



DIS Case Number: 19-2047-EL-AGG

Section A: Application Information

A-1. Provider type:

☒ Power Broker ☒ Aggregator ☐ Retail Generation Provider ☐ Power Marketer

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

Legal Name: Breakerbox LLC **Country:** United States
Phone: 8332757269 **Extension (if applicable):** **Street:** PO Box 810
Website (if any): www.breakerbox.com **City:** Newburyport **Province/State:**
Postal Code: 01950

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
Breakerbox, LLC	Official Name	PO Box 810 Newburyport, MA 01950	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
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A-5. Contact person for regulatory matters

Craig Wilson
P.O. Box 810



Public Utilities Commission

Newburyport, MA 01950
US
craig@breakerbox.com
9782395240

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

Andy Bokalders
PO Box 810
Newburyport, MA 01950
US
andy@breakerbox.com
3216268941

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

Phone: 8332757269	Extension (if applicable):	Country: United States	
Fax:	Extension (if applicable):	Street: PO Box 810	
Email: andy@breakerbox.com		City: Newburyport	Province/State: MA
		Postal Code: 01950	

A-8. Applicant's federal employer identification number

842702862

A-9. Applicant's form of ownership

Form of ownership: Limited Liability Company (LLC)

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

AEP Ohio
DP&L
Duke Energy Ohio
FirstEnergy - Cleveland Electric Illuminating

FirstEnergy - Ohio Edison
FirstEnergy - Toledo Edison

Class of customer selection

Commercial
Industrial
Mercantile
Residential

A-11. Start date

Indicate the approximate start date the applicant began/will begin offering services: 12-19-2019

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
Craig Wilson	craig@breakerbox.com	President	P.O. Box 810 Newburyport, MA 01950 US
Robert Kleczynski	robert.kleczynski@exeloncorp.com	Vice President, Taxes	10 South Dearborn Street Chicago, IL 60603 US
Denis Eischen	denis.eischen@exeloncorp.com	Assistant Vice President, Taxes	10 South Dearborn Street Chicago, IL 60603 US
Benjamin Haas	benjamin.haas@exeloncorp.com	Assistant Vice President, Taxes	2301 Market Street Philadelphia, PA 19101 US
Jeremy Guenther	jeremy.guenther@exeloncorp.com	Assistant Vice President, Taxes	10 South Dearborn Street Chicago, IL 60603 US
William Jozaitis	william.jozaitis@exeloncorp.com	Assistant Vice President, Taxes	10 South Dearborn Street Chicago, IL 60603 US
Elisabeth Graham	elisabeth.graham@exeloncorp.com	Treasurer	10 South Dearborn Street Chicago, IL 60603 US
Katherine Smith	katherine.smith2@exeloncorp.com	Secretary	10 South Dearborn Street Chicago, IL 60603 US



Public Utilities Commission

Ryan Brown	ryan.brown@exeloncorp.com	Assistant Treasurer	10 South Dearborn Street Chicago, IL 60603 US
Brian Buck	brian.buck@exeloncorp.com	Assistant Secretary	701 9th Street Northwest Washington, DC 20001 US
Carter Culver	carter.culver@exeloncorp.com	Assistant Secretary	10 South Dearborn Street Chicago, IL 60603 US
David Dardis	david.dardis@exeloncorp.com	Assistant Secretary	1310 Point Street Baltimore, MD 21231 US
Nina Jezic	nina.jezic@exeloncorp.com	Assistant Secretary	1001 Louisiana Street, Suite 2300 Houston, TX 77002 US
Elizabeth Hensen	elizabeth.hensen@exeloncorp.com	Assistant Secretary	10 South Dearborn Street Chicago, IL 60603 US

A-13. Company history

Breakerbox, LLC, an indirect subsidiary of Exelon Corporation, was founded in 2019 to give customers a smarter way of buying energy. Breakerbox is staffed by industry experts with experience from retail electric suppliers, brokers, and IPPs. Breakerbox will offer customers a transparent experience when choosing their energy supplier regarding fees and supplier contracts. Breakerbox's online platform will allow customers to view supplier pricing, review billing statements, and view energy usage of their accounts. Breakerbox plans to operate as a broker in all deregulated markets to assist customers with choosing the product and supplier that best fits their risk portfolio.

A-14. Secretary of State

Secretary of State Link:

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: Breakerbox, LLC is licensed in Delaware, District of Columbia, Illinois, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, Pennsylvania, and 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 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: Breakerbox, LLC, a wholly owned subsidiary of Exelon Generation, is staffed by industry experts. Breakerbox offers customers a transparent experience with their energy buying activities. Breakerbox allows customers to work directly with Breakbox staff for energy procurement needs as well as a digital platform to contract with suppliers. Breakerbox has a toll free number, as well as a chat feature on its website to answer customer questions and requests. As of October 2021, Breakerbox, LLC has assisted over 20 commercial and industrial customers which had an annual volume over 26,000 MWh. This load was in AEP Ohio, DP&L, First Energy - Ohio Edison, and First Energy - Cleveland Illuminating.

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: Breakerbox, LLC has not been involved in any litigation, inquiries, proceedings, and investigations before various regulatory entities. Breakerbox's indirect parent is Exelon Generation Company, LLC (ExGen). ExGen's parent, Exelon Corporation, is a publicly traded company and any penalties from concluded proceedings have been paid and all concluded proceedings have been resolved appropriately, and information regarding material litigation and regulatory proceedings is disclosed in Exelon Corporation's SEC Filings available at <https://investors.exeloncorp.com/sec-filings>.

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.

Financial Reports Link(s): <https://investors.exeloncorp.com/sec-filings>

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.

Links to Financial Statement(s): <https://investors.exeloncorp.com/sec-filings>

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'.

This does not apply



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

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

Operations Description: Breakerbox, LLC, an indirect subsidiary of Exelon Corporation, was founded in 2019 to give customers a smarter way of buying energy. Breakerbox is staffed by industry experts with experience from retail electric suppliers, brokers, and IPPs. Breakerbox offers customers a transparent experience when choosing their energy supplier regarding fees and supplier contracts. Breakerbox's online platform allows customers to view supplier pricing, review billing statements, and view energy usage of their accounts.

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.

Operations Expertise & Personnel Description: Craig Wilson - President and CEO
craig@breakerbox.com / 978-239-5240

Profile

Craig Wilson is the President and CEO of Breakerbox, LLC. A broker in the energy industry that is founded on the goal of bringing more trust and transparency to energy procurement and driving more value to businesses purchasing power and gas. He has 16 years of experience working in competitive energy markets in New England and across the country.



Professional History

Over the course of his career, Craig has worked in several fields, including e-commerce, technology and energy. Prior to founding Breakerbox in the summer of 2019, Craig worked at Constellation for 16 years and was the vice president of sales at Constellation when he left. Before joining Constellation, Craig was the product marketing manager at GE Access, where he was in charge of managing the Company's top accounts within the enterprise solutions data storage division.

Breakerbox, LLC

President & CEO

June 2019 – Present

Constellation Energy Services

VP Sales

July 2003 – June 2019

GE Access

Product Marketing Manager

January 2000 – July 2003

Industry Leadership

With entrepreneurial spirit and a passion for energy, Craig offers a unique perspective on the market and is particularly proficient in developing energy procurement strategies. He speaks frequently at industry gatherings, including meetings hosted by DNV GL, The Energy Professional's Association (TEPA) and other utility events.

Education

Craig holds a Bachelor of Science from the University of New Hampshire and a Master of Business Administration from Suffolk University.

Andy Bokalders - Director of Operations

andy@breakerbox.com/ 321-626-8941

Professional History

Andy has worked in the energy industry since 2003 in several different roles with many of the largest energy companies. Andy worked for Nextera Energy Power Marketing's wholesale power business for 9 years in Risk, Mid-Marketing, and Origination roles. Andy worked on the pricing desk for Constellation's retail electricity business and as a sales manager for ENGIE Resources retail electricity company. Prior to joining Breakerbox, Andy was Executive Vice President at Bridge Power Consulting, an energy consulting firm.

Education



Public Utilities Commission

Andy holds a Bachelor of Science degree in Industrial Engineering from University of Illinois-Urbana-Champaign and a Bachelor of Science degree in Physics from Illinois State University.



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Application Attachments

A-14 Exhibit A-14 "Secretary of State" provide evidence that the applicant is currently registered with the Ohio Secretary of State.



OH Secretary of State - Microsoft Edge Ohio Secretary of State Business 201923301918

https://businesssearch.ohiosos.gov

Skip to Content Skip to Navigation An official State of Ohio government website. Here's how you know

Frank LaRose
Ohio Secretary of State

SEARCH BY BUSINESS NAME

General Information
Business Search
Trademark/Service Mark Search
Help

Business Name: Breakerbox

All Active Cancelled Dead

SEARCH CLEAR Name Search Help

SEARCH RESULTS

Showing 1 to 1 of 1 entries

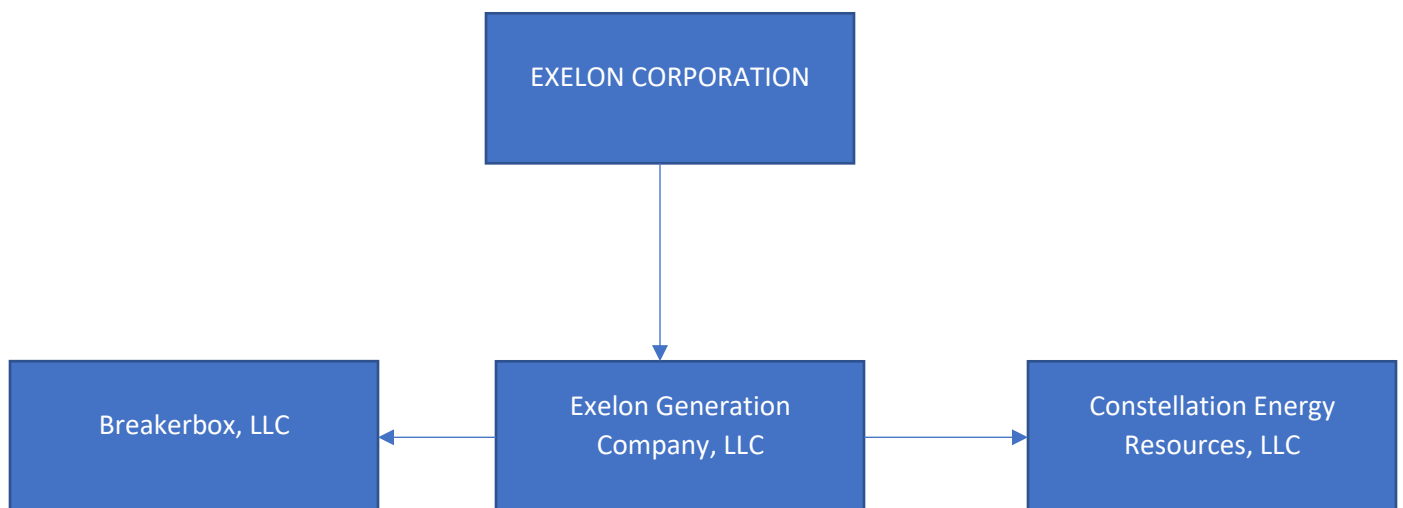
Entity#	Name	Type	Filing Date	Exp. Date	Status	Location	County	State	View Report
4371554	BREAKERBOX, LLC	FOREIGN LIMITED LIABILITY COMPANY	08/21/2019	-	Active	-	-	PENNSYLVANIA	SHOW DETAILS

First Previous 1 Next Last

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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 applicant may respond by stating that they are a stand-alone entity with no affiliate or subsidiary companies.



Competitive Retail Electric Service Affidavit

County of **Browne** :

State of **Wisconsin** :

Craig Wilson, 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, gross earnings, and sales of kilowatt-hours of electricity pursuant to Sections 4905.10(A), 4911.18(A), and 4928.06(F), Ohio Revised Code.
3. The applicant will timely pay any assessment made pursuant to Sections 4905.10, 4911.18, and 4928.06(F), Ohio Revised Code.
4. The 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. The 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. The applicant will fully comply with Section 4928.09, Ohio Revised Code regarding consent to the jurisdiction of Ohio Courts and the service of process.
7. The applicant will comply with all state and/or federal rules and regulations concerning consumer protection, the environment, and advertising/promotions.
8. The applicant will use its best efforts to verify that any entity with whom it has a contractual relationship to purchase power is in compliance with all applicable licensing requirements of the Federal Energy Regulatory Commission and the Public Utilities Commission of Ohio.
9. The applicant will cooperate fully with the Public Utilities Commission of Ohio, the electric distribution companies, the regional transmission entities, and other electric suppliers in the event of an emergency condition that may jeopardize the safety and reliability of the electric service in accordance with the emergency plans and other procedures as may be determined appropriate by the Commission.
10. If applicable to the service(s) the applicant will provide, it will adhere to the reliability standards of (1) the North American Electric Reliability Council (NERC), (2) the appropriate regional reliability council(s), and (3) the Public Utilities Commission of Ohio.
11. The 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.

12. 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.

13. Affiant further sayeth naught.

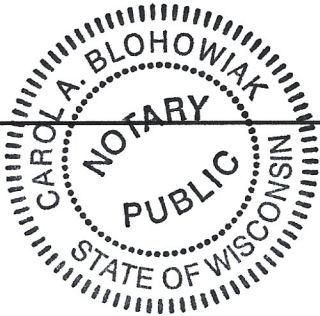
Craig Wilson President
Signature of Affiant & Title

Sworn and subscribed before me this 15th day of November 2021
Month Year

Carola Blohowiak
Signature of official administering oath

Carola Blohowiak
Print Name and Title Exec Admin Coordinator

My commission expires on 1-29-25



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

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in

Case No(s). 19-2047-EL-AGG

Summary: In the Matter of the Application of Breakerbox LLC