



PHIL MURPHY
GOVERNOR

TAHESHA WAY
LT. GOVERNOR

State of New Jersey
BOARD OF PUBLIC UTILITIES
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Christine Guhl-Sadovy
President

Dr. Zenon Christodoulou
Commissioner

Michael Bange
Commissioner

November 21, 2025

Dan Sullivan
President and Chief Executive Officer
EIQdigital, Inc.
d/b/a Personalized.energy
2700 Post Oak Blvd, 21st Floor
Houston, TX 77056

Re: **Energy Agent Initial Registration**
Dkt. No. EE25070381L

Dear Dan Sullivan:

In accordance with the Electric Discount and Energy Competition Act of 1999, N.J.S.A. 48:3-49 et seq., at its November 21, 2025 Agenda meeting, the New Jersey Board of Public Utilities ("Board") voted to issue an Energy Agent Registration to EIQdigital, Inc. d/b/a Personalized.energy. The company's registration number is EA-0762. Pursuant to N.J.A.C. 14:4-5.8, this registration shall not expire so long as a registration renewal fee accompanied by an annual information update form is submitted to the Board within thirty (30) days prior to the annual **anniversary date of November 21st**.

This registration is effective November 21, 2025. This registration and the rights thereunder are **Non-Transferable**.

This letter is not an endorsement of, nor is it intended for use in, the marketing promotions of the registrant. Registrants shall comply with all applicable law, including the Electric Discount and Energy Competition Act, which prohibits the unauthorized change of a customer's energy provider and other fraudulent and illegal marketing activities.

If you have any questions, please contact Jehvson Espiritu at (609) 913-6261.

Sincerely,

Sherri L. Lewis

Sherri L. Lewis
Secretary of the Board

SLL/joe