

## **Vistra Retail Brands Achieve Excellence in National Survey of Aggregators, Brokers, and Consultants**

### **Dynegy and TXU Energy earn top marks in annual study**

**IRVING, Texas — Oct. 12, 2023** — Two of Vistra's (NYSE: VST) largest retail electricity brands landed atop Energy Research Consulting Group's (ERCG) national survey of aggregators, brokers, and consultants (ABC).

Dynegy ranked first in overall satisfaction, price competitiveness, and ease of doing business, marking the second time in three years that Dynegy has claimed all three top excellence awards, the highest honor based on data generated from nearly 140 participating firms.

"Dynegy has set a new high-water mark that will be difficult to match," said Young Kim, principal at ERCG. "When Dynegy achieved the ERCG "triple crown" in our 2020 study, it was unprecedented at the time. In our 2022 study, Dynegy succeeded in reclaiming that honor. During this three-year span, no other organization has been as highly rated when it comes to serving the ABC community."

Additionally, Vistra's flagship retail brand, TXU Energy, made a strong showing in the ABC study, ranking first in ERCOT price competitiveness. The survey also showed that TXU Energy, which is the #1 choice for electricity in Texas, provides a leading experience in customer supply agreements.

Young continued, "Price competitiveness in 2022 was extremely important, given the high energy prices and volatility over the course of the year. Both TXU Energy and Dynegy received the highest rankings on price competitiveness from their top partners in the Texas and Northeast markets, respectively."

Since 2014, ERCG has conducted an annual study on the ABC market. In the 2022 study, 139 ABC firms responded, representing an estimated 69% of sales volume conducted through third-party intermediaries. TXU Energy and Dynegy ranked among 31 total supplier brands in the 2022 study.

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### **About Vistra**

Vistra (NYSE: VST) is a leading Fortune 500 integrated retail electricity and power generation company based in Irving, Texas, providing essential resources for customers, commerce, and communities. With operations in 20 states and the District of Columbia, Vistra combines an innovative, customer-centric approach to retail with safe, reliable, diverse, and efficient power generation. Learn more [at vistracorp.com](https://vistracorp.com).

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