

DIS Case Number: 13-0792-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: Broadleaf LLC **Country:** United States
Phone: 800.687.9430 **Extension (if applicable):** **Street:** 500 Woodberry Way
Website (if any): www.broadleafenergy.com **City:** Chester Springs **Province/State:** PA
Postal Code: 19425

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
Broadleaf, LLC	Official Name	500 Woodberry Way Chester Springs, PA 19425	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
Broadleaf, LLC	Official Name	500 Woodberry Way Chester Springs, PA 19425	Yes	File
Broadleaf Energy Company	DBA	500 Woodberry Way Chester Springs, PA 19425	Yes	File

A-5. Contact person for regulatory matters

Michael Meehan
500 Woodberry Way
Chester Springs, PA 19425
US
michael.meehan@broadleafenergy.com
8006879430

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

Michael Meehan
500 Woodberry Way
Chester Springs, PA 19425
US
michael.meehan@broadleafenergy.com
8006879430

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

Phone: (800)687-9430	Extension (if applicable):	Country: United States
Fax: (800)481-2009	Extension (if applicable):	Street: 500 Woodberry Way
Email: michael.meehan@broadleafenergy.com		City: Chester Springs Province/State: PA
		Postal Code: 19425

A-8. Applicant's federal employer identification number

46-0795010

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
FirstEnergy - Cleveland Electric Illuminating
FirstEnergy - Ohio Edison
FirstEnergy - Toledo Edison
AES Ohio
American Electric Power (AEP)

Class of customer selection

Commercial

A-11. Start date

Indicate the approximate start date the applicant began/will begin offering services: 05-15-2013

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 Meehan	michael.meehan@broadleafenergy.com	Managing Member	500 Woodberry Way Chester Springs, PA 19425 US

A-13. Company history

Broadleaf, LLC was founded in August 2012. Broadleaf's principal business is electric supply procurement for commercial customers. Broadleaf obtained an electric broker license in May 2013. Broadleaf works with commercial accounts in Ohio as well as Pennsylvania, Massachusetts, Maine, New Jersey, and Delaware. Michael Meehan, Managing Member, has 11 years of experience working in the energy industry. He is a certified Energy Procurement Professional with the Association of Energy Engineers. He has a Political Science bachelor's degree from Villanova University and an MBA from Penn State University.

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: Broadleaf is licensed and does business in Pennsylvania, Delaware, New Jersey, Massachusetts, Maine, Texas, and Ohio.

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: Broadleaf, LLC was founded in August 2012. Broadleaf's principal business is electric supply procurement for commercial customers. Broadleaf obtained an electric broker license in May 2013. Broadleaf works with commercial accounts in Ohio as well as Pennsylvania, Massachusetts, Maine, Texas, New Jersey, and Delaware. Michael Meehan, Managing Member, has 11 years of experience working in the energy industry. He is a certified Energy Procurement Professional with the Association of Energy Engineers. He has a Political Science bachelor's degree from Villanova University and an MBA from Penn State University. Broadleaf assists commercial accounts in Ohio with energy procurement. Broadleaf does not take title to the power. Broadleaf is paid a nominal fee by the supplier, and this margin is included in the contract rate. Broadleaf does not contract directly with customers and does not bill any customers. Broadleaf handles all inquiries and customer complaints directly, taking appropriate actions with suppliers and applicable parties to resolve issues.

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: There are no pending or past judgments, liabilities, or investigations of Broadleaf, LLC.

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'.

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.

Stand-alone entity with no affiliate or subsidiary companies

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: Broadleaf, LLC is a broker and only works with licensed electricity suppliers. Broadleaf assists commercial customers with their procurement strategy. Broadleaf does not take title to the power. Electricity contracts are between licensed suppliers and customers only.

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: Broadleaf, LLC was founded in August 2012. Broadleaf's principal business is electric supply procurement for commercial customers. Broadleaf obtained an electric broker license in May 2013. Broadleaf works with commercial accounts in Ohio as well as Pennsylvania, Massachusetts, Maine, Texas, New Jersey, and Delaware. Michael Meehan, Managing Member, has 11 years of experience working in the



Public Utilities Commission

energy industry. He is a certified Energy Procurement Professional with the Association of Energy Engineers. He has a Political Science bachelor's degree from Villanova University and an MBA from Penn State University. Broadleaf assists commercial accounts in Ohio with energy procurement. Broadleaf does not take title to the power. Broadleaf is paid a nominal fee by the supplier, and this margin is included in the contract rate. Broadleaf does not contract directly with customers and does not bill any customers. Broadleaf handles all inquiries and customer complaints directly, taking appropriate actions with suppliers and applicable parties to resolve issues. Contact information for Michael Meehan is as follows: EMAIL michael.meehan@broadleafenergy.com. PHONE 1-800-687-9430.



Public Utilities
Commission

Application Attachments



DATE	DOCUMENT ID	DESCRIPTION	FILING	EXPED	PENALTY	CERT	COPY
11/02/2012	201230700306	REGISTRATION OF FOREIGN FOR PROFIT LLC (LFP)	125.00	.00	.00	.00	.00

Receipt

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

BUSINESS FILINGS INCORPORATED
ATTN: JODY SMIEJA
8040 EXCELSIOR DR. STE 200
MADISON, WI 53717

STATE OF OHIO CERTIFICATE

Ohio Secretary of State, Jon Husted

2148344

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

BROADLEAF, LLC

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

Document(s):

REGISTRATION OF FOREIGN FOR PROFIT LLC

Document No(s):

201230700306



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
1st day of November, A.D. 2012.

Ohio Secretary of State

This fax was received by GFI FAXmaker fax server. For more information, visit: <http://www.ohio.sos.gov>

Form 533B Prescribed by:
Ohio Secretary of State
JON HUSTED
Ohio Secretary of State

Central Ohio: (614) 466-3910
Toll Free: (877) SOS-FILE (767-3453)
www.OhioSecretaryofState.gov
BusServ@OhioSecretaryofState.gov

Mail this form to one of the following:

Regular Filing (non expedite)
P.O. Box 670
Columbus, OH 43216

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

Filing Fee: \$125

RECEIVED

NOV 21 2012

CHECK ONLY ONE (1) BOX

(1) ☒ Registration of a Foreign For-Profit Limited
Liability Company
(106-LFA)
ORC 1705

Jurisdiction of Formation Date of Formation

(2) ☐ Registration of a Foreign Nonprofit
Limited Liability Company
(106-LFA)
ORC 1705

Jurisdiction of Formation Date of Formation

Name of Limited Liability Company in its jurisdiction of formation

Name under which the foreign limited liability company desires to transact business in Ohio (if different from its name in its jurisdiction of formation) is:

Name must include one of the following words or abbreviations: "limited liability company," "limited," "L.L.C.," "LLC," "Ltd.," or "Ltd."

The address to which interested persons may direct requests for copies of the limited liability company's operating agreement, bylaws, or other charter documents of the company is:

Name

Mailing Address

City

State

ZIP Code

This fax was received by GFI FAXmaker fax server. For more information, visit: <http://www.gfi.com>

The limited liability company hereby appoints the following as its agent upon whom process against the limited liability company may be served in the state of Ohio. The name and complete address of the agent is

Business Filings Incorporated

Name

4400 Easton Commons Way Suite 125

Mailing Address

Columbus

City

Ohio

State

43219

ZIP Code

☐ If the agent is an individual and using a P.O. Box, check this box to confirm that the agent is an Ohio resident.

The limited liability company irrevocably consents to service of process on the agent listed above as long as the authority of the agent continues, and to service of process upon the Ohio Secretary of State if:

- a. an agent is not appointed, or
- b. an agent is appointed but the authority of that agent has been revoked, or
- c. the agent cannot be found or served after the exercise of reasonable diligence.

By signing and submitting this form to the Ohio Secretary of State, the undersigned hereby certifies that he or she has the requisite authority to execute this document.

Required
Articles and original
appointment of agent must
be signed by a member,
manager or other
representative.

If authorized representative
is an individual, then they
must sign in the "signature"
box and print their name
in the "Print Name" box.

If authorized representative
is a business entity, not an
individual, then please print
the business name in the
"signature" box, an
authorized representative
of the business entity
must sign in the "By" box
and print their name in the
"Print Name" box.

Michael M Meehan
Signature

By (if applicable)

Michael Meehan, Member

Print Name

Signature

By (if applicable)

Print Name

Signature

By (if applicable)

Print Name

COMMONWEALTH OF PENNSYLVANIA

DEPARTMENT OF STATE

October 23, 2012

TO ALL WHOM THESE PRESENTS SHALL COME, GREETING:

I DO HEREBY CERTIFY, That from an examination of the indices and Records of this Department, it appears that on August 1, 2012 Certificate of Organization was filed pursuant to the laws of the Commonwealth of Pennsylvania, whereby BROADLEAF, LLC is duly organized under the laws of the Commonwealth of Pennsylvania and remains subsisting so far as the records of this office show, as of the date herein.

I DO FURTHER CERTIFY, That this shall not imply that all fees, taxes, and penalties owed to the Commonwealth of Pennsylvania are paid.



IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the Seal of the Secretary's Office to be affixed, the day and year above written.

A handwritten signature in cursive script, appearing to read "Carol Aichele".

Secretary of the Commonwealth

Certificate Number: 10638357-1

Verify this certificate online at <http://www.corporations.state.pa.us/Corp/SOSKB/verify.asp>

Competitive Retail Electric Service Affidavit

County of Williamson :

State of Texas :

Michael M. Meehan , 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.

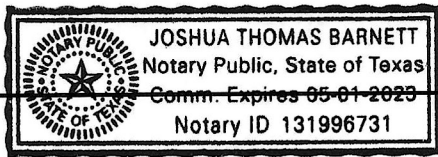
13. Affiant further sayeth naught.

Michael M. Medon, Managing Member
Signature of Affiant & Title

Sworn and subscribed before me this 3rd day of April, 2023
Month Year

J. Barnett
Signature of official administering oath

Josh Barnett Notary Public
Print Name and Title



My commission expires on 5-1-2023

**This foregoing document was electronically filed with the Public Utilities
Commission of Ohio Docketing Information System on
4/4/2023 5:05:44 PM**

in

Case No(s). 13-0792-EL-AGG

Summary: In the Matter of the Application of Broadleaf LLC