

ENTERGY CORP /DE/  
Form DEFA14A  
March 21, 2017

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549  
SCHEDULE 14A

Proxy Statement Pursuant to Section 14(a) of the  
Securities Exchange Act of 1934  
(Amendment No. )

Filed by the Registrant   
Filed by a Party other than the Registrant   
Check the appropriate box:

- Preliminary Proxy Statement
- Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))
- Definitive Proxy Statement
- Definitive Additional Materials
- Soliciting Material Pursuant to §240.14a-12

Entergy Corporation  
(Name of Registrant as Specified In Its Charter)

(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

Payment of Filing Fee (Check the appropriate box):

- No fee required.
- Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.

- 1) Title of each class of securities to which transaction applies:
- 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 paid previously with preliminary materials.

.. Check 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 was 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:

---

\*\*\* Exercise Your Right to Vote \*\*\*

Important Notice Regarding the Availability of Proxy Materials for the Shareholder Meeting to Be Held on May 5, 2017

Meeting Information

ENTERGY  
CORPORATION

Meeting Type: Annual Meeting  
For holders as of: March 7, 2017  
Date: May 5, 2017 Time: 10:00 a.m. Central Time  
Location: Little Rock Statehouse Convention Center  
101 E. Markham Street  
Little Rock, Arkansas 72201

You are receiving this communication because you hold shares in the above named company.

ENTERGY  
CORPORATION  
639 LOYOLA  
AVENUE  
NEW ORLEANS,  
LA 70113

This is not a ballot. You cannot use this notice to vote these shares. This communication presents only an overview of the more complete proxy materials that are available to you on the Internet. You may view the proxy materials online at [www.proxyvote.com](http://www.proxyvote.com) or easily request a paper copy (see reverse side).

We encourage you to access and review all of the important information contained in the proxy materials before voting.

See the reverse side of this notice to obtain proxy materials and voting instructions.

#### Before You Vote

##### How to Access the Proxy Materials

Proxy Materials Available to VIEW or RECEIVE:  
ANNUAL REPORT NOTICE AND PROXY STATEMENT

##### How to View Online:

Have the 16-Digit Control Number available (located on the following page) and visit: [www.proxyvote.com](http://www.proxyvote.com).

##### How to Request and Receive a PAPER or EMAIL Copy:

If you want to receive a paper or e-mail copy of these documents, you must request one. There is NO charge for requesting a copy. Please choose one of the following methods to make your request:

1)BY INTERNET:[www.proxyvote.com](http://www.proxyvote.com)

2)BY TELEPHONE:1-800-579-1639

3)BY E-MAIL:[sendmaterial@proxyvote.com](mailto:sendmaterial@proxyvote.com)

\*If requesting materials by e-mail, please send a blank e-mail with the 16-Digit Control Number (located on the following page) in the subject line.

Requests, instructions and other inquiries sent to this e-mail address will NOT be forwarded to your investment advisor. Please make the request as instructed above on or before April 21, 2017 to facilitate timely delivery.

#### How To Vote

##### Please Choose One of the Following Voting Methods

**Vote In Person:** Many shareholder meetings have attendance requirements including, but not limited to, the possession of an attendance ticket issued by the entity holding the meeting.

Please check the meeting materials for any special requirements for meeting attendance. At the meeting, you will need to request a ballot to vote these shares. Directions to attend the meeting can be found on our website at [www.entergy.com/investor\\_relations/2016\\_publications.aspx](http://www.entergy.com/investor_relations/2016_publications.aspx).

**Vote By Internet:** To vote now by Internet, go to [www.proxyvote.com](http://www.proxyvote.com). Have the 16-Digit Control Number available and follow the instructions.

**Vote By Telephone:** In the United States and Canada, you can vote by calling 1-800-690-6903.

**Vote By Mail:** You can vote by mail by requesting a paper copy of the materials, which will include a proxy card.

Voting Items

The Board of Directors recommends you vote FOR all of the nominees:

1.Election of Directors

The Board recommends you vote FOR the following proposals:

Nominees:

2. Advisory Vote to Approve Named Executive Officer Compensation.

1a.M. S. Bateman

The Board recommends you vote for 1 Year:

1b.P. J. Condon

3. Recommend The Frequency of Advisory Votes on Executive Officer Compensation.

1c.L. P. Denault

The Board recommends you vote FOR the following proposal:

1d.K. H. Donald

4. Ratification of Appointment of Deloitte & Touche LLP as Independent Registered Public Accountants for 2017.

1e.P. L. Frederickson

1f.A. M. Herman

The Board recommends you vote AGAINST the following proposal:

1g.D. C. Hintz

5. Shareholder Proposal Regarding Report on Distributed Renewable Generation Resources.

1h.S. L. Levenick

NOTE: To act upon such other business as may properly come before the annual meeting or any adjournments or postponements thereof.

1i.B. L. Lincoln

1j.K. A Puckett

1k.W. J. Tauzin