

**FOR IMMEDIATE RELEASE FOR FURTHER INFORMATION CONTACT:  
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**Press Release: MASTIO publishes the 27<sup>th</sup> Edition Natural Gas Marketer Report.**

MASTIO recently published the 2023 27<sup>th</sup> Edition of the industry-wide Natural Gas Marketer Customer Value / Loyalty Benchmarking Study and is pleased to present its findings. The study was released to subscribers in October.

The 2023 study findings are based on interviews with 472 customers providing approximately 1,100 total observations. There were approximately 154 suppliers rated, of which 20 had sufficient ratings to be included in this 2023 report. The electronic edition allows the inclusion of all rated companies for additional analysis. The 2023 study includes approximately 2,900 qualitative responses to ten (10) open-ended questions about individual suppliers. The telephone interviews were conducted with key decision-makers during the months of August into early November 2023.

The most crucial issue to buyers of natural gas in the latest study is the reliability of gas supply.

**Top 5 Customer Needs**

1. Reliability of gas supply.
2. Supplier is honest and trustworthy.
3. Historically dependent in meeting commitments.
4. Accurate nominations.
5. Accuracy of invoices and statements.

Source: MASTIO 2023 Natural Gas Marketer Customer Value Study

The study findings are divided into the following groups located on the proceeding pages:

- **Major Marketers**
- **Overall Marketers**

# MASTIO QUALITY AWARDS

The criterion MASTIO uses to recognize the best marketers are:

- 1) Determined by the marketers with the highest overall Customer Value Weighted Quality (Benefit) Score that have also met a minimum of 30 ratings.

Please note that companies need to meet the above criteria to be considered for the Mastio Quality Award.

## **MAJOR MARKETER GROUP**

The following is an alphabetical listing of the marketers included in the Major Marketer Group.

BP
ConocoPhillips
Constellation
Direct Energy-NRG
EDF Trading
Macquarie Cook Energy
Sequent Energy Management
Shell Energy North America
Symmetry Energy Solutions
Tenaska Marketing Ventures

***The following major marketers met the requirements to receive the Major Marketer Mastio Quality Award.***

Category	Overall Winner / Highest Score	Suppliers Who Exceed the Industry Benchmark
<b>Major Marketer Group</b>	<b>Tenaska Marketing Ventures</b>	ConocoPhillips Tenaska Marketing Ventures

**OVERALL MARKETER GROUP**

The following is an alphabetical listing of the marketers included in the Overall Group.

<b>Supplier</b>
BP
Chevron
CIMA Energy
ConocoPhillips
Constellation
Direct Energy-NRG
DTE Energy
EDF Trading
EQT Energy
Gas South
IGS Energy
Koch Energy Services
Macquarie Energy
Sequent Energy Management
Shell Energy North America
Spire Energy
Symmetry Energy Solutions
Tenaska Marketing Ventures
Texican Natural Gas
Twin Eagle Resource Management

***The following Marketers met the requirements to receive the Overall Mastio Quality Award.***

<b>Category</b>	<b>Overall Winner / Highest Score</b>	<b>Suppliers Who Exceed the Industry Benchmark</b>
<b>Overall</b>	<b>Tenaska Marketing Ventures</b>	ConocoPhillips IGS Energy Tenaska Marketing Ventures

MASTIO, commemorating a distinguished 34-year legacy in the industry, excels in delivering an impartial, third-party vantage point to discerning clients seeking a comprehensive evaluation of their corporate identity. Our expertise lies in uncovering the perception of their customer value, expanding their client base, gaining insights into the competitive landscape, and enhancing their market intelligence.

Our core competency lies in guiding clients to reevaluate established paradigms, mitigate internal biases, methodically gather and scrutinize data, and convert market research into actionable strategies that yield superior business outcomes.

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