

DIS Case Number: 19-0623-EL-CRS

Section A: Application Information

A-1. Provider type:

□ Power Broker □ Aggregator □ Retail Generation □ Power Provider □ Marketer
A-2. Applicant's legal name and contact information.
Legal Name: Pure Energy USA OH U.C.
Country: United States

Legal Name: Pure Energy USA OH LLC		Country: United States	
Phone: 2038850757 Extension (if		Street: 648 Bay Street, 2nd Floor	
	applicable):		
Website (if any): www.pureenergyus.com		City: Staten Island	Province/State: NY

Postal Code: 10304

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	Туре	Address	Active?	Proof
Pure Energy USA OH LLC	Official Name	3 Columbus Circle 15th Floor New York, NY 10019	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	Туре	Address	Active?	Proof
Pure Energy USA OH LLC	Official Name	3 Columbus Circle 15th Floor New York, NY 10019	Yes	File

A-5. Contact person for regulatory matters



Trevor Herbest 1811 Englewood Road Suite 322 Englewood, FL 34223 US trevor@ppcenergyops.com

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

CONSUMER COMPLAINTS Pure Energy USA OH LLC 3 Columbus Circle 15th Floor New York, NY 10019 US complaints@pureenergyus.com 8662348134

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

Phone: (866) 234-	Extension (if	Country: United State	S
8134	applicable):		
Fax:	Extension (if applicable):	Street: 3 Columbus Circle 15th Floor	
Email: complaints@pureenergyus.com		City: New York	Province/State: NY
		Postal Code: 10019	

A-8. Applicant's federal employer identification number

823164437

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

Duke Energy Ohio American Electric Power (AEP)



Class of customer selection

Commercial Industrial Mercantile Residential

A-11. Start date

Indicate the approximate start date the applicant began/will begin offering services: 08-01-2019

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
Michael Larsen	compliance@pureenergyus. com		3 Columbus Circle 15th Floor New York, NY 10019 US

A-13. Company history

A-13: Company History

Pure Energy USA OH, LLC is a wholly owned subsidiary of their parent, Pure Energy USA, LLC ('Pure Energy') with offices in New York City and Staten Island, New York.

Pure Energy USA, LLC is a New York limited liability company formed in May 2012 and a licensed competitive retail Energy Supply Company (ESCO). In addition to obtaining their license to serve New York in August 2017, the organization achieved licenses in New Jersey in January 2018, Illinois in June 2018, Pennsylvania and Ohio in 2019, and Maryland in 2020. Pure Energy is currently marketing and serving customers in the states of New York, New

Jersey, Ohio, Pennsylvania, and Illinois. They are not active in Maryland at the time of this report.

Pure Energy is managed by a team of experienced energy professionals and has strategic relationships with the leading EDI, billing, and financial risk platform providers to ensure smooth operations within the State of Ohio. Pure Energy has a structed finance agreement to support operations as a retail energy provider including power purchases, collateral postings, and receivable funding.

Pure Energy has plans to offer both variable and fixed rate products to meet customer demands. While Pure Energy's focus is to support residential and small commercial business, they will also have the capability to support large commercial and industrial customers.



A-14. Secretary of State

Secretary of State Link: https://businesssearch.ohiosos.gov?=businessDetails/4079528

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: Pure Energy USA LLC (New York) Pure Energy USA NJ, LLC (New Jersey) Pure Energy USA OH, LLC (Ohio) Pure Energy USA MD, LLC (Maryland) (Not Currently Serving Customers) Pure Energy USA IL, LLC (Illinois) Pure Energy USA PA, LLC (Pennsylvania)

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: B-2: Experience and Plans As previously reported in Exhibit A-13, Pure Energy USA OH, LLC is a wholly owned subsidiary of Pure Energy USA, LLC (parent company).

Pure Energy USA OH, LLC, and their parent, were formed by industry veterans with over 30 years of collective experience in retail energy compliance, regulatory, risk management, EDI, billing, taxes, RECS, customer service, marketing, and sales.

The Pure Energy team has managed both front and back-office functions to responsibly manage fixed price, variable price, and renewable energy products for up to 500,000 residential, small commercial, and industrial customers collectively in each of the following deregulated States: Illinois, Ohio, Pennsylvania, New Jersey. This includes maintaining relationships with over thirty (30) utilities within those service territories. Collectively, the Pure team has managed risk, financial operations, and compliance for over 500 MWH throughout the following RTO's: PJM, NYISO and NEISO.

The Pure team has implemented internal procedures to manage customer service, customer complaints, risk services and all required monthly, quarterly, and annual requirements to maintain compliance with all regulatory reporting agencies including local, state and federal. Currently Pure Energy is serving approximately 18,000 meters through 12 utilities spread across Pennsylvania, Ohio, New York, New Jersey, and Illinois.

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: Pure Energy USA OH, LLC has no present, past, or pending investigations, or any other matter that could adversely impact the applicants financial or operational status or ability to provide the services it is seeking to be certified to provide in any state or operating territory.

B-4. Disclosure of consumer protection violations

Has the applicant, affiliate, predecessor of the applicant, or any principal officer of the applicant been convicted orheld 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



B-6. Environmental disclosures

Provide a detailed description of how the applicant intends to determine its generation resource mix and environmental characteristics, including air emissions and radioactive waste. Include the annual projection methodology and the proposed approach to compiling the quarterly actual environmental disclosure data. See 4901:1-21-09 of the Ohio Administrative Code for additional details of this requirement.

PJM disclosure option chosen

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 <u>two most recent years</u> 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 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** <u>solely</u> 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.

Preferred to file this information confidentially

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

C-9. Financial arrangements

Provide copies of the applicant's financial arrangements to satisfy collateral requirements to conduct retail electric/natural gas business activities (e.g., parental guarantees, letters of credit, contractual arrangements, etc., as described below).

Renewal applicants may provide a current statement from an Ohio local distribution utility (LDU) that shows that the applicant meets the LDU's collateral requirements. The statement or letter must be on the utility's letterhead and dated within a 30-day period of the date the applicant files its renewal application.

First-time applicants or applicants whose certificate has expired must meet the requirements of C-9 in one of the following ways:

- The applicant itself states that it is investment grade rated by Moody's Investors Service, Standard & Poor's Financial Services, or Fitch Ratings and provides evidence of rating from the rating agencies. If you provided a credit rating in C-4, reference the credit rating in the statement.
- The applicant's parent company is investment grade rated (by Moody's, Standard & Poor's, or Fitch) and guarantees the financial obligations of the applicant to the LDU(s). Provide a copy of the most recent credit opinion from Moody's, Standard & Poor's or Fitch.
- 3. The applicant's parent company 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 parent company's financials and a copy of the parental guarantee must be included in the application if the applicant is relying on this option.
- 4. The applicant can provide evidence of posting a letter of credit with the LDU(s) listed as the beneficiary, in an amount sufficient to satisfy the collateral requirements of the LDU(s).

Preferred to file confidentially

Section D: Applicant Technical Capacity

D-1. Operations

<u>Power Marketers/Generators</u>: Describe the operational nature of the applicant's business, specifying whether operations will include the generation of power for retail sales, the scheduling of retail power for transmission and delivery, the provision of retail ancillary services, as well as other services used to arrange for the purchase and delivery of electricity to retail customers.

<u>Power Marketers/Generators</u>: Describe the operational nature of the applicant's business, specifying whether operations will include the generation of power for retail sales, the scheduling of retail power for transmission and delivery, the provision of retail ancillary

services, as well as other services used to arrange for the purchase and delivery of electricity to retail customers.

Operations Description: Pure Energy USA OH, LLC holds a NYISO membership as well as a PJM membership and maintains all energy requirements necessary to serve potential customers within the State of Ohio service territories. Pure Energy USA OH, LLC has internal risk management staff and utilizes a proprietary risk platform to accurately price, schedule, and forecast their customer load into the DA and RT markets including all ancillary costs (capacity, line loss and renewal compliance obligations). Pure Energy USA OH, LLC has implemented risk management policies and procedures to protect all fixed customer contracts and can hedge with approved counterparties within PJM when necessary.

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

D-3. FERC Power Marketer and License Number

Provide a statement disclosing the applicants FERC Power Marketer License Number (Power Marketers Only).

Pure Energy USA LLC received their FERC Market Based Rate Authority under docket ER17-2008-000 dated 7/27/2017.



Application Attachments



Pure Energy USA OH, LLC 3 Columbus Circle 15th Floor, New York, NY 10019 T: 1-866-234-8184 compliance@pureenergyus.com www.pureenergyus.com

Exhibit C-8: Company Organization Chart



Pure Energy USA OH, LLC 3 Columbus Circle 15th Floor, New York, NY 10019 T: 1-866-234-8184 compliance@pureenergyus.com www.pureenergyus.com

PURE ENERGY COMPANY ORGANIZATIONAL CHART

Pure Energy USA LLC

PJM and NYISO Members New York State License Holder NY Domestic LLC

Parent Company & 100% Owner of:

Pure Energy USA PA, LLC Wholly Owned Subsidiary

PA PUC License Holder DE Domestic LLC PA Foreign LLC

Pure Energy USA OH, LLC

Wholly Owned Subsidiary PUCO License Holder DE Domestic LLC OH Foreign LLC

Pure Energy USA IL, LLC Wholly Owned Subsidiary IL ICC License

IL ICC License DE Domestic LLC IL Foreign LLC

Pure Energy USA NJ, LLC

Wholly Owned Subsidiary NJ BPU License DE Domestic LLC NJ Foreign LLC

Pure Energy USA MD, LLC

Wholly Owned Subsidiary MD PSC License DE Domestic LLC MD Foreign LLC

Competitive Retail Electric Service Affidavit

County of MONMONT:

State of New Jelly :

_Michael Larsen, 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.
- 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.

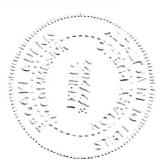
12. The facts set forth above are true and accurate to the best of his/her knowledge, information, and belief and that he/she expects said applicant to be able to prove the same at any hearing hereof.

13. Affiant further sayeth naught. Signature of Affiant & Title: Michael Larsen, CEO

17m day of FUMuduy, 1073 Month Year Sworn and subscribed before me this BROOKE GUIKES NOTARY PUBLIC Print Name and Title Signature of official administering oath

My commission expires on 11/31/24

BROOKE GULKIS Notary Public, State of New Jersey Comm. # 50187232 My Commission Expires 11/31/2024





Pure Energy USA OH, LLC 3 Columbus Circle 15th Floor, New York, NY 10019 T: 1-866-234-8184 compliance@pureenergyus.com www.pureenergyus.com

Exhibit D-12 Operations Expertise and Key Personnel



PURE ENERGY USA OH, LLC OPERATIONS EXPERTISE AND KEY PERSONNEL

As previously discussed, Pure Energy USA OH, LLC was created by energy industry experts. In addition to the Pure Energy executive bios within, there are strategic third-party vendors that support the organization's daily operations on both a financial and a technical level.

VertexOne: Utility Billing & Customer Engagement Solutions

VertexOne is a Houston-TX-based professional services firm that provides energy suppliers with customer information systems (CIS) and customer engagement platforms that helps revolutionize their meter-to-cash process and improve the customer and staff experience with customer-centric solutions. Founded in 1985 and continually expanding operations, VertexOne products include Electronic Data Interchange (EDI) services to allow exchange of data with the utilities, and so forth, as well as a billing solution that will allow for customer management, generation of bills for reconciliation purposes, and management of accounts receivable/payable functions.

Recently, VertexOne acquired and integrated EC Infosystems operations.

Converged Energy

Converged Energy delivers a proven and scalable enterprise-class cloud platform for Retail Energy Providers and Energy Service Companies. The Converged Energy platform modules include Pricing Desk, Sales Management, Billing, Customer Information System, Forecasting, ETRM and Portfolio Valuation. The modules support electric requirements in NYISO, PJM, ISO-NE, ERCOT and natural gas requirements throughout much of the United States. The core of the Converged Energy team has been delivering technology and software solutions to the energy industry since 1999.

Michael Larsen, Co-CEO & Founder

Mr. Larsen has over a decade of successful experience in the financial sales and marketing industry, seven (7) of those years in developing marketing strategies and customer service systems for the deregulated energy space.

Michael opened his first independent retail energy brokerage firm, Premier Solutions in December 2011. Since inception, he was able to grow the agency to over 200 agents while supporting growth of over 450,000 customers for several veteran suppliers since its inception.

In 2018, Mr. Larsen transitioned those efforts into actively participating in the retail space as an electricity supplier and serving as Co-CEO of Pure Energy USA, LLC. Michael focuses much of his interest in streamlining customer service and sales to ensure a proper customer experience. Pure is currently active in both the PJM and NYISO marketplace and serves customers in over 15 utilities and throughout five (5) States.



Michael started Premier Solutions with a vision of giving salespeople earning opportunities on every-day commodities that save customers money that promotes aid to charities. Through the years, Michael established partnerships with The American Childhood Cancer Association and the Daily News Disaster Relief Fund donating revenues to the victims of Hurricane Sandy. Mr. Larsen continues the effort of promoting and contributing to charitable causes today with Pure Energy.

Scott Tierney- Co-CEO & Founder

Mr. Tierney has 25 years' experience in corporate sales growth, capital raising, and acquisitions. He started his career in the financial services field in 1992 and transitioned to the energy and telecommunication market in 2008, where he exceeded established goals and revenue quotas.

Since joining Premier Solutions, Mr. Tierney assisted the company in achieving more than 150% growth and helped establish it as one of the fastest-growing sales and marketing companies in the deregulated energy markets for both natural gas and electricity. Mr. Tierney successfully transitioned into operations working with suppliers handling back-office administration, EDI, commission.

In 2018, Mr. Tierney advanced his efforts into the Co-CEO role at Pure Energy USA, LLC. Mr. Tierney is charged with developing financial stability as well as internal strategies and programs to drive the company's profitability and maximize its market share. In addition to developing recruitment strategies and industry awareness, Mr. Tierney is focused on product development, innovative technology, and data as key strategic drivers. Currently Pure is serving customers in over 15 utilities throughout the PJM and NYISO marketplace.

David Greenwood, Risk

David Greenwood created his success in the energy space over five (5) years ago when he was first introduced into the retail energy market with a small ESCO. Since inception, he continually climbs through the ranks with regards to power and renewable energy portfolios.

His education of the marketplace continued while working for an energy software company specializing in demand forecasting for retail energy companies. He was able to use the knowledge gained as a launching pad into the mainstream retail energy space with a focus on power and renewables.

He was quickly recruited by Crius Energy, LLC, a top 10 energy retail supplier to manage short-term and long-term supply positions for Power and Renewables within ISO-NE, PJM, NYISO, MISO for over 1,000,000 RCE's across all Crius Energy Brands including: Viridian, Comcast Energy Rewards, FairPoint Energy, Cincinnati Bell Energy, Tri Eagle Energy, and Public Power.

Mr. Greenwood's power-oriented responsibilities included NYISO capacity auctions, capacity pricing, and bilateral capacity agreements, managing DART and Spot Energy Scheduling, demand forecasts, internal pricing curves, and financial models. Training and overseeing analysts/schedulers, user accounts and interactions with ISOs and Utilities including contacts and portal interaction. He performed market analysis utilizing ICE, Bloomberg, Platts, Genscape as well as other market standards.



David was responsible to ensure the Renewable Portfolio Standard compliance within the following states: Connecticut, Rhode Island, Maine, New Hampshire, Massachusetts, Maryland, Pennsylvania, New Jersey, District of Columbia, Delaware, Ohio, Illinois, and Texas.

He also managed all REC registry systems: PJM-EIS, NEPOOL-GIS, WREGIS, MRETS, MIRECS, and ERCOT including the renewable asset pricing/modeling.

David is an invaluable asset to the team due to his extensive knowledge in the retail energy space and trading network he has built over the last 5 years. His skill set is essential to Pure's ability to offer fixed rate products and maintain balance within the portfolio.

Trevor Herbest: Principal Consultant

Mr. Herbest provides market-entry, market-development, expansion, compliance, and operational support services in the retail energy space with a primary focus on the northeastern region of the United States. Over the past 16 years, Mr. Herbest has guided and expanded retail energy providers in five (5) RTO's (NEISO, NYISO, PJM, MISO and ERCOT) and 13 deregulated states (Maine, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Maryland, District of Columbia, Pennsylvania, Ohio, Illinois, Michigan, and Texas) that spans over 30 utilities and several pipelines.

Mr. Herbest started his retail energy career as the founder and acting COO and Executive Vice President of Public Power & Utility Inc. and Public Power, LLC in 2007. In four short years, he expanded the electricity and natural gas retailer's footprint into nine (9) states, three (3) ISO's and more than 20 utilities while guiding them in serving more than 240,000 electricity consumers. Mr. Herbest also managed the day-to-day operations, financial and regulatory functions, and all sales efforts with a team of 30 in-house employees, over 500 direct brokers, and other various sales channels. The success eventually led to their 2012 merger with Crius Energy, which now serves up to one million meters.

On occasion, Mr. Herbest has served as Interim CEO and Director of Winddown and M&A for industryrelated financial firms wanting the expertise to manage distressed retail market participants including the smooth transfer of assets (over 100,000 RCE's) and the proper winddown at the ISO, State, Utility, DOR, SOS, Federal, and local levels.

This foregoing document was electronically filed with the Public Utilities

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2/28/2023 4:45:45 PM

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Case No(s). 19-0623-EL-CRS

Summary: In the Matter of the Application of Pure Energy USA OH LLC