



DIS Case Number: 13-2092-GA-AGG

Section A: Application Information

A-1. Provider type:

☒ Retail Natural Gas
Broker

☐ Retail Natural Gas
Aggregator

☐ Retail Natural Gas
Marketer

A-2. Applicant's legal name and contact information.

Legal Name: Choose Energy Inc

Country: United States

Phone: 7049712300 **Extension (if applicable):**

Street: 1101 Red Ventures Drive

Website (if any): www.chooseenergy.com

City: Fort Mill

Province/State: SC

Postal Code: 29707

A-3. Names and contact information under which the applicant will do business in Ohio

Provide the names and contact information the business entity will use for business in Ohio. This does not have to be an Ohio address and may be the same contact information given in A-2.

Name	Type	Address	Active?	Proof
Choose Energy	Official Name	1101 Red Ventures Drive Fort Mill, SC 29707	Yes	File

A-4. Names under which the applicant does business in North America

Provide all business names the applicant uses in North America, including the names provided in A-2 and A-3.

Name	Type	Address	Active?	Proof
Choose Energy	Official Name	1101 Red Ventures Drive Fort Mill, SC 29707	Yes	File

A-5. Contact person for regulatory matters



Brandon Palmer
1101 Red Ventures Drive
Fort Mill, SC 29707
US

2404469126

A-6. Contact person for PUCO Staff use in investigating consumer complaints

Brandon Palmer
1101 Red Ventures Drive
Fort Mill, SC 29707
US

2404469126

A-7. Applicant's address and toll-free number for customer service and complaints

Phone: 1-844-238-6072	Extension (if applicable):	Country: United States
Fax: 704-278-7050	Extension (if applicable):	Street: 1101 Red Ventures Drive
Email: chooselicensing@redventures.com	City: Fort Mill	Province/State: SC
	Postal Code: 29707	

A-8. Applicant's federal employer identification number

90-0837667

A-9. Applicant's form of ownership

Form of ownership: Corporation

A-10. Identify current or proposed service areas

Identify each service area in which the applicant is currently providing service or intends to provide service and identify each customer class that the applicant is currently serving or intends to serve.

Service area selection

Columbia Gas of Ohio
Dominion Energy Ohio
Duke Energy Ohio
Vectren Energy Delivery of Ohio

Class of customer selection

Residential
Small Commercial

A-11. Start date

Indicate the approximate start date the applicant began/will begin offering services: 08-12-2012

A-12. Principal officers, directors, and partners

Please provide all contacts that should be listed as an officer, director or partner.

Name	Email	Title	Address
Mark Brodsky	chooselicensing@redventures.com	Secretary/CFO	1101 Red Ventures Dr Fort Mill, SC 29707 US

A-13. Company history

Choose Energy, Inc. was founded in 2008 to offer online comparison - shopping for residential and small commercial electricity and natural gas consumers within deregulated states. On June, 1, 2017, Choose Energy, Inc. merged with SOE Sub Inc., a wholly-owned subsidiary of Save on Energy, LLC. The surviving entity is Choose Energy, LLC and maintains its current operations and licenses within the market.

A-14. Secretary of State

Secretary of State Link:

A-15. Proof of Ohio Employee and Office



Public Utilities Commission

Provide proof of an Ohio Office and Employee in accordance with Section 4929.22 of the Ohio Revised Code. List the designated Ohio employee's name, Ohio office address, telephone number and web site address

Employee Name: Corporation Service Company
50 West Broad Street Suite 1330
Columbus, OH 43215
US
cpugh@cscglobal.com
8009279800

Section B: Applicant Managerial Capability and Experience

B-1. Jurisdiction of operations

List all jurisdictions in which the applicant or any affiliated interest of the applicant is certified, licensed, registered or otherwise authorized to provide retail natural gas service or retail/wholesale electric service as of the date of filing the application..

Jurisdiction of Operation: Choose Energy, Inc is authorized to do business as either a retail energy broker or retail natural gas broker in the following states:

California
Conneticut
Georgia
Illinois
Maine
Maryland
Massachusetts
Michigan
New Hampshire
New Jersey
New York
Ohio
Pennsylvania
Texas

B-2. Experience and plans

Describe the applicant's experience in providing the service(s) for which it is applying (e.g., number and type of customers served, utility service areas, amount of load, etc.). Include the



Public Utilities Commission

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 Sections 4928.10 and/or 4929.22 of the Ohio Revised Code.

Application Experience and Plan Description: Choose Energy, Inc does not contract with consumer's directly. All contracts are made between the consumer and the natural gas supplier in which they enroll. Choose Energy, Inc acts as a consultative service for the consumer by comparison shopping rates listed on www.chooseenergy.com

B-3. Disclosure of liabilities and investigations

For the applicant, affiliate, predecessor of the applicant, or any principal officer of the applicant, describe all existing, pending or past rulings, judgments, findings, contingent liabilities, revocation of authority, regulatory investigations, judicial actions, or other formal or informal notices of violations, or any other matter related to competitive services in Ohio or equivalent services in another jurisdiction..

Liability and Investigations Disclosures: Choose Energy, Inc does not have any existing, pending or past rulings, judgements, 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 services for which it is seeking renewed certification since applicant last filed for certification to report.

B-4. Disclosure of consumer protection violations

Has the applicant, affiliate, predecessor of the applicant, or any principal officer of the applicant been convicted or held liable for fraud or for violation of any consumer protection or antitrust laws within the past five years?

No

B-5. Disclosure of certification, denial, curtailment, suspension or revocation

Has the applicant, affiliate, or a predecessor of the applicant had any certification, license, or application to provide retail natural gas or retail/wholesale electric service denied, curtailed, suspended, revoked, or cancelled or been terminated or suspended from any of Ohio's Natural Gas or Electric Utility's Choice programs within the past two years?

No



Section C: Applicant Financial Capability and Experience

C-1. Financial reporting

Provide a current link to the most recent Form 10-K filed with the Securities and Exchange Commission (SEC) or upload the form. If the applicant does not have a Form 10-K, submit the parent company's Form 10-K. If neither the applicant nor its parent is required to file Form 10-K, state that the applicant is not required to make such filings with the SEC and provide an explanation as to why it is not required.

Does not apply

C-2. Financial statements

Provide copies of the applicant's two most recent years of audited financial statements, including a 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, provide 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 bank account numbers redacted**.

If the applicant is unable to meet the requirement for two years of financial statements, the Staff reviewer may request additional financial information.

Preferred to file this information confidentially

C-3. Forecasted financial statements

Provide two years of forecasted income statements **based solely on the applicant's anticipated business activities in the state of Ohio**.

Include the following information with the forecast: a list of assumptions used to generate the forecast; a statement indicating that the forecast is based solely on Ohio business activities



only; and the name, address, email address, and telephone number of the preparer of the forecast.

The forecast may be in one of two acceptable formats: 1) an annual format that includes the current year and the two years succeeding the current year; or 2) a monthly format showing 24 consecutive months following the month of filing this application broken down into two 12-month periods with totals for revenues, expenses, and projected net incomes for both periods. Please show revenues, expenses, and net income (revenues minus total expenses) that is expected to be earned and incurred in **business activities only in the state of Ohio** for those periods.

If the applicant is filing for both an electric certificate and a natural gas certificate, please provide a separate and distinct forecast for revenues and expenses representing Ohio electric business activities in the application for the electric certificate and another forecast representing Ohio natural gas business activities in the application for the natural gas certificate.

Preferred to file confidentially

C-4. Credit rating

Provide a credit opinion disclosing the applicant's credit rating as reported by at least one of the following ratings agencies: Moody's Investors Service, Standard & Poor's Financial Services, Fitch Ratings or the National Association of Insurance Commissioners. If the applicant does not have its own credit ratings, substitute the credit ratings of a parent or an affiliate organization and submit 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 'Not Rated'.

File(s) attached

C-5. Credit report

Provide a copy of the applicant's credit report from Experian, Equifax, TransUnion, Dun and Bradstreet or a similar credit reporting organization. If the applicant is a newly formed entity with no credit report, then provide a personal credit report for the principal owner of the entity seeking certification. At a minimum, the credit report must show summary information and an overall credit score. **Bank/credit account numbers and highly sensitive identification information must be redacted.** If the applicant provides an acceptable credit rating(s) in response to C-4, then the applicant may select 'This does not apply' and provide a response in the box below stating that a credit rating(s) was provided in response to C-4.



This does not apply.

C-6. Bankruptcy information

Within the previous 24 months, have any of the following filed for reorganization, protection from creditors or any other form of bankruptcy?

- Applicant
- Parent company of the applicant
- Affiliate company that guarantees the financial obligations of the applicant
- Any owner or officer of the applicant

No

C-7. Merger information

Is the applicant currently involved in any dissolution, merger or acquisition activity, or otherwise participated in such activities within the previous 24 months?

No

C-8. Corporate structure

Provide a graphical depiction of the applicant's corporate structure. Do not provide an internal organizational chart. The graphical depiction should include all parent holding companies, subsidiaries and affiliates as well as 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 the applicant may respond by stating that it is a stand-alone entity with no affiliate or subsidiary companies.

File(s) attached

Section D: Applicant Technical Capacity

D-1. Operations



Retail natural gas brokers/aggregators: Include details of the applicant's business operations and plans for arranging and/or aggregating for the supply of natural gas to retail customers.

Operations Description: Choose Energy, Inc partners with energy providers in deregulated states to provide marketing services. Consumers within these deregulated markets are able to comparison shop energy and gas rates on the website, www.chooseenergy.com. Choose Energy, Inc. does not contract with the consumers directly. Each supplier in which Choose Energy, Inc is partnered with is responsible for all contracts and billing, as we do not take title to the natural gas.

D-2. Operations Expertise & Key Technical Personnel

Given the operational nature of the applicant's business, provide evidence of the applicant's experience and technical expertise in performing such operations. Include the names, titles, e-mail addresses, and background of key personnel involved in the operations of the applicant's business.

File(s) attached



Public Utilities
Commission

Application Attachments

UNITED STATES OF AMERICA
STATE OF OHIO
OFFICE OF THE SECRETARY OF STATE

I, Frank LaRose, do hereby certify that I am the duly elected, qualified and present acting Secretary of State for the State of Ohio, and as such have custody of the records of Ohio and Foreign business entities; that said records show CHOOSE ENERGY, INC, a Delaware corporation, having qualified to do business within the State of Ohio on August 13, 2012 under License No. 2128939 is currently in GOOD STANDING upon the records of this office.



*Witness my hand and the seal of the
Secretary of State at Columbus, Ohio
this 25th day of October, A.D. 2021.*

A handwritten signature in blue ink that reads "Frank LaRose".

Ohio Secretary of State

Validation Number: 202129804626

Exhibit C-8. Corporate Structure

Provide a graphical depiction of the applicant's corporate structure. Do not provide an internal organizational chart. The graphical depiction should include all parent holding companies, subsidiaries and affiliates as well as 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 the applicant may respond by stating that it is a stand-alone entity with no affiliate or subsidiary companies.

Organizational Structure:

Choose Energy, Inc.

Red Ventures, LLC

Save On Energy, LLC

Choose Energy, Inc.

Ric Elias, President
Mark Brodsky, Secretary

Exhibit D-2 “Operations Expertise and key technical personnel”

Provide evidence of the applicant’s experience and technical expertise in performing the operations described in this application. Include the names, titles, e-mail addresses, telephone numbers and background of key personnel involved in the operational aspects of the applicant’s business.

Choose Energy, Inc. was founded in 2008 and has provided marketing services in deregulated markets since its inception. Please find the professional histories of Choose Energy, Inc.’s principals to demonstrate their ability and expertise:

Mark Brodsky – Secretary, Choose Energy, Inc.; CFO, Red Ventures

As chief financial officer of Red Ventures, Mark is responsible for all contractual, administrative, and financial matters of the firm. Prior to joining RED F he was President and CEO of Nuvera Fuel Cells, Inc., a 185 person fuel cell company located in Cambridge Mass. and Milan, Italy. Before this, he was Executive Vice President, Finance and Development, for Arthur D. Little, a management, technology, and environmental consulting firm. He had responsibility for finance, information technology, licensing operations, and ADL Capital. Prior to joining Arthur D. Little he was Vice President of Finance and Senior Developer for Merrill International, Ltd and in this capacity he lead the development and financing of two power plants in northern Argentina. Earlier in his career he held a number of finance positions with RCA and GE, including Manager of Finance for GE Aerospace’s International Operation. . Mark has a bachelor’s degree in Accounting from Drexel University and an MBA from the Wharton School, University of Pennsylvania.

Ric Elias, CEO – President, Choose Energy, Inc.; CEO, Red Ventures

Ric is one of the co-founders of RED F. Prior to RED F, Ric worked in a variety of positions at Cendant Corporation and its predecessor CUC. In his last position at Cendant, he led the turnaround of Sparks Network Services, a database marketing company, which he sold to CBS in 1999. While at Cendant, the largest consumer direct marketing company in the United States, he managed the marketing and operations for the western United States for the Entertainment division, their local based national direct marketing subsidiary. In addition, at Cendant, he launched and ran all Latin American operations as well as starting and managing a business incubator that developed several successful start-ups. Ric has an undergraduate degree from Boston College and an MBA from Harvard.

C-4. Credit Rating.

Provide a credit opinion disclosing the applicant's credit rating as reported by at least one of the following ratings agencies: Moody's Investors Service, Standard & Poor's Financial Services, Fitch Ratings or the National Association of Insurance Commissioners. If the applicant does not have its own credit ratings, substitute the credit ratings of a parent or an affiliate organization and submit 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 "Not Rated".

Please find the Fitch credit rating for Red Ventures, LLC which is the parent company of Choose Energy, Inc.



PEOPLE PRODUCT INSIGHTS

ENTITY

Red Ventures, LLC

Technology, Media, and Telecom / Corporate Finance: Middle Markets / Corporate Finance / Corporate Finance: Leveraged Finance/Global / North America/United States

EU Endorsed, UK Endorsed; Solicited by or on behalf of the issuer (sell side)

01 Ratings

RATING	ACTION	DATE	TYPE
B+ 	Review - No Action	02-Sep-2021	LTR

Link: <https://www.fitchratings.com/entity/red-ventures-llc-96692841>

Competitive Retail Natural Gas Service Affidavit

County of MECKLENBURG :

State of NORTH CAROLINA:

Mark Brodsky, 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, and that it will amend its application while it is pending if any substantial changes occur regarding the information provided.
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 Sections 4905.10 and 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 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. 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 comply with all state and/or federal rules and regulations concerning consumer protection, the environment, and advertising/promotions.
8. Applicant will inform the Public Utilities Commission of Ohio 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 Staff use in investigating consumer complaints.
9. The facts set forth above are true and accurate 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.
10. Affiant further sayeth naught.

Mark Brodsky, Secretary/CFO
Signature of Affiant & Title

Sworn and subscribed before me this 1st day of NOVEMBER, 2021
Month Year

[Signature]
Signature of official administering oath

PATRICIA M. CIULLA
Print Name and Title



My commission expires on 11/29/24

**This foregoing document was electronically filed with the Public Utilities
Commission of Ohio Docketing Information System on**

11/1/2021 12:45:43 PM

in

Case No(s). 13-2092-GA-AGG

Summary: In the Matter of the Application of Choose Energy Inc