

FIL

Integrity Energy
The Right Choice

11-486-EL-AGG

22

Public Utilities Commission of Ohio
Docketing Division 13th Floor
180 East Broad Street
Columbus Ohio 43215-3793

PUCO

2015 JAN 12 PM 12:49

RECEIVED-DOCKETING DIV

Subject: Renewal Application for Aggregators/Power Brokers

To Whom it May Concern:

Enclosed you will find Integrity Energy's renewal certification application for aggregators/power brokers. You will find one original along with ¹⁰/₃ copies.

If you have any questions or concerns please do not hesitate to contact me directly at 216-502-4410 or pnero@integenergy.com

Sincerely,



Paul Nero
C.E.O.
Integrity Energy

This is to certify that the images appearing are an accurate and complete reproduction of a case file document delivered in the regular course of business
Technician SM Date Processed JAN 12 2015



The Public Utilities Commission of Ohio

| | |
|-----------------------------|-------------|
| Original AGG Case Number | Version |
| 11-436-EL-AGG | August 2004 |

RENEWAL APPLICATION FOR AGGREGATORS/POWER BROKERS

Please print or type all required information. Identify all attachments with an exhibit label and title (Example: Exhibit A-10 Corporate Structure). All attachments should bear the legal name of the Applicant. Applicants should file completed applications and all related correspondence with the Public Utilities Commission of Ohio, Docketing Division; 180 East Broad Street, Columbus, Ohio 43215-3793.

This PDF form is designed so that you may input information directly onto the form.
You may also download the form, by saving it to your local disk, for later use.

A. RENEWAL INFORMATION

- A-1 Applicant's legal name, address, telephone number, PUCO certificate number, and web site address

Legal Name Integrity Energy, LTD
Address 5711 Grant Ave Cleveland Ohio 44105
PUCO Certificate # and Date Certified 11-339E 2/28/2011
Telephone # (216) 502-4410 Web site address (if any) www.integenergy.com

- A-2 List name, address, telephone number and web site address under which Applicant will do business in Ohio

Legal Name Integrity Energy
Address 5711 Grant Ave Cleveland Ohio 44105
Telephone # (216) 502-4410 Web site address (if any) www.integenergy.com

- A-3 List all names under which the applicant does business in North America

Integrity Energy

- A-4 Contact person for regulatory or emergency matters

Name Paul Nero
Title CEO
Business address 5711 Grant Ave Cleveland Ohio 44105
Telephone # (216) 502-4410 Fax # (216) 441-4923
E-mail address (if any) pnero@integenergy.com

A-5 Contact person for Commission Staff use in investigating customer complaints

Name Mike Naughton

Title President

Business address 5711 Grant Ave Cleveland Ohio 44105

Telephone # (216) 502-4409 Fax # (216) 441-4923

E-mail address (if any) mnaughton@integenergy.com

A-6 Applicant's address and toll-free number for customer service and complaints

Customer Service address 5711 Grant Ave Cleveland Ohio 44105

Toll-free Telephone # (866) 495-9700 Fax # (216) 441-4923

E-mail address (if any) _____

A-7 Applicant's federal employer identification number # 27-2217792

A-8 Applicant's form of ownership (check one)

☐ Sole Proprietorship

☐ Limited Liability Partnership (LLP)

☒ Corporation

☐ Partnership

☐ Limited Liability Company (LLC)

☐ Other _____

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED:

A-9 Exhibit A-9 "Principal Officers, Directors & Partners" provide the names, titles, addresses and telephone numbers of the applicant's principal officers, directors, partners, or other similar officials.

A-10 Exhibit A-10 "Corporate Structure," provide a description of the applicant's corporate structure, including a graphical depiction of such structure, and a list of all affiliate and subsidiary companies that supply retail or wholesale electricity or natural gas to customers and companies that aggregate customers in North America.

B. APPLICANT MANAGERIAL CAPABILITY AND EXPERIENCE

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED:

B-1 Exhibit B-1 "Jurisdictions of Operation," provide a list of all jurisdictions in which the applicant or any affiliated interest of the applicant is, at the date of filing the application, certified, licensed, registered, or otherwise authorized to provide retail or wholesale electric services including aggregation services.

B-2 Exhibit B-2 "Experience & Plans," provide a description of the applicant's experience and plan for contracting with customers, providing contracted services, providing billing statements, and responding to customer inquiries and complaints in accordance with Commission rules adopted pursuant to Section 4928.10 of the Revised Code.

B-3 Exhibit B-3 "Disclosure of Liabilities and Investigations," provide a description of all existing, pending or past rulings, judgments, contingent liabilities, revocation of authority, regulatory investigations, or any other matter that could adversely impact the applicant's financial or operational status or ability to provide the services it is seeking to be certified to provide.

B-4 Disclose whether the applicant, a predecessor of the applicant, or any principal officer of the applicant have ever been convicted or held liable for fraud or for violation of any consumer protection or antitrust laws within the past five years.

☒ No ☐ Yes

If yes, provide a separate attachment labeled as Exhibit B-4 "Disclosure of Consumer Protection Violations" detailing such violation(s) and providing all relevant documents.

B-5 Disclose whether the applicant or a predecessor of the applicant has had any certification, license, or application to provide retail or wholesale electric service including aggregation service denied, curtailed, suspended, revoked, or cancelled within the past two years.

☒ No ☐ Yes

If yes, provide a separate attachment labeled as Exhibit B-5 "Disclosure of Certification Denial, Curtailment, Suspension, or Revocation" detailing such action(s) and providing all relevant documents.

C. FINANCIAL CAPABILITY AND EXPERIENCE

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED:

C-1 Exhibit C-1 "Annual Reports," provide the two most recent Annual Reports to Shareholders. If applicant does not have annual reports, the applicant should provide similar information in Exhibit C-1 or indicate that Exhibit C-1 is not applicable and why.

C-2 Exhibit C-2 "SEC Filings," provide the most recent 10-K/8-K Filings with the SEC. If applicant does not have such filings, it may submit those of its parent company. If the applicant does not have such filings, then the applicant may indicate in Exhibit C-2 that the applicant is not required to file with the SEC and why.

C-3 Exhibit C-3 "Financial Statements," provide copies of the applicant's two most recent years of audited financial statements (balance sheet, income statement, and cash flow statement). If audited financial statements are not available, provide officer certified financial statements. If the applicant has not been in business long enough to satisfy this requirement, it shall file audited or officer certified financial statements covering the life of the business.

- C-4 Exhibit C-4 "Financial Arrangements," provide copies of the applicant's financial arrangements to conduct CRES as a business activity (e.g., guarantees, bank commitments, contractual arrangements, credit agreements, etc.).
- C-5 Exhibit C-5 "Forecasted Financial Statements," provide two years of forecasted financial statements (balance sheet, income statement, and cash flow statement) for the applicant's CRES operation, along with a list of assumptions, and the name, address, e-mail address, and telephone number of the preparer.
- C-6 Exhibit C-6 "Credit Rating," provide a statement disclosing the applicant's credit rating as reported by two of the following organizations: Duff & Phelps, Dun and Bradstreet Information Services, Fitch IBCA, Moody's Investors Service, Standard & Poors, or a similar organization. In instances where an applicant does not have its own credit ratings, it may substitute the credit ratings of a parent or affiliate organization, provided the applicant submits a statement signed by a principal officer of the applicant's parent or affiliate organization that guarantees the obligations of the applicant.
- C-7 Exhibit C-7 "Credit Report," provide a copy of the applicant's credit report from Experian, Dun and Bradstreet or a similar organization.
- C-8 Exhibit C-8 "Bankruptcy Information," provide a list and description of any reorganizations, protection from creditors or any other form of bankruptcy filings made by the applicant, a parent or affiliate organization that guarantees the obligations of the applicant or any officer of the applicant in the current year or within the two most recent years preceding the application.
- C-9 Exhibit C-9 "Merger Information," provide a statement describing any dissolution or merger or acquisition of the applicant within the five most recent years preceding the application.

R. J. CEO

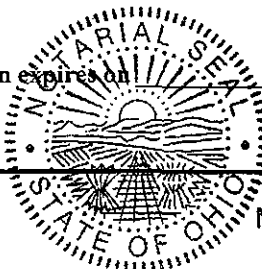
Signature of Applicant & Title

Sworn and subscribed before me this 2 day of December 2014
Month Year

Linda A. Fussi
Signature of official administering oath

Linda A. Fussi
Print Name and Title

My commission expires on



LINDA A. FUSSI
NOTARY PUBLIC
STATE OF OHIO
Recorded in

Medina County
My Comm. Exp. 10/14/17

AFFIDAVIT

State of Ohio :

Independence ss.
(Town)

County of Cuyahoga:

Paul G. Nero, Affiant, being duly sworn/affirmed according to law, deposes and says that:

(He/She is the CEO (Office of Affiant) of Integrity Energy (Name of Applicant);

That he/she is authorized to and does make this affidavit for said Applicant,

1. The Applicant herein, attests under penalty of false statement that all statements made in the application for certification renewal are true and complete and that it will amend its application while the application is pending if any substantial changes occur regarding the information provided in the application.
2. The Applicant herein, attests it will timely file an annual report with the Public Utilities Commission of Ohio of its intrastate gross receipts, gross earnings, and sales of kilowatt-hours of electricity pursuant to Division (A) of Section 4905.10, Division (A) of Section 4911.18, and Division (F) of Section 4928.06 of the Revised Code.
3. The Applicant herein, attests that it will timely pay any assessments made pursuant to Sections 4905.10, 4911.18, or Division F of Section 4928.06 of the Revised Code.
4. The Applicant herein, attests that it will comply with all Public Utilities Commission of Ohio rules or orders as adopted pursuant to Chapter 4928 of the Revised Code.
5. The Applicant herein, attests that it will cooperate fully with the Public Utilities Commission of Ohio, and its Staff on any utility matter including the investigation of any consumer complaint regarding any service offered or provided by the Applicant.
6. The Applicant herein, attests that it will fully comply with Section 4928.09 of the Revised Code regarding consent to the jurisdiction of Ohio Courts and the service of process.
7. The Applicant herein, attests that it will use its best efforts to verify that any entity with whom it has a contractual relationship to purchase power is in compliance with all applicable licensing requirements of the Federal Energy Regulatory Commission and the Public Utilities Commission of Ohio.
8. The Applicant herein, attests that it will comply with all state and/or federal rules and regulations concerning consumer protection, the environment, and advertising/promotions.
9. The Applicant herein, attests that it will cooperate fully with the Public Utilities Commission of Ohio, the electric distribution companies, the regional transmission entities, and other electric suppliers in the event of an emergency condition that may jeopardize the safety and reliability of the electric service in accordance with the emergency plans and other procedures as may be determined appropriate by the Commission.
10. If applicable to the service(s) the Applicant will provide, the Applicant herein, attests that it will adhere to the reliability standards of (1) the North American Electric Reliability Council (NERC), (2) the appropriate regional reliability council(s), and (3) the Public Utilities Commission of Ohio. (Only applicable if pertains to the services the Applicant is offering)

11. The Applicant herein, attests that it will inform the Commission of any material change to the information supplied in the renewal application within 30 days of such material change, including any change in contact person for regulatory purposes or contact person for Staff use in investigating customer complaints.

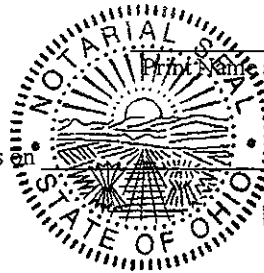
That the facts above set forth are true and correct to the best of his/her knowledge, information, and belief and that he/she expects said Applicant to be able to prove the same at any hearing hereof.

[Signature] CEO
Signature of Affiant & Title

Sworn and subscribed before me this 2 day of December 2014
Month Year

[Signature]
Signature of official administering oath

My commission expires on



Print Name and Title
LINDA A. FUSSI
NOTARY PUBLIC
STATE OF OHIO
Recorded in
Medina County
My Comm. Exp. 10/14/17

Exhibit A-9 "Principal Officers, Directors & Partners" provide the names, titles, addresses and telephone numbers of the applicant's principal officers, directors, partners, or other similar officials.

Paul Nero
Integrity Energy
C.E.O.
5711 Grant Ave
Cleveland Ohio 44105
216-502-4410
pnero@integenergy.com

Mike Naughton
Integrity Energy
President
5711 Grant Ave
Cleveland Ohio 44105
216-502-4409
Mnaughton@integenergy.com

Exhibit A-10 "Corporate Structure" provide a description of the applicant's corporate structure, including a depiction of such nature, and a list of all affiliate and subsidiary companies that supply retail or wholesale electricity or natural gas to customers and companies that aggregate customers in North America.

Integrity Energy is an Ohio corporation that does not have any affiliations or subsidiary companies that supply retail or wholesale electricity or natural gas to customers that aggregate customers in North America.

Exhibit B-1 "Jurisdictions of Operation" provide a list of all jurisdictions in which the applicant or any affiliated interest of the applicant is, at the date of filing the application, certified, licensed, registered, or otherwise authorized to provide retail or wholesale electric service including aggregation services.

Integrity Energy is licensed and provides energy consulting services in the following states:

Connecticut (license # 10-04-18)

Massachusetts (license # EB-164)

Maine (license # 2010-315)

Rhode Island (License # D-96-6)

Pennsylvania (license # A-2010-2175245)

Illinois (license # 10-0425)

Maryland (license # IR-1985)

Ohio (license # 11-339E)

Exhibit B-2 "Experience & Plans" provide a description of the applicant's experience and plan for contracting with customers, providing contracted services, providing billing statements, and responding to customer inquiries and complaints in accordance with the Commission rules adopted pursuant to Section 4928.10 of the Revised Code.

Integrity Energy is currently working with multiple suppliers in many different jurisdictions. Integrity Energy does not take title to the power and solely provides consulting, brokering, and energy planning services. Integrity works with 8-10 different suppliers to contract power for a specific customer. We have successfully enrolled over 2,000 commercial and Industrial accounts with competitive energy suppliers.

The contracts that are signed by the customer are from the supplier directly and not Integrity. All contracted services and billing statements come directly from the specific supplier that the customer chooses. Customer inquiries, questions, concerns, or complaints will be handled from our office or the supplier depending on which route the customer takes. All contact information is provided to every customer after the completion of a contract signed.

Exhibit B-3 “Disclosure of Liabilities and Investigations” provide a description of all existing, pending or past rulings, judgments, contingent liabilities, revocation of authority, regulatory investigations, or any other matter that could adversely impact the applicant’s financial or operational status or ability to provide the services it is seeking to be certified to provide

Integrity Energy does not have any judgments, liabilities, or rulings that are pending nor have there been any in the past.

Exhibit C-1 "Annual Reports" provide the two most recent Annual Reports to shareholders. If applicant does not have annual reports, the applicant should provide similar information in Exhibit C-1 or indicate that Exhibit C-1 is not applicable and why.

Integrity Energy does not provide Annual Reports. Integrity Energy is a privately held company.

Exhibit C-2 "SEC Filings" provide the most recent 10-K/8-K Filings with the SEC. If applicant does not have such filings, it may submit those of its parents company. If the applicant does not have such filings, then the applicant may indicate in Exhibit C-2 that the applicant is not required to file with the SEC and why.

Integrity Energy is not required to file with the SEC.

Exhibit C-3 "Financial Statements," provide copies of the applicant's two most recent years of audited financial statements (balance sheet, income statement, and cash flow statement). If audited financial statements are not available, provide officer certified financial statements. If the applicant has not been in business long enough to satisfy this requirement, it shall file audited or officer certified financial statements covering the life of the business.

Integrity Energy is owner managed. The financial statements are not audited, but are reviewed by our outside accountants. The owners Paul Nero and Mike Naughton certify that the following pages that detail our financial statements are accurate.

Integrity Energy
Profit & Loss
January through December 2012 and 2013

| | <u>Jan - Dec 12</u> | <u>Jan - Dec 13</u> |
|--------------------------------------|---------------------|---------------------|
| Ordinary Income/Expense | | |
| Income | | |
| 3100 · Supplier 1 | 87568.61 | 101,456.23 |
| 3101 · Supplier 2 | 27514.97 | 35,659.21 |
| 3102 · Supplier 6 | 93658.32 | 121,548.65 |
| 3103 · Supplier 3 | 41259.64 | 27,854.64 |
| 3104 · Supplier 4 | 57862.59 | 86,235.94 |
| 3105 · Supplier 5 | 12965.32 | 17,658.56 |
| 3106 · Supplier 7 | 31258.95 | 38,697.14 |
| 3107 · Supplier 8 | 9562.34 | 12,587.63 |
| 3108 · Supplier 9 | 10254.84 | 9,895.64 |
| 3109 · Supplier 10 | 4521.87 | 26,594.62 |
| 3110 · Supplier 11 | 187.65 | 1,185.65 |
| 3111 · Supplier 12 | 4659.67 | 7,598.65 |
| 3112 · Supplier 13 | 3289.74 | 3,896.24 |
| 3114 · Supplier 14 | 15287.32 | 19,584.64 |
| Total Income | 399,851.83 | 478,188.26 |
| Expense | | |
| Sales Leads | 965.32 | 625.14 |
| 4000 · Reconciliation Discrepancies | -1.04 | 0.00 |
| 6100 · Sub Contract Labor | 3,219.52 | 6251.00 |
| 6150 · Depreciation Expense | 0.00 | 0.00 |
| 6160 · Dues and Subscriptions | 130.00 | 130.00 |
| 6180 · Insurance | 11,524.32 | 14562.25 |
| 6230 · Licenses and Permits | 655.00 | 725.00 |
| 6250 · Postage and Delivery | 23.00 | 56.00 |
| 6270 · Professional Fees | 1,245.00 | 1687.00 |
| 6350 · Meals and Entertainment | 967.00 | 1754.00 |
| 6500 · Office Supplies | 128.95 | 156.64 |
| 6560 · Payroll Expenses | | |
| 2140-01 · Social Sec/Medicare | 2,154.00 | 2654.00 |
| 2140-03 · Ohio Unemployment | 0.00 | 0.00 |
| 2140-04 · Federal Unemployment | 0.00 | 0.00 |
| 6940 · Employee Wages | 192,561.12 | 207452.32 |
| 6560 · Payroll Expenses - Other | 0.00 | 0.00 |
| Total 6560 · Payroll Expenses | 194,715.12 | 210,106.32 |
| 6700-01 · 401k Employee Contribution | 0.00 | 0 |
| Total Expense | 213,572.19 | 236,053.35 |
| Net Ordinary Income | 186,279.64 | 242,134.91 |
| Other Income/Expense | | |
| Other Income | | |
| 7010 · Interest Income | 100.34 | 356.24 |
| 7030 · Other Income | 0.00 | 0 |
| Total Other Income | 100.34 | 356.24 |

Integrity Energy
Profit & Loss
January through December 2012 and 2013

| | <u>Jan - Dec 12</u> | <u>Jan - Dec 13</u> |
|------------------|---------------------|---------------------|
| Net Other Income | 100.34 | 356.24 |
| Net Income | <u>186,379.98</u> | <u>242,491.15</u> |

Integrity Energy Balance Sheet

As of December 31, 2012 and December 31, 2013

| | <u>Dec 31, 12</u> | <u>31-Dec-13</u> |
|---------------------------------------|-------------------|-------------------|
| ASSETS | | |
| Current Assets | | |
| Checking/Savings | | |
| 1020 - Charter One Checking | 27,865.12 | 39,562.21 |
| 1021 - Charter One Money Mkt | 0.00 | 0.00 |
| Total Checking/Savings | <u>27,865.12</u> | <u>39,562.21</u> |
| Total Current Assets | <u>27,865.12</u> | <u>39,562.21</u> |
| TOTAL ASSETS | <u>27,865.12</u> | <u>39,562.21</u> |
| LIABILITIES & EQUITY | | |
| Liabilities | | |
| Current Liabilities | | |
| Other Current Liabilities | | |
| Start Up Capital | 100,000.00 | 100,000.00 |
| Total Other Current Liabilities | <u>100,000.00</u> | <u>100,000.00</u> |
| Total Current Liabilities | <u>100,000.00</u> | <u>100,000.00</u> |
| Total Liabilities | 100,000.00 | 100,000.00 |
| Equity | | |
| Retained Earnings | 0.00 | 0.00 |
| Net Income | 186,379.98 | 242,491.15 |
| Total Equity | <u>-17,242.27</u> | <u>0.00</u> |
| TOTAL LIABILITIES & EQUITY | <u>82,757.73</u> | <u>100,000.00</u> |

Exhibit C-4 "Financial Arrangements," provide copies of the applicant's financial arrangements to conduct CRES as a business activity (e.g., guarantees, bank commitments, contractual arrangements, credit agreements, etc.).

Integrity Energy's application is for a Broker/aggregator and will not be conducting business as a CRES. Integrity Energy does not possess any debt and does not require any outside loans to operate.

C-5 Forecasted Financial Statement

Integrity Energy Forecasted Financial Statement

January - December 2014

| | |
|----------------|----------------------|
| Total Income | \$ 950,000.00 |
| Total Expenses | <u>\$ 875,000.00</u> |
| Net Income | \$ 75,000.00 |

January - December 2015

| | |
|----------------|------------------------|
| Total Income | \$ 1,200,000.00 |
| Total Expenses | <u>\$ 1,100,000.00</u> |
| Net Income | \$ 100,000.00 |

Exhibit C-6 "Credit Rating," provide a statement disclosing the applicant's credit rating as reported by two of the following organizations: Duff & Phelps, Dun and Bradstreet Information Services, Fitch IBCA, Moody's Investors Service, Standard & Poors, or a similar organization. In instances where an applicant does not have its own credit ratings, it may substitute the credit ratings of a parent or affiliate organization, provided the applicant submits a statement signed by a principal officer of the applicant's parent or affiliate organization that guarantees the obligations of the applicant.

Integrity Energy is a start-up company therefore no credit rating exists from any of the above agencies.

Exhibit C-7 "Credit Report," provide a copy of the applicant's credit report from Experion, Dun and Bradstreet or a similar organization.

Integrity Energy is a fairly new company therefore no credit report is available from any of the above agencies.