

Bill Holden Joins Vistra Energy as Chief Financial Officer

Vistra Energy (OTCQX: VSTE), the parent company for TXU Energy and Luminant, today announced the appointment of energy industry veteran J. William “Bill” Holden as executive vice president and chief financial officer, effective immediately. In this capacity, Mr. Holden will report to Vistra CEO Curt Morgan and assume broad responsibility for the company’s financial, risk, tax, planning and investor activities.

Mr. Holden possesses more than three decades of experience in the regulated and competitive energy markets. He previously held numerous roles over 20 years at GenOn Energy, Inc./Mirant Corporation, culminating as the company’s executive vice president and chief financial officer. He also held key treasury, risk, operational, development and international positions during his GenOn/Mirant tenure. Holden started his career with Southern Company in 1985 and held various corporate finance roles over almost a decade. He has raised more than \$10 billion in corporate and project-level financing and has extensive experience with public companies, public offerings, mergers, acquisitions, divestitures, financial restructuring and strategic combinations.

His experience also includes, most recently, serving as executive vice president and senior advisor at The Taffrail Group, LLC, where he advised a range of domestic and overseas clients on mergers, acquisitions and post-merger integration.

Mr. Morgan commented, “I have known Bill professionally for many years, and can attest to his financial and strategic acumen, deep energy industry expertise and leadership skills. At this important time in Vistra’s evolution, Bill also brings a steady and experienced hand to our finance and risk management functions, as well as a proven ability to access the capital markets in pursuit of growth initiatives. We welcome him to the team and look forward to his many contributions as we execute against our ambitious plans.”

Mr. Holden added, “I’m excited to join Vistra and help ensure we take advantage of the company’s unique competitive advantages – high-performing operating assets in TXU Energy and Luminant, a strong and well-resourced balance sheet, and a stellar team from top to bottom. I’m eager to get to work and help generate long-term value for all of the company’s stakeholders.”

Holden is a native of Georgia and holds a bachelor’s degree in economics and political science from Vanderbilt University and a master’s of business administration from Emory University.

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About Vistra Energy

Vistra Energy is a premier Texas-based energy company focused on the competitive energy and power generation markets through operation as the largest retailer of electricity and generator in the growing Texas market. Our

integrated portfolio of competitive businesses consists primarily of TXU Energy and Luminant. TXU Energy sells retail electricity and value-added services (primarily through our market-leading TXU Energy™ brand) to approximately 1.7 million residential and business customers in Texas. Luminant generates and sells electricity and related products from our diverse fleet of generation facilities totaling approximately 17,000 MW of generation in Texas, including 2,300 MW fueled by nuclear power, 8,000 MW fueled by coal and 6,000 MW fueled by natural gas, and is a large purchaser of wind-generated electricity.

Cautionary Note Regarding Forward-Looking Statements

This press release includes forward-looking statements, which are subject to risks and uncertainties. All statements, other than statements of historical facts, are forward-looking statements. These statements are often, but not always, made through the use of words or phrases such as “may,” “should,” “could,” “predict,” “potential,” “believe,” “will likely result,” “expect,” “continue,” “will,” “anticipate,” “seek,” “estimate,” “intend,” “plan,” “project,” “forecast,” “goal,” “target,” “would” and “outlook,” or the negative variations of those words or other comparable words of a future or forward-looking nature. Readers are cautioned not to place undue reliance on forward-looking statements. Any such forward-looking statement involves uncertainties and is qualified in its entirety by reference to the discussion of risk factors under “Risk Factors” and the discussion under “Management’s Discussion and Analysis of Financial Condition and Results of Operations” in the Annual Reports on Form 10-K and Quarterly Reports on Form 10-Q filed by Energy Future Competitive Holdings Company LLC and other important factors that could cause actual results to differ materially from those implied by such forward-looking statements, including changes in the Texas energy market; economic, regulatory and environmental conditions; and any strategies the company employs to pursue growth opportunities in any particular market.

Any forward-looking statement speaks only at the date on which it is made, and except as may be required by law, Vistra Energy undertakes no obligation to update any forward-looking statement to reflect events or circumstances after the date on which it is made or to reflect the occurrence of unanticipated events. New factors emerge from time to time, and it is not possible to predict all of them; nor can Vistra Energy assess the impact of each such factor or the extent to which any factor, or combination of factors, may cause results to differ materially from those contained in any forward-looking statement.

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