

Vistra Retail Brands Earn Top Honors in National Study

IRVING, Texas — Energy Research Consulting Group (ERCG) ranked Vistra (NYSE: VST) flagship retail brand TXU Energy No. 1 in overall satisfaction as part of its recently completed national aggregator, broker, and consultant (ABC) survey-based study. The overall satisfaction award is the highest honor available based on the data generated from more than 175 participating firms.

TXU Energy continues a tradition of excellence in the ABC study. In addition to the top spot in overall satisfaction, TXU Energy ranked No. 1 in price competitiveness for the second year in a row, and placed in the Top 5 for ease of doing business.

“In a very crowded field this year, TXU Energy distinguished itself among its peers on both price and overall satisfaction,” said Young Kim, principal at ERCG. “When asked to explain why they were so happy with TXU Energy, many ABCs said that TXU Energy was very responsive to their requests and inquiries. These results would indicate that TXU Energy has an outstanding ABC partner support system in place.”

Additionally, Dynegy made a strong showing in the ABC study, standing out in several categories. Dynegy ranked in the Top 10 for customer experience, price competitiveness, and ease of doing business.

Vistra Retail President Scott Hudson calls the ABC survey results a true team effort, and proof that doing business the right way drives growth. “TXU Energy is laser-focused on developing innovative solutions for our customers and building collaborative partnerships with suppliers across the industry. In the two years since our merger with Dynegy, we’ve been implementing this same time-tested strategy, and we’re glad to receive this recognition from our valued aggregator, brokers, and consultants.”

ERCG annually conducts survey-based studies of the ABC market and retail energy suppliers.

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About Vistra

Vistra (NYSE: VST) is a premier, integrated, Fortune 275 energy company based in Irving, Texas, providing essential resources for customers, commerce, and communities. Vistra combines an innovative, customer-centric approach to retail with safe, reliable, diverse, and efficient power generation. The company brings its products and services to market in 20 states and the District of Columbia, including six of the seven competitive wholesale markets in the U.S. and markets in Canada and Japan, as well. Serving nearly 5 million residential, commercial, and industrial retail customers with electricity and natural gas, Vistra is the largest competitive residential electricity provider in the country and offers over 40 renewable energy plans. The company is also the largest competitive power generator in the U.S. with a capacity of approximately 39,000 megawatts powered by a diverse portfolio, including natural gas, nuclear, solar, and battery energy storage facilities. In addition, the company is a large purchaser of wind power. The company is currently constructing a 400-MW/1,600-MWh battery energy storage system in Moss Landing, California, which will be the largest of its kind in the world when it comes online. Vistra is guided by four core principles: we do business the right way, we work as a team, we compete to win, and we care about our stakeholders, including our customers, our communities where we work and live, our employees, and our investors. Learn more about our environmental, social, and governance efforts and read the company's sustainability report at <https://www.vistracorp.com/sustainability/>.

About ERCG

Energy Research Consulting Group (ERCG) provides business intelligence and consulting services to energy market participants on entry strategies, investment opportunities, and market & policy dynamics. For more information about ERCG's experience, research and consulting offerings please visit: www.ercg-us.com

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