

Via Certified USPS

May 23, 2023

FILE

Public Utilities Commission of Ohio

Docketing Division

180 East Broad Street

Columbus, Ohio 43215-3793

UNDER SEAL

RECEIVED DOCKETING DIV
2023 MAY 25 PM 3:52
PUCO

Re: Alfa Energy LLC – Pending Recertification as a Broker Engaged in the Business of Supplying Electricity Services in the Commonwealth of Ohio, Certification Case Number **13-843-EL-AGG**

Dear Public Utilities Commission:

Enclosed, please find the application for recertification of, ALFA ENERGY LLC, in accordance the Ohio Revised Code.

Within the recertification application are several exhibits with confidential and proprietary company information regarding finances which we request be filed under seal. These exhibits are marked **C - 2, C - 3 and C - 5**. The electronic filing will have these items removed. The paper filing will include them with the request they be filed under seal.

If you have any questions or concerns, please contact me directly.

Kind Regards,

Kenan Kreso

This is to certify that the images appearing are an accurate and complete reproduction of a case file document delivered in the regular course of business.
Technician SKC Date Processed 5.23.23



Public Utilities Commission

Competitive Retail Electric Service (CRES) Provider Application

Case Number: 13 0843 -EL-AGG

Please complete all information. Identify all attachments with a label and title (example: Exhibit C-2 Financial Statements). For paper filing, you can mail the original and two complete copies to the Public Utilities Commission of Ohio, Docketing Division, 180 East Broad Street, Columbus, Ohio 43215-3793.

A. Application Information

A-1. Provider Type.

Select the competitive retail electric service (CRES) provider type(s) for which the applicant is seeking certification. Please note you can select more than one.

Aggregator

☐

Power Broker

☒

Power Marketer

☐

Retail Electric
Generation Provider

☐

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

Provide the name and contact information of the business entity.

Legal Name: Alfa Energy LLC
Street Address: 6177 N Lincoln Ave, Unit 333
City: Chicago State: IL Zip: 60659
Telephone: 888 859 5226 Website: https://alfaenergygroup.com

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: Alfa Energy LLC
Street Address: 6177 N Lincoln Ave, Unit 333
City: Chicago State: IL Zip: 60659
Telephone: 888 859 5226 Website: 1 888 859 5226

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

Provide all business names the applicant uses in North America. You do not need to include the names provided in A-2 and A-3.

Name(s): _____

A-5. Contact person for regulatory matters.

Name: Kenan Kreso Title: Manager
Street Address: 6177 N Lincoln Ave, Unit 333
City: Chicago State: IL Zip: 60659
Telephone: 888 859 5226 Email: kenan@alfa-energy.com

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

Name: Kenan Kreso Title: Manager
Street Address: 6177 N Lincoln Ave, Unit 333
City: Chicago State: IL Zip: 60659
Telephone: 888 859 5226 Email: kenan@alfa-energy.com

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

Street Address: 6177 N Lincoln Ave, Unit 333
City: Chicago State: IL Zip: 60659
Toll-free Telephone: 888 859 5226 Email: kenan@alfa-energy.com

A-8. Applicant's federal employer identification number.

FEIN: 27-2078701

A-9. Applicant's form of ownership (select one).

Sole Proprietorship

☐

Limited Liability
Partnership (LLP)

☐

Corporation

☐

Partnership

☐

Limited Liability
Company (LLC)

☒

Other: _____

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:

AES Ohio

☒

American Electric Power
(AEP Ohio)

☒

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.

Date: 05/14/2013

A-12. Principal officers, directors and partners.

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

A-13. Company history.

Provide an attachment with a concise description of the applicant's company history and principal business interests.

A-14. Secretary of State.

Provide evidence that the applicant is currently registered with the Ohio Secretary of State.

B. Managerial Capability

Provide a response or attachment for each of the sections below.

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.

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.

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.

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? If yes, attach a document detailing the information.

Yes

☐

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? If yes, attach a document detailing the information.

Yes

☐

No

☒**B-6. Environmental disclosure.**

This section is only applicable if power marketer or retail electric generation provider has been selected in A-1.

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.

C. Financial Capability

Provide a response or attachment for each of the sections below.

C-1. Financial reporting.

Provide a current link to the most recent Form 10-K filed with the Securities and Exchange Commission (SEC) or attach a copy of 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.

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.

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.

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".

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.

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? If yes, attach a document detailing the information.

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

Yes

☐

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? If yes, attach a document detailing the information.

Yes

☐

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.

C-9. Financial arrangements.

This section is only applicable if power marketer or retail electric generation provider has been selected in A-1.

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:

1. 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.

2. 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).

D. Technical Capability

Provide an attachment for each of the sections below.

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.

Power Marketers/Generators: 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.

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. If vendors or third parties are or will be utilized for any activities listed in this application, provide the name, contact information for each, and list which activities they will perform. Also, indicate which activities will be performed directly by the company. Please note that this information is required to be updated within 30 days of any changes.

D-3. FERC power marketer authorization.

This section is only applicable if power marketer or retail electric generation provider has been selected in A-1.

Provide the FERC docket granting the applicant power marketer authority.

As authorized representative for the above company/organization, I certify that all the information contained in this application is true, accurate and complete. I also understand that failure to report completely and accurately may result in penalties or other legal actions.

Signature

Manager

Title

05/23/2023

Date

Competitive Retail Electric Service Affidavit

County of Cook :

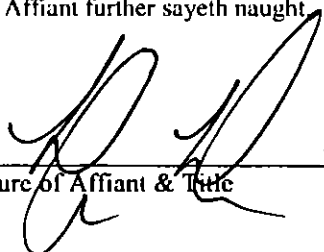
State of Illinois :

Kenan Kreso . 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.

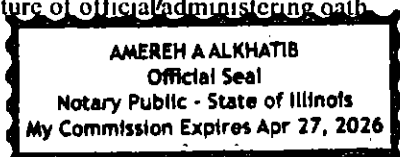
13. Affiant further sayeth naught

 Manager
Signature of Affiant & Title

Sworn and subscribed before me this 23rd day of May, 2023
Month Year


Signature of official administering oath

Amerah A Alkhatib, Relationship Banker,
Print Name and Title Chase



My commission expires on Apr 27, 2026

Exhibit A – 12 "Principal Officers, Directors & Partners"

<u>Member</u>	<u>Title</u>	<u>Telephone Number</u>
<u>Kenan Kreso</u> 5932 N Virginia Ave Chicago, IL 60659	Director	+1 312 488 4840
<u>Damir Ahmovic</u> 1 Haven Green Ealing Broadway London W5 2UU United Kingdom	Partner	+44 208 810 7743
<u>Elvin Ahmovic</u> 1 Haven Green Ealing Broadway London W5 2UU United Kingdom	Partner	+44 208 810 7743

Exhibit A – 13 “Company History”

Alfa Energy LLC was formed in Chicago, IL in April of 2010. Since day one Alfa Energy LLC focus of marketing and operation has been on energy brokerage of commercial clients in Illinois. Alfa Energy LLC has expanded to other states within the United States as and when our local IL clients need our service in other jurisdictions.

Exhibit A – 14 “Secretary of State”

Please find attached in following one page, showing registration with the Secretary of State.



DATE:	DOCUMENT ID	DESCRIPTION	FILING	EXPED	PENALTY	CERT	COPY
03/27/2013	201308501539	REG. OF FOR. PROFIT LIM. LIAB. CO. (LFP)	125.00	.00		.00	.00

Receipt

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

MILLER LEGAL GROUP
3332 N DAMEN AVE #3
CHICAGO, IL 60618

STATE OF OHIO CERTIFICATE

Ohio Secretary of State, Jon Husted

2185356

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

ALFA ENERGY LLC

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

Document(s)

REG. OF FOR. PROFIT LIM. LIAB. CO.

Document No(s):

201308501539

Effective Date: 03/25/2013



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 27th day of March, A.D.
2013.

Ohio Secretary of State

Exhibit B – 1 “Jurisdiction of Operation”

Alfa Energy is licensed and currently operating as an energy broker in the following jurisdictions:

State of Illinois

State of Michigan

State of New Jersey

State of New York

State of Pennsylvania

State of Texas

Exhibit B – 2 “Experience & Plans”

As a standard practice and in compliance with all jurisdictions in which the Alfa Energy LLC is licensed, the Alfa Energy LLC provides its prospective clients with adequate, accurate, and understandable pricing and terms and conditions of service, including any switching fees, and a document containing the terms and conditions of pricing and service before the consumer enters into the contract for service, and discloses the conditions under which a customer may rescind a contract without penalty. All prospective clients are also informed as to the procedure as to how a client may cancel, switch or terminate service, and the requisite notice for such cancellation.

Alfa Energy LLC discloses of all prices, commissions earned on the transaction, usage history, and information relating to the suppliers in which Alfa Energy LLC is offering energy brokerage services through. Alfa Energy LLC provides all contact information to the supplier that is selected for service for direct contact and issues relating to the provision of service, as well as the contact information of the governing body of the energy market (i.e. Illinois Commerce Commission in Illinois). Alfa Energy LLC also assigned a trained sales member to each customer to assist in the servicing of the customer throughout the duration of the contract with Alfa Energy LLC.

Alfa Energy LLC customers receive monthly or quarterly (at the selection of the customer) statements showing usage, rates and commission earned.

In order to comply with Section 4928.10 of the Ohio Revised Code, Alfa Energy LLC has recently adopted the practice of providing customers with information pertaining to the following:

- Coordination between suppliers for the purpose of maintaining service;
- The allocation of partial payments between suppliers when service components are jointly billed;
- A prohibition against blocking, or authorizing the blocking of, customer access to a noncompetitive retail electric service when a customer is delinquent in payments to the electric utility or electric services company for a competitive retail electric service;
- A prohibition against switching, or authorizing the switching of, a customer's supplier of competitive retail electric service without the prior consent of the customer in accordance with appropriate confirmation practices, which may include independent, third-party verification procedures.
- A requirement of disclosure of the conditions under which a customer may rescind a decision to switch its supplier without penalty;
- Specification of any required notice and any penalty for early termination of contract.

Alfa Energy LLC has and will continue to comply with all regulations set forth by the governing jurisdictions, including those regulations set forth in Section 4928.10 of the Ohio Revised Code.

Exhibit B – 3 “Disclosure of Liabilities and Investigations”

Alfa Energy has no existing, pending or past rulings, judgments, contingent liabilities, revocation of authority, regulatory investigations, or any other matter that could adversely impact the its financial or operational status or ability to provide the services it is seeking to be certified to provide.

Exhibit C – 1 “Financial Reporting”

Alfa Energy LLC is not required by law to provide Form 10-K with the SEC because of its organizational structure as a privately-held limited liability company.. In the ordinary course of its business operations Alfa Energy LLC has prepared financial statement, and has those financial statements hereto in Exhibit C-2.

Exhibit C – 4 “Credit Rating”

Alfa Energy LLC has not been assigned a Credit Rating by Duff & Phelps, Dun and Bradstreet Information Services, Fitch IBCA, Moody’s Investors Service, Standard & Poors, or any other similar organization.

Exhibit C – 8 “Corporate Structure”

Alfa Energy LLC is a stand-alone entity based in Chicago, IL. There are no affiliate companies.

Exhibit C – 9 “Financial Arrangements”

N/A

Alfa Energy is not taking title to the electricity or natural gas and is seeking renewal certification as a broker.

Exhibit D – 1 “Operations”

Alfa Energy LLC business operations works on consulting clients with the procurement of the energy for their business. The clients we consult with in Ohio are mainly clients that we do business with in Illinois, which also have operations in OH . Alfa Energy does not do aggregation.

Exhibit D – 2 “Operations expertise and key technical personnel”

The experience of key personnel is detailed below:

Kenan Kreso

Manager

kenan@alfa-energy.com

312 488 4840

Kenan has been working with Alfa Energy since its inception in 2010. Kenan helped launch the US office in Chicago with a focus of energy procurement for commercial clients in Illinois. The clients in Kenan's portfolio are from many different types of industries and vary greatly in consumption size. Prior to launching Alfa Energy in Chicago, Kenan worked as managing director to Energy Trading Company d.o.o in Sarajevo, Bosnia & Herzegovina. Energy Trading Company was focused on energy procurement from Sarajevo for the commercial market in the United Kingdom.