

FILE

23-1024-GA-AGG

Ohio

Public Utilities  
Commission

Competitive Retail Natural Gas Service Provider  
Application AP-0563322

## Section A: Application Information

### A-1. Provider type:

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

Retail Natural Gas Aggregator : ☐ Retail Natural Gas Broker : ☒  
Retail Natural Gas Marketer : ☐

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

Provide the name and contact information of the business entity.

Legal name : Choose Energy Inc Country : United States  
Phone : 7049712300 Ext. (if appl.) : Street : 1101 Red Ventures Drive  
Website (if any) : www.chooseenergy.com City : Fort Mill Prov. / State : SC  
Postal code : 29707

RECEIVED-DOCKETING DIV  
2023 NOV -3 PM 3:30  
PUCO

### 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

Legal Name	Type	Address	Telephone	Active	Proof
Choose Energy, Inc	Official Name	1423 Red Ventures Drive Fort Mill, SC 29707 United States	7049712300	Yes	Choose Energy, Inc

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

Provide all business names the applicant uses in North America, except for those previously provided in A-2 or A-3.

Legal Name	Type	Address	Telephone	Active	Proof
Choose Energy, Inc	Official Name	1423 Red Ventures Drive Fort Mill, SC 29707 United States	7049712300	Yes	Choose Energy, Inc

### A-5. Contact person for regulatory matters:

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 EC Date Processed 11/03/2023

Brandon Palmer  
1101 Red Ventures Drive  
Fort Mill, SC 29707  
US

2404469126

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

Brandon Palmer  
1101 Red Ventures Drive  
Fort Mill, SC 29707  
US

2404469126

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

**Phone :** 7049712300    **Ext (if appl.):**    **Country :** United States  
**Fax :**    **Ext (if appl.)**    **Street :** 1423 Red Ventures Drive  
**Email :** chooselicensing@redventures.com    **City :** Fort Mill **Prov. / State :** SC  
**Postal code :** 29707

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

Federal employer identification number : 90-0837667

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

Form of ownership : Corporation

**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 : Columbia Gas of Ohio;Dominion Energy Ohio;Duke Energy Ohio;CenterPoint Energy Ohio    Class of customer selection : Residential;Small Commercial

**A-11. Start date:**

Indicate the approximate start date the applicant began/will begin offering service.

Start date : Sun Aug 12 00:00:00 GMT 2012

**A-12. Principal officers, directors and partners:**

Please select all contacts that should be listed as an officer, director or partner. If the contacts are not listed below, add them using the button to the right.

Name	Title Address	Email	Telephone
Yih-Han	1101 Red Ventures Dr Fort Mill, SC	chooselicensing@redventures.com	7049712300

Ma

29707 US

**A-13. Company history:**

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

Choose Energy, Inc. was founded in 2008 to offer online comparison - shopping for residential and small commercial electricity and natural gas consumers within deregulated states. On June, 1, 2017, Choose Energy, Inc. merged with SOE Sub Inc., a wholly-owned subsidiary of Save on Energy, LLC. The surviving entity is Choose Energy, LLC and maintains its current operations and licenses within the market.

**A-14. Secretary of State :**

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

Files submitted

**A-15. Proof of Ohio Office and Employee :**

Corporation Service Company  
50 West Broad Street Suite 1330  
Colombus, OH 43215  
US  
cpugh@cscglobal.com  
8009279800

## **B. Applicant Managerial Capability and Experience**

### **B-1. Jurisdictions 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.

Choose Energy, Inc. is authorized to do business as either a retail energy broker or retail natural gas broker in the following states: California Connecticut Georgia Illinois Maine Maryland Massachusetts Michigan New Hampshire New Jersey New York Ohio Pennsylvania Texas

### **B-2. Experience and plans :**

Describe the applicant's experience in providing the service(s) for which it is applying (e.g., number and type of customers served, utility service areas, amount of load, etc.). Include the plan for contracting with customers, providing contracted services, providing billing statements and responding to customer inquiries and complaints in accordance with Commission rules adopted pursuant to Sections 4928.10 and/or 4929.22 of the Ohio Revised Code.

Choose Energy, Inc. does not contract with consumers directly. All contracts are made between the consumer and the natural gas supplier in which they enroll. Choose Energy, Inc. acts as a consultative service for the consumer by comparing shopping rates listed on [www.chooseenergy.com](http://www.chooseenergy.com)

### **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.

Illinois Commerce Commission Docket No. 23-0106 This is a petition by the Illinois Commerce Commission to terminate the Company's certificate of authority to operate as an agent, broker, and consultant for procurement or sale of retail electricity supply for third parties in the State of Illinois due to abandonment because Choose failed to file its Compliance Recertification for 2020 by the deadline. Choose has requested review by the Administrative Law Judge to determine the applicability of emergency declarations related to the Covid-19 pandemic and the impact on filing deadlines. This matter is currently pending.

### **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?

Choose Energy, Inc., also had its Ohio Electricity Aggregator/Broker license expire because of failure to timely file its renewal applications due to administrative oversight. Choose Energy, Inc.'s affiliate, Save On Energy, LLC's Electricity Aggregator/Broker license and Natural Gas Aggregator/Broker license have both expired in Ohio because of failure to timely file its renewal applications due to administrative oversight. Save On Energy, LLC's Electricity Broker/Marketer license in Pennsylvania was also cancelled due to failure to timely file its financial compliance update due to administrative oversight. Save On Energy, LLC is working to correct these oversights and reapply for its licenses in Ohio and Pennsylvania.

## 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.

Neither Choose Energy, Inc. nor its parent company, Red Ventures, LLC have filed documentation with the SEC. Both companies are privately held firms, not publicly traded and thus not required to file with the SEC.

### 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**.

I prefer to file 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.

I prefer 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".

I prefer to file confidentially

**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.

Credit rating 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?

- 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.

Files submitted

## D: Applicant Technical Capacity

### **D-1. Operations :**

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

Choose Energy, Inc partners with energy providers in deregulated states to provide marketing services. Consumers within these deregulated markets are able to comparison shop energy and gas rates on the website, [www.chooseenergy.com](http://www.chooseenergy.com). Choose Energy, Inc. does not contract with the consumers directly. Each supplier in which Choose Energy, Inc is partnered with is responsible for all contracts and billing, as we do not take title to the natural gas.

### **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.

Files submitted



## Choose Energy – CRNGS | Confidential Financial Documents

### Section C – Financial Capability

#### Exhibit C-1 “Financial Reporting”

Neither Choose Energy, Inc. nor its parent company, Red Ventures, LLC have filed documentation with the SEC. Both companies are privately held firms, not publicly traded and thus not required to file with the SEC.

#### Exhibit C-2 “Financial Statements”

<b>Choose Energy - OH Income Statement</b>				
<b>P&amp;L</b>		<b>2021</b>		<b>2022</b>
Transactional Revenue	\$	52,000	\$	9,880
<b>Total Revenue</b>	<b>\$</b>	<b>52,000</b>	<b>\$</b>	<b>9,880</b>
Marketing Expense	\$	-	\$	-
Other Expenses	\$	271	\$	271
<b>Contribution Margin</b>	<b>\$</b>	<b>51,729</b>	<b>\$</b>	<b>9,609</b>

#### Exhibit C-3 “Forecasted Financial Statements”

<b>Choose Energy - OH Forecasted Income Statement</b>					
<b>P&amp;L</b>		<b>2023</b>		<b>2024</b>	<b>2025</b>
Transactional Revenue	\$	14,248	\$	16,432	\$ 18,096
<b>Total Revenue</b>	<b>\$</b>	<b>14,248</b>	<b>\$</b>	<b>16,432</b>	<b>\$ 59,830,121</b>
Marketing Expense	\$	-	\$	-	\$ -
Other Expenses	\$	271	\$	271	\$ 271
<b>Contribution Margin</b>	<b>\$</b>	<b>13,977</b>	<b>\$</b>	<b>16,161</b>	<b>\$ 59,829,850</b>

#### Exhibit C-4 “Credit Rating”

Please see Red Ventures’ (parent company) Credit Rating report attached to the end of this report.

#### Exhibit C-5 “Credit Report”

Credit rating was provided in response to C-4.

## LIVE REPORT

## RED VENTURES, LLC

TradeStyle(s):

ACTIVE HEADQUARTERS

D-U-N-S Number: 02-132-0374  
Phone: +1 704 971 2300

Address: 1101 Red Ventures Dr, Fort Mill, SC, 29707,  
United States Of America  
Web: [www.redventures.com](http://www.redventures.com)  
Endorsement: CNETUSfinance@redventures.com

## Summary

## KEY DATA ELEMENTS (Formerly: SCORE BAR)

KDE Name	Current Status	Details
PAYDEX®	66	19 Days Beyond Terms
Delinquency Score	86	Low to Moderate Risk of severe payment delinquency.
Failure Score	27	Moderate to High Risk of severe financial stress.
D&B Viability Rating	<div>34B G</div>	<a href="#">View More Details</a>
Bankruptcy Found	N	
D&B Rating	1R4	10 employees and over, Higher than Average Risk

## ALL ACCOUNTS

Totals	Total Outstanding	Approved Credit Limit	Credit Limit Utilization	Total Past Due
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## Account Level Detail

Account Name	Total Outstanding	Approved Credit Limit	Credit Limit Utilization	Total Past Due	Account Status
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There are currently no account associated with this D-U-N-S.  
Upload account or create an account to view summary.

## ALL APPLICATIONS

Totals	Total Requested Amount	Total Credit Limit
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## Application Level Detail

Application Name	Application Status	Date Created	Date Decided	Requested Amount	Credit Limit
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There are no applications associated with this  
D-U-N-S. Create an application to view summary.

#### COMPANY PROFILE ⓘ

<b>D-U-N-S</b> 02-132-0374	<b>Mailing Address</b> UNITED STATES	<b>Employees</b> 5,503
<b>Legal Form</b> Corporation (US)	<b>Telephone</b> +1 704 971 7300	<b>Age (Year Started)</b> 24 Years(2000)
<b>History Record</b> Clear	<b>Website</b> <a href="http://www.redventures.com">www.redventures.com</a>	<b>Named Principal</b> Ricardo Elias, CEO
<b>Ownership</b> Not publicly traded	<b>Present Control Succeeded</b> 2000	<b>Line of Business</b> Advertising representative
		<b>SIC</b> 7313
		<b>NAICS</b> 541840

**Street Address:**  
1101 Red Ventures Dr.  
Fort Mill, SC 29707,  
United States Of America

#### OVERALL BUSINESS RISK ⓘ

Dun & Bradstreet thinks...



Overall assessment of this organization over the next 12 months:

Stable Condition Due To Large Business Size

Based on the predicted risk of business discontinuation:

Exhibiting Some Financial Stress

Based on the predicted risk of severely delinquent payments:

Low Potential For Severely Delinquent Payments

#### D&B MAX CREDIT RECOMMENDATION ⓘ

##### MAXIMUM CREDIT RECOMMENDATION

US\$ 9,000,000

The recommended limit is based on a low probability of severe delinquency.

#### FAILURE SCORE ⓘ (Formerly Financial Stress Score)

Company's Risk Level

MODERATE-HIGH

Probability of failure over the next 12 months

0.55 %

High Risk (1)

Low Risk (100)

### Past 12 Months

Low Risk

High Risk

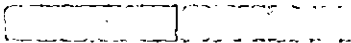
#### DELINQUENCY SCORE <sup>Ⓢ</sup> (Formerly Commercial Credit Score)

Company's Risk Level

LOW-MODERATE

Probability of delinquency over the next 12 months

1.93 %



High Risk (1)

86

Low Risk (100)

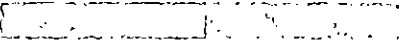
### Past 12 Months

Low Risk

High Risk

#### VIABILITY RATING SUMMARY <sup>Ⓢ</sup>

Viability Score

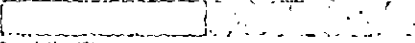


High Risk (9)

3

Low Risk (1)

Data Depth Indicator

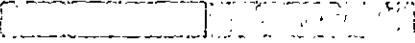


Descriptive (G)

B

Predictive (A)

Portfolio Comparison



High Risk (9)

4

Low Risk (1)

Financial Data

Unavailable

Trade Payments

Available: 3+ Trade

Company Size

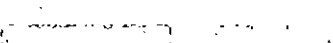
Large: Employees: 50+ or Sales:

\$500K +

Years in Business

Established

#### D&B PAYDEX <sup>Ⓢ</sup> <sup>Ⓢ</sup>



High Risk (1)

66

Low Risk (100)

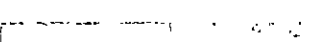
19 days beyond terms

### Past 24 Months

Low Risk

High Risk

#### D&B PAYDEX - 3 MONTHS <sup>Ⓢ</sup>



High Risk (1)

66

Low Risk (100)

19 days beyond terms

#### PAYDEX <sup>Ⓢ</sup> TREND CHART <sup>Ⓢ</sup>

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**SBRI ORIGINATION**

No SBRI Origination Score data is currently available.

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**D&B SBFE SCORE**

No D&B SBFE Score data is currently available.

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**D&B RATING****Employee Size****1R** : 10 employees and over

Current Rating as of 01/17/2023

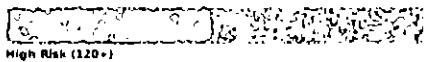
**Risk Indicator****4** : Higher than Average Risk

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**LEGAL EVENTS**

Events	Occurrences	Last Filed
Bankruptcies	0	-
Judgements	0	-
Liens	1	01/19/2012
Suits	1	01/28/2014
UCC	18	08/01/2023

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**DETAILED TRADE RISK INSIGHT™****Days Beyond Terms****1 Days****3 Months****From Sep-23 to Nov-23**

High Risk (120+)



Low Risk (0)

**Days Beyond Terms Past 3 months : 1**

Low Risk:0 ; High Risk:120+

Dollar-weighted average of 9 payment experiences reported from 8 companies.

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**DETAILED TRADE RISK INSIGHT™ 12 MONTH TREND****Total Amount Current and Past Due -**

---

**FINANCIAL OVERVIEW - BALANCE SHEET**

## Balance Sheet <sup>(1)</sup>

Amount <sup>(2)</sup>

Last  
2  
Years

Interim  
2, (in Single Units)  
Source: D&B

## TRADE PAYMENTS

### Highest Past Due:

65,000

Highest Now O wing	Total Trade Ex periences	Largest High C redit
1,000,000	104	6,000,000

## FINANCIAL OVERVIEW - PROFIT AND LOSS

### Profit & Loss <sup>(1)</sup>

Amount <sup>(2)</sup>

Last 2 Years

Interim  
2, (in Single Units)  
Source: D&B

## OWNERSHIP

Subsidiaries	Branches	Total Members
7	10	18

This company is a Global Ultimate, Domestic Ultimate, Headquarters, Parent.

	Global Ultimate	Domestic Ultimate
Name	Red Ventures, LLC	Red Ventures, LLC
Country	United States	United States
D-U-N-S	02-132-0374	02-132-0374
Others		

## FINANCIAL OVERVIEW - KEY BUSINESS RATIOS



No Data Available

## ALERTS



There are no alerts for this D-U-N-S Number.

## WEB & SOCIAL

- Nexus Search Partners Recruits CEO for the YMCA of Greater Charlotte - Hunt Scanlon Media - 01-Nov-2023
- mPulse Recognizes Innovative Healthcare Organizations in the Sixth Annual Activate 2023 Awards - Morningstar - 31-Oct-2023
- Top CD rates today: Oct. 30, 2023 -- Earn up to 5.75% - Banking - Bankrate, Inc. - 30-Oct-2023
- AI and You: White House Preps Executive Order, the Beatles Revive Lost Lennon Song - CNET - CNET - 30-Oct-2023
- National average money market account rates for October 2023 - Banking - Bankrate, Inc. - 25-Oct-2023
- Top CD rates today: Oct. 23, 2023 -- Highest rate increases to 5.75% - Banking - Bankrate, Inc. - 23-Oct-2023
- AI and You: NYC Mayor Can't Really Speak Mandarin, the AI Money Trail: Who Sets the Rules? - CNET Networks, Inc. - 21-Oct-2023
- Unwrapping the truth: Parents navigating financial hardship during the holiday season - Banking - Bankrate, Inc. - 17-Oct-2023
- Top CD rates today: Oct. 17, 2023 -- Earn up to 5.67% - Banking - Bankrate, Inc. - 17-Oct-2023
- The Inner Circle Acknowledges, John Ashley Sheldon, II as a Top Pinnacle Professional for his contributions to the field of Solar Energy - PR Newswire Association LLC - 16-Oct-2023

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## COUNTRY/REGIONAL INSIGHT



### United States Of America

Stopgap agreement on spending averts immediate US government shutdown - but at cost of Speaker McCarthy's job, putting at risk all legislative agenda until election of new speaker.

### Risk Category

High Risk

LOW

Low Risk

### Available Reports

Country Insight Report (CIR) ⓘ

Current Publication Date: 10/16/2023

Country Insight Snapshot (CIS) ⓘ

Current Publication Date: 10/16/2023

## STOCK PERFORMANCE



No stock performance data is available for this D-U-N-S Number.

The scores and ratings included in this report are designed as a tool to assist the user in making their own credit related decisions, and should be used as part of a balanced and complete assessment relying on the knowledge and expertise of the reader, and where appropriate on other information sources. The score and rating models are developed using statistical analysis in order to generate a prediction of future events. Dun & Bradstreet monitors the performance of thousands of businesses in order to identify characteristics common to specific business events. These characteristics are weighted by significance to form rules within its models that identify other businesses with similar characteristics in order to provide a score or rating.

Dun & Bradstreet's scores and ratings are not a statement of what will happen, but an indication of what is more likely to happen based on previous experience. Though Dun & Bradstreet uses extensive procedures to maintain the quality of its information, Dun & Bradstreet cannot guarantee that it is accurate, complete or timely, and this may affect the included scores and ratings. Your use of this report is subject to applicable law, and to the terms of your agreement with Dun & Bradstreet.

## Risk Assessment

### D&B RISK ASSESSMENT

#### OVERALL BUSINESS RISK

HIGH

MODERATE-  
HIGH

**MODERATE**

LOW-  
MODERATE

LOW

#### MAXIMUM CREDIT RECOMMENDATION

**US\$ 9,000,000**

#### Dun & Bradstreet thinks...

- Overall assessment of this organization over the next 12 months: **STABLE CONDITION DUE TO LARGE BUSINESS SIZE**
- Based on the predicted risk of business discontinuation: **EXHIBITING SOME FINANCIAL STRESS**
- Based on the predicted risk of severely delinquent payments: **LOW POTENTIAL FOR SEVERELY DELINQUENT PAYMENTS**

The recommended limit is based on a low probability of severe delinquency

## D&B VIABILITY RATING SUMMARY

The D&B Viability Rating uses D&B's proprietary analytics to compare the most predictive business risk indicators and deliver a highly reliable assessment of the probability that a company will go out of business, become dormant/inactive, or file for bankruptcy/insolvency within the next 12 months. The D&B Viability Rating is made up of 4 components:

### Viability Score

**Compared to All US Businesses within the D&B Database:**

- Level of Risk: **Low Risk**
- Businesses ranked **3** have a probability of becoming no longer viable: **3 %**
- Percentage of businesses ranked **3**: **15 %**
- Across all US businesses, the average probability of becoming no longer viable: **14 %**

### Data Depth Indicator

**Data Depth Indicator:**

- ✓ Rich Firmographics
- ✓ Extensive Commercial Trading Activity
- ✓ Basic Financial Attributes

Greater data depth can increase the precision of the D&B Viability Rating assessment.

To help improve the current data depth of this company, you can ask D&B to make a personalized request to this company on your behalf to obtain its latest financial information. To make the request, click the link below. Note, the company must be saved to a folder before the request can be made.

### Request Financial Statements

- Reference the FINANCIALS tab for this company to monitor the status of your request.

### Portfolio Comparison

**Compared to All US Businesses within the same MODEL SEGMENT:**

- Model Segment : **Established Trade Payments**
- Level of Risk: **Low Risk**
- Businesses ranked **4** within this model segment have a probability of becoming no longer viable: **4 %**
- Percentage of businesses ranked **4** with this model segment: **11 %**
- Within this model segment, the average probability of becoming no longer viable: **5 %**

### Company Profile:

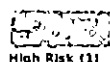
**Company Profile Details:**

- Financial Data: **False**
- Trade Payments: **Available: 3+Trade**
- Company Size: **Large: Employees:50+ or Sales: \$500K+**
- Years in Business: **Established: 5+**

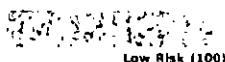


Financial Data	Trade Payments	Company Size	Years in Business
False	Available: 3+Trade	Large	Established

## FAILURE SCORE FORMERLY FINANCIAL STRESS SCORE



27



- Composite credit appraisal is rated limited
- Low proportion of satisfactory payment experiences to total payment experiences
- UCC Filings reported
- High proportion of slow payment experiences to total number of payment experiences
- High number of enquiries to D&B over last 12 months
- Evidence of open liens

Level of Risk	Raw Score	Probability of Failure	Average Probability of Failure for Businesses in D&B Database	Class
Moderate-High	1429	0.55 %	0.48	4

### Business and Industry Trends

#### BUSINESS AND INDUSTRY COMPARISON

#### Selected Segments of Business Attributes

Norms	National %
This Business	27
Region: (SOUTH ATLANTIC)	33



Norms	National %
Industry:BUSINESS, LEGAL AND ENGINEERING SERVICES	37
Employee range:(500-2300000)	53
Years in Business:(11-25)	43

#### DELINQUENCY SCORE FORMERLY COMMERCIAL CREDIT SCORE

		86	<ul style="list-style-type: none"><li>Higher risk industry based on delinquency rates for this industry</li><li>Evidence of open suits and liens</li><li>Proportion of slow payments in recent months</li></ul>	
High Risk (1)			Low Risk (100)	
Level of Risk	Raw Score	Probability of Delinquency	Compared to Businesses In D&B Database	Class
Low-Moderate	567	1.93 %	10.2 %	2

#### Business and Industry Trends

##### BUSINESS AND INDUSTRY COMPARISON

##### Selected Segments of Business Attributes

Norms	National %
This Business	86
Region:(SOUTH ATLANTIC)	34
Industry:BUSINESS, LEGAL AND ENGINEERING SERVICES	35
Employee range:(500-2768886)	75
Years in Business:(11-25)	46

#### D&B PAYDEX

	<b>66</b>	
High Risk (1)		Low Risk (100)

When weighted by amount, Payments to suppliers average 19 Days Beyond Terms

☐ High risk of late payment (Average 30 to 120 days beyond terms)

Medium risk of late payment (Average 30 days or less beyond terms)

☐ Low risk of late payment (Average prompt to 30+ days sooner)

Industry Median: 73

Equals 11 Days Beyond Terms

#### D&B 3 MONTH PAYDEX

	<b>66</b>	
High Risk (1)		Low Risk (100)

Based on payments collected 3 months ago.

When weighted by amount, Payments to suppliers average 19 days beyond terms

☐ High risk of late payment (Average 30 to 120 days beyond terms)

Medium risk of late payment (Average 30 days or less beyond terms)

☐ Low risk of late payment (Average prompt to 30+ days sooner)

Industry Median: 71

Equals 14 Days Beyond Terms

#### Business and Industry Trends

7313 - Advertising representative

#### D&B RATING

Current Rating as of 01/17/2023

History since 09/15/2003

Employee Size	Risk Indicator
<b>1R</b> : 10 employees and over	<b>4</b> : Higher than Average Risk

Previous Rating

Employee Size	Risk Indicator
<b>1R</b> : 10 employees and over	<b>3</b> : Moderate Risk

Date Applied	D&B Rating
04/27/2022	1R3
01/17/2018	1R4
10/01/2014	--
04/03/2012	1R4
09/27/2007	1R3

#### Trade Payments

**TRADE PAYMENTS SUMMARY (Based on 24 months of data)**

Overall Payment Behaviour

**19**

Days Beyond Terms

% of Trade Within Terms

**68%**

Highest Paid Due

**US\$ 65,000**

Highest Now Owling :

US\$ 1,000,000

Total Trade Experiences:

104

 Largest High Credit  
US\$ 6,000,000

 Average High Credit  
US\$ 202,852

Total Unfavorable Comments :

0

 Largest High Credit  
US\$ 0

Total Placed in Collections:

2

 Largest High Credit  
US\$ 0

**D&B PAYDEX**
**66**

High Risk (1)

Low Risk (100)

 When weighted by amount, Payments to suppliers average 19 Days  
Beyond Terms

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**D&B 3 MONTH PAYDEX**
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Industry Median: 71

Equals 14 Days Beyond Terms

**BUSINESS AND INDUSTRY TRENDS**

7313 - Advertising representative

	12/21	1/22	2/22	3/22	4/22	5/22	6/22	7/22	8/22	9/22	10/22	11/22	12/22	1/23	2/23	3/23	4/23	5/23	6/23	7/23	8/23	9/23	10/23	Current 2023
This Business	79	79	66	79	79	79	78	78	78	78	79	78	78	78	65	65	66	66	66	66	66	66	86	66
Industry Quartile																								
Upper	78	-	-	78	-	-	78	-	-	78	-	-	78	-	-	78	-	-	79	-	-	79	-	-
Median	71	-	-	69	-	-	71	-	-	71	-	-	71	-	-	71	-	-	71	-	-	73	-	-
Lower	60	-	-	60	-	-	61	-	-	61	-	-	62	-	-	62	-	-	62	-	-	62	-	-

**TRADE PAYMENTS BY CREDIT EXTENDED (Based on 12 months of data)**

Range of Credit Extended (US\$)	Number of Payment Experiences	Total Value	% Within Terms
100,000 & over	2	US\$ 6,400,000	53
50,000 - 99,999	2	US\$ 150,000	0
15,000 - 49,999	10	US\$ 275,000	85
5,000 - 14,999	9	US\$ 65,000	100
1,000 - 4,999	2	US\$ 5,000	100
Less than 1,000	9	US\$ 2,000	48

**TRADE PAYMENTS BY INDUSTRY (BASED ON 24 MONTHS OF DATA)**

Collapse All | Expand All

Industry Category	Number of Payment Experiences	Largest High Credit (US\$)	% Within Terms (Expand to View)	1 - 30 Days Late (%)	31 - 60 Days Late (%)	61 - 90 Days Late (%)	91 + Days Late (%)
*35 - Industrial and Commercial Machinery and	2	85,000	50	0	50	0	0

**Computer  
Equipment**

3534 - Mfg elevator/escaltrs	1	85,000	0	0	100	0	0
3579 - Mfg misc office eqpt	1	250	100	0	0	0	0
*48 - Communications	7	30,000	100	0	0	0	0
4813 - Telephone communictns	6	30,000	100	0	0	0	0
4812 - Radiotelephone commun	1	7,500	100	0	0	0	0
*50 - Wholesale Trade - Durable Goods	5	6,000,000	83	17	0	0	0
5045 - Whol computers/softwr	2	6,000,000	50	50	0	0	0
5085 - Whol Industrial suppl	2	50	100	0	0	0	0
5044 - Whol office equipment	1	15,000	100	0	0	0	0
*51 - Wholesale Trade - Nondurable Goods	1	5,000	100	0	0	0	0
5192 - Whol books/newspapers	1	5,000	100	0	0	0	0
*55 - Automotive Dealers and Gasoline Service Stations	1	40,000	100	0	0	0	0
5511 - Ret new/used autos	1	40,000	100	0	0	0	0
*60 - Depository Institutions	2	65,000	0	0	100	0	0
6021 - Natnl commercial bank	2	65,000	0	0	100	0	0
*61 - Nondepository Credit Institutions	4	20,000	100	0	0	0	0
6153 - Short-trlm busn credit	3	20,000	100	0	0	0	0
6159 - Misc business credit	1	500	100	0	0	0	0
*73 - Business Services	5	400,000	80	0	0	0	20
7374 - Data processing svcs	1	400,000	100	0	0	0	0
7372 - Prepackaged software	1	45,000	100	0	0	0	0
7313 - Advertising reps	1	15,000	100	0	0	0	0
7359 - Misc equipment rental	1	5,000	100	0	0	0	0
7361 - Employment agency	1	500	0	0	0	0	100

•75 - Automotive Repair, Services and Parking	2	25,000	78	22	0	0	0
7514 - Passenger car rental	2	25,000	78	22	0	0	0
•93 - Public Finance Taxation and Monetary Policy	1	5,000	100	0	0	0	0
9311 - Public Finance	1	5,000	100	0	0	0	0
•99 - Nonclassifiable Establishments	4	35,000	53	0	0	46	1
9999 - Nonclassified	4	35,000	53	0	0	46	1

#### TRADE LINES

Date of Experience	Payment Status	Selling Terms	High Credit (US\$)	Now Owes (US\$)	Past Due (US\$)	Months Since Last Sale
10/23	-	Cash account	0	0	0	Between 6 and 12 Months
10/23	-	Cash account	250	0	0	1
09/23	Pays Promptly	-	400,000	100,000	40,000	1
09/23	Pays Promptly	-	45,000	0	0	1
09/23	Pays Promptly	-	40,000	40,000	0	1
09/23	Pays Promptly	-	35,000	35,000	0	1
09/23	Pays Promptly	-	30,000	20,000	0	1
09/23	Pays Promptly	-	25,000	2,500	0	1
09/23	Pays Promptly	-	10,000	7,500	0	1
09/23	Pays Promptly	-	10,000	5,000	0	1
09/23	Pays Promptly	-	7,500	5,000	0	1
09/23	Pays Promptly	-	7,500	0	0	Between 4 and 5 Months
09/23	Pays Promptly	-	5,000	0	0	Between 6 and 12 Months
09/23	Pays Promptly	-	2,500	0	0	Between 6 and 12 Months
09/23	Pays Promptly	-	250	0	0	Between 6 and 12 Months
09/23	Pays Promptly	N30	50	50	0	1
09/23	Pays Prompt to Slow 30+	-	20,000	2,500	0	1
09/23	Pays Slow 60+	-	85,000	80,000	0	1
09/23	Pays Slow 120-240+	-	500	500	500	Between 6 and 12 Months
09/23	Pays Slow 90-240+	-	50	50	50	Between 6 and 12 Months
09/23	-	Cash account	0	0	0	1
09/23	-	Cash account	500	0	0	1
09/23	-	Cash account	100	0	0	1
09/23	-	Cash account	50	0	0	1
09/23	-	Cash account	50	0	0	1
09/23	-	Cash account	50	0	0	1
09/23	-	Cash account	50	0	0	1
09/23	-	Cash account	50	0	0	Between 6 and 12 Months
08/23	Pays Promptly	-	7,500	5,000	0	Between 4 and 5 Months

Date of Experience	Payment Status	Seiling Terms	High Credit (US\$)	Now Owes (US\$)	Past Due (US\$)	Months Since Last Sale
08/23	Pays Promptly	N30	50	0	0	Between 6 and 12 Months
08/23	Pays Prompt to Slow 30+	-	6,000,000	1,000,000	0	1
08/23	-	Cash account	500	0	0	Between 6 and 12 Months
08/23	-	Cash account	100	0	0	1
08/23	-	-	100	0	0	1
08/23	-	Cash account	100	0	0	1
08/23	-	Cash account	50	0	0	1
08/23	-	Cash account	50	0	0	1
08/23	-	Cash account	50	0	0	1
08/23	-	Cash account	50	0	0	Between 6 and 12 Months
07/23	-	Cash account	50	0	0	1
07/23	-	Cash account	50	0	0	1
07/23	-	Cash account	50	0	0	Between 6 and 12 Months
07/23	-	Cash account	50	0	0	1
06/23	Placed for collection	-	2,500	2,500	2,500	-
06/23	-	-	150	0	0	1
06/23	Placed for collection	-	100	100	100	-
06/23	-	-	50	0	0	Between 2 and 3 Months
05/23	Pays Promptly	-	5,000	0	0	Between 6 and 12 Months
05/23	-	Cash account	50	0	0	1
05/23	-	Cash account	50	0	0	1
04/23	-	Cash account	100	0	0	1
04/23	-	Cash account	100	0	0	1
04/23	-	Cash account	100	0	0	1
04/23	-	Cash account	100	0	0	1
04/23	-	Cash account	50	0	0	1
04/23	-	Cash account	50	0	0	1
04/23	-	Cash account	50	0	0	1
04/23	-	Cash account	50	0	0	1
03/23	-	Cash account	2,500	0	0	1
03/23	-	Cash account	50	0	0	1
03/23	-	Cash account	50	0	0	1
02/23	-	Cash account	250	0	0	1
02/23	-	Cash account	250	0	0	1
02/23	-	Cash account	100	0	0	1
02/23	-	Cash account	100	0	0	1
02/23	-	Cash account	100	0	0	1
02/23	-	Cash account	50	0	0	1
12/22	Pays Promptly	-	15,000	0	0	Between 6 and 12 Months
12/22	-	Cash account	100	0	0	Between 6 and 12 Months
12/22	-	Cash account	50	0	0	Between 6 and 12 Months
12/22	-	Cash account	50	0	0	Between 2 and 3 Months
11/22	-	Cash account	100	0	0	1
11/22	-	Cash account	50	0	0	1
10/22	-	Cash account	50	0	0	1
09/22	-	Cash account	100	0	0	1
08/22	Pays Slow 60+	-	30,000	0	0	Between 6 and 12 Months

Date of Experience -	Payment Status	Selling Terms	High Credit (US\$)	Now Owes (US\$)	Past Due (US\$)	Months Since Last Sale
05/22	Pays Promptly	-	500	0	0	Between 6 and 12 Months
05/22	Pays Promptly	-	50	0	0	Between 6 and 12 Months
11/21	Pays Promptly	-	2,500	0	0	Between 6 and 12 Months
11/21	Pays Promptly	-	50	0	0	Between 6 and 12 Months

#### OTHER PAYMENT CATEGORIES

Other Payment Categories	Experience	Total Amount
Cash experiences	65	US\$ 8,400
Payment record unknown	3	US\$ 900
Unfavorable comments	0	US\$ 0
Placed for collections	2	US\$ 0
Total in D&B's file	104	US\$ 6,906,300

Accounts are sometimes placed for collection even though the existence or amount of the debt is disputed. Payment experiences reflect how bills are met in relation to the terms granted. In some instances payment beyond terms can be the result of disputes over merchandise, skipped invoices etc. Each experience shown represents a separate account reported by a supplier. Updated trade experiences replace those previously reported.

#### Corporate Linkage

##### OWNERSHIP

This company is a Global Ultimate, Domestic Ultimate, Headquarters, Parent

Global Ultimate, Domestic Ultimate  
Red Ventures, LLC  
United States  
D-U-N-S Number: 02-132-0374

##### SUBSIDIARIES

LOCATION: All

Company Name -	City, State, Country	D-U-N-S® NUMBER
MyMove, LLC	Fort Mill, SC, United States Of America	80-737-2321
Modern Consumer LLC	Charlotte, NC, United States Of America	12-825-1076
Homeinsurance.com LLC	Wilmington, NC, United States Of America	02-115-8970
Healthgrades Marketplace, LLC	Fort Mill, SC, United States Of America	11-864-4803
Consumer Media Network, LLC	Fort Mill, SC, United States Of America	06-716-5773
CNET Media Inc.	Fort Mill, SC, United States Of America	11-790-0297
Allconnect, Inc.	Atlanta, GA, United States Of America	12-309-2749

##### BRANCHES

LOCATION: All

Company Name -	City, State, Country	D-U-N-S® NUMBER
Red Ventures, LLC	New York, NY, United States Of America	11-764-5574
Red Ventures, LLC	West Palm Beach, FL, United States Of America	11-764-5576
Red Ventures, LLC	San Francisco, CA, United States Of America	11-819-7237
RED VENTURES, LLC	Detroit, MI, United States Of America	08-750-2438
RED VENTURES, LLC	Austin, TX, United States Of America	09-541-1608
RED VENTURES, LLC	Atlanta, GA, United States Of America	11-764-5578

RED VENTURES, LLC	San Juan, PR, United States Of America	11-819-7231
RED VENTURES, LLC	Reno, NV, United States Of America	11-819-7233
RED VENTURES, LLC	Louisville, KY, United States Of America	11-819-7234
RED VENTURES, LLC	Parnell, MO, United States Of America	96-908-7126

#### AFFILIATES

LOCATION: All

Company Name	City, State, Country	D-U-N-S® NUMBER
Red Ventures, LLC	New York, NY, United States Of America	11-764-5574
Red Ventures, LLC	West Palm Beach, FL, United States Of America	11-764-5576
Red Ventures, LLC	San Francisco, CA, United States Of America	11-819-7237
RED VENTURES, LLC	Detroit, MI, United States Of America	08-750-2438
RED VENTURES, LLC	Austin, TX, United States Of America	09-541-1608
RED VENTURES, LLC	Atlanta, GA, United States Of America	11-764-5578
RED VENTURES, LLC	San Juan, PR, United States Of America	11-819-7231
RED VENTURES, LLC	Reno, NV, United States Of America	11-819-7233
RED VENTURES, LLC	Louisville, KY, United States Of America	11-819-7234
RED VENTURES, LLC	Parnell, MO, United States Of America	96-908-7126
MyMove, LLC	Fort Mill, SC, United States Of America	80-737-2321
Modern Consumer LLC	Charlotte, NC, United States Of America	12-825-1076
Homeinsurance.com LLC	Wilmington, NC, United States Of America	02-115-8970
Healthgrades Marketplace, LLC	Fort Mill, SC, United States Of America	11-864-4803
Consumer Media Network, LLC	Fort Mill, SC, United States Of America	06-716-5773
CNET Media Inc.	Fort Mill, SC, United States Of America	11-790-0297
Allconnect, Inc.	Atlanta, GA, United States Of America	12-309-2749

#### Legal Events

The following Public Filing data is for information purposes only and is not the official record. Certified copies can only be obtained from the official source.

Bankruptcies	Judgements	Liens	Suits	UCCs
<b>No</b>	<b>0</b>	<b>1</b>	<b>1</b>	<b>18</b>
	<a href="#">Detailed Filing</a>	<a href="#">Detailed Filing 01/19/2012</a>	<a href="#">Detailed Filing 01/19/2014</a>	<a href="#">Detailed Filing 01/19/2011</a>

#### EVENTS

##### Lien - Tax Lien

Filing Date	01/19/2012
Filing Number	20120010457
Status	Open
Date Status Attained	01/19/2012
Received Date	02/20/2012
Amount	US\$ 11,865
Debtors	RED VENTURES
Creditors	STATE OF TEXAS
Court	BEXAR COUNTY RECORDERS OFFICE, SAN ANTONIO, TX

**Suit**

<b>Filing Date</b>	01/28/2014
<b>Filing Number</b>	201401700366CE
<b>Status</b>	Pending
<b>Date Status Attained</b>	01/28/2014
<b>Received Date</b>	01/31/2014
<b>Amount</b>	US\$ 12,000
<b>Plaintiffs</b>	COMMONWEALTH OF PENNSYLVANIA, CITY OF PHILADELPHIA, PHILADELPHIA, PA
<b>Defendant</b>	RED VENTURES LLC
<b>Court</b>	PHILADELPHIA MUNICIPAL COURT, PHILADELPHIA, PA

**UCC Filing - Original**

<b>Filing Date</b>	09/10/2019
<b>Filing Number</b>	20190097345A
<b>Received Date</b>	09/27/2019
<b>Collateral</b>	Negotiable instruments and proceeds - Accounts receivable and proceeds - Assets and proceeds - Account(s) and proceeds - and OTHERS
<b>Secured Party</b>	MUFG BANK, LTD., NEW YORK, NY
<b>Debtors</b>	RED VENTURES, LLC
<b>Filing Office</b>	SECRETARY OF STATE/UCC DIVISION, RALEIGH, NC

**UCC Filing - Original**

<b>Filing Date</b>	04/16/2018
<b>Filing Number</b>	20180037783M
<b>Received Date</b>	04/24/2018
<b>Collateral</b>	Leased Equipment and proceeds
<b>Secured Party</b>	WELLS FARGO VENDOR FINANCIAL SERVICES, LLC, BILLINGS, MT
<b>Debtors</b>	RED VENTURES, LLC
<b>Filing Office</b>	SECRETARY OF STATE/UCC DIVISION, RALEIGH, NC

**UCC Filing - Original**

<b>Filing Date</b>	07/22/2013
<b>Filing Number</b>	130722-1425069
<b>Received Date</b>	07/30/2013
<b>Collateral</b>	Leased Equipment and proceeds
<b>Secured Party</b>	GENERAL ELECTRIC CAPITAL CORPORATION, BILLINGS, MT
<b>Debtors</b>	RED VENTURES, LLC
<b>Filing Office</b>	SECRETARY OF STATE/UCC DIVISION, COLUMBIA, SC

**UCC Filing - Original**



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<b>Filing Date</b>	09/28/2011
<b>Filing Number</b>	20110082954C
<b>Received Date</b>	11/01/2011
<b>Collateral</b>	Equipment
<b>Secured Party</b>	BOQUETE MOUNTAIN COFFEE, CHARLOTTE, NC
<b>Debtors</b>	RED VENTURES
<b>Filing Office</b>	SECRETARY OF STATE/UCC DIVISION, RALEIGH, NC

**UCC Filing - Original**

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<b>Filing Date</b>	08/03/2011
<b>Filing Number</b>	2011 3003798
<b>Received Date</b>	08/26/2011
<b>Collateral</b>	Leased Business machinery/equipment and proceeds
<b>Secured Party</b>	OCE FINANCIAL SERVICES, INC., CHICAGO, IL
<b>Debtors</b>	RED VENTURES LLC
<b>Filing Office</b>	SECRETARY OF STATE/UCC DIVISION, DOVER, DE

**UCC Filing - Original**

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<b>Filing Date</b>	03/29/2011
<b>Filing Number</b>	2011 1154403
<b>Received Date</b>	04/20/2011
<b>Collateral</b>	Leased Equipment and proceeds
<b>Secured Party</b>	OCE FINANCIAL SERVICES, INC., CHICAGO, IL
<b>Debtors</b>	RED VENTURES LLC
<b>Filing Office</b>	SECRETARY OF STATE/UCC DIVISION, DOVER, DE

**UCC Filing - Original**

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<b>Filing Date</b>	03/29/2011
<b>Filing Number</b>	2011 1154312
<b>Received Date</b>	04/20/2011
<b>Collateral</b>	Leased Equipment and proceeds
<b>Secured Party</b>	OCE FINANCIAL SERVICES, INC., CHICAGO, IL
<b>Debtors</b>	RED VENTURES INC
<b>Filing Office</b>	SECRETARY OF STATE/UCC DIVISION, DOVER, DE

**UCC Filing - Original**

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<b>Filing Date</b>	02/03/2011
<b>Filing Number</b>	2011 0412919
<b>Received Date</b>	02/24/2011

<b>Collateral</b>	Leased Equipment and proceeds
<b>Secured Party</b>	OCE FINANCIAL SERVICES, INC., CHICAGO, IL
<b>Debtors</b>	RED VENTURES LLC
<b>Filing Office</b>	SECRETARY OF STATE/UCC DIVISION, DOVER, DE

#### UCC Filing - Original

<b>Filing Date</b>	06/24/2010
<b>Filing Number</b>	100624-1022571
<b>Received Date</b>	07/29/2010
<b>Collateral</b>	Leased Equipment and proceeds
<b>Secured Party</b>	OCE FINANCIAL SERVICES INC, CHICAGO, IL
<b>Debtors</b>	RED VENTURES LLC
<b>Filing Office</b>	SECRETARY OF STATE/UCC DIVISION, COLUMBIA, SC

#### UCC Filing - Original

<b>Filing Date</b>	07/27/2009
<b>Filing Number</b>	20090057845A
<b>Received Date</b>	08/25/2009
<b>Collateral</b>	Equipment and proceeds
<b>Secured Party</b>	OCE FINANCIAL SERVICES, INC., CHICAGO, IL
<b>Debtors</b>	RED VENTURES, LLC
<b>Filing Office</b>	SECRETARY OF STATE/UCC DIVISION, RALEIGH, NC

The public record items contained in this report may have been paid, terminated, vacated or released prior to the date this report was printed. This information may not be reproduced in whole or in part by any means of reproduction.

There may be additional UCC Filings in D&B's file on this company available by contacting 1-800-234-3867.

There may be additional suits, liens, or judgments in D&B's file on this company available in the U.S. Public Records Database, also covered under your contract. If you would like more information on this database, please contact the Customer Resource Center at 1-800-234-3867.

If it is indicated that there are defendants other than the report subject, the lawsuit may be an action to clear title to property and does not necessarily imply a claim for money against the subject.

A lien holder can file the same lien in more than one filing location. The appearance of multiple liens filed by the same lien holder against a debtor may be indicative of such an occurrence.

## Special Events

There are no Special Events recorded for this business.

## Financials - D&B

A detailed financial statement is not available from this company for publication.

A detailed financial statement is not available from this company for publication.

D&B currently has no financial information on file for this company

## Company Profile

### COMPANY OVERVIEW

<b>D-U-N-S</b> 02-132-0374	<b>Mailing Address</b> UNITED STATES	<b>Employees</b> 5,503
<b>Legal Form</b> Corporation (US)	<b>Telephone</b> +1 704 971 2300	<b>Age (Year Started)</b> 24 Years(2000)
<b>History Record</b> Clear	<b>Website</b> <a href="http://www.redventures.com">www.redventures.com</a>	<b>Named Principal</b> Ricardo Elias, CEO
<b>Business Commenced On</b> 2000	<b>Present Control Succeeded</b> 2000	<b>Line of Business</b> Advertising representative
<b>Ownership</b> Not publicly traded	<b>SIC</b> 7313	
	<b>NAICS</b> 541840	

**Street Address:**  
1101 Red Ventures Dr.  
Fort Mill, SC, 29707,  
United States Of America



### BUSINESS REGISTRATION

No business registration attached to this DUNS

### PRINCIPALS

#### Officers

RICARDO ELIAS, CEO  
MARK BRODSKY, CFO  
RODNEY SIMS, EXEC V PRES

JOE PETERSON, EXEC V PRES  
TIM KULLICK, EXEC V PRES  
STEVE SIBLEY, EXEC V PRES

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**Directors**

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DIRECTOR(S): THE OFFICER(S)

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**COMPANY EVENTS**

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**The following information was reported on: 01/17/2023**

The North Carolina Secretary of State's business registrations file showed that Red Ventures, LLC was registered as a Limited Liability Company on February 10, 2000, under file registration number 0519221.

Business started 2000.

Although this company operates as a Limited Liability Company, the members have elected to use officer titles to denote areas of responsibility

**RECENT EVENTS:**

On November 21, 2022, sources stated that Fandom, Inc., San Francisco, CA, has acquired certain assets from Red Ventures, LLC, Fort Mill, SC, on October 3, 2022. The acquired assets include a portfolio of entertainment and gaming brands. With the acquisition, Red Ventures, LLC has remained as a separate legal entity and the acquired assets were integrated into Fandom, Inc.. Employees and management were retained. The purchase price was \$5 million. Further details are unavailable.

On September 15, 2021, sources stated that Red Ventures, LLC, Fort Mill, SC, has acquired Healthgrades Operating Company, Inc., f/k/a Healthgrades.com, Inc., Denver, CO, on August 4, 2021. With the acquisition, Healthgrades Operating Company, Inc. will now operate as a subsidiary of Red Ventures, LLC. Simultaneously, Healthgrades Operating Company, Inc. changed its name to Mercury Healthcare, Inc., d/b/a Healthgrades. Employees and management were retained. Terms of the deal were not disclosed. Further details are unavailable.

On February 4, 2021, sources stated that Red Ventures, LLC, Fort Mill, SC, through its newly formed subsidiary, CNET Media Inc., Fort Mill, SC, has acquired CNET Media Group from ViacomCBS Inc., New York, NY, on October 30, 2020. Employees and management were retained. The purchase price was \$484 million, including an estimated working capital adjustment. Further details are unavailable.

On December 30, 2020, sources stated that Red Ventures, LLC, Fort Mill, SC, has acquired Lonely Planet Publications Pty., Melbourne, Australia, from Nc2 Media, LLC, Franklin, TN, on December 1, 2020. Terms of the deal were not disclosed. Further details are unavailable.

On August 14, 2019, sources stated that Red Ventures, LLC, Fort Mill, SC, has acquired Healthline Media, Inc., San Francisco, CA, on July 16, 2019. With the acquisition, Healthline Media, Inc. will now operate as an affiliate of Red Ventures, LLC. Employees and management were retained. Terms of the deal were not disclosed. Further details are unavailable.

On July 30, 2019, sources stated that Red Ventures, LLC, Fort Mill, SC, has completed the acquisition of Allconnect, Inc., Atlanta, GA, from its parent company Intelligent Consumer Holdings, L.L.C., Atlanta, GA on September 7, 2017. With the acquisition, Allconnect, Inc. will now operate as a subsidiary of Red Ventures, LLC. Employees and management were retained. Terms of the deal were not disclosed. Further details are unavailable.

On April 23, 2019, sources stated that Red Ventures, LLC, Fort Mill, SC, has acquired Consumer Media Network, LLC d/b/a HigherEducation.com, Houston, TX, on April 12, 2019. With the acquisition, Consumer Media Network, LLC will now operate as a subsidiary of Red Ventures, LLC. Employees and management were retained. Terms of the transaction were not disclosed. Further details are unavailable.

On July 9, 2015, sources stated that Red Ventures, LLC, Fort Mill, SC, has made a strategic investment in Treehouse Island, Inc., Orlando, FL, on June 3, 2015. Prior to this investment, Red Ventures, LLC has already partnered with Treehouse for its training program. Terms were undisclosed.

On August 28, 2012, sources stated that Red Ventures LLC, Fort Mill, SC, has acquired 16 acres of land next to its headquarters in Indian Land, SC, on August 7, 2012. The technology company plans to use that land to expand its 150,000 square foot campus. Further details are unavailable.

On April 17, 2012, sources stated that Red Ventures LLC, Fort Mill, SC, has completed the acquisition of HomeInsurance.com LLC, Wilmington, NC, on April 3, 2012. With the acquisition, HomeInsurance.com LLC will now operate as a subsidiary of Red Ventures LLC. Terms of the deal were not disclosed. Further details are unavailable.

RICARDO ELIAS. 2000-present active here.

MARK BRODSKY. 2003-present active here. Began career at General Electric Co. in 1997. From 1999 to 2000, he worked at Arthur D. Little as EVP, in 2001 became CEO of ADL spin-off.

RODNEY SIMS. 2005-present active here. Before that served as VP of Sales and Marketing for Nylstar.

JOE PETERSON. 2005-present active here. President of DirectStarTV, CFO & Exec V pres at EzGov.

TIM KULLICK. Antecedents are unknown.

STEVE SIBLEY. 2009-present active here. Held positions in the Home Improvement Finance, Healthcare Finance and Strategy Services divisions at Capital One Financial Services.

Business address has changed from 15009 Lancaster Hwy, Charlotte, NC, 28277 to 1091 521 Corporate Center Dr, Fort Mill, SC, 29707.

Business address has changed from 1091 521 Corporate Ctr Dr Ste A, Fort Mill, SC, 29707 to 1101 521 Corporate Ctr Dr, Fort Mill, SC, 29707.

**AFFILIATES:** The following are related through common principals, management and/or ownership: Ruby Sub, LLC, Raleigh, NC. Started '2011'. DUNS #079207300. Operates as a provider of management consulting services.

**AFFILIATES:** The following are related through common principals, management and/or ownership: Healthline Media, Inc., San Francisco, CA. Started '2015'. DUNS #080327080. Operates as internet publishing and broadcasting, related to health information.

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**BUSINESS ACTIVITIES AND EMPLOYEES**

The following information was reported on: 01/17/2023

**Business Information**

<b>Description</b>	Provides radio, tv or publishers' advertising services, specializing in electronic media advertising (100%).  Terms are on a retainer plus additional billings, contractual basis, on a fee basis, Net 30 days and on a commission basis. Sells to wholesalers, retailers, general public, commercial concerns and the government. Territory : International.
<b>Employees</b>	5,503 which includes officer(s) and 50 part-time, Undetermined employed here.
<b>Financing Status</b>	Secured
<b>Seasonality</b>	Nonseasonal.
<b>Facilities</b>	Leases premises in a single story building.
<b>Location</b>	Suburban business section on main highway.

**Related Concerns****SIC/NAICS Information**

Industry Code	Description	Percentage of Business
7313	Advertising representative	-
73130100	Electronic media advertising representatives	-

NAICS Codes	NAICS Description
541840	Media Representatives

**GOVERNMENT ACTIVITY****Activity Summary**

<b>Borrower(Dir/Guar)</b>	No
<b>Administrative Debt</b>	No
<b>Contractor</b>	No
<b>Grantee</b>	No
<b>Party excluded from federal program(s)</b>	No

**Your Information**

Record additional information about this company to supplement the D&B information.

Note: Information entered in this section will not be added to D&B's central repository and will be kept private under your user ID. Only you will be able to view the information.

In Folders: View

**Account Number**

**Endorsement/Billing Reference \*** Sales Representatives  
CNETUSfinance@redventures.com

**Credit Limit**

**Total Outstanding**

0

0