15-1334-EL-AGG

### Exhibit A-10 "Principle Officer, Directors & Partners"

Name	Job Title	Business Address	Telephone
Christopher	CEO	2211 N. Elston Ave Ste 201	312-281-6512
Gersch		Chicago, IL 60614	_
Brian Cecola	CEO	2211 N. Elston Ave Ste 201	312-281-6544
		Chicago, IL 60614	
Marsia Ritz	Operations	2211 N. Elston Ave Ste 201	312-470-6051
	Director	Chicago, IL 60614	
Lilian Perez	Operations	2211 N. Elston Ave Ste 201	312-462-3675
	Coordinator	Chicago, IL 60614	
Laura Madrigal	Operations	2211 N. Elston Ave Ste 201	312-957-5675
	Coordinator	Chicago, IL 60614	_
Mikayla Findley	Pricing Desk	2211 N. Elston Ave Ste 201	312-462-3582
		Chicago, IL 60614	
Shannon Zich	HR & Recruiter	2211 N. Elston Ave Ste 201	312-462-3433
		Chicago, IL 60614	
Paloma Lozana	Recruiter	2211 N. Elston Ave Ste 201	312-281-6501
		Chicago, IL 60614	
Natalie Bartolozzi	Marketing	2211 N. Elston Ave Ste 201	312-462-3679
	Director	Chicago, IL 60614	

#### **Exhibit A-12"Corporate Structure"**

Navigate Power, LLC is an electricity and natural gas broker. Brian Cecola is the CEO and is responsible for guiding Navigate Power, managing relationships with supplier and network partners, and ensuring the growth of the company in a responsible manner.

Chris Gersch, an equities and commodities trader by trade and being in the energy procurement industry for close to seven years, advises Navigate Power on market conditions and analysis.

Marsia Ritz is responsible for the operations and pricing desk. She ensures pricing requests and contract submissions are tracked, accurate and done in a timely manner. This position supports Navigate Power's sales agents.

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## Exhibit A-13 "Company History"

Navigate Power, LLC ("Navigate Power") was founded in June 2012. Its principal business interest is to help consumers, residential and commercial, choose and electricity or natural gas supplier and plan that best suits their needs.

Navigate Power's brokers and leadership has a combined 25 years of experience in procuring and managing electricity and natural gas contracts. Headquartered in Chicago, IL, Navigate Power continues to serve clients throughout the Midwest, New York, New Jersey, and Texas.

Navigate Power is committed to brokering electricity and natural gas in the State of Ohio, reliably and ethically. It plans on implementing ongoing training, processing, and verification processes and requirements to ensure electricity and natural gas customers are satisfied.

### Exhibit B-1 "Jurisdictions of Operations"

At the date of this filing, Navigate Power, LLC is licensed or authorized in the following jurisdictions, to provide retail electric or natural gas services:

State	Licensed	
· Illinois	0400515-5	
· Indiana	Registered	
· New York	Registered	
· Texas	Registered	
· New Jersey	600403470	
Pennsylvania	A-2014-2437023	
• Florida	Registered	
Delaware	131197823	

#### Exhibit B-2 "Experience & Plans"

Navigate Power, LLC ("Navigate Power") is a electricity and natural gas brokerage. Navigate receives compensation from retail energy suppliers "("RES") who are licensed in the State of Ohio. The relationship between Navigate Power and the RES's is technically referred to as a "referral" partnership, and the compensation received is referred to as a referral fee.

Within the terms and conditions of the referral agreement between Navigate Power and each RES, Navigate Power is allowed to market and sell electricity and natural gas customers, however it chooses.

Navigate Power has a multi-faceted strategy to acquire customers on behalf of its RES partners:

- Direct Sales: Navigate power will contract independent agents to broker deals. The 1099 agents will go through an electricity and natural gas training program, covering market analysis, contract proficiency, and ethics. This program has been successful in other states and has produced no registered complaints.
- Online Marketing: Through online marketing, Navigate Power has developed an indirect sales platform that allows customers to better understand their options, review terms and prices, and contract with a supplier.

Navigate Power's RES partners are responsible for billing and providing statements.

Regarding customer inquiries and complaints, Navigate Power's first phase of response is its independent agents—the individuals the customer trusts. Independent agents are trained to not only acquire clients, but to also manage relationships. The goal is to retain clients through renewals. This only happens when clients are satisfied and trust their agent.

Navigate Power's management and operations team will help agents better manage and respond to the needs of their clients.

## Exhibit B-3 "Disclosure of liabilities and investigations"

## In the state of Pennsylvania:

- -Unified Energy Alliance LLC v Navigate Power LLC, PaPUC Dkt No. C-2015-2492473 (competitor filed 07-02-2015)
- -Zimmerman V Navigate Power LLC, PaPUC Dkt No. C-2016-2548773 (customer complaint filed 05-13-2016)
- -Grumbine V Navigate Power LLC, PaPUC Dkt No. C-2016-2549806

The case has been dormant for approximately 16 months. It is anticipated that UEA will either withdraw the case or allow it to be pursed under court rules for docket management.

PaPUC Dkt No. C-2015-2492473 -- certificate of satisfaction filed 03-24-2016 -- CLOSED PaPUC Dkt No. C-2016-2548773 -- certificate of satisfaction filed 06-17-2016 -- CLOSED PaPUC Dkt No. C-2016-2549806 -- certificate of satisfaction filed 10-05-2016 -- CLOSED

- 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. If an applicant or its parent does not have such a credit rating, enter "N/A" in Exhibit C-6.
- C-7 <u>Exhibit C-7 "Credit Report,"</u> provide a copy of the applicant's credit report from Experion, Dun and Bradstreet or a similar organization. An applicant that provides an investment grade credit rating for Exhibit C-6 may enter "N/A" for Exhibit C-7.
- 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 <u>Exhibit C-9 "Merger Information,"</u> provide a statement describing any dissolution or merger or acquisition of the applicant within the two most recent years preceding the application.
- C-10 Exhibit C-10 "Corporate Structure," provide a description of the applicant's corporate structure, not an internal organizational chart, 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 in North America. If the applicant is a stand-alone entity, then no graphical depiction is required and applicant may respond by stating that they are a stand-alone entity with no affiliate or subsidiary companies.

Signature of Applicant & Title

al administering oath

Sworn and subscribed before me this

day of Augst, Lot

Month

ed Field

Print Name and Title

OFFICIAL SEAL Daniel Rosenfield

Notary Public, State of Illinois My Commission Expires 7/11/2020 My commission expires on

6

# <u>AFFIDAVIT</u>

State of:	SS.
County of:	(Town)
Bran Od Affiant, being de	uly sworn/affirmed according to law, deposes and says that:
He/She is the(Office	e of Affiant) of Now the River (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 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.
- 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.
- 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 comply with all state and/or federal rules and regulations concerning consumer protection, the environment, and advertising/promotions.
- 8. 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.
- 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 application within 30 days of such material change, including any change in contact person for regulatory purposes or contact person for Saff 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 of Affiant & Title

Sworn and subscribed before me this

day of August

Signature of official administering oath

Month Year

David RoserField Valor

Print Name and Title

OFFICIAL SEAL

Daniel Rosenfield

Notary Public, State of Illinois

My Commission Expires 7/11/2020

My commission expires on