



DIS Case Number: 10-0977-EL-AGG

NOTICE OF MATERIAL CHANGE

Certified Competitive Retail Electric Service Provider:

Date: 6/2/2023

Case Number:

10-0977-EL-AGG Certificate Number: 10-252E

Pursuant to Rule 4901:1-24-11 of the Ohio Administrative Code, the above-referenced entity has submitted the following documents or information as notification of a material change to the information supplied in its application for certification or certification renewal.

Exhibit A-2: Applicant's legal name and contact information

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

Exhibit A-5: Contact person for regulatory matters

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

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

Exhibit A-12: Principal officers, directors and partners

Exhibit A-13: Company history

Exhibit C-3: Forecasted financial statements

Exhibit C-7: Merger information

Exhibit C-8: Corporate structure

Exhibit D-2: Operations expertise and key technical personnel

Submitted by: Eva Kernan

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

Legal Name: BidURenergy Inc **Country:** United States
Phone: 8776698243 **Extension (if applicable):** **Street:** 4545 Fuller Dr. Ste 412
Website (if any): www.bidurenergy.com **City:** Irving **Province/State:**
Postal Code: 75038

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
BidURenergy, Inc	Official Name	4545 Fuller Dr. Ste. 412 Irving, TX 75038	Yes	File

A-5. Contact person for regulatory matters

Jamie Paulson
4545 Fuller Dr. Ste 412
Irving, TX 75038
US
regulatory@bidurenergy.com
7162207804

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

Jamie Paulson
4545 Fuller Dr. Ste. 412
Irving, TX 75038
US
jamie.paulson@bidurenergy.com
7162207804

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



Public Utilities Commission

Phone: 8776998243 **Extension (if applicable):** **Country:** United States
Fax: **Extension (if applicable):** **Street:** 4545 Fuller Dr. Ste. 412
Email: clientservices@bidurenergy.com **City:** Irving **Province/State:** TX
Postal Code: 75038

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
Brian Hayduk	brian.hayduk@energyby5.com	CEO	4545 Fuller Dr. Ste. 412 Irving, TX 75038 US
Cady Thomas	cady.thomas@energyby5.com	COO	4545 Fuller Dr. Ste. 412 Irving, TX 75038 US
Eva Kernan	eva.kernan@bidurenergy.com	Manager, Brokerage Operations	4545 Fuller Dr. Ste. 412 Irving, TX 75038 US
Taylor Duncan	taylor.duncan@energyby5.com	President	4545 Fuller Dr. Ste. 412 Irving, TX 75038 US
Jon Moore	jon.moore@energyby5.com	Vice President	4545 Fuller Dr. Ste. 412 Irving, TX 75038 US
Caitlin Connolly	caitlin.connolly@energyby5.com	Secretary	4545 Fuller Dr. Ste. 412 Irving, TX 75038 US
Jamie Paulson	jamie.paulson@bidurenergy.com	Manager, Brokerage Operations	4545 Fuller Dr. Ste. 412 Irving, TX 75038 US

A-13. Company history

BidURenergy, Inc (BUE) was founded in 2009. BUE was privately owned until being acquired by NRG Energy, Inc (NRG) on August 22, 2013. On May 5, 2023, L5E, LLC (5) purchased all outstanding shares of BUE from NRG. BUE is now a fully owned subsidiary of 5. BUE is a full-service electricity and natural gas broker for residential, commercial and industrial customers. With the customers' authorization, we collect their usage history and facilitate a blind auction

with third party suppliers in their area. We compile the results for the customer. BUE receives commission only when a customer signs with a third-party supplier.

Section B: Applicant Managerial Capability and Experience

Section C: Applicant Financial Capability and Experience

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.

File(s) attached

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?



Merger Information: On May 5, 2023, L5E, LLC, a Texas limited liability company and an Electric Broker (12-610E) in the State of Ohio, acquired 100% of the outstanding shares of BidURenergy, Inc., a New York corporation, and an Electric Broker (10-252E) in Ohio. Prior to this acquisition, BidURenergy, Inc. was owned by NRG Energy, Inc. Effective May 5, 2023, BidURenergy, Inc. became a wholly-owned subsidiary of L5E, LLC. An email was also distributed to customers on May 8th and 9th to notify them of this change. BidURenergy, Inc. will remain a licensed Electric Broker in the State of Ohio for the foreseeable future. L5E, LLC will also continue to operate as an Electric Broker in Ohio.

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-2. Operations Expertise & Key Technical Personnel

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

File(s) attached



Public Utilities
Commission

Application Attachments

OHIO LICENSE APPLICATION EXHIBIT

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.

Exhibit C-3			
Revenue Projection – OH Electric			
	2022	2023	2024
Operating Revenue	\$ 774,724	\$ 475,776	\$ 280,032
Operating Expense	\$ (219)	\$ (124)	\$ -
Net Income	\$ 744,505	\$ 475,652	\$ 280,032

Prepared by:

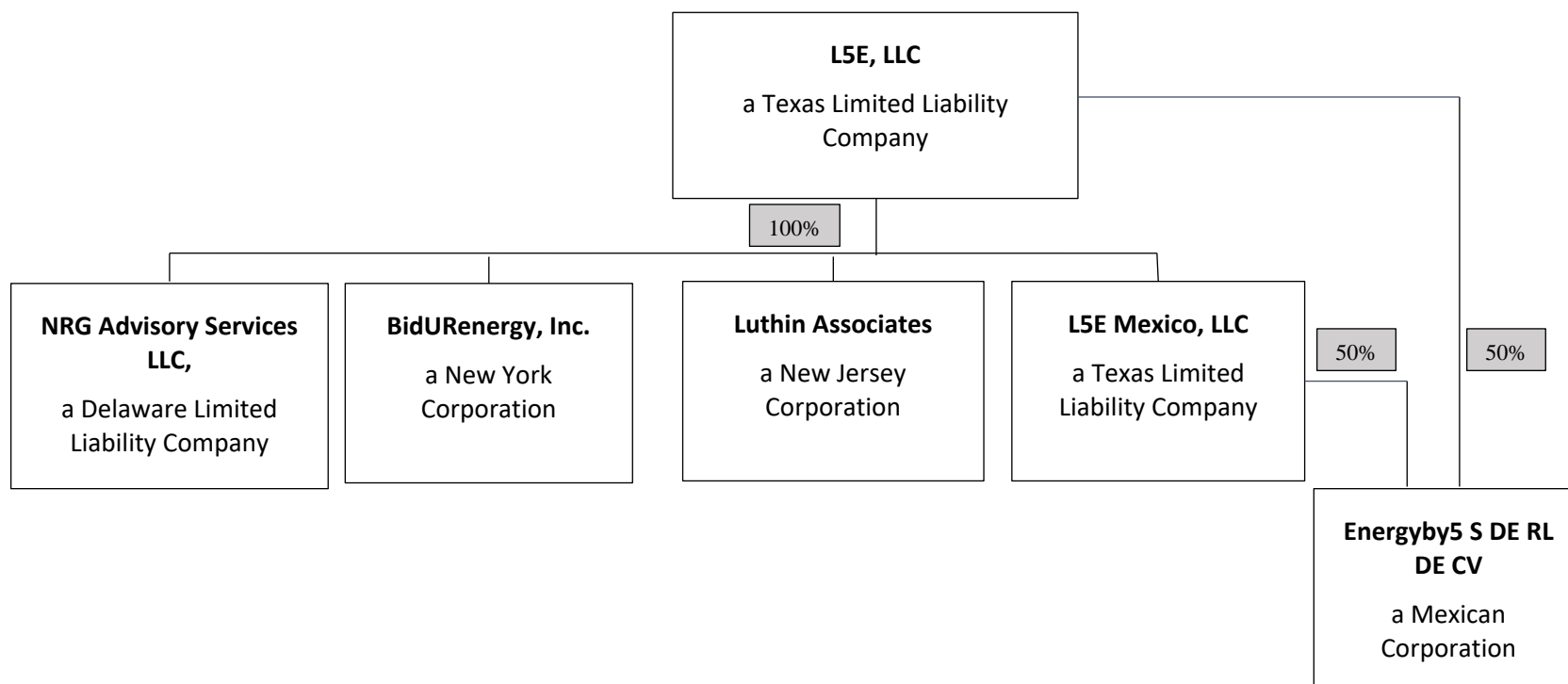
Eva Kernan
Manager, Brokerage Operations
eva.kernan@bidurenergy.com
413-426-7536
4545 Fuller Dr. Ste. 412
Irving, TX 75038



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.

The parent of applicant has five subsidiaries, L5E Mexico LLC a Texas Limited Liability Company, Luthin Associates, Inc. a New Jersey Corporation, Energyby5 S DE RL DE CV a Mexican Corporation, BidURenergy, Inc. a New York Corporation, and NRG Advisory Services LLC a Delaware Limited Liability Company.



D-2: Operations Expertise & 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.

Jamie Paulson, MBA, CEM, CEP Manager of Brokerage Services

Jamie holds a bachelor's degree in Business- Finance from SUNY Fredonia and an MBA from St Bonaventure University. Through her 10+ years of service, she makes sure the team is educated and equipped to fully analyze a facility's energy consumption profile and load factor and determine a mix of energy strategies that will maximize the energy savings for clients. Jamie oversees all operations for BidURenergy. The Association of Energy Engineers has certified Jamie as a Certified Energy Procurement Professional (CEP Professional®) and Certified Energy Manager (CEM).

Eva Kernan, Manager of Brokerage Operations

Eva has been in the energy industry for over 8 years. She has worked for many teams at BidURenergy since the start of her career, successfully managing a vast array of customers ranging from small manufacturers to large college campuses. In 2020, Eva began leading operations for BUE. Her focus has been optimizing and organizing BUE's processes and procedures and implementing efficiencies across each department. In addition, she is the head of BUE's Analyst Department. A graduate from Westfield State University in Massachusetts, she studied Mathematics and Business Management.

Jamie Paulson – jamie.paulson@bidurenergy.com 716-220-7804

Eva Kernan – eva.kernan@bidurenergy.com 413-426-7536

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

6/2/2023 2:40:46 PM

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Summary: In the Matter of the Application of BidURenergy Inc