



2000 West Loop South, Suite 2010 Houston, TX 77027 www.LifeEnergy.com

Public Utility Commission of Ohio Attn: Docketing Division 180 East Broad Street Columbus, OH 43215-3793

Re: Application of LifeEnergy, LLC for Alternative Gas Supplier License

Dear Sir(s),

Enclosed please find one original and three copies of LifeEnergy, LLC's application to become an Alternative Gas Supplier in Ohio. Certain financial documents have been submitted under seal and are enclosed in manila envelopes clearly marked as "Confidential".

Should you have any questions about this Application, please feel free to contact me at either 281-656-5430 or via e-mail at sbrownell@lifeenergy.com.

Sincerel

VP and General Counsel

LifeEnergy, LLC

2010 FES 15 AMII: 19

11:8 18 to certify that the images appearing are an accurate and complete reproduction of a case file document delivered in the regular course of busines 2018 rechnician Date Processed FEB 15 2018

Ohio Public Utilities Commission

PUCO U	SE ONLY - Version 1.	08 May 2016
Date Received	Case Number	Certification Number
	- GA-CRS	

INITIAL CERTIFICATION APPLICATION COMPETITIVE RETAIL NATURAL GAS SUPPLIERS

<u>"Abrilio de la finicia de la calada de la finicación de la finicia de la finicia de la finicia de la finicia d</u>

ype or print all required information. Identify all attachments with an exhibit label and title (*Example: Exhibit - Company History*). 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 directly input information onto the form. You may also download the form by saving it to your local disk.

SECTION A - APPLICANT INFORMATION AND SERVICES A-1 Applicant intends to be certified as: (check all that apply) Retail Natural Gas Aggregator ✓ Retail Natural Gas Marketer Retail Natural Gas Broker A-2 Applicant information: LifeEnergy, LLC Legal Name 2000 West Loop South, Ste. 2010, Houston, Texas 77027 Address Web site Address www.lifeenergy.com 281-656-5400 Telephone No. Applicant information under which applicant will do business in Ohio: A-3 LifeEnergy, LLC Name Address 2000 West Loop South, Ste. 2010, Houston, Texas 77027 Web site Address www.lifeenergy.com Telephone No. 281-656-5400 A-4 List all names under which the applicant does business in North America: LifeEnergy, LLC LifeEnergy Contact person for regulatory or emergency matters: Name Stephen J. Brownell Title VP and General Counsel Business Address 2000 West Loop South, Ste. 2010, Houston, Texas 77027 Telephone No. 281-656-5430 Email Address sbrownell@lifeeenergy.com Fax No. 281-947-3073

A-6	Contact person for Commission Staff use in inv	estigating customer complaints:
	Name Stephen J. Brownell	Title VP and General Counsel
	Business address 2000 West Loop South, Ste. 2010, Hou	ston, Texas 77027
	Telephone No. 281-656-5436 Fax No. 281-947-30	73 Email Address complaints@lifeenergy.com
A-7	Applicant's address and toll-free number for cu	stomer service and complaints
	Customer service address 2000 West Loop South, Ste. 20	10, Houston, Texas 77027
	Toll-Free Telephone No. 1-844-662-1222 Fax No. 28	1-947-3073 Email Address care@lifeenergy.com
A-8		e," in accordance with Section 4929.22 of the Ohio ess, telephone number, and Web site address of the
	Name Corporation Service Company	Title Registered Agent
	Business address 50 West Broad Street, Ste. 1330, Co	lumbus, Ohio 43215
	Telephone No. 1-800-403-5272 Fax No.	Email Address www.cscglobal.com
A-9	Applicant's federal employer identification num	lber 463412464
A-10	Applicant's form of ownership: (Check one)	
	☐ Sole Proprietorship	Partnership
	Limited Liability Partnership (LLP)	✓ Limited Liability Company (LLC)
	☐ Corporation	Other
A-11	currently providing service or intends to provid class that the applicant is currently serving of commercial, and/or large commercial/industrial in Section 4929.01(L)(1) of the Ohio Revised Code, means than 500,000 cubic feet of natural gas per year at a single large residential use, as part of an undertaking having more than a Section 4929.01(L)(2) of the Ohio Revised Code, "Mercant	as company service area in which the applicant is e service, including identification of each customer r intends to serve, for example: residential, small (mercantile) customers. (A mercantile customer, as defined a customer that consumes, other than for residential use, more ocation within the state or consumes natural gas, other than for hree locations within or outside of this state. In accordance with ile customer" excludes a not-for-profit customer that consumes, to of natural gas per year at a single location within this state or

consumes natural gas, other than for residential use, as part of an undertaking having more than three locations within or outside this state that has filed the necessary declaration with the Public Utilities Commission.)

✓:	Dominion East Ohi	✓ Residential	Small Con	nmercial	Large Commercial / Indu
√ i	Duke Energy Ohi	✓ Residential	✓ Small Cor	nmercial	Large Commercial / Indu
✓	Vectren Energy Deliver	y of Ohio Residential	Small Cor	nmercial	Large Commercial / Indu
rogran	ns, for each servic	ed interest previously ce area and customer began delivering and	class, provid	le approxir	COhio's Natural Ga nate start date(s) an
Colu	mbia Gas of Ohio				
	Residential	Beginning Date of Servi	ce	End	Date
	Small Commercial	Beginning Date of Servi	ce ce	End	Date
F	Large Commercial	Beginning Date of Servi	ce	End.	Date
	Industrial	Beginning Date of Servi	ce	End :	k avita i vasit deplia e 1866 (e.). Date
 Domi	nion East Ohio				
	Residential	Beginning Date of Servi	ce S	End	Date :
	Small Commercial	Beginning Date of Servi	ce	End l	Date
	Large Commercial	Beginning Date of Servi	66	End	Date
	Industrial	Beginning Date of Servi	ce	End 1	Date
Duke	Energy Ohio				
	Residential	Beginning Date of Servi	ce la	End)	Date
	Small Commercial	Beginning Date of Servi	ce	End l	Date
	Large Commercial	Beginning Date of Servi	e	End)	Date
	Industrial	Beginning Date of Servi	ce	End J	Date
Vecto	ren Energy Delivery o	of Ohio Beginning Date of Servi		End.	
	Residential	Page 1			
	ag Markova kalike∆a ili kalika kalika ili. T	Beginning Date of Service		End I)ate

A-13 If not currently participating in any of Ohio's four Natural Gas Choice Programs, provide the approximate start date that the applicant proposes to begin delivering services:

(CRNGS Supplier -Version 1.08) Page 3 of 8

✓	Columbia Gas of Ohio	Intended Start Date,	April 1, 2018
✓	Dominion East Ohio	Intended Start Date	April 1, 2018
$\overline{\mathbf{A}}$	Duke Energy Ohio	Intended Start Date	April 1: 2018
✓	Vectren Energy Delivery of Ohio	Intended Start Date	April 1, 2018

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED.

- A-14 Exhibit A-14 "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-15 <u>Exhibit A-15 "Company History,"</u> provide a concise description of the applicant's company history and principal business interests.
- A-16 Exhibit A-16 "Articles of Incorporation and Bylaws," if applicable, provide the articles of incorporation filed with the state or jurisdiction in which the applicant is incorporated and any amendments thereto.
- A-17 Exhibit A-17 "Secretary of State," provide evidence that the applicant is currently registered with the Ohio Secretary of the State.

SECTION 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 current 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 natural gas service, or retail/wholesale electric services.
- B-2 Exhibit B-2 "Experience & Plans," provide a current 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 4929.22 of the Revised Code and contained in Chapter 4901:1-29 of the Ohio Administrative Code.
- **B-3** Exhibit B-3 "Summary of Experience," provide a concise and current summary of the applicant's experience in providing the service(s) for which it is seeking to be certified to provide (e.g., number and types of customers served, utility service areas, volume of gas supplied, etc.).
- B-4 Exhibit B-4 "Disclosure of Liabilities and Investigations," provide a description of all existing, pending or past rulings, judgments, contingent liabilities, revocations of authority, regulatory investigations, or any other matter that could adversely impact the applicant's financial or operational

(CRNGS Supplier - Version 1.08) Page 4 of 8

status or ability to provide the services it is seeking to be certified to provide.

B-5	Exhibit	B-5	"Disclosure	<u>of</u>	Consume	r Protection	<u>Violations,"</u>	disclose	whether	the	applicant,
	affiliate,	prede	ecessor of the	app	licant, or a	ny principal o	fficer of the ap	plicant ha	as been co	nvic	ted or held
	liable for	r frau	d or for violat	tion	of any con	sumer protect	ion or antitrus	t laws wit	hin the pa	ıst fi	ve years.

/	No	 Yes
	110	

If Yes, provide a separate attachment labeled as <u>Exhibit B-5 "Disclosure of Consumer Protection Violations</u>," detailing such violation(s) and providing all relevant documents.

B-6 Exhibit B-6 "Disclosure of Certification Denial, Curtailment, Suspension, or Revocation," disclose whether the applicant or a predecessor of the applicant has had any certification, license, or application to provide retail natural gas or retail/wholesale electric service denied, curtailed, suspended, or revoked, or whether the applicant or predecessor has been terminated from any of Ohio's Natural Gas Choice programs, or been in default for failure to deliver natural gas.

1	No		Yes
---	----	--	-----

If Yes, provide a separate attachment, labeled as <u>Exhibit B-6 "Disclosure of Certification Denial</u>, Curtailment, <u>Suspension</u>, or Revocation," detailing such action(s) and providing all relevant documents.

SECTION C - APPLICANT 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, labeled as Exhibit C-1, or indicate that Exhibit C-1 is not applicable and why.

 (This is generally only applicable to publicly traded companies who publish annual reports)
- C-2 <u>Exhibit C-2 "SEC Filings,"</u> 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. An applicant may submit a current link to the filings or provide them in paper form. 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. If the applicant does not have a balance sheet, income statement, and cash flow statement, the applicant may provide a copy of its two most recent years of tax returns (with social security numbers and account numbers redacted).

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

Renewal applicants can fulfill the requirements of Exhibit C-4 by providing a current statement from an Ohio local distribution utility (LDU) that shows that the applicant meets the LDU's collateral requirements.

First time applicants or applicants whose certificate has expired as well as renewal applicants can meet the requirement by one of the following methods:

- 1. The applicant itself stating that it is investment grade rated by Moody's, Standard & Poor's or Fitch and provide evidence of rating from the rating agencies.
- 2. Have a parent company or third party that is investment grade rated by Moody's, Standard & Poor's or Fitch guarantee the financial obligations of the applicant to the LDU(s).
- 3. Have a parent company or third party that is not investment grade rated by Moody's, Standard & Poor's or Fitch but has substantial financial wherewithal in the opinion of the Staff reviewer to guarantee the financial obligations of the applicant to the LDU(s). The guarantor company's financials must be included in the application if the applicant is relying on this option.
- 4. Posting a Letter of Credit with the LDU(s) as the beneficiary.

If the applicant is not taking title to the electricity or natural gas, enter "N/A" in Exhibit C-4. An N/A response is only applicable for applicants seeking to be certified as an aggregator or broker.

- C-5 <u>Exhibit C-5 "Forecasted Financial Statements</u>," provide two years of forecasted income statements for the applicant's **NATURAL GAS related business activities in the state of Ohio Only**, along with a list of assumptions, and the name, address, email address, and telephone number of the preparer. The forecasts should be in an annualized format for the two years succeeding the Application year.
- C-6 Exhibit C-6 "Credit Rating," provide a statement disclosing the applicant's current 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 current 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 Exhibit C-9 "Merger Information," 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.

SECTION D - APPLICANT TECHNICAL CAPABILITY

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED.

- D-1 Exhibit D-1 "Operations," provide a current written description of the operational nature of the applicant's business. Please include whether the applicant's operations will include the contracting of natural gas purchases for retail sales, the nomination and scheduling of retail natural gas for delivery, and the provision of retail ancillary services, as well as other services used to supply natural gas to the natural gas company city gate for retail customers.
- D-2 Exhibit D-2 "Operations Expertise," given the operational nature of the applicant's business, provide evidence of the applicant's current experience and technical expertise in performing such operations.
- D-3 Exhibit D-3 "Key Technical Personnel," provide the names, titles, email addresses, telephone numbers, and background of key personnel involved in the operational aspects of the applicant's current business.

Applicant Signature and Title

Sworn and subscribed before me this

shoul Daniel UP & General Cansel
The day of February Month 2018 Year

Signature of official administering oath

Linda Graber-Office Mgr.

My commission expires on 06/02 (2020

LINDA GRABER Notary Public, State of Texas Comm. Expires 06-02-2020 Notary ID 2828328

(CRNGS Supplier –Version 1.08)

Page 7 of 8



02/09/2018

The Public Utilities Commission of Ohio

Competitive Retail Natural Gas Service Affidavit Form (Version 1.07)

ORIGINAL

In	the Matter of the Application of
	Energy, LLC Case NoGA-CRS
	a Certificate or Renewal Certificate to Provide
Co	mpetitive Retail Natural Gas Service in Ohio.
	te of Texas
	Stephen J. Brownell [Affiant], being duly sworn/affirmed, hereby states that:
(1)	The information provided within the certification or certification renewal application and supporting information is complete, true, and accurate to the best knowledge of affiant.
(2)	The applicant will timely file an annual report of its intrastate gross receipts and sales of hundred cubic feet of natural gas pursuant to Sections 4905.10(A), 4911.18(A), and 4929.23(B), Ohio Revised Code.
(3)	The applicant will timely pay any assessment made pursuant to Section 4905.10 or Section 4911.18(A), Ohio Revised Code.
(4)	Applicant will comply with all applicable rules and orders adopted by the Public Utilities Commission of Ohio pursuant to Title 49, Ohio Revised Code.
(5)	Applicant will cooperate with the Public Utilities Commission of Ohio and its staff in the investigation of any consumer complaint regarding any service offered or provided by the applicant.
(6)	Applicant will comply with Section 4929.21, Ohio Revised Code, regarding consent to the jurisdiction of the Ohio courts and the service of process.
(7)	Applicant will inform the Public Utilities Commission of Ohio of any material change to the information supplied in the certification or certification renewal application within 30 days of such material change, including any change in contact person for regulatory or emergency purposes or contact person for Staff use in investigating customer complaints.
(8)	Affiant further sayeth naught.
,	Affiant Signature & Title Stophen Brunell - VP i General Cursel
	Sworn and subscribed before me this 9th day of February Month 2018 Year Linds Graber Office May Signature of Official Administering Oath Print Name and Title
	LINDA GRABER Notary Public, State of Texas Comm. Expires 06-02-2020 Notary ID 2828328 My commission expires on (CRNGS Supplier -Version 1.08) Page 8 of 8

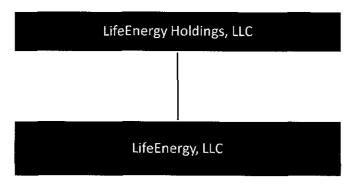
Exhibit A-14
Principal Officers, Directors & Partners

Name	Title	Address	Telephone
Zin Smati	Chief Executive	2000 West Loop South	281-656-5457
	Officer	Ste. 2010, Houston, TX 77027	zsmati@lifeenergy.com
Cecilia Heilmann	VP and Chief	2000 West Loop South	281-656-5458
	Financial Officer	Ste. 2010, Houston, TX 77027	cheilmann@lifeenergy.com
Victor Howard	VP and Chief	2000 West Loop South	281-656-5424
	Operating Officer	Ste. 2010, Houston, TX 77027	vhoward@lifeenergy.com
Stephen Brownell	General Counsel, VP – Legal and Compliance	2000 West Loop South Ste. 2010, Houston, TX 77027	281-656-5430 sbrownell@lifeenergy.com
Robert Stibolt	Vice President	2000 West Loop South Ste. 2010, Houston, TX 77027	281-656-5435 rstibolt@lifeenergy.com
David Sass	Assistant Secretary	2 Tower Center Blvd East Brunswick, NJ 08816	732-867-5869 dsass@lspower.com

Corporate Structure

LifeEnergy, LLC Corporate Structure

Following is a description of the applicant's corporate structure including a graphical depiction of such structure.



Applicant is a wholly owned subsidiary of LifeEnergy Holdings, LLC.

Applicant's affiliates and subsidiary companies that supply retail or wholesale electricity or natural gas to customers in North American are:

- DC Transco, LLC
- Carville Energy, LLC
- Decatur Energy Center, LLC
- Oneta Power, LLC
- Columbia Energy, LLC
- Mobile Energy, LLC
- Santa Rosa Energy Center, LLC
- Aurora Generation, LLC
- Rockford Power, LLC
- Rockford Power II, LLC

Exhibit A-15

Company History

LifeEnergy, LLC ("LifeEnergy") was initially formed in December 2015 and has authority under its Articles of Organization to engage in the supply of retail electricity and natural gas where permitted by law. Since its founding, LifeEnergy has been taking all necessary technical, regulatory, and legal steps to able to provide exceptional service at competitive prices to end users in Ohio and other deregulated markets.

Exhibit A-16

Articles of Incorporation and Bylaws

The Applicant is a Delaware Limited Liability Company. Included is a copy of the Certificate of Formation from the Secretary of State of Delaware.

A-17 Qualification to Do Business in Ohio



DATE 04/15/2016 DOCUMENT ID 201610601438

DESCRIPTION REGISTRATION OF FOREIGN FOR PROFIT LLC (LFP)

FILING 99.00 300.00

COPY

0.00 0.00 0.00

Receipt

This is not a bill. Please do not remit payment.

CORPORATION SERVICE COMPANY DEANNE E. SCHAUSEIL 50 WEST BROAD STREET - SUITE 1800 COLUMBUS, OH 43215

STATE OF OHIO CERTIFICATE

Ohio Secretary of State, Jon Husted 3891267

It is hereby certified that the Secretary of State of Ohio has custody of the business records for

LIFEENERGY, LLC

and, that said business records show the filing and recording of:

Document(s)

Document No(s):

REGISTRATION OF FOREIGN FOR PROFIT LLC

Effective Date: 04/15/2016

201610601438



United States of America State of Ohio Office of the Secretary of State

Witness my hand and the seal of the Secretary of State at Columbus, Ohio this 15th day of April, A.D. 2016.

for Hustel

Ohio Secretary of State



Form 533B Prescribed by:

Jon Husted Ohio Secretary of State

Toli Free: (877) SDS-FILE (877-767-3453) Centrel Oblo: (614) 466-3910

www.OhloSecretaryo/State.gov busserv@OhioSocroteryofStele.gov

File online or for more information: www.OHBusinessCentral.com

Mail this form to one of the following:

Reguler Filing (non expedite) P.O. Box 670 Columbus, OH 48216

Expedite Filing (Two business day processing time. Requires an additional £100,00)

P.O. Box 1390 Columbus, OH 43216

Registration of a Foreign **Limited Liability Company**

Form Mi	ust Be Typed
CHECK ONLY ONE (1) BOX	E.F.
(1) X Registration of a Foreign For-Profit Limited Liability Company (106-LFA) ORC 1705	(2) Registration of a Foreign Nonprofit Limited Liability Company (106-LFA) ORC 1705
Jurisdiction of Formation Delaware	Jurisdiction of Formation
Date of Formation 12/14/2015	Date of Formation
Name of Limited Liability Company in its jurisdiction of form	ation
LifeEnergy, LLC	
urisdiction of formation) is: Name must include one of the following words or abbreviations: "limite The address to which interested persons may direct reques	
agreement, bylaws, or other charter documents of the comp	
LS Power Development, LLC / Attn: Legal Dept.	
Name	
1 Tower Center Blvd., FL 21	
Mailing Address	
East Brunswick	NJ 08816
City	State ZIP Code
•	

Form 533B

Page 1 of 2

Last Revised: 9/24/2015

COO-Lawyers incorporating Co.	rvice (Corporation Service Compa	iny)	
Name			
50 West Broad Street, Suite 186	00	<u> </u>	
Mailing Address			
Columbus		Ohio	43215
City		State	ZIP Code
authority of the agent continues a. an agent is b. an agent is	scably consents to service of process, and to service of process upon s not appointed, or s appointed but the authority of the cannot be found or served after the	the Ohio Secretary of S at agent has been revo	State if:
y signing and submitting this form	n to the Ohio Secretary of State, th	ne undersigned hereby	certifies that he or she
lequired	The Contract of the Contract o].
iust be signed by an	Signature		
thorized representative.		·	· · · · · · · · · · · · · · · · · · ·
	· <u> </u>		
authorized representative	By (if applicable)		
an individual, then they ust sign in the "signature"			
x and print their name	David J. Sass, Asistant S	ecretary	
he "Print Name" box.	Print Name		
uthorized representative	<u> </u>		
ı business entity, not an ividual, then please print	Signature		<u></u> ,
e business name in the	Signature		
gnature" box, an		· ····	
thorized representative the business entity	By (if applicable)	-	
ist sign in the "By" box			
d print their name in the rint Name" box.	Drint Name		
intrivatine DOX.	Print Name		
•	Signature		
•	· · · · · · · · · · · · · · · · · · ·		
	By (if applicable)		
	I.,		

Form 533B

Page 2 of 2

Last Revised: 9/24/2015

Exhibit B-1

Jurisdictions of Operations

Neither LifeEnergy, LLC, nor any of its affiliates, as of the date of this application, are certified, licensed, registered or otherwise authorized to provide retail gas service in any other jurisdiction.

LifeEnergy's affiliates are certified, licensed, registered or otherwise authorized to provide retail or wholesale electricity service in the following jurisdictions:

- Alabama
- District of Columbia
- Florida;
- Illinois;
- Louisiana;
- Maine
- Maryland
- Massachusetts
- New Jersey
- Ohio
- Oklahoma;
- Pennsylvania
- South Carolina; and
- Texas.

Exhibit B-2

Experience and Plans

It is the Applicant's intention to serve residential, small commercial and large commercial and industrial natural gas customers behind the four utilities listed within this document. The Applicant will use a a short form contract, samples of which are included as Attachment Nos. 4-6. Additionally, a sample invoice (with customer name and values redacted) is included with this Application as Attachment No. 7.

Plan for contracting with customers

LifeEnergy plans to offer tas service in Ohio after its application is approved and upon completing all necessary requirements with the LDCs. Initially, LifeEnergy is targeting residential and small commercial customers, attracting customers by offering a simple "dual fuel" contract and providing a positive customer experience. Enrollments will initially be done through the LifeEnergy.com website. LifeEnergy will also explore and partner with brokers and telemarketers whom LifeEnergy determines satisfy its high standards. LifeEnergy may engage a third-party verification (TPV) to make sure that customers are enrolled properly and fully understand the products which they are purchasing.

Providing contracted services

Without disclosing proprietary information, LifeEnergy anticipates meeting any contracted requirements through accessing the competitive market place.

Providing billing statements

Initially, LifeEnergy anticipates utilizing consolidated billing and will have a third party vendor providing billing information to the appropriate LDC and EDC.

Responding to customer inquiries and complaints

The Applicant intends to respond to customer inquiries and complaints in accordance with the Commission's rules. The Applicant will provide a toll-free telephone number and an address to which customers may address complaints or inquiries, and will investigate. Customer bills will include the following statement, as required by Ohio Admin. Code 4901:1-29-12:

If your complaint is not resolved after you have called LifeEnergy, LLC, or for general utility information, residential and business customers may contact the public utilities commission of Ohio (PUCO) for assistance at 1-800-686-7826 (toll free) from eight a.m. to five p.m. weekdays, or at http://www.puco.ohio.gov. Hearing or speech impaired customers may contact the PUCO via 7-1-1 (Ohio relay service).

Exhibit B-3 Summary of Experience

While LifeEnergy is a new company, as discussed in the response contained in Exhibit B-2, the leadership team at LifeEnergy has deep experience in the retail energy sector. Over the course of the combined careers of the leadership team at LifeEnergy it would be fair to say that they have led entities which have served in excess of 10 million customers in utilities throughout the U.S., including all of the utilities in Ohio where retail choice is available.

The types of load served also cover the gamut, ranging from residential customers to small commercial to industrial consumers, and Fortune 500 companies.

One of the key principles which has contributed to the success of the leadership team and which will be a driving factor behind the success of LifeEnergy is the commitment of each individual to operate with the highest standards of integrity and fairness.

Exhibit B-4 Disclosure of Liabilities and Investigations

There are no existing, pending, or past rulings, judgments, contingent liabilities, revocations 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.

Exhibit C-1 Annual Reports

Exhibit C-1 is not applicable. The Applicant is a private company and does not make annual reports to shareholders.

Exhibit C-2 SEC Filings

The Applicant is a private company and is not required to make 10-K or 8-K filings with the SEC. The Applicant's parent company, LifeEnergy Holdings, LLC, also is not required to make these filings.

Financial Statements

The Applicant has included under seal as proprietary and confidential the most recent available consolidated financial statements.

Exhibit C-4 Financial Arrangements

LifeEnergy, pursuant to Section V of the Application Instructions, is filing this information under seal and requesting that such information be afforded protective treatment for at least six years.

Exhibit C-5 Forecasted Financial Statements

LifeEnergy, pursuant to Section V of the Application Instructions, is filing this information under seal and requesting that such information be afforded protective treatment for at least six years.

Exhibit C-6 Credit Rating

Neither LifeEnergy nor any of its affiliates have a credit rating.

Credit Report

The Applicant's DUNS number is 080198606. It is a relatively new entity and has yet to establish a credit history sufficient for a meaningful D&B credit rating. As noted at Exhibit C-6 above, the Applicant has included under seal as proprietary and confidential, which provides credit support to the Applicant as described in Exhibit C-4.

Bankruptcy Information

Not applicable. There have been no reorganizations, protection from creditors, or any other form of bankruptcy filings made by the Applicant, any parent or affiliate of Applicant that guarantees the obligations of the Applicant, or any officer of the Applicant in the current year.

Merger Information

LifeEnergy has not been involved in any dissolution, merger or acquisition during the preceding five years

Exhibit D-1

Operations

The Applicant will:

- 1) Contract with customers to sell them natural gas for the purpose of consumption in their processes, or for heat to their facilities for human comfort;
- 2) Balance a customer's purchases with its consumption in an effort to provide the most accurate and cost effective natural gas solutions;
- 3) Schedule the end user's gas as outlined within the tariffs of each individual utility; and
- 4) Invoice the customer for the commodity purchased or consumed in a timely, efficient manner.

Exhibit D-2 Operations Expertise

LifeEnergy has assembled the professionals necessary to meet all of the operational requirements to provide exceptional service to consumers in the Buckeye State. The key individuals who will be responsible for day-to-day operations are Mr. Robert Stibolt, VP Strategy, Supply and Risk Management, Mr. Victor Howard, Chief Operating Officer, and Ms. Laura Aldis, Director of Operations. The resumes for these individuals are included below

Victor J. Howard

1709 Wrenwood Lakes, Houston, TX 77043

Mobile: 832-341-0762 Email: vjhoward2@gmail.com LinkedIn: www.linkedin.com/in/victorhoward

SENIOR MARKETING & BUSINESS DEVELOPMENT EXECUTIVE

Innovative, versatile, and outcome-driven marketing leader with extensive experience delivering revenue and profit growth in multiple industries for residential and commercial segments. Strong business acumen with proven track record of building outstanding marketing, sales, and operations teams, delivering profit-producing marketing strategies, growing strong brands, and driving streamlined business operations. Recognized as an accomplished change agent, leading large-scale business and operations transformation to increase return on investment, boost customer loyalty, and fuel business growth. Collaborative, lead-by-example management style fostering a culture of teamwork and dedication to excellence. Stellar record of performance in recruiting, developing, and empowering strong direct reports and managers. Strategic thinker, driven to excel. P&L responsibility for major business units.

EXECUTIVE LEADERSHIP COMPTENCIES

- P&L Management and Business Unit Leadership
- Business Strategy and Strategic Marketing
- Demand Generation Marketing and Advertising
- Digital Strategy, Internet, and eCommerce
- Direct Sales and Channel Management

- Customer Experience, CRM and Call Center
- · Product Management, Pricing, Risk Management
- Marketing Operations and Technology
- Change Leadership and Consensus Building
- · Organization Development and Team Building

PROFESSIONAL EXPERIENCE

CENTERPOINT ENERGY (via CONTINUUM ENERGY acquisition in 2016)

Oct 2013 - Jun 2017

Vice President, Retail Choice at Continuum Energy / Sr. Director at CenterPoint

Top business executive leading sales, marketing and operations for Retail Choice gas business. Directly accountable for business growth, gross margin, EBITDA and operational performance. Directed the strategy, planning and execution for sales, customer experience, advertising, digital marketing, product management, call center, strategic partnerships, broker channels, pricing, risk management, market operations, analytics, billing and revenue assurance, and contract management. Senior leadership team member reporting to President at Continuum Energy and SVP at CenterPoint Energy.

- Achieved 39% annualized gross margin growth through new sales, pricing, risk, and product management strategies
- Grew customer base 21% through focused marketing and sales programs in the residential and commercial segments
- Managed less than 2% average monthly portfolio attrition
- · Delivered new commercial sales processes, streamlining the quote to close process and increasing deal flow
- Deployed integrated and automated front-office and back-office systems to decrease manual work, reduce errors, and improve operational efficiencies

ENCOA (retail division of Twin Eagle Resource Management)

Apr 2012 - Sep 2013

Vice President, Marketing & Mass Markets, Retail Energy

Top marketing and business manager leading sales, marketing and mass market business development for the retail electricity and gas startup. Directed the people, processes, and technology for marketing, sales, and customer service. Accountable for ENCOA brand development, sales and all aspects of the mass market business including P&L, strategy, management controls, market entry, advertising, digital marketing, sales, call center, pricing, products, analytics, channel partners, customer service, and websites. Senior leadership team member, reporting to Retail EVP. Company sold ENCOA in Fall 2013.

- Grew the mass market customers from 0 to 50,000 in one year, launching operations in 25 utility markets across 4 states
- Supported total growth to 100,000 customers inclusive of commercial customers and aggregations
- Built inbound call center sales processes and team achieving 51% sales conversion rate

Victor J. Howard Page 2

GEXA ENERGY (subsidiary of NextEra Energy Resources)

May 2008 - Apr 2012

Sr. Director, Marketing and Customer Service

Top business and marketing executive for the Gexa Energy and NextEra Energy Services brands. Led the business turnaround and growth focus for the Residential Business Unit. Built strong marketing, sales and operations disciplines for the \$1B retail electricity company. Accountable for marketing, residential sales, growth and P&L in all U.S. markets. Managed \$20 million operating budget and \$2 million capital budget. Responsibilities include strategy, planning, and execution for sales, marketing, and operations activities including brand development, advertising, digital marketing, websites, direct marketing, social media, strategic partnerships, analytics, direct sales, channel sales, field marketing, pricing, product management, customer service, public relations, process management and technology. Led 130+ employees in the Marketing and Customer Service organization. Senior leadership team member, reporting to President.

- · Grew the residential customer base 33%, migrating from apartment to single family home customer segments
- Reduced customer attrition 51% and increased backlog MWh in 2 and 3-year term products
- Delivered marketing and sales strategies, supporting company revenue growth from \$575MM to \$1B in 4 years
- Increased average monthly sales per rep from 75 to 121
- Received "Highest in Business Customer Satisfaction with Retail Electric Services" by J.D Power in 2010
- · Recognized with "Winner of Distinction" Award from the Better Business Bureau
- Won AMA Marketer of the Year for Retail Energy in 2009 and 2010

THE NORTH HIGHLAND COMPANY

Aug 2007 - Apr 2008

Management Consultant

Recruited to develop customer relationships and deliver consulting services in the Houston market. Primary lead for Marketing Strategy, Customer Operations, CRM, and Enterprise Performance Management service offerings.

- · Key member of the team securing the first \$3 million client for the Houston office
- Led strategic analysis for a \$4B financial services company to integrate corporate marketing, field marketing, and sales, resulting in a \$10.9 million annual benefit for the customer

HEWLETT-PACKARD COMPANY (via Compaq merger)

Jun 1997 - Jul 2007

Sr. Manager, eBusiness and Customer Operations Business Process Solutions, Global Operations

Engaged to realign the Marketing and Customer Operations BPM practice and shared services organization. Directed project engagement, change management, and delivery activities for 14 program managers and consultants. Partnered with HP businesses units to improve marketing, CRM, sales, Voice of the Customer, customer experience, and call center performance. Established the Process Excellence and Six Sigma program in Global Operations, and led 500-member BPM community. Reported to the VP of Global Operations Strategy.

- Revitalized a stagnant business process consulting organization, building cross-functional executive relationships, and capturing \$251 million in cost reductions and revenue improvement
- Developed new global account sales and engagement strategies, leading to \$47 million in new revenue

Sr. Manager, Brand Strategy and Research, Global Marketing

Selected to integrate and develop the brand value architecture, customer experience insight, and measurement programs in post-merger HP. Directed marketing process improvement initiatives. Spearheaded cross-company project team to integrate brand performance, employee satisfaction, and customer loyalty models.

- Improved research processes and systems, reducing annual research costs by \$845,000
- Deployed a brand equity and decision model to guide marketing strategic marketing investment decision

Sr. Manager, CRM, Global Marketing

Recruited to develop core relationship marketing competencies and direct the strategy, planning, and execution of worldwide CRM programs, closed-loop marketing, customer data management, and marketing analysis for business and consumer customers. Directed the customer loyalty program and established customer strategies for integrated marketing campaigns. Accountable for a \$15 million budget. Directed a 15-person marketing department and a 75-person extended team in marketing strategy, campaign management, customer strategy and segmentation, marketing analytics, and marketing operations.

Victor J. Howard Page 3

· Increased revenue by \$575 million through new customer strategies, acquisition campaigns, and retention campaigns

- Deployed the company's first global analytic CRM system (65 million customers and prospects)
- Reduced annual operating cost by \$5.5 million

CHASE MANHATTAN BANK (via Texas Commerce Bank acquisition)

Jul 1994 - Jun 1997

Customer Segment Marketing Manager, Retail Bank

Promoted to manage development and execution of customer segment marketing. Created and implemented customer segmentation, profitability management, and acquisition, retention and growth initiatives. Directed integrated advertising, direct marketing, and point-of-sale marketing strategies and campaigns. Improved portfolio margin by 125 basis points by restructuring loan pricing based on customer segment. Increased retail marketing profitability by 20% through innovative customer segment campaigns.

Product Manager, Retail Bank

Recruited to grow the \$2.5 billion consumer loan business. Managed an \$11 million marketing budget focused on product marketing, product development and launch, tradeshows, market research and analytics. Planned and executed marketing activities in television, radio, outdoor, direct mail, and call centers. Launched new loan products generating \$105 million in loan volume, a 60% return on equity, and 93% cost reduction in loan processing. Achieved annual loan origination growth rates of 25%.

MAY DEPARTMENT STORES, Foley's Division

Jul 1991 - Jun 1994

Manager, Merchandising Analysis

Promoted to corporate strategy supporting executive management in merchandise planning for 90 buying offices and 48 store locations. Managed merchandise and vendor plans, established sales targets and stock levels, and evaluated business performance. Introduced new sales forecasting and stock balancing processes, reducing inventory liability by 6.1%. Led damaged item task force, improving return processes and reducing costs by \$16 million.

Associate Buyer/Assistant Buyer

Charged with managing a \$4.5 million buying office. Responsible for product category growth, profitability, supplier relationships, advertising, promotions, pricing, and point-of-purchase marketing efforts. Drove sales plan up 31% over previous year and reduced stock liability by 5%. Achieved 173% sales growth in promotional bed linen category.

EDUCATION and OTHER

Masters of Business Administration in Marketing (MBA), 2005, University of St. Thomas, Houston, Texas Bachelors of Business Administration in Marketing (BBA), 1991, Texas A&M University, College Station, Texas HP Six Sigma Master Black Belt

Profiled in the book *Profiles in Marketing Excellence*

Former Columnist for www.bptrends.com
Deacon at Second Baptist Church
Eagle Scout

LAURA ALDIS

6122 Autumn Forest Dr., Houston, TX 77092 * 832-721-6635 * laldis@yahoo.com

Proven team leader with strong business acumen, pragmatic approach and over twenty years of experience in energy industry. Able to apply knowledge gained in diverse roles to understand core business requirements.

Combines this understanding with a servant leadership philosophy to build and lead teams focused on providing efficient and permanent answers to real world business problems quickly and effectively, increasing operational efficiency and building strong customer relationships.

- Ten plus years in retail electricity operations, systems development, project management and regulatory market participation
- Project experience ranging from minor enhancements on singular systems to enterprise level changes affecting multiple integrated systems
- Over 16 years experience directly involved with SDLC and Quality Assurance through requirements gathering, testing,
 system design, user training, process improvement, process flow diagraming, and project organization
- Four years in wholesale gas marketing mid-office operations, sales support and contract administration
- Four years in software development for wholesale electricity scheduling and trading as a subject matter expert,
 software tester, and business analyst
- Two years in digital oilfield technology working on SCADA and telemetry firmware functional testing, customer training, requirements gathering, and product line quality assurance

PROFESSIONAL WORK EXPERIENCE

AP Gas & Electric, Houston TX

06/2015 to current

Operations Manager

- Accountable for all processes and activities supporting the customer life cycle from deal acceptance, through enrollment, regulatory fulfillments, transaction management, and billing to the final statement to the customer.
- Billing system vendor management including negotiations for development, enhancements, and process improvement.
- Mail vendor management including contract negotiations, outsourcing opportunities, development and enhancements; mail vendor change reduced mail costs by 50% annually, improved reliability and increased speed from document creation to mail. This change measurably reduced returned mail.
- Implemented regulatory compliance for required notices in ERCOT, PJM, NYISO.
- Lead process and system improvements to reduce operational FTEs by two-thirds, while increasing higher quality functional throughput.
- Interface daily with all functional groups to ensure customers are served with excellence. This includes Sales,
 Customer Care, Supply, Pricing, Commission, Credit and Collections, and IT.
- Provide training and troubleshooting for issues with enrollments, transactions, billing, commissions, collection activities, and regulatory activities.
- Ensure testing of new price plans in all markets, including NITS, ZEC, Capacity, and Transmission pass through products, tiered products, et al.
- Support SCRUM ideology with epics, stories, and help sizing projects for weekly sprints.

Enbase Energy Technology, Inc., Houston TX

04/2013 to 03/2015

Quality Assurance Manager

Managed two FTEs dedicated to quality assurance and customer support of a software product for oilfield support
use, including performance reviews, compensation adjustment research, and hiring input.

02/09/2018

LIFEENERGY, LLC

LAURA ALDIS

6122 Autumn Forest Dr., Houston, TX 77092 * 832-721-6635 * laldis@yahoo.com

- Developed test and use cases for oilfield SCADA analytics hardware and software products, including use on mobile
 devices; these hardware and software products, involving Zigbee, cell modem, and GPS communication technologies,
 resulted in overall direct improvements to customers' financials and safety records
- Coordinated software upgrade releases for three products working closely with developers, executive management, and customers while exceeding customer expectations, incorporating feedback, and advocating for the best solution
- Documented issues found and performed root cause analysis facilitating swift resolution by developers; employed knowledge of use cases gained from interviewing customers as well as using SQL queries and knowledge of the referential database tables to add value to the products' overall quality
- Executed all product release activities including directing customers through User Acceptance Testing phases,
 creating release notes and help documentation for three distinct products, managing user setup and security roles
- Trained external and internal customers as part of the release process
- Reduced time required for user acceptance with user-friendly documentation and by establishing collaborative relationships with external customers, internal developers and executive team enabling holistic solutions

Gexa Energy LP, Houston TX 06/2007 to 04/2013

Senior Business Analyst

- Managed enterprise level system projects such as the PUCT-mandated systems and process changes to the Deferred Payment Plan in June 2011 which involved extensive changes to six systems and impacts to every department; project was commended as one of the most successful projects ever implemented at Gexa
- Achieved continuous process improvement throughout Operations: identified and advocated solutions that reduced
 failed historical usage transactions by 65%, increasing productivity by ½ FTE and increasing book value in Forecasting;
 designed and implemented automation of service orders which increasing productivity by ½ FTE per year
- Resolved issues by working with Billing, Supply, Financial Planning, and Accounting to identify problems, find a solution, and mitigate damage: tenacious analysis of a meter issue reduced financial loss from \$2.6 million to \$850,000 and proactive coordination with ERCOT resulted in eliminating any impact to Gexa's credit posting with ERCOT; identified over \$800,000 per month in TDU system and equipment errors and expedited resolution so errors did not require resettlement past ERCOT's deadlines, eliminating Gexa's financial loss and avoiding any negative customer impact; diligent investigation uncovered a massive error in TDU's logic used in creating settlement files, leading to process improvements in the ERCOT market and to Gexa's increased profitability
- Liaison to IT from Operations, providing guidance as the subject matter expert to upgrading systems and business
 processes for changes required in TXSET 4.0, which included six separate systems and the entire customer lifecycle,
 and collaboration with legal and regulatory departments to interpret PUC rules into system design
- Represented Gexa Energy as a Retail Electric Provider at stakeholder meetings focused on Smart Meter data, EDI transactions, process and rule changes, billing and data disputes; contributed to the TXSET, AMIT Handbook, and REP Coalition committees; commended by several segments for identifying problems within the TXSET transactions and processes before other market participants
- Managed ongoing testing for projects and ad hoc improvements to systems that impacted Market Operations, Billing,
 Cash Applications, and Contract Administration; included writing requirements and test cases
- Managed QSE and LSE set-up, ERCOT notification changes, Delivery Service Agreements with TDUs, and any other ad hoc notices or legal documents with the PUCT or ERCOT for five LSEs and four QSEs

ADDITIONAL PROFESSIONAL WORK EXPERIENCE

Andrews Kurth LLP, Houston TX

12/2004 to 06/2007

LAURA ALDIS

6122 Autumn Forest Dr., Houston, TX 77092 * 832-721-6635 * laldis@yahoo.com

Conflicts Analyst

Reliant Energy, Houston TX

01/2002 to 02/2004

Senior Analyst

Enron Corporation/Enron Networks, Houston TX

11/2000 to 12/2001

BA/QA Specialist

Altra Energy Technologies, Inc., Houston TX

12/1997 to 06/2000

Product Quality Analyst

Engage Energy US, LP/Coastal Gas Marketing, Houston, TX

6/1994 to 12/1997 & 07/2000 to 10/2000

Supervisor, Contract Administration

Senior Contract Analyst

Contract and Marketing Analyst

EDUCATION

Texas A & M University, College Station, TX

B.S. 1991

References Furnished Upon Request.

Professional experience

2016 - Present

LifeEnergy, LLC

Houston, Texas

Vice President, Strategy, Supply and Risk Management

 Support Chief Executive Officer on strategy development; manage wholesale credit and supply; implement and monitor risk metrics

2009 - 2016

Galway Group, LP

Houston, Texas

Senior Managing Director

- Financial Advisor to Energy Data Hub (EDH, Inc.), Louisiana LNG Energy LLC, Eagle Production Inc., and Mirach Energy Ltd. (FINRA 7, 79, 24, and 63 licenses)
- Advise on unconventional and EOR opportunities in upstream oil & gas, renewable power generation, LNG, natural gas marketing, energy asset value and risk, retail energy services, and energy risk management – especially, formulation of optimal hedging strategies
- Manage Galway consulting alliances with Strategic Decisions Group, Macway-Uhl, Arrowhead Economics, Lumina, and Alliance Risk Group
- Global Finance Advisor to New Zealand-based Tukia Group on renewable energy, forestry, and carbon farming investment opportunities (2009-2011)

2007 - 2009

Bear Energy/JP Morgan

Houston, Texas

Bear Energy Chief Risk Officer/Managing Director

- Head Market Risk, Credit, and Risk Analytics functions for Bear Energy LP, a wholly owned subsidiary of The Bear Steams Companies, Inc.
- Chair JP Morgan Global Commodities Group (GCG) Principal Investments Risk Committee

2000 - 2007

SUEZ Energy North America, Inc.

Houston, Texas

Senior Vice President, Strategy, Portfolio & Risk Management

- Leader of teams responsible for deal structuring and evaluation, quantitative research, strategy, and risk management
- Appointed to Business Development Oversight Board and Board of Suez Energy Resources North America, Inc. pursuant to recommendation of Zin Smati (immediate supervisor and Chief Executive Officer of Suez Energy North America, Inc.)
- Developed systems, risk policy, and strategy for wholesale energy marketing & trading and supported same with the foundation and growth of retail energy services
- Advised on LNG strategy and hedging programs, merchant power and fuel supply hedging programs, and retail energy pricing and hedging
- Among the founders of the Committee of Chief Risk Officers (CCRO) as SUEZ Energy North America's representative (2002)

1996 - 1999

Sonat, Inc.

Birmingham, Alabama

Vice President, Risk Strategy

 Leader of deal structuring and quantitative research teams for Sonat Energy Services and chief advisor on hedging strategies for Sonat Exploration Company; Set up natural gas financial trading within Sonat Energy Services

1994-1996, 1999-2000 Strategic Decisions Group Menlo Park, California Senior Associate, Principal

 Consulted with major corporate clients on risk management strategy; Markets covered included oil, natural gas, electric power, aluminum, pulp and paper, forest products, recycled paperboard, and sugar; Also advised major oil companies on exploration and production decisions

1984 – 1994 Atlantic Richfield Company Dallas, Texas

Senior Analyst, Manager of Evaluation, and Manager of Decision Analysis

- Developed competitive bidding models for offshore leasing and decision frameworks for multiple well exploration programs
- Managed evaluation of new and existing exploration and production ventures in ARCO's international division
- Developed oil & gas risk management capabilities and closed large-scale structured transactions providing long-term fuel supply to independent power producers

1981 – 1984 Natomas Company San Francisco, California **Project Analyst, Project Manager**

Analyzed strategies for oil and gas exploration and production, including leading team
of geologists and statisticians in assessment of oil & gas resource potential for West
Java Sea and U.S. Gulf of Mexico

Education

1972-1976 Princeton University Princeton, New Jersey
BSE Cum Laude, Aerospace and Mechanical Sciences/EngineeringPhysics

1976-1977 Stanford University Stanford, California

MS Engineering-Economic Systems

1977-1981 Stanford University Stanford, California Congressional and NASA Fellowships, Washington, D.C.

- 1977-1978 Merchant Marine and Fisheries Committee, Subcommittee on Oceanography -- Advised on Law of the Sea and ocean energy
- 1978-1979 NASA Office of Space and Terrestrial Applications Advised on satellite orbitspectrum allocation and subsequently participated in NTIA study of Economic Techniques for Spectrum Management
- 1979-81 Research Assistant, NASA Contract NASW 3204, Stanford University

Publications:

- Robert D. Stibolt, "Economic Aspects of Spectrum Management", June 1979, Stanford University Program in Information Policy, Report No. 25, National Aeronautics and Space Administration Contract NASW 3204.
- 2. Carson E. Agnew, Donald A. Dunn, Richard G. Gould, and Robert D. Stibolt, "Economic Techniques for Spectrum Management", December 1979, Report prepared for the National Telecommunications and Information Administration.
- 3. Robert V. Clapp and Robert D. Stibolt, "Useful Measures of Exploration Performance", <u>Journal of Petroleum Technology</u>, 1991, Vol. 43, No. 10, pp. 1252-1257.
- Robert D. Stibolt and John Lehman, "The Value of a Seismic Option", March 1993, Society of Petroleum Engineers, Hydrocarbon Economics and Evaluation Symposium #25821.

- Robert D. Stibolt, "Improving Management of Oil and Gas Assets through Derivatives", <u>Journal of Petroleum Technology</u>, 1996, Vol. 48, No. 11, pp. 990-993.
 Robert D. Stibolt, "A Practitioner's Perspective on Modeling Prices and Trade in a Globalizing Natural Gas Market", <u>The Energy Journal</u>, 2009 Special Issue, International Association for Energy Economics, pp. 9-19.

Exhibit D-3 Key Technical Personnel

As discussed in Exhibit D-2, the key individuals who will be responsible for day-to-day operations are Mr. Robert Stibolt, VP Strategy, Supply and Risk Management and Mr. Victor Howard, Chief Operating Officer. Their resumes have been included as part of LifeEnergy's response to the Commission's request for Operations Expertise.

Victor J. Howard

1709 Wrenwood Lakes, Houston, TX 77043

Mobile: 832-341-0762 Email: vjhoward2@gmail.com LinkedIn: www.linkedin.com/in/victorhoward

SENIOR MARKETING & BUSINESS DEVELOPMENT EXECUTIVE

Innovative, versatile, and outcome-driven marketing leader with extensive experience delivering revenue and profit growth in multiple industries for residential and commercial segments. Strong business acumen with proven track record of building outstanding marketing, sales, and operations teams, delivering profit-producing marketing strategies, growing strong brands, and driving streamlined business operations. Recognized as an accomplished change agent, leading large-scale business and operations transformation to increase return on investment, boost customer loyalty, and fuel business growth. Collaborative, lead-by-example management style fostering a culture of teamwork and dedication to excellence. Stellar record of performance in recruiting, developing, and empowering strong direct reports and managers. Strategic thinker, driven to excel. P&L responsibility for major business units.

EXECUTIVE LEADERSHIP COMPTENCIES

- P&L Management and Business Unit Leadership
- Business Strategy and Strategic Marketing
- Demand Generation Marketing and Advertising
- Digital Strategy, Internet, and eCommerce
- Direct Sales and Channel Management

- Customer Experience, CRM and Call Center
- Product Management, Pricing, Risk Management
- Marketing Operations and Technology
- Change Leadership and Consensus Building
- Organization Development and Team Building

PROFESSIONAL EXPERIENCE

CENTERPOINT ENERGY (via CONTINUUM ENERGY acquisition in 2016)

Oct 2013 – Jun 2017

Vice President, Retail Choice at Continuum Energy / Sr. Director at CenterPoint

Top business executive leading sales, marketing and operations for Retail Choice gas business. Directly accountable for business growth, gross margin, EBITDA and operational performance. Directed the strategy, planning and execution for sales, customer experience, advertising, digital marketing, product management, call center, strategic partnerships, broker channels, pricing, risk management, market operations, analytics, billing and revenue assurance, and contract management. Senior leadership team member reporting to President at Continuum Energy and SVP at CenterPoint Energy.

- · Achieved 39% annualized gross margin growth through new sales, pricing, risk, and product management strategies
- Grew customer base 21% through focused marketing and sales programs in the residential and commercial segments
- Managed less than 2% average monthly portfolio attrition
- · Delivered new commercial sales processes, streamlining the quote to close process and increasing deal flow
- Deployed integrated and automated front-office and back-office systems to decrease manual work, reduce errors, and improve operational efficiencies

ENCOA (retail division of Twin Eagle Resource Management)

Apr 2012 - Sep 2013

Vice President, Marketing & Mass Markets, Retail Energy

Top marketing and business manager leading sales, marketing and mass market business development for the retail electricity and gas startup. Directed the people, processes, and technology for marketing, sales, and customer service. Accountable for ENCOA brand development, sales and all aspects of the mass market business including P&L, strategy, management controls, market entry, advertising, digital marketing, sales, call center, pricing, products, analytics, channel partners, customer service, and websites. Senior leadership team member, reporting to Retail EVP. Company sold ENCOA in Fall 2013.

- Grew the mass market customers from 0 to 50,000 in one year, launching operations in 25 utility markets across 4 states
- Supported total growth to 100,000 customers inclusive of commercial customers and aggregations
- Built inbound call center sales processes and team achieving 51% sales conversion rate

Victor J. Howard Page 2

GEXA ENERGY (subsidiary of NextEra Energy Resources)

May 2008 - Apr 2012

Sr. Director, Marketing and Customer Service

Top business and marketing executive for the Gexa Energy and NextEra Energy Services brands. Led the business turnaround and growth focus for the Residential Business Unit. Built strong marketing, sales and operations disciplines for the \$1B retail electricity company. Accountable for marketing, residential sales, growth and P&L in all U.S. markets. Managed \$20 million operating budget and \$2 million capital budget. Responsibilities include strategy, planning, and execution for sales, marketing, and operations activities including brand development, advertising, digital marketing, websites, direct marketing, social media, strategic partnerships, analytics, direct sales, channel sales, field marketing, pricing, product management, customer service, public relations, process management and technology. Led 130+ employees in the Marketing and Customer Service organization. Senior leadership team member, reporting to President.

- · Grew the residential customer base 33%, migrating from apartment to single family home customer segments
- · Reduced customer attrition 51% and increased backlog MWh in 2 and 3-year term products
- Delivered marketing and sales strategies, supporting company revenue growth from \$575MM to \$1B in 4 years
- Increased average monthly sales per rep from 75 to 121
- Received "Highest in Business Customer Satisfaction with Retail Electric Services" by J.D Power in 2010
- · Recognized with "Winner of Distinction" Award from the Better Business Bureau
- Won AMA Marketer of the Year for Retail Energy in 2009 and 2010

THE NORTH HIGHLAND COMPANY

Aug 2007 - Apr 2008

Management Consultant

Recruited to develop customer relationships and deliver consulting services in the Houston market. Primary lead for Marketing Strategy, Customer Operations, CRM, and Enterprise Performance Management service offerings.

- Key member of the team securing the first \$3 million client for the Houston office
- Led strategic analysis for a \$4B financial services company to integrate corporate marketing, field marketing, and sales, resulting in a \$10.9 million annual benefit for the customer

HEWLETT-PACKARD COMPANY (via Compaq merger)

Jun 1997 - Jul 2007

Sr. Manager, eBusiness and Customer Operations Business Process Solutions, Global Operations

Engaged to realign the Marketing and Customer Operations BPM practice and shared services organization. Directed project engagement, change management, and delivery activities for 14 program managers and consultants. Partnered with HP businesses units to improve marketing, CRM, sales, Voice of the Customer, customer experience, and call center performance. Established the Process Excellence and Six Sigma program in Global Operations, and led 500-member BPM community. Reported to the VP of Global Operations Strategy.

- Revitalized a stagnant business process consulting organization, building cross-functional executive relationships, and capturing \$251 million in cost reductions and revenue improvement
- Developed new global account sales and engagement strategies, leading to \$47 million in new revenue

Sr. Manager, Brand Strategy and Research, Global Marketing

Selected to integrate and develop the brand value architecture, customer experience insight, and measurement programs in post-merger HP. Directed marketing process improvement initiatives. Spearheaded cross-company project team to integrate brand performance, employee satisfaction, and customer loyalty models.

- Improved research processes and systems, reducing annual research costs by \$845,000
- Deployed a brand equity and decision model to guide marketing strategic marketing investment decision

Sr. Manager, CRM, Global Marketing

Recruited to develop core relationship marketing competencies and direct the strategy, planning, and execution of worldwide CRM programs, closed-loop marketing, customer data management, and marketing analysis for business and consumer customers. Directed the customer loyalty program and established customer strategies for integrated marketing campaigns. Accountable for a \$15 million budget. Directed a 15-person marketing department and a 75-person extended team in marketing strategy, campaign management, customer strategy and segmentation, marketing analytics, and marketing operations.

Victor J. Howard Page 3

Increased revenue by \$575 million through new customer strategies, acquisition campaigns, and retention campaigns

- Deployed the company's first global analytic CRM system (65 million customers and prospects)
- Reduced annual operating cost by \$5.5 million

CHASE MANHATTAN BANK (via Texas Commerce Bank acquisition)

Jul 1994 – Jun 1997

Customer Segment Marketing Manager, Retail Bank

Promoted to manage development and execution of customer segment marketing. Created and implemented customer segmentation, profitability management, and acquisition, retention and growth initiatives. Directed integrated advertising, direct marketing, and point-of-sale marketing strategies and campaigns. Improved portfolio margin by 125 basis points by restructuring loan pricing based on customer segment. Increased retail marketing profitability by 20% through innovative customer segment campaigns.

Product Manager, Retail Bank

Recruited to grow the \$2.5 billion consumer loan business. Managed an \$11 million marketing budget focused on product marketing, product development and launch, tradeshows, market research and analytics. Planned and executed marketing activities in television, radio, outdoor, direct mail, and call centers. Launched new loan products generating \$105 million in loan volume, a 60% return on equity, and 93% cost reduction in loan processing. Achieved annual loan origination growth rates of 25%.

MAY DEPARTMENT STORES, Foley's Division

Jul 1991 - Jun 1994

Manager, Merchandising Analysis

Promoted to corporate strategy supporting executive management in merchandise planning for 90 buying offices and 48 store locations. Managed merchandise and vendor plans, established sales targets and stock levels, and evaluated business performance. Introduced new sales forecasting and stock balancing processes, reducing inventory liability by 6.1%. Led damaged item task force, improving return processes and reducing costs by \$16 million.

Associate Buyer/Assistant Buyer

Charged with managing a \$4.5 million buying office. Responsible for product category growth, profitability, supplier relationships, advertising, promotions, pricing, and point-of-purchase marketing efforts. Drove sales plan up 31% over previous year and reduced stock liability by 5%. Achieved 173% sales growth in promotional bed linen category.

EDUCATION and OTHER

Masters of Business Administration in Marketing (MBA), 2005, University of St. Thomas, Houston, Texas Bachelors of Business Administration in Marketing (BBA), 1991, Texas A&M University, College Station, Texas HP Six Sigma Master Black Belt

Profiled in the book Profiles in Marketing Excellence
Former Columnist for www.bptrends.com
Deacon at Second Baptist Church
Eagle Scout

Professional experience

2016 - Present

LifeEnergy, LLC

Houston, Texas

Vice President, Strategy, Supply and Risk Management

 Support Chief Executive Officer on strategy development; manage wholesale credit and supply; implement and monitor risk metrics

2009 - 2016

Galway Group, LP

Houston, Texas

Senior Managing Director

- Financial Advisor to Energy Data Hub (EDH, Inc.), Louisiana LNG Energy LLC, Eagle Production Inc., and Mirach Energy Ltd. (FINRA 7, 79, 24, and 63 licenses)
- Advise on unconventional and EOR opportunities in upstream oil & gas, renewable power generation, LNG, natural gas marketing, energy asset value and risk, retail energy services, and energy risk management – especially, formulation of optimal hedging strategies
- Manage Galway consulting alliances with Strategic Decisions Group, Macway-Uhl, Arrowhead Economics, Lumina, and Alliance Risk Group
- Global Finance Advisor to New Zealand-based Tukia Group on renewable energy, forestry, and carbon farming investment opportunities (2009-2011)

2007 - 2009

Bear Energy/JP Morgan

Houston, Texas

Bear Energy Chief Risk Officer/Managing Director

- Head Market Risk, Credit, and Risk Analytics functions for Bear Energy LP, a wholly owned subsidiary of The Bear Stearns Companies, Inc.
- Chair JP Morgan Global Commodities Group (GCG) Principal Investments Risk Committee

2000 - 2007

SUEZ Energy North America, Inc.

Houston, Texas

Senior Vice President, Strategy, Portfolio & Risk Management

- Leader of teams responsible for deal structuring and evaluation, quantitative research, strategy, and risk management
- Appointed to Business Development Oversight Board and Board of Suez Energy Resources North America, Inc. pursuant to recommendation of Zin Smati (immediate supervisor and Chief Executive Officer of Suez Energy North America, Inc.)
- Developed systems, risk policy, and strategy for wholesale energy marketing & trading and supported same with the foundation and growth of retail energy services
- Advised on LNG strategy and hedging programs, merchant power and fuel supply hedging programs, and retail energy pricing and hedging
- Among the founders of the Committee of Chief Risk Officers (CCRO) as SUEZ Energy North America's representative (2002)

1996 – 1999

Sonat, Inc.

Birmingham, Alabama

Vice President, Risk Strategy

 Leader of deal structuring and quantitative research teams for Sonat Energy Services and chief advisor on hedging strategies for Sonat Exploration Company; Set up natural gas financial trading within Sonat Energy Services

1994-1996, 1999-2000 Strategic Decisions Group Menlo Park, California Senior Associate, Principal

 Consulted with major corporate clients on risk management strategy; Markets covered included oil, natural gas, electric power, aluminum, pulp and paper, forest products, recycled paperboard, and sugar; Also advised major oil companies on exploration and production decisions

1984 – 1994 Atlantic Richfield Company Dallas, Texas Senior Analyst, Manager of Evaluation, and Manager of Decision Analysis

- Developed competitive bidding models for offshore leasing and decision frameworks for multiple well exploration programs
- Managed evaluation of new and existing exploration and production ventures in ARCO's international division
- Developed oil & gas risk management capabilities and closed large-scale structured transactions providing long-term fuel supply to independent power producers

1981 – 1984 Natomas Company San Francisco, California **Project Analyst, Project Manager**

Analyzed strategies for oil and gas exploration and production, including leading team
of geologists and statisticians in assessment of oil & gas resource potential for West
Java Sea and U.S. Gulf of Mexico

Education

1972-1976 Princeton University Princeton, New Jersey

BSE Cum Laude, Aerospace and Mechanical Sciences/Engineering-

Physics

Stanford University

MS Engineering-Economic Systems

1976-1977

1977-1981 Stanford University Stanford, California

Congressional and NASA Fellowships, Washington, D.C.

- 1977-1978 Merchant Marine and Fisheries Committee, Subcommittee on Oceanography -- Advised on Law of the Sea and ocean energy
- 1978-1979 NASA Office of Space and Terrestrial Applications -- Advised on satellite orbitspectrum allocation and subsequently participated in NTIA study of Economic Techniques for Spectrum Management
- 1979-81 Research Assistant, NASA Contract NASW 3204, Stanford University

Publications:

- Robert D. Stibolt, "Economic Aspects of Spectrum Management", June 1979, Stanford University Program in Information Policy, Report No. 25, National Aeronautics and Space Administration Contract NASW 3204.
- 2. Carson E. Agnew, Donald A. Dunn, Richard G. Gould, and Robert D. Stibolt, "Economic Techniques for Spectrum Management", December 1979, Report prepared for the National Telecommunications and Information Administration.
- 3. Robert V. Clapp and Robert D. Stibolt, "Useful Measures of Exploration Performance", <u>Journal of Petroleum Technology</u>, 1991, Vol. 43, No. 10, pp. 1252-1257.
- 4. Robert D. Stibolt and John Lehman, "The Value of a Seismic Option", March 1993, Society of Petroleum Engineers, Hydrocarbon Economics and Evaluation Symposium #25821.

Stanford, California

- Robert D. Stibolt, "Improving Management of Oil and Gas Assets through Derivatives", <u>Journal of Petroleum Technology</u>, 1996, Vol. 48, No. 11, pp. 990-993.
 Robert D. Stibolt, "A Practitioner's Perspective on Modeling Prices and Trade in a Globalizing Natural Gas Market", <u>The Energy Journal</u>, 2009 Special Issue, International Association for Energy Economics, pp. 9-19.