them. You should be aware that any forwardlooking statements are based on certain assumptions and subject to risks and uncertainties that exist in the business

environment
that
could
render
actual
outcomes
and
results
that
are
materially
different.
We
have
based
many
of
these
forward-looking statements on our beliefs, expectations and assumptions about future events that may prove to be
inaccurate. While we consider these beliefs, expectations and assumptions to be reasonable, they are inherently subject
to significant business, economic, competitive, regulatory and other risks, contingencies and uncertainties, most of which
are
difficult
to
anticipate
and
many
of
which
are
beyond
our
control.
We
caution
you
that
the
forward-looking statements
statements
are inherently uncertain and necessarily involve risks that may affect Dynegy Inc. s ( Dynegy ) business prospects and
performance,
causing
actual
results
to
differ
from
those
discussed

or presented in this

presentation.

Without

limiting

the

generality of the foregoing, Seneca Capital s beliefs as to future value are based on a variety of assumptions as to the future that Seneca Capital believes constitute a reasonable, potential valuation scenario that could develop within the next several years for Dynegy but which are nonetheless subject to risks and uncertainties that exist in the business environment that could render actual outcomes and results materially different than anticipated. Seneca Capital s beliefs as to current value are based on a variety of assumptions, including as to the future, that Seneca Capital believes constitute reasonable assumptions but which are nonetheless subject to risks and uncertainties that exist in the business environment that could render actual outcomes and results that are materially different.

#### THIRD-PARTY INFORMATION

This presentation is based on, and contains references to, third-party sources of information. Unless otherwise provided, no such third party has (a) participated in the preparation of this presentation, (b) other than as to Ventyx and the Big 4 Accounting Firm,

consented to the inclusion of such information in this presentation, or (c) endorsed the views expressed herein. Neither Ventyx nor the Big 4 Accounting Firm have provided any representation or warranty as to the accuracy of information provided in their reports and you may not rely on their reports.

3 DISCLAIMER (CONT D) CERTAIN INFORMATION CONCERNING THE PARTICIPANTS

Seneca Capital International Master Fund, L.P., Seneca Capital, L.P., Seneca Capital Investments, L.P., Seneca Capital Investments Seneca Capital International GP, LLC, Seneca Capital Advisors, LLC and Douglas A. Hirsch (together with each of the foregointly made a preliminary filing with the Securities and Exchange Commission (SEC) of a consent statement and a consent replace two members of the Dynegy Board of Directors and to adopt certain other proposals set forth in the consent statement. SENECA ADVISES ALL STOCKHOLDERS OF DYNEGY TO READ THE CONSENT STATEMENT AND OTHER CONMATERIALS AS THEY BECOME AVAILABLE BECAUSE THEY WILL CONTAIN IMPORTANT INFORMATION. SUAVAILABLE

AT

NO

**CHARGE** 

ON

THE

SEC S

**WEBSITE** 

ΑT

HTTP://WWW.SEC.GOV.

IN

**ADDITION** 

THE

**PARTICIPANTS** 

IN

THE

**CONSENT** 

**SOLICITATION** 

WILL

**PROVIDE** 

**COPIES** 

OF

THE

**DEFINITIVE** 

**CONSENT** 

STATEMENT,

**ONCE** 

AVAILABLE,

WITHOUT

**CHARGE** 

**UPON** 

REQUEST.

**REQUESTS** 

**FOR** 

**COPIES** 

**SHOULD** 

BE

**DIRECTED** 

TO

THE

**PARTICIPANTS** 

CONSENT

**SOLICITOR** 

AT

_		•	$\overline{}$
	_		
			٠,

#### **TELEPHONE**

#### NUMBER INCLUDED IN THE DEFINITIVE CONSENT STATEMENT, ONCE AVAILABLE.

Each of Seneca Capital International Master Fund, L.P., Seneca Capital, L.P., Seneca Capital Investments, L.P., Seneca Capital LLC, Seneca Capital International GP, LLC, Seneca Capital Advisors, LLC and Douglas A. Hirsch is a participant in this solic Hirsch is the managing member of each of Seneca Capital Investments, LLC, Seneca Capital International GP, LLC and Seneca LLC. The principal occupation of Mr. Hirsch is investment management. Seneca Capital Investments, LLC is the general partr Investments,

L.P.

Seneca

Capital

International

GP,

LLC

is

the

general

partner

of

Seneca

Capital

International

Master

Fund,

L.P.,

and

Seneca

Capital Advisors, LLC is the general partner of Seneca Capital, L.P. The principal business address of Mr. Hirsch, Seneca Capital LLC, Seneca Capital Investments, L.P., Seneca Capital International GP, LLC, Seneca Capital International Master Fund, L.P. Advisors,

LLC

and

Seneca

Capital,

L.P.

is

c/o

Seneca

Capital

Investments,

LP,

590

Madison

Avenue,

28th

Floor,

New

York,

New

York

#### 10022.

As of January 20, 2011, Seneca Capital International Master Fund, L.P. beneficially owned 7,712,100 shares of Dynegy s con \$0.01 per share (Shares), representing beneficial ownership of approximately 6.4% of the Shares. As of January 20, 2011, Senecically owned 3,514,400 Shares, representing beneficial ownership of approximately 2.9% of the Shares. Each of Seneca Investments, L.P., Seneca Capital Investments, LLC, and Mr. Hirsch may be deemed to beneficially own 11,226,500 Shares, rebeneficial ownership of approximately 9.3% of the Shares, held in the aggregate by Seneca Capital International Master Fund, Capital, L.P. Seneca Capital International GP, LLC may be deemed

to beneficially own 7,712,100 Shares, representing beneficial ownership of

approximately 6.4% of the Shares, held by Seneca Capital International Master Fund, L.P. Seneca Capital Advisors, LLC may beneficially own 3,514,400 Shares, representing beneficial ownership of approximately 2.9% of the Shares, held by Seneca Ca As of January 20, 2011, Seneca Capital International Master Fund, L.P. and Seneca Capital, L.P. held European-style call optic right to purchase 2,331,400 and 1,059,600 shares, respectively at an exercise price of \$0.01 per share by delivery of notice of e15, 2011.

WE URGE YOU NOT TO TENDER YOUR SHARES AT \$5.50 / SHARE

We

believe

Dynegy

is

worth

\$7.50 \$8.50 share today with significant upside a recovery Accounting Firm studied cost cutting / Ventyx analyzed power prices Premier vehicle to play power recovery given operational / financial gearing and asymmetric upside to natural gas Significant flexibility in debt structure and cost cutting provide levers to support equity value independent of commodity markets movements Stock underperformed IPP peers by ~30% and S&P by ~40% since announcement of reverse split on 3/12/10 Special Committee decided to sell **BEFORE** even beginning careful standalone restructuring analysis promised to investors on November 23 rd Significant positive catalysts upcoming with potential **EPA** HAPS/MACT rules in March, PJM capacity auction in May and potential MISO capacity structure by June \$36mm management change of control severance payments (~6% of equity value)

largely irrespective of deal price and a Board that has purchased only 16,000 shares

Go-Shop

conducted over Christmas unlikely to maximize participation with restrictive confidentiality arrangements

IEP \$0.50/sh increase represents less than 2% of enterprise value versus two Blackstone deals that were overwhelmingly rejected by shareholders

4

WRONG

**PRICE** 

**WRONG** 

TIME

**WRONG** 

**REASONS** 

Disclaimer: Seneca Capital s beliefs regarding current and future value are based upon assumptions, including as to the future however, substantial risks and uncertainties exist such that actual performance may deviate materially from Seneca Capital s f

```
82%
10
AFTER THE TRAGIC
UNDERPERFORMANCE
5
(1)
Includes CPN, NRG and GEN.
```

\$2.50 \$3.00 \$3.50 \$4.00 \$4.50 \$5.00 \$5.50 \$6.00 \$6.50 \$7.00 \$7.50 \$8.00 \$8.50 \$9.00 3/12 4/11 5/11 6/10 7/10 8/9 9/8 10/8 11/7 12/7 1/6 32% 42% 52% 62% 72% 112% Current Icahn Bid S&P 500 IPP Index (1) 3/12: 5 for 1 Reverse stock split proposed 5/25: 5 for 1 Reverse stock split effective 8/13: Blackstone \$4.50/share proposed merger announced close to virtual all-time low 11/17: Blackstone increases offer to \$5.00/share in face of defeat

11/23: Blackstone and Dynegy

terminate proposed merger after only 26% of shareholders voting in support 12/15: IEP announces \$5.50/share cash tender (\$1.10 pre-split) DYN ~ 30% Under-performance

AND SERIAL ATTEMPTS TO SELL WITHOUT
A CAREFUL STANDALONE REVIEW
6

Blackstone Transaction #1 (Aug. 12, 2010 @ \$4.50 per share)

Cash deal at 1/3 of replacement cost at low point in the cycle after sharp and anomalous stock price underperformance

Granted exclusive rights to 1/3 of Dynegy assets

\$50mm / \$16mm break-up fees and Blackstone right to match

Blackstone Transaction #2 (Nov. 16, 2010 @ \$5.00 per share) Virtually unprecedented Recess of shareholder meeting Additional \$16mm break-up fee in the face of defeat of transaction Only 26% voted in favor of sale at \$5.00 per share Post-Blackstone (Nov. 23, 2010 Dec. 15, 2010) Poison pill to freeze top shareholders Abandoned promise to carefully review its standalone restructuring alternatives Icahn Enterprises Transaction (Dec. 15, 2010 @ \$5.50 per share) Rushed to sell company for low price (deferred due diligence to post-signing) Yet another \$16mm break-up fee Gained pledge of largest holder (IEP) not to support pending consent solicitation for directors Willing to spend more than \$100mm (15% of equity value) to sell the company (1) (1) Includes (a) \$16.3 mm break-up fee + \$10 mm expense reimbursement per the Proposed Blackstone Merger, plus (b) \$23 mm

per the proposed IEP Merger, plus (d) \$36 mm change of control arrangements.

A DIFFERENCE IN ALIGNMENT DRIVES A DIFFERENCE OF OPINION VALUE

Seller at \$4.50/\$5.00/\$5.50 per share (\$0.90/\$1.00/\$1.10 pre-reverse split)

\_

Bought nearly 30% of stock in August 09 from LS Power at \$9.65 per share 12% economic interest in Dynegy (9.3% voting stock) Only motivation is increasing shareholder value fully aligned Dynegy Seneca **STRATEGY** FIDUCIARY DUTY Board purchased only 16,000 shares with own money \$36mm change of control severance available to management ALIGNMENT Value at \$7.50 \$8.50/sh today increasing significantly in recovery Supported by cost cutting study and Ventyx power price analysis Sell at \$4.50/\$5.00/\$5.50 per share as quickly as possible Abandoned promise of careful standalone restructuring analysis DO NOT SELL \$4.50/\$5.00/\$5.50 Believes in aligning directors/mgmt w/ shareholders Should explore value enhancing steps to optimize balance sheet, costs Offer incremental break fees of \$32mm to IEP/Blackstone combined BOD owning stock limits objectivity Poison pill to freeze top holders from

adding equity at greater than \$5.50

\_

Reject IEP \$5.50 per share tender

-

Many of existing BOD should resign given lack of alignment

\_

Waive pill to enable shareholders to buy at greater than \$5.50

7

Disclaimer: Seneca Capital s beliefs regarding current and future value are based upon assumptions, including as to the future however, substantial risks and uncertainties exist such that actual performance may deviate materially from Seneca Capital s f

Unlevered Net Valuation **EBITDA** (1) Capex (2) FCF MWs \$/KW \$MMs Valuation Commentary and Assumptions Midwest Coal Scrubbed Coal (\$45) 2,241 \$700 \$1,569 Based on DCF Analysis , including NPV ~\$300mm of environmental capex Unscrubbed Coal 446 \$250

2010 Maint

\$112

#### DCF (3) assumes retirement in 2015; Zero value for Trona Mothballed Coal (4) (\$9) 457 Zero site value **Total Midwest Coal** \$288 (\$54) \$234 3,144 \$534 \$1,680 Implied Unlevered Free Cash Flow Yield 13.9% Midwest CCGT Kendall (\$11) 1,200 \$500 \$600 DCF is supported by Casco Bay valuation of \$500/kw (NRG Deal) Ontelaunee (\$5) 580 \$800 \$464 Based on DCF Analysis (3) ; MAAC cleared at \$226/mwd in latest RPM auction **Total Midwest CCGT** \$113 (\$16)\$96 1,780 \$598 \$1,064 Implied Unlevered Free Cash Flow Yield 9.1% Midwest Peaking Midwest Peaking/Other \$18 (\$1)\$16 164

\$250

\$41 Seneca Capital estimate of capacity value Implied Unlevered Free Cash Flow Yield NM West Moss Landing / Morro / Oakland (5) (\$30)3,344 \$336 \$1,125 NRG bid price plus ~\$40mm incremental from increased CA power prices Other Western Gas (\$3) 352 \$250 \$88 Seneca Capital estimate of capacity value **Total West** \$144 (\$33)\$111 3,696 \$328 \$1,213 Implied Unlevered Free Cash Flow Yield 9.1% Northeast Casco Bay (\$5) 540 \$509 \$275 NRG bid price; Implies 12% UFCF Independence (\$10)1,064 \$600 \$638 Based on DCF Analysis (3) ; Includes value of ConEd contract Roseton / Danskammer (\$15)1,693 \$200 \$339 Based on DCF Analysis (3)

; Assumes coal retires in 2015

**Total Northeast** \$190 (\$30)\$160 3,297 \$380 \$1,252 Implied Unlevered Free Cash Flow Yield 12.8% Low End of Incremental Identified Cost Savings 6x \$16mm low end incr. potential cost savings identified by Accounting Firm Corporate SG&A (\$135)(\$450)6x \$75mm of corporate SG&A netting out all announced cost cuts Total \$617 (\$134)12,081 \$4,896 Net Debt (\$3,307)As of 9/30/10 and adjusted to reflect 1/5/11 cash balance NPV of Lease (\$649)As disclosed by Dynegy Estimated Equity Value \$940 All segments include regional overhead and tie to guidance when totaled Shares 120.6 Estimated Equity Value / Share ~\$8.00 (7) (6)**BUILDING BLOCKS IN PLACE** FOR DYNEGY S VALUE TODAY (\$ in millions) Dynegy trades at less than 1/3rd of replacement cost (1) Dynegy public disclosure. Assumes maintenance capex of \$20/kw-year for coal plants and \$9/kw-year for gas plants based on Seneca Capital estimates; (3)

See appendix for DCF assumptions.

(4)

Dynegy announced its intention to mothball Vermillion 1-2 on 12/29/10 and has indicated its intention to mothball Hennepin.

(5)

CA power prices increased ~\\$6/mwh since 10/29/10 reflecting expected future costs of carbon credits (2012+).

(6)

EBITDA adds back \$50mm lease expense & \$50mm non-cash amortization disclosed by Dynegy.

(7)

Valuation and capacity totals exclude Plum Point (140MW).

Disclaimer: Seneca Capital s beliefs regarding current and future value are based upon assumptions, including as to the future exist such that actual performance may deviate materially from Seneca Capital s forecasts (see page 2 for full disclaimer). Se

FOLLOW THE CASH FLOW ROADMAP TO EQUITY VALUE Using **EBITDA multiples** understates Dynegy value because low maintenance capex and lack of taxes result in higher

cash flow to equity

Using book value of debt doesn t capture significant flexibility of Dynegy debt as reflected in market prices Illustrative impact of EPA-driven capacity uplift demonstrates the power of Dynegy's operational leverage to the upside 9 (1) Net debt includes cash posted for collateral in broker margin account and excludes NPV of lease. EBITDA includes \$50mm of the state of Based on market prices of debt as of 1/14/11. (3) EV@Market Price equals market value of debt per Bloomberg plus market value of equity. Amortization of intangible asset related to capacity agreement with ConEdison, as described in Note 11 of Dynegy 2006 10-K. (5) Assumes the \$85mm per year Market Recovery Assumption (as noted in the Dynegy Presentation to **Proxy** Advisory **Firms** dated October 27, 2010 page 19) is reduced by

Edgar Filing: DYNEGY INC Form DFAN14A
the
change
between (a) 2013
forecasted
EBITDA
(as
noted
in
Dynegy s
14D-9
filed
on
December
30,2010)
and (b)
the
2013
forecasted
EBITDA
in
original
Merger
Proxy
for
Proposed
Blackstone
Deal.
(6)
Based on 2,241 MW of scrubbed coal capacity and 1,200 MW of combined cycle gas capacity (Kendall). \$150/MW-day is fo
2011
2012
2013
Stock Price
\$5.50 \$5.50
\$5.50 \$5.50
\$5.50 Shares
Shares 121
121
121 121
Equity Value \$663
\$663 \$663
Net Debt as of 9/30/10
(1)
\$3,307
\$3,307 \$3,307
Enterprise Value
Enterprise variation

```
$3,970
$3,970
$3,970
Market Price vs. Book Value of Debt
($889)
($889)
($889)
EV @ Market Price
(3)
$3,081
$3,081
$3,081
Adj
EBITDA in Merger Proxy
$418
$308
$483
Sithe
Purchase Accounting Adjustment
(4)
$50
$50
$50
Removal of Market Recovery Assumption
(5)
($30)
Adj
Cash EBITDA Without Market Recovery
$468
$358
$503
Maintenance Capex
in proxy
($119)
($113)
($119)
Unlevered Free Cash Flow
$349
$245
$384
Benefit of $150/MWd Increase in MISO/RTO
(6)
$188
$188
$188
Cash EBITDA with Illustrative Capacity Uplift
$656
```

\$546 \$691 Unlevered Free Cash Flow with Illustrative Capacity Uplift \$537 \$433 \$572 Without Capacity Uplift: Unlevered Free Cash Flow / EV @ Mkt Price 11.3% 8.0% 12.5% EV @ Market Price / Cash EBITDA 6.6x8.6x6.1x Unlevered Free Cash Flow / Enterprise Value 8.8% 6.2% 9.7% Enterprise Value / Cash EBITDA 8.5x11.1x 7.9xWith Illustrative Capacity Uplift: Unlevered Free Cash Flow / EV @ Mkt Price 17.4% 14.1% 18.6% EV @ Market Price / Cash EBITDA 4.7x5.6x 4.5xUnlevered Free Cash Flow / Enterprise Value 13.5% 10.9% 14.4% Enterprise Value / Cash EBITDA 6.0x

7.3x 5.7x

#### A BIG 4

**ACCOUNTING FIRM** 

SEES FURTHER COST CUTTING

Seneca retained a Big Four accounting / consulting firm to analyze the potential cost cutting opportunity at Dynegy ( Big 4 Report )

Utilized various benchmarking techniques and publicly available information on Dynegy and industry peers in a Top Down

analysis (see appendix for fuller description of methodology) Big 4 Report identified between \$82mm and \$157mm of incremental cost cutting potential starting from 9/30/10 financials (12 months ending 9/30/10) Big 4 Report states that this implies an additional \$16mm \$103mm of cost savings potential on top of the cost structure that Dynegy utilized in their proxy forecast; applying a 6x multiple yields ~\$1

\$5/share

potential value from incremental cost cutting Although the Big accounting firm consented to the inclusion of a plain paper report in this presentation (please see appendix for further information), the Big 4 firm would not consent to the use of its name in this presentation or as part of

its

plain paper report. Investors should consider this when evaluating the analysis. 10 Cost Reductions Could Provide Meaningful Value to Dynegy Equity (\$ in millions) ~\$1-\$5 / Share Potential Value From Addl. Cost Cutting (1) Includes O&M Expense and SG&A Expense for the 12 months ending 9/30/10. Base Case uses average of 2013 2015 O&M and SG&A costs, Stretch Case uses average of 2012 2015. Calculated as the difference between Gross Margin and Adjusted **EBITDA** Dynegy s Merger Proxy.

beliefs regarding current and future value are based upon assumptions, including as to the future, that Seneca Capital believes to be reasonable, however, substantial risks and uncertainties exist such that actual performance may deviate materially from Seneca Capital s forecasts (see page 2 for full disclaimer). Disclaimer: Big 4 Report has been provided in preliminary form, and notes further investigation, validation and diligence is rec established by the American Institute of Certified Public Accountants and firm has not otherwise verified the information obtain Potential Incremental Cost Savings Base Case Stretch Case Non-Fuel O&M \$48 \$94 SG&A \$28 \$51 **Fuel Procurement** \$6 \$11 Total Potential Savings Identified by Big 4 Accounting Firm \$82 \$157 12

Disclaimer: Seneca Capital s

Months Ending 9/30/10 (Baseline for Big Report) (1) \$631 Pro Forma Cost Base According to Big 4 Report \$549 \$474 Average Cost Base Assumed in Proxy (2) \$566 \$577 Savings Potential Incremental to the Current Business Forecasts in proxy

\$103

VENTYX ANALYSIS DEMONSTRATES THE POWER OF PLANT RETIREMENTS

11

New

EPA

Clean

Air

Rules Are A Massive Potential Value Driver for Dynegy Seneca retained Ventyx (Energy Velocity) to analyze the impact of the EPA s potential HAPS/MACT rules on Dynegy s MISO/PJM coal and **CCGT** plants Ventyx used its Fall 2010 Reference Case and dynamic dispatch model Reduced natural gas prices to match market prices as of January 5, 2011 Modeled coal plant retirements based upon Credit Suisse mid-case (4) Ventyx provided plant-level **EBITDA** forecast through 2020 (5)

Seneca

\$/Share

applied
long-term
DCF
analysis
to
Ventyx
plant
EBITDA
Applied company disclosed assumptions on maintenance and environmental capital expenditures to
arrive at implied \$/KW valuations above
(1)
Ventyx Case refers to Seneca application of long-term DCF to Ventyx plant EBITDA calculations.
(2)
See sum of the parts valuation on page 8.
(3)
Only includes Wood River 4-5 and assumes Hennepin and Vermillion 1-2 are retired.
(4)
See
Credit
Suisse
Report
Growth
From Color of the
Subtraction
dated
September
23,
2010
and
appendix
for
more
detail.
(5)
Ventyx plant-by-plant output and assumptions included in Appendix.
Disclaimer: Seneca Capital s beliefs regarding current and future value are based upon assumptions, including as to the future
substantial risks and uncertainties exist such that actual performance may deviate materially from Seneca Capital s forecasts (
Net
\$/KW Valuation (DCF Based)
Uplift to Base Valuation
$MW_S$
Ventyx
Case
(1)
Base Case
(2)
Difference
\$MMs

## Scrubbed Coal 2,241 \$1,320 \$700 \$620 \$1,390 \$11.52 Unscrubbed Coal (3) 446 \$877 \$250 \$627 \$278 \$2.31 Kendall 1,200 \$557 \$500 \$57 \$68 \$0.56 Ontelaunee 580 \$867 \$800 \$67 \$39 \$0.32 Additional Upside Identified Above Base Case \$1,775 ~\$15.00 Base Case (2) \$7.50 -\$8.50 Total Dynegy Value Implied in Ventyx Case \$22.50 -\$23.50 (-) (=)

(=) (x)

12
WITH STEPS LEADING TO
DYNEGY S VALUE IN A RECOVERY
Ventyx
MACT Analysis Exceeds Recovery Valuation Case
(1)
\$22.50 -

\$23.50 \$20.25 \$2.50 \$17.75 \$1.25 \$3.00 \$2.00 \$3.50 \$8.00 \$0 \$ 5 \$ 10 \$ 15 \$ 20 \$ 25 **Base Valuation** CCGT Newbuild Increased to \$1,000/kw & Market Recovery Accelerated **Delivered Coal** Cost Reduced \$0.25/MMBTU Versus Base Case Realization of High End of Accounting Firm ID d Cost Savings \$500mm Asset Sale Proceeds Applied to Debt Reduction at Current Market Prices Recovery Valuation Excluding Improvement in Natural Gas Price Forecast Gas Recovery (\$1/mmbtu)

Recovery Valuation Ventyx

Case

Valuation

\$5.50/Share Tender Price

(1)

Ventyx Case refers to Seneca application of long-term DCF to Ventyx plant EBITDA calculations.

Disclaimer: Seneca Capital s beliefs regarding current and future value are based upon assumptions, including as to the future reasonable, however, substantial risks and uncertainties exist such that actual performance may deviate materially from Seneca full disclaimer). See also page 10 for disclaimer regarding Accounting Report.

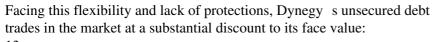
Dynegy s capital structure provides very significant flexibility, with limited secured debt and ample liquidity options. Unsecured debt has minimal covenant protections:

No limitation on asset sales

No limitation on restricted payments

No limitation on debt or lien incurrence

No change of control provisions



13

(\$ in millions)

Amount

Market

Outstanding

Value

Discount

Secured Debt (funded)

\$68

\$68

\$0

Sithe/Independence Bonds

225

225

0

**Unsecured Debt** 

3,462

2,676

786

Subordinated Debt (SKIs)

200

97

103

Total

\$3,955

\$3,066

\$889

Discount per DYN Share

\$7.37

A FLEXIBLE DEBT STRUCTURE

MAKES ALL THE DIFFERENCE

Dynegy s Flexible Capital Structure is A Major Differentiator Versus its Peers

Note: Market value based on Bloomberg prices as of 1/14/2011.

NATURAL GAS EXPOSURE IS SKEWED TO THE UPSIDE 14 Gas Price Coal Price Greater Profits at Gas Plants

**DYN Forward Gross Margins** Increased Despite Lower Gas Prices 90% 95% 100% 105% 110% 8/12 9/12 10/12 11/12 12/12 2012 CIN On-Peak is HIGHER 2012 NYMEX Gas Forwards are Lower 2012 CAPP Coal is HIGHER CIN On-Peak Driven Up By CAPP Coal Prices Change in DYN Gross Margin due to Power/Gas Curve Shifts \$ in millions, 12/31/10 vs. 8/12/10 (1) 2011 - 15 Coal Plants (3,514 MW) Combined Cycle Gas Plants (4,404 MW) 109 Total +123Average Change in NYMEX Gas (\$ / MMBtu) (0.26)(1) Based on commodity curves from BofA Merrill Lynch. See Appendix for detailed plant-by-plant assumptions. Comparative Power Plant Economics (2012) 8/12/2010 12/31/2010 Kendall / Coal Plant Kendall / Coal Plant Ontelaunee (CAPP) Ontelaunee (CAPP) Fuel price 5.57 77.28 5.38 83.70 +/-

basis/transportation

0.08 15.00 0.08 15.00 Delivered price \$/MMBtu 5.65 \$/ton 92.28 \$/MMBtu 5.46 \$/MMBtu 98.70 \$ / MMBtu 5.65 3.85 5.46 4.11 Heat rate 7,250 10,500 7,250 10,500 Cost of fuel (\$/MWh) 40.96 40.37 39.56 43.18 Cost Advantage Kendall Ontelaunee vs. **CAPP** Coal Plant (\$ / MWh)

3.62 (0.58)

## DYNEGY SHOULD BE A LEADING BENEFICIARY OF COAL RETIREMENTS

15

(1)

<sup>%</sup> Change in Equity Value from 100 bps change in EV/Replacement Cost Valuation

<sup>%</sup> Change in Equity Value from \$25/MW-Day Change in PJM RTO / MISO Surviving Capacity

15% 20% 25% DYN **GEN** NRG **CPN** (1) Equals EBITDA uplift on unregulated capacity of CCGTs, scrubbed coal, nuclear and hydro in PJM RTO and MISO capitalize market capitalization as of 1/14/2011. Dynegy market capitalization based on \$5.50 IEP offer price. 5.0% 10.0% 15.0% 20.0% 25.0% 30.0% 35.0%40.0% 45.0% DYN AYE FΕ

5% 10%

GEN AEE EXC EIX

PENDING CATALYSTS TO DRIVE
MARKET SIGNALS
March 2011
HAPS/MACT RULE:
(1)
Under federal court consent decree, EPA is to issue a
proposed rule as soon as March 2011 with a final rule as soon as

November 2011 May 2011 PJM 2014/15 **RPM AUCTION** Could begin to illustrate the impact HAPS/MACT rules as some generators will potentially signal costs of environmental rules Q2 2011 **MISO** Capacity: **MISO** likely to file detailed plans for PJM-style capacity auction with FERC providing an important mechanism to measure EPA rule impacts Given forward dark spreads, we expect that up to 10GW of older/inefficient coal capacity should be retired before the '14/'15 without accounting for EPA-driven retirements Angie Storozynski, Macquarie 1/10/11 We continue to predict roughly 25,000 MWs

in PJM will have to

choose between investing environmental equipment or retiring [Modeling assumptions include] Coal units under 400MWs with no scrubber installed will be retired. Also, early vintage scrubbers (built prior to 1985) will not comply with upcoming EPA regulation. We assume coal plant retirements from upcoming EPA rules; CATR and HAPS MACT will be phased in over a 3-year time with a 15% effect in the May 2011 auction, a 50% effect in the May 2012 auction, and a 100% effect in the May 2013 auction. Brian Chin, Citi Investment Research 1/18/11 **MISO** will likely file for capacity auction at **FERC** in 2Q, with an auction

in early 13 for the 13/ 14 delivery period At MISO, we primarily discussed the likelihood and timeframe for implementation of a formal capacity auction. While vertically integrated regulated relatively averse to the idea, MISO s initiative to develop a capacity auction stems from recent deliverability requirements demanded by FERC. As a consequence, **MISO** has indicated to **FERC** that it intends to make formal tariff filing for a capacity auction by 2Q11. The first auction anticipated to take place early 2013, for delivery in

the
2013/2014
delivery
year
(June
1st
2013

May
31st
2014).

Julien

Dumoulin-Smith, UBS 12/23/10 (After a December trip that included a meeting with MISO)

(1)

See Appendix for additional detail on EPA HAPS/MACT rule.

\$7.00

\$1.70

\$0.29

\$0.77

\$0.31

\$1.71

\$2.78

\$1.00 \$2.00 \$3.00 \$4.00 \$5.00 \$6.00 \$7.00 \$8.00 \$9.00 Pre-Deal Stock Price New Cost Cut Disclosure Presented in Merger Proxy Increase in Free Cash Flow Guidance Since Deal Announcement Improvement in **Commodity Prices** Since Deal Announcement **Friction Costs** Associated With **Failed Transaction** Uplift in Wall Street View of Asset Value from NRG Bid Total of Quantifiable **Factors** ~\$8/SH if Dynegy had traded in line with merchant peers since 3/12 **DEFEAT OF TENDER SHOULD** REMOVE OVERHANG 17 Several materially positive developments since the stock was trading near its all time lows on August 12 th in addition to the three bids for the company by two different

parties After shareholders rejected Blackstone bid Dynegy stock has been resilient despite management s dire warning that shareholders could lose significant value (2)\$50mm cost cuts disclosed in merger proxy x 6 -\$25mm costs to achieve & 25% discount 2010 FCF guidance improved \$38mm from 8/6 to 11/8 NPV of change gross margin for the 2011-15 period from 8/12/10 through 12/31/10 Assumes \$35mm costs related to deal expenses, and severance Based on Citi Investment Research valuation (1) Could be Substantial Shareholder Interest Once Tender is Defeated (1) Citi Investment Research valuation of Dynegy dated February 25, 2010. Total plants sold to NRG valued at \$1,157mm and corresponding to the contract of the contract

Source: Dynegy October 2010 Investor Presentation.
Disclaimer:
Seneca
Capital s
beliefs
regarding
current
and
future
value
are
based
upon
assumptions,
including
as
to
the
future,
that
Seneca
Capital
believes
to
be
reasonable,

however, substantial

risks

(2)

uncertainties

exist

such that actual performance may deviate materially from Seneca Capital s forecasts (see page 2 for full disclaimer).



# MARKET PARTICIPANTS HAVE BEGUN TO TAKE NOTICE

If shareholders reject the BX revised offer, we believe a newly composed board and new management will likely take a rational, long-term and creative approach to breaking up the company (potentially taking several years) and realize a value closer to our \$9 per share break-apart value.

Charles Fishman, Pritchard Capital Partners, 11/17/10

18

Icahn s recent proposal to refinance DYN s credit facilities under amended terms should assuage concerns over the liquidity impact of asset sales/maintenance covenants. Seneca also recently proposed an additional four new board members,

all

of

whom

have

highly

relevant

backgrounds,

including

former

senior

rail

executive

We

have

incorporated

DYN s latest disclosures into our projections, adjusting our EBITDA outlook and increasing our cash flow burn through 15 to \$2.3 Bn. In contrast, DYN s sizeable operational and financial leverage could push equity value to \$12/sh on a power recovery and debt restructuring to mrkt value.

Julien Dumoulin-Smith, UBS 11/16/10

I believe that, even at \$5.00 per share, the proposed Blackstone acquisition undervalues Dynegy. Today's \$.50 per share

increase,

coming

only

one

day after

Blackstone

stated

that

the

\$4.50

price

is

a

full

and fair

valuation

reassures

belief that the Dynegy/Blackstone transaction leaves too much shareholder value on the table for Blackstone. I have also considered that in a November 15, 2010 report JP Morgan stated that it is introducing a December 2011 price target of \$7, up from our prior December price target of \$5.00.

\_

Carl Icahn, 11/16/10 (In a statement filed with the SEC on a Schedule 13D/A)

REJECTING THE TENDER IS THE
ENABLING EVENT
Do not tender your shares for \$5.50 / share
WRONG PRICE at the WRONG TIME for the WRONG REASONS
We
believe
Dynegy

is worth \$7.50 \$8.50 per share today with significant upside in a recovery valuation trading at less than 1/3 of its replacement value Board rushed to sell the company BEFORE conducting promised careful standalone review \$36mm management change of control severance payments and a Board that has purchased only 16,000 shares creates misalignment with shareholders Dynegy is the premier vehicle to participate in a power market recovery with substantial value creation levers independent of commodity prices Industry leading leverage EPA-driven retirements (validated by Ventyx model) Positive asymmetric exposure to natural gas Flexible debt structure reflected in ~\$7/sh market value discount of debt Accounting Firm validated cost cutting potential 19

Defeat of Tender Can Enable Investors to Participate in Dynegy Value Creation

Disclaimer: Seneca Capital s beliefs regarding current and future value are based upon assumptions, including as to the future risks and uncertainties exist such that actual performance may deviate materially from Seneca Capital s forecasts (see page 2 to 2). Accounting Report.

APPENDIX 20

EPA CLEAN AIR RULES CAN CHANGE MARKET DYNAMICS

Upcoming EPA rules may force coal generators to either invest in expensive control technologies or shut down
Stringent Maximum Achievable Control Technology (MACT) Rules could require compliance as early as 2014
Environmental controls can be expensive and unlikely for many plants if

the current power price environment persists (1) Pursuant to the Midwest Consent Decree, Dynegy will have spent \$730 mm (out of a total of \$960 mm) of environmental capital expenditures for the Midwest fleet by the end of 2010 and will have substantially completed its environmental capital expenditure program by 2013. (3) 21 (1) Source (including for the table): Credit Suisse report, Growth From Subtraction dated September 23, 2010. (2) Ability of TrONA to meet compliance standards is still under discussion. Source: Dynegy 2009 10-K and Merger Proxy for Proposed Blackstone Merger, page 55. Install Incremental Fuel Type Required Technology Cost (\$/kw) Cost (\$/MWh) Eastern Coal FGD + SCR \$450 -\$700 \$3 -\$4 Western Coal TrONA + Baghouse (2) \$150 \$5 -

\$6

EPA RULES: HAZARDOUS AIR POLLUTANT HAPS/MACT

The Clean Air Act requires the EPA to develop an emission control program for hazardous pollutants, including mercury and acid gases

The EPA is mandated pursuant to consent decree to draft a proposed Maximum Achievable Control Technology (HAPS/MACT) rule as soon as March 16, 2011 and to finalize it as soon as November 16, 2011

HAPS/MACT rule will apply to all existing and future coal and oil fired capacity HAPS/MACT requires achieving emissions levels as good as the average of the top 12% of existing representative sources

Credit Suisse estimates that for mercury emissions, this could require a 90% removal rate

Affected plants would have 3 years to comply (i.e., 2014 or 2015), assuming no case by case waivers or an exemption granted by the President

In

a

more

moderate

scenario,

the

**EPA** 

could

propose

different

sets

of

standards

based on sub-categories, such as:

Size

Boiler pressure / temperature

Coal mix

No trading between plants

22

# CREDIT SUISSE MID-CASE FOR COAL PLANT RETIRMENTS

According to Credit Suisse, 66% of the coal capacity in the US have NOT installed (or announced

plans

to

install)

both scrubbers and **SCRs** and 30% have no environmental controls at all Smaller coal plants are less likely to invest in environmental controls as the capital cost is significantly higher on a \$ / kw basis. More than 50 GW of small coal plants have no environmental controls installed Credit Suisse base case assumes that 60GW of coal capacity will be retired including all units below 300MW without any pollution control equipment 23 Coal Plant Capacity by Emission Control (Incl. Planned) (1) FGD & **FGD SCR** Region SCR Only Only None Total **CAISO** 135 46 461 642

**ERCOT** 9,393 5,287 1,928 2,296 18,904 MISO 20,468 12,270 11,952 32,341 77,031 **NEPOOL** 1,343 214 666 652 2,875 **NYISO** 998 223 1,063 718 3,002 PJM 35,634 8,119 16,405 19,553 79,711 SPP 3,631 4,002 2,201 16,087 25,921 WECC 3,323 23,561 211 7,469 34,564 **SERC** 34,079

8,832 21,435 21,787 86,133 Other 5,940

```
2,331
2,318
1,448
12,037
114,809
64,974
58,225
102,812
340,820
Percent of Total
33.7%
19.1%
17.1%
30.2%
100.0\%
Small (<300 MW) Coal Plant Capacity by Emission Control (Incl. Planned)
(1)
FGD &
FGD
SCR
Region
SCR
Only
Only
None
Total
CAISO
135
46
461
642
ERCOT
184
349
8
12
553
MISO
2,756
2,289
3,774
15,985
24,803
NEPOOL
355
214
666
252
```

1,486

**NYISO** 343 223 1,063 718 2,347 PJM 4,940 2,375 4,865 9,841 22,021 SPP 569 318 3,646 4,533 WECC 554 3,605 211 3,785 8,154 **SERC** 4,819 3,700 7,484 14,877 30,880 Other 1,090 409 251 1,008 2,757 15,040 13,867 18,685 50,584 98,176 Percent of Total 4.4% 4.1% 5.5% 14.8% 28.8%(1) Source: Credit Suisse report, Growth From Subtraction dated September 23, 2010.

24
AND DYNEGY S ASSETS ARE
PRIMED TO BENEFIT
(1)
Assumptions
used
for

Edgar Filling. DYNEGY INC FORTI DEAN 14A
cost
estimates
are
per
Credit
Suisse
report Growth
from
Subtraction
dated September 23, 2010.
Dynegy is extremely well positioned to benefit from EPA Clean Air rules given its substantial investment in
pollution control equipment
Its largest, most efficient plants will have been scrubbed
We estimate pollution control equipment for Dynegy s coal fleet will have a replacement value of
more
than
\$1.7bn
upon
completion
A
MAJOR
COMPETITIVE
ADVANTAGE
Source:
Dynegy
Investor
Presentation,
Q2 10

#### ACCOUNTING FIRM COST

**STUDY** 

An Accounting Firm study analyzed Dynegy s public data to determine a baseline level of costs, for which they utilized Dynegy s LTM financial results as of Sept. 30, 2010

O&M Costs

SG&A Costs

Cost of sales / fuel procurement

Analyzed public disclosures of selected relevant public comparable companies to determine industry benchmarks for each cost category

GenOn, NRG Energy, Calpine, Constellation, AES and Public Service Enterprise Group

Compared Dynegy results to comparable company benchmarks in order to determine where cost

savings

would

be

possible

within

Dynegy

relative

to

its

baseline

cost

level

in

9

base

case

and

in

a

stretch case

Reviewed financial forecasts from Dynegy s preliminary proxy statement (January 10, 2011) to determine cost levels assumed by management, including cost savings plans already announced and being implemented by management

Used gross margin less Adjusted EBITDA as a proxy for SG&A + O&M

costs

Compared baseline level of costs and total savings potential to 2012-2015 forecast period and 2013-

2015 forecast period costs to determine incremental savings potential for Dynegy for 2011+

\$16 mm of potential incremental savings in base case

\$103 mm of potential incremental savings in stretch case

25

For Further information see actual report appended to this presentation

Disclaimer: Accounting Report has been provided in preliminary form, and notes further investigation, validation and diligenc constitute an audit, examination or review in accordance with standards established by the American Institute of Certified Publi otherwise verified the information obtained or presented in their report.

#### **VENTYX POWER ANALYSIS**

Ventyx (Energy Velocity) calculated a dynamic plant-by-plant fundamental production cost model based on their Fall Reference Case that integrates commodity price assumptions, resource additions and retirements

Load forecast based on utility filings

Build-out of all known and reasonably foreseeable transmission projects

Renewable additions to meet existing state standards

MISO and PJM capacity payments reach Cost of New Entry assumptions when reserve margins drop below 15%

Coal and transportation costs are based on Ventyx Coal Sub-Module that utilizes a least cost algorithm that includes variable cost of coal producers and different modes of transport

Natural gas prices based upon NYMEX strip as of January 5, 2011 Plant-level assumptions for heat rates, capacity factors and O&M are based on Ventyx s Energy Velocity database (based on FERC data where available) Applied Credit Suisse Mid-Case

(1)

(60GW of retirements) MACT retirement assumptions

Retirement of coal fired units smaller than 300MW without environmental controls Compliance with all other existing environmental legislation (CATR, RGGI, EPA Tailoring Rule, etc.)

26

(1)

Source: Credit Suisse report, Growth From Subtraction dated September 23, 2010.

VENTYX PLANT MARGIN RESULTS

KL50

27

Year

2011

2012

2013

2014 2015 2016 2017 2018 2019 2020 **Assumption Summary NYMEX Gas** \$4.57 \$5.00 \$5.24 \$5.44 \$5.64 \$5.83 \$6.00 \$6.19 \$6.37 \$6.56 CIN ATC Power \$33.10 \$36.09 \$40.07 \$42.41 \$47.37 \$51.77 \$53.18 \$55.08 \$56.75 \$58.38 PJM ATC Power \$33.27 \$36.11 \$40.04 \$42.49 \$47.28 \$51.41 \$52.92 \$55.18 \$56.87 \$58.63 Baldwin MWs 1,784 1,784 1,784 1,784 1,784 1,784

1,784

1,784 1,784 1,784 GWh 11,814 11,812 11,813 11,811 11,814 11,825 11,825 11,850 11,862 11,874 Energy Revenue \$383 \$406 \$449 \$491 \$553 \$609 \$628 \$654 \$675 \$697 Capacity Revenue \$3 \$18 \$18 \$200 \$208 \$210 \$213 \$213 \$215 **Fuel Costs** (\$164) (\$168)(\$174)(\$214)(\$219) (\$234) (\$245)(\$253)(\$266)(\$273) **O&M** Costs (\$65)

(\$68)

(\$70) (\$73) (\$74) (\$76) (\$78) (\$80)(\$82)(\$84) **EBITDA** \$153 \$173 \$223 \$222 \$460 \$507 \$515 \$533 \$541 \$554 Havana 6 MWs 441 441 441 441 441 441 441 441 441 441 GWh 2,872 2,839 2,825 2,858 2,869 2,878 2,878 2,884 2,887 2,890 **Energy Revenue** \$93 \$98

\$108 \$119 \$135 \$148 \$153

\$159 \$164 \$170 Capacity Revenue \$1 \$4 \$4 \$49 \$52 \$52 \$53 \$53 \$53 **Fuel Costs** (\$46) (\$47) (\$51) (\$54) (\$56) (\$59) (\$62) (\$64) (\$67) (\$69) O&M Costs (\$17) (\$19) (\$18) (\$18) (\$19) (\$19) (\$20) (\$20) (\$21) (\$21) **EBITDA** \$30 \$32 \$43 \$51 \$110

\$121 \$123 \$127 \$129 \$132

VENTYX PLANT MARGIN RESULTS (CONT D)

Year

2014 2015 2016 2017 2018 2019 2020 Wood River 4-5 MWs 444 444 360 360 360 360 360 360 360 360 GWh 2,904 2,871 2,353 2,377 2,377 2,380 2,380 2,384 2,387 2,389 Energy Revenue \$94 \$100 \$90 \$99 \$111 \$122 \$126 \$132 \$136 \$140 Capacity Revenue \$1 \$4 \$4 \$40 \$42

\$42 \$43

- \$43
- \$43
- **Fuel Costs**
- (\$50)
- (\$51)
- (\$41)
- (\$42)
- (\$43)
- (\$45)
- (\$47)
- (\$48)
- (\$51)
- (\$52)
- O&M Costs
- (\$17)
- (\$19)
- (\$16)
- (\$17)
- (\$17)
- (\$18)
- (\$18)
- (\$19)
- (\$19)
- (\$20)
- **EBITDA**
- \$28
- \$30
- \$36
- \$44
- \$91
- \$102
- \$104
- \$107
- \$109 \$112
- Kendall
- MWs
- 1,224
- 1,224 1,224
- 1,224
- 1,224
- 1,224
- 1,224
- 1,224
- 1,224
- 1,224
- GWh670
- 624

903 934 1,217 1,389 1,321 1,213 1,220 1,174 Energy Revenue \$38 \$40 \$68 \$71 \$97 \$122 \$119 \$117 \$120 \$119 Capacity Revenue \$78 \$49 \$12 \$12 \$61 \$109 \$117 \$118 \$116 \$123 **Fuel Costs** (\$24) (\$24) (\$36) (\$39) (\$53) (\$62) (\$60) (\$58) (\$60)(\$59) O&M Costs (\$18) (\$18)(\$19) (\$20) (\$21) (\$22) (\$22)

(\$22)

(\$23) (\$24) **EBITDA** \$74 \$47 \$25 \$24 \$85 \$147 \$154 \$155 \$153 \$160 Ontelaunee MWs 574 574 574 574 574 574 574 574 574 574 GWh 2,600 2,767 2,839 2,732 2,615 2,606 2,596 2,612 2,679 2,628 **Energy Revenue** \$122 \$147 \$169 \$145 \$149 \$159 \$162 \$167 \$174 \$175 Capacity Revenue \$37 \$23

- \$47
- \$47
- \$51
- \$54
- \$55
- \$58
- \$61
- \$64
- **Fuel Costs**
- (\$89)
- (\$104)
- (\$111)
- (\$111)
- (\$110)
- (\$113)
- (\$116)
- (\$120)
- (\$127)
- (\$128)
- O&M Costs
- (\$13)
- (\$14)
- (\$15)
- (\$15)
- (\$15)
- (\$15)
- (\$15)
- (\$16)
- (\$16)
- (\$17)
- **EBITDA**
- \$56
- \$52
- \$90
- \$67
- \$75
- \$85
- \$86
- \$89 \$92
- \$94

#### **VENTYX BIOGRAPHY**

Ventyx is a business solutions provider offering software, data and advisory services to energy, utility, communications, and other asset-intensive commercial industries. Ventyx was formed in 2007 by the merger of MDSI and Indus International and the acquisition of Global Energy Decisions and New Energy Associates during that same year. Each of these companies traces

their roots to the 1970 s and have been providing clients in the energy sector with energy

planning, decision support, energy trading and operations solutions. In 2010 Ventyx was purchased by ABB, a global leader in power and automation technologies.

The Ventyx Advisory Services Practice, which performed part of the analysis in this presentation, traces its roots to the legacy Global Energy Decisions and New Energy Associates companies. The keystone product of the Ventyx Advisors Practice is the Ventyx Reference Case which is a semi-annual forecast of North American power and fuel markets. The Ventyx reference case is utilized by utilities, power generators, investment bankers and market regulators as an independent view of the current and expected state of power and fuel markets. Over the lifetime of this product offering the Ventyx reference case has become widely recognized with a large subscriber base.

29

30 KEY DCF VALUATION ASSUMPTIONS

All DCF-based valuation metrics used in the Sum Of the Parts valuation on page 8 and elsewhere in this presentation included the following assumptions: Capacity factors based on historical plant-by-plant data and management guidance from public presentations

Strip gas prices through 2015 as of 10/29/10 with a flat \$6 long-term natural gas price thereafter Long-term CAPP coal of \$70/ton and PRB of \$12.50/ton Increased coal transportation costs upon contract expiration Near term **MISO** power prices set by natural gas approximately 15% of the time until equilibrium at which point gas sets MISO power prices for all on-peak hours Dynegy unscrubbed coal plants retired in 2015 Baldwin plant-to-hub basis normalized in 2014 as a result of plant shutdowns \$850/kw **CCGT** and \$625/kw peaker newbuild economics by 2016 2018 driven by plant retirements from POTENTIAL EPA HAPS/MACT rules 10% WACC on unlevered cash flows Taxes calculated on a corporate level All relevant capital expenditures (including environmental expenditures) included in DCFs on an NPV basis Plant by plant model is calibrated to tie to 2010 guidance and therefore incorporates all SG&A costs (including regional overhead expenses)

Disclaimer: Seneca Capital s beliefs regarding current and future value are based upon assumptions, including as to the future however, substantial risks and uncertainties exist such that actual performance may deviate materially from Seneca Capital s f

# ASSUMPTIONS FOR ESTIMATING CHANGE IN FORWARD GROSS MARGINS

2015 Capacity (MW) Midwest Coal 3,144 2,980 2,980 2,687 2,687 Danskammer 370 370 370 370 370 Ontelaunee 580 580 580 580 580 Kendall 1,200 1,200 1,200 1,200 1,200 Casco Bay 540 540 540 540 540 Independence 1,064 1,064 1,064 1,064 1,064 Moss Landing 1&2 1,020 1,020 1,020 1,020 1,020 Capacity Factor Midwest Coal 85.0% 85.0%

85.0% 85.0%

85.0% Danskammer 85.0% 85.0% 85.0% 85.0% 85.0% Ontelaunee 47.6% 47.6% 47.6% 47.6% 47.6% Kendall 47.6% 47.6% 47.6% 47.6% 47.6% Casco Bay 47.6% 47.6% 47.6% 47.6% 47.6% Independence 47.6% 47.6% 47.6% 47.6% 47.6% Moss Landing 1&2 57.1% 57.1% 57.1% 57.1% 57.1% DYN Hedge Assumption Midwest Coal 100%

#### Danskammer

100%

15%

40%

#### Ontelaunee

100%

15%

## Kendall

100%

23%

23%

23%

23%

Casco Bay

100%

40%

## Independence

100%

70%

70%

64%

Moss Landing 1&2

100%

50%

# ASSUMPTIONS FOR ESTIMATING CHANGE IN FORWARD GROSS MARGINS

(1)

2014 2015 Power Price / Spark Spread (\$/MWh as of 8/12/2010) Midwest Coal \$32.05 \$34.21 \$36.97 \$40.37 \$44.09 Danskammer \$48.42 \$50.30 \$53.16 \$56.40 \$58.68 Ontelaunee \$18.03 \$17.47 \$18.65 \$20.17 \$22.90 Kendall \$1.57 \$0.39 \$0.56 \$1.65 \$3.94 Casco Bay \$8.37 \$8.80 \$10.18 \$12.28 \$14.75 Independence (\$0.26)(\$2.02)(\$1.84)(\$3.25)(\$1.69) Moss Landing 1&2 \$8.03 \$10.01 \$11.68 \$15.21 Power Price / Spark Spread (\$/MWh as of 12/31/2010) Midwest Coal \$32.39

\$35.04 \$37.82

\$40.78 \$43.29 Danskammer \$49.02 \$50.53 \$52.58 \$54.41 \$56.37 Ontelaunee \$20.58 \$20.60 \$21.54 \$22.40 \$23.97 Kendall \$3.48 \$2.38 \$2.91 \$4.15 \$5.28 Casco Bay \$10.62 \$9.97 \$10.54 \$11.20 \$11.81 Independence \$2.46 \$1.99 \$2.33 \$2.60 \$2.77 Moss Landing 1&2 \$8.69 \$16.33 \$20.68 \$21.43 \$22.18 Change in Gross Margin (\$ mm) Midwest Coal \$16 \$19 \$8 (\$16) Danskammer \$0

(\$2) (\$5)

(\$6) Ontelaunee
\$6 \$7 \$5 \$3
Kendall
\$8 \$9 \$10 \$5 Casco Bay
\$2 \$1 (\$2) (\$7) Independence
\$5 \$6 \$9 \$20 Moss Landing 1&2
\$3 \$8 \$6 \$5 (1)

Assumes that DYN captures 18% of the spark spread improvement in 2012+ due to requirement to purchase carbon credits.

ACCOUNTING COST STUDY

DRAFT
Project Delta
Comparator Analysis of Dynegy
January 2011
ADVISORY
DRAFT
1

**DRAFT** Project Delta Our findings suggest that further cost reduction and operational efficiency may be possible at Dynegy Key findings Supporting evidence Observations The current financial performance of Dynegy places it at the median of its peer group For the 12 months ending September 2010, Dynegy has reported an EBITDA margin of 23% versus a peer group median of 23%. For the comparator group chosen, the range was between 18% and 32% Given the limited amount of time and access to information, it is difficult to assess Dynegy s potential to achieve upper quartile

performance. Additional investigation and diligence is required Additional cost savings and operational efficiencies have been announced and are expected to be delivered between now and 2013 In August 2009, a multi-year cost reduction program was announced that was expected to deliver cumulative savings of \$400m to \$450m between 2010 and 2013 the identified savings include \$70m to \$85m of operating costs including an annualized \$30m to \$40m of O&M and \$40m to \$45m of G&A an additional \$25m \$30m of capex avoidance was also included in the announcement As part of the proxy filing in December 2010, an incremental \$50m of savings was identified through operational efficiencies and G&A reduction To reach the cumulative \$400m to \$450m target, most of the projected run-rate savings would have to be in-place in 2010 There appears to be a concerted effort to reduce G&A expense as evidenced by the 10% decline, on average, per year since 2007 Updates to investors have reinforced that the program is on-track but have not provided additional details It is unclear if the incremental savings in the proxy filing is based on pushing the current initiatives further or if new ideas and initiatives have been developed The current savings program has not been evaluated for delivery risk It is possible that a further \$16m to \$103m of cost savings and operational improvements could be possible, however further validation is required The current cost savings do not specifically mention opportunities in the cost of sales line, which may include

transportation and distribution opportunities

When compared to historical cost levels and comparator organizations, further upside may be possible in the O&M and G&A lines, beyond what has already been included in the business plan forecasts

Given the limited amount of time and access to information, it is difficult to ascertain how much further operational improvement may be possible in this business and further validation and diligence is required

The largest component of the incremental savings identified is in the O&M line. The savings may not be entirely possible given the plant upgrades and new emissions equipment

No

consideration

has

been

given

to

timing

or

implementation

cost

at

this time

The asset efficiency of the organization lags the peer group and should be investigated further to understand the drivers and assess what upside

may be possible

Dynegy s asset efficiency (EBITDA / Assets) is at 5% and currently 4th quartile for the peer group. For the comparator group chosen, the range was between 5% and 14%

Given the limited amount of time and access to information, it was not possible to identify the specific causes for this performance.

Further investigation is required

2

3

#### **DRAFT**

Project Delta

We have identified an incremental \$16m to \$103m of potential savings,

above and beyond what may be included in the current forecasts

Methodology and Assumptions

The total potential for each of the P&L lines was determined using the 12 month period ending September 2010 as the baseline Costs by type were compared with historic levels and against comparator organizations

The level of planned operating expense (O&M and G&A) going forward was estimated using the difference between gross ma and adjusted EBITDA from the proxy filing dated 10 January 2011

(1)

The total savings potential was then compared to the published forecasts (10 January 2011 proxy filing) to understand if addition opportunity exits, above and beyond what is included in the current business plans

(1) Adjusted EBITDA includes interest income and other adjustments related to mark-to-market changes, and therefore may not be an accurate representation of the planned O&M and G&A of the business going forward

Source: **Preliminary** proxy statements relating to merger or acquisition, DPREM 14A, 10 January 2011 page 59; Analysis (1) The savings range has been calculated by taking the difference between the LTM baseline (\$631m) and the estimated operating cost going forward Savings potential incremental to the current business forecasts Savings potential from 12 month period ending September 2010 (\$mm) Base Stretch Base Stretch O&M 487 487 10% 19% 48 94 G&A 144 144 20% 36% 28 51 Subtotal 631 \$ 631 \$ 12% 23% 76 \$ 145

\$

```
Analysis of planned operating expense going forward ($mm)
Base
Stretch
Assume that the average GM-
EBITDA for 2013 to 2015 is a good proxy for on-going O&M + G&A
566
65
Assume that the average GM-
Adi
EBITDA for 2012 to 2015 is a good proxy for on-going O&M + G&A
577
54
65
$
54
$
11
$
92
Cost of sales savings potential from 12 month period ending September 2010 ($mm)
Base
Stretch
Base
Stretch
Cost of Sales
1,140
114
5%
10%
6
11
16
$
103
Reduce Trans. & Dist.
Incremental savings potential (O&M and G&A)
Total incremental savings potential
Estimate of planned
improvements (2011 +)
P&L line
Opportunity
Cost base
(Q4'09 -
Q3'10)
```

Impactable

cost base

Savings assumption

Total savings potential (Q4'10

and beyond)

Improve O&M as a % of Sales

Improve G&A as a % of Sales

Possible

scenarios

Planned level of O&M + G&A

going forward

P&L line

Opportunity

Cost base

(Q4'09 -

Q3'10)

Impactable

cost base

Savings assumption

Total savings potential (Q4'10

and beyond)

4

## DRAFT

Project Delta

We have developed a set of hypotheses that could be refined and tested through our structured approach

Procurement

A more strategic approach to direct and indirect procurement, including centralizing the procurement function across Dynegy, may reduce costs across the organization

H1

Maintenance

and

Operations

Improvements to the maintenance and operations strategy and practices, including

a

shift

to

more preventative maintenance, and improved scheduling, planning and prioritizing of work could reduce O&M costs in the organization Equipment Effectiveness Targeted investments and a more effective maintenance program may improve the **OEE** of the plants, resulting in improved utilization and availability, leading to reduced cost and improved profit H3 Capital Expenditures A more rigorous approach to capex approval and project governance could reduce capex levels H4 Inventory / Spare Parts A better controlled procurement process and a well defined spare strategy could reduce operating expense and release working capital through spare parts reduction H5 Support

**Functions** 

Driving efficiency across the support functions through centralization, outsourcing and the use of self-service models could reduce G&A costs in the business H6 Should you wish to proceed to Phase II, we have identified a preliminary list of areas that you may want to consider for

further analysis and

investigation

5

DRAFT

Project Delta

Our analysis was based on 6 comparator organizations that we

believe to be similar to Dynegy

Company/

Comparator

Business

Description

Ticker

symbol

Market

Cap

(\$B)

Geography

(countries)

Generation mix Stages of involvement Coal Natural gas Oil Nuclear Hydro Renewable and others Generation Transmission Distribution Dynegy Produces and sells electric energy, and a range of capacity and ancillary services. DYN 0.70 **United States** 18 12,300 1,735 GenOn Energy Generator of wholesale electricity through baseload, intermediate and peaking units. **GEN** 1.49 **United States** 

# of plants
Total
capacity
(MW)
Employees

49

24,599

3,219

**NRG** Energy

Engaged in the ownership,

development, and operation

of power generation

facilities.

NRG

4.99

**United States** 

42

24,744

4,607

Calpine

Corporation

Sells wholesale power,

steam, capacity, renewable

energy

credits

and

ancillary

services.

**CPN** 

6.54

91

27,500

2,200

Constellation

**Energy Group** 

Develops, owns, owns

interests in, and operates

electric generation facilities.

**CEG** 

6.50

N/A

7,118

7,200

The AES Corporation

Owns and/or operates

power plants to generate

and sell wholesale power.

**AES** 

10.21

United

States; 28

addt 1

countries

132

40,300
27,000
Public
Service
Enterprise
Group
Holding company which
operates through Power,
Utility and Investment
divisions.
PEG
15.85
United States
N/A
13,500
6,382
Notes:
Number of plants are defined as those that the Company owns, operates, leases or has partnership interests
Source:
Publicly available information
United
States;
Canada
United
States;
Canada

6 DRAFT Project Delta Summary of previously announced cost saving programs Current cost improvement initiatives Additional detail Observations In July 2009, Dynegy reported that a cumulative \$400m to \$450m of operating efficiencies could be achieved between 2010 and 2013 with annual run-rates between \$95m and \$110m (1) Dynegy announced an extensive, multi-year program to

eliminate costs throughout the company. Cumulative savings, relative to Dynegy s original plan, are expected to be \$400m to \$450m over a four-year period beginning in 2010

Annual savings are expected to be generated through the following means:

reduced capital expenditures, with a targeted range of \$25m to \$30m in savings per year;

reduced operational expenditures, with a targeted range of \$30m to \$40m in savings per year; and reduced general and administrative expenditures, with a

targeted range of \$40m to \$45m in savings per year It does not appear that there have been additional updates with respect to the timing, areas of focus or progress towards targets aside from the comments in the quarterly investor updates indicating that the program is on-track

If the savings are based on a 2009 baseline, this represents an EBITDA improvement of approximately 3 points from 23% to 26% of sales approximately 25% reduction in SG&A expense approximately 7% reduction in O&M expense

Reduction in capex

is grouped in with the operating cost improvements, however direct P&L impact is not expected

As part of the proxy statement released on January 10, 2011 from Dynegy to its shareholders, an additional \$50m of annual cost savings may be possible, beginning in 2011 and incremental to the previously

announced targets (2)

Implementation of a cost savings program focused on reducing general, administrative and operational expenses generates approximately \$50m in annual cost savings beginning in 2011.

Implementation has not yet commenced and would be incremental to the cost savings targets included in the Company s previously announced 2010-2013 cost savings program

No further detail is provided as to where these cost savings will come from or the cost and risk associated with achieving this level of savings Source:

(1)

Dynegy Press Release, August 10, 2009, Dynegy Reaches Transformational Agreement with LS Power; Separately Initiates

(2)

Dynegy Proxy Filing

on

December

23,

2010,

Schedule

14a,

Page

60,

note

3

7
DRAFT
Methodology and Assumptions
To
estimate
the
planned
level
of
operating
expense
(O&M
and
G&A)
going

forward,

the

projected gross margin of the business was compared to the projected Adjusted EBITDA using the forecasts found in the 10 January 2011 proxy filing it is important to note that there is a difference between the \$702m of estimated operating expense found using this method for 2010E and the LTM baseline (\$631m) used to calculate the potential savings of \$71m (10%). This could be due to the impacts of interest income, mark-to-market changes or changes in the operating cost base of the business and should be investigated further Once the expected level of operating expense was determined for each of the forecast periods, it was assumed that 2013 and beyond could be used to understand the planned level of operating expense once all of the current cost reduction programs were completed

this analysis will only identify the net forecast change in estimated operating expense which will include both increases due to increasing costs of goods and services and cost reduction efforts that may be planned and delivered as part of the announced programs and further efforts by management

Project Delta

Analysis of proxy filing

Notes:

(1) Adjusted EBITDA includes interest income and other adjustments related to mark-to-market changes, and therefore may not be an accurate representation of the planned O&M and G&A of the business going forward Source:

**Preliminary** 

proxy statements relating to merger or acquisition, DPREM 14A, 10 January 2011 page 59; Analysis Recommended next steps

Validate the actual planned levels of O&M and G&A in

the business plan going forward

and compare these

to the actual 2010 results to determine what level of

cost reduction may be planned

Review the assumptions and operating initiatives that were used to develop the plans to understand the

robustness of those plans and assumptions

Understand and model the impact of off-setting items including normalizing for changes in revenue, inflation, changes in the asset base or other known items that could impact the required level of operating expense

going forward

Analysis of forward looking performance (\$mm)

2010E

(1)

2011E

2012E

2013E

2014E

2015E

Gross Margin

1,209

867

920

```
1,057
932
1,020
Adjusted EBITDA
507
418
308
483
380
449
Operating
Cash
Flow
317
(13)
(147)
47
(93)
(28)
Estimated operating expense (GM less adjusted EBITDA)
702
449
612
574
552
571
Assume that the average GM-
Adj
EBITDA for 2013 to 2015 is a good proxy for on-going O&M + G&A
566
Assume that the average GM-
Adj
EBITDA for 2012 to 2015 is a good proxy for on-going O&M + G&A
577
Financial year ending Deember
31,
Planned level of O&M +
```

G&A going forward Possible scenarios

č

DRAFT

Project Delta

Comparator organizations cost reduction initiatives

Company

Commentary

GenOn

Energy

We assume US\$100m in cost savings in 2011 rising to US\$200m in 2012 (more than management s guidance of US\$150m)

the

companies

eliminate

some

overheads

and

optimize

coal and power hedges.	
Macquarie Equities Research, Dec. 2010  We believe GEN will exceed announced annual cost savings of \$150MM. We believe this estimate is conservative and vachieved early in 2011. We expect additional annual savings of \$100-\$150MM.	will
RBC Capital Markets, Dec. 2010 Both companies also expect overhead cost savings to result from consolidations in several areas, including headquarters, systems and corporate functions such as accounting, human resources and finance.	, IT
ISS Proxy Advisory, Oct. 2010 Stockholders of both companies (Mirant & RRI Energy) will benefit from significant value creation driven by expected a savings of \$150	ann

million. These costs savings will come from reductions in corporate overhead and will be realized fully starting in January 2012. BusinessWire, Apr. 2010 NRG Energy Longer term NRG forecasts Reliant to earn around \$300m per year in run-rate EBITDA. Included in this estimate are transaction cost savings associated with being able to cross generation and load (around \$30m of margin from bypassing the bid/ask spread and from collateral savings).

Morgan
Stanley
Research,
Oct.
2010
Calpine
Corporation
Calpine s strategy of keeping its focus on natural gas-fired generation has served the company well. By doing so, Calpine h
been
able
to
avoid
the
need
for
costly
environmental
upgrades.
Oppenheimer,
Dec.
2010
Operating costs are expected to decline in 2012 as the major maintenance cycle is completed. Thereafter, we expect costs to
about
flat
as
a
result
of
the
company s
cost
management
efforts.
Wunderlich
Securities,
Dec.
2010
Constellation
Energy Group
Constellation Energy must be nimble and agile, able and willing to change based upon market dynamics or a sweeping policy
pronouncement. Over the course of the next 12 to 24 months, we intend to deploy up to \$1 billion of the cash proceeds from the course of the next 12 to 24 months, we intend to deploy up to \$1 billion of the cash proceeds from the course of the next 12 to 24 months, we intend to deploy up to \$1 billion of the cash proceeds from the next 12 to 24 months.
EDF
joint
venture
toward
asset
acquisitions
in

Edgar Filing: DYNEGY INC Form DFAN14A
areas where we supply a large volume of power.
GlobalData, July 2010 AES Corporation AES is currently transitioning from a crisis period to disciplined growth. Key future drivers are organic growth, acquisitions deleveraging, enhanced operational synergies and cost cutting.
RBC Capital Markets, Nov. 2010 Potential for positive earnings revisions in the future. We believe the combination of cost reductions and/or accretive acquis could cause upward revisions to
our 2011-2012 estimates. Our recent conversations with management suggest the possibility of \$75-100
million (\$0.06-\$0.08/share,

after-tax)
of
corporate
overhead
reductions
that
are
not
currently
in
our
estimates

SunTrust

Robinson Humphrey, Oct. 2010

Source:

Analyst reports and other publically available information