



The Public Utilities Commission of Ohio

PUCO USE ONLY		
Date Received	Case Number	Version
11/4/10	-EL-AGG	August 2004

## CERTIFICATION APPLICATION FOR AGGREGATORS/POWER BROKERS

Please print or type all required information. Identify all attachments with an exhibit label and title (Example: Exhibit A-5 Experience). All attachments should bear the legal name of the Applicant. Applicants should file completed applications and all related correspondence with the Public Utilities Commission of Ohio, Docketing Division; 180 East Broad Street, Columbus, Ohio 43215-3793.

**This PDF form is designed so that you may input information directly onto the form.  
You may also download the form, by saving it to your local disk, for later use.**

### A. APPLICANT INFORMATION

#### A-1 Applicant's legal name, address, telephone number and web site address

Legal Name Matt Brakey  
Address 1530 Kew Road, Cleveland Heights, Ohio 44118  
Telephone # (216) 570-6964 Web site address (if any) \_\_\_\_\_

#### A-2 List name, address, telephone number and web site address under which Applicant will do business in Ohio

Legal Name Brakey Energy Retail LLC  
Address 3309 Glencairn Road, Shaker Heights, Ohio 4122  
Telephone # (216) 570-6964 Web site address (if any) \_\_\_\_\_

#### A-3 List all names under which the applicant does business in North America

Brakey Energy Retail LLC  
Brakey Energy Retail  
\_\_\_\_\_  
\_\_\_\_\_

#### A-4 Contact person for regulatory or emergency matters

Name Matt Brakey  
Title President

RECEIVED-DOCKETING DIV  
2011 JUL -6 AM 11:17  
PUCO

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 fe Date Processed 7/16/2011

Business address 3309 Glencairn Road, Shaker Heights, Ohio 4122

Telephone # (216) 570-6964

Fax # (216) 751-4703

E-mail address (if any) matt@brakeyenergy.com

**A-5 Contact person for Commission Staff use in investigating customer complaints**

Name Matt Brakey

Title President

Business address 3309 Glencairn Road, Shaker Heights, Ohio 4122

Telephone # (216) 570-6964

Fax # (216) 751-4703

E-mail address (if any) matt@brakeyenergy.com

**A-6 Applicant's address and toll-free number for customer service and complaints**

Customer Service address 3309 Glencairn Road, Shaker Heights, Ohio 44122

Toll-free Telephone # 888-461-1453

Fax # (216) 751-4703

E-mail address (if any) matt@brakeyenergy.com

**A-7 Applicant's federal employer identification number # 452456922**

**A-8 Applicant's form of ownership (check one)**

☐ Sole Proprietorship

☐ Partnership

☐ Limited Liability Partnership (LLP)

☐ Limited Liability Company (LLC)

☐ Corporation

☐ Other

**A-9 (Check all that apply) Identify each electric distribution utility certified territory in which the applicant intends to provide service, including identification of each customer class that the applicant intends to serve, for example, residential, small commercial, mercantile commercial, and industrial. (A mercantile customer, as defined in (A) (19) of Section 4928.01 of the Revised Code, is a commercial customer who consumes more than 700,000 kWh/year or is part of a national account in one or more states).**

**☒ First Energy**

☒ Ohio Edison

☒ Toledo Edison

☒ Cleveland Electric Illuminating

☒ Cincinnati Gas & Electric

☒ Monongahela Power

☒ American Electric Power

☒ Ohio Power

☒ Columbus Southern Power

☒ Dayton Power and Light

☒ Residential

☒ Residential

☒ Residential

☒ Residential

☒ Residential

☒ Residential

☒ Residential

☒ Residential

☒ Commercial

☒ Commercial

☒ Commercial

☒ Commercial

☒ Commercial

☒ Commercial

☒ Commercial

☒ Commercial

☒ Mercantile

☒ Mercantile

☒ Mercantile

☒ Mercantile

☒ Mercantile

☒ Mercantile

☒ Mercantile

☒ Mercantile

☒ Industrial

☒ Industrial

☒ Industrial

☒ Industrial

☒ Industrial

☒ Industrial

☒ Industrial

☒ Industrial

No Residential

- A-10 Provide the approximate start date that the applicant proposes to begin delivering services  
Aug 15  
~~2011~~, 2011

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED:

- A-11 **Exhibit A-11 "Principal Officers, Directors & Partners"** provide the names, titles, addresses and telephone numbers of the applicant's principal officers, directors, partners, or other similar officials.
- A-12 **Exhibit A-12 "Corporate Structure,"** provide a description of the applicant's corporate structure, including a graphical depiction of such structure, and a list of all affiliate and subsidiary companies that supply retail or wholesale electricity or natural gas to customers and companies that aggregate customers in North America.
- A-13 **Exhibit A-13 "Company History,"** provide a concise description of the applicant's company history and principal business interests.
- A-14 **Exhibit A-14 "Articles of Incorporation and Bylaws,"** if applicable, provide the articles of incorporation filed with the state or jurisdiction in which the Applicant is incorporated and any amendments thereto.
- A-15 **Exhibit A-15 "Secretary of State,"** provide evidence that the applicant has registered with the Ohio Secretary of the State.

**B. APPLICANT MANAGERIAL CAPABILITY AND EXPERIENCE**

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED:

- B-1 **Exhibit B-1 "Jurisdictions of Operation,"** provide a list of all jurisdictions in which the applicant or any affiliated interest of the applicant is, at the date of filing the application, certified, licensed, registered, or otherwise authorized to provide retail or wholesale electric services including aggregation services.
- B-2 **Exhibit B-2 "Experience & Plans,"** provide a description of the applicant's experience and 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 Section 4928.10 of the Revised Code.

**B-3** **Exhibit B-3 "Summary of Experience,"** provide a concise summary of the applicant's experience in providing aggregation service(s) including contracting with customers to combine electric load and representing customers in the purchase of retail electric services. (e.g. number and types of customers served, utility service areas, amount of load, etc.).

**B-4** **Exhibit B-4 "Disclosure of Liabilities and Investigations,"** provide a description of all existing, pending or past rulings, judgments, contingent liabilities, revocation of authority, regulatory investigations, or any other matter that could adversely impact the applicant's financial or operational status or ability to provide the services it is seeking to be certified to provide.

**B-5** Disclose whether the applicant, a predecessor of the applicant, or any principal officer of the applicant have ever been convicted or held liable for fraud or for violation of any consumer protection or antitrust laws within the past five years.

☒ No      ☐ Yes

If yes, provide a separate attachment labeled as **Exhibit B-5 "Disclosure of Consumer Protection Violations"** detailing such violation(s) and providing all relevant documents.

**B-6** Disclose whether the applicant or a predecessor of the applicant has had any certification, license, or application to provide retail or wholesale electric service including aggregation service denied, curtailed, suspended, revoked, or cancelled within the past two years.

☒ No      ☐ Yes

If yes, provide a separate attachment labeled as **Exhibit B-6 "Disclosure of Certification Denial, Curtailment, Suspension, or Revocation"** detailing such action(s) and providing all relevant documents.

## **C. APPLICANT FINANCIAL CAPABILITY AND EXPERIENCE**

**PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED:**

**C-1** **Exhibit C-1 "Annual Reports,"** provide the two most recent Annual Reports to Shareholders. If applicant does not have annual reports, the applicant should provide similar information in Exhibit C-1 or indicate that Exhibit C-1 is not applicable and why.

**C-2** **Exhibit C-2 "SEC Filings,"** provide the most recent 10-K/8-K Filings with the SEC. If applicant does not have such filings, it may submit those of its parent company. If the applicant does not have such filings, then the applicant may indicate in Exhibit C-2 that the applicant is not required to file with the SEC and why.

- C-3** **Exhibit C-3 “Financial Statements,”** provide copies of the applicant’s two most recent years of audited financial statements (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, it shall file audited or officer certified financial statements covering the life of the business.
- C-4** **Exhibit C-4 “Financial Arrangements,”** provide copies of the applicant's financial arrangements to conduct CRES as a business activity (e.g., guarantees, bank commitments, contractual arrangements, credit agreements, etc.,).
- C-5** **Exhibit C-5 “Forecasted Financial Statements,”** provide two years of forecasted financial statements (balance sheet, income statement, and cash flow statement) for the applicant’s CRES operation, along with a list of assumptions, and the name, address, e-mail address, and telephone number of the preparer.
- C-6** **Exhibit C-6 “Credit Rating,”** provide a statement disclosing the applicant’s credit rating as reported by two of the following organizations: Duff & Phelps, Dun and Bradstreet Information Services, Fitch IBCA, Moody’s Investors Service, Standard & Poors, or a similar organization. In instances where an applicant does not have its own credit ratings, it may substitute the credit ratings of a parent or affiliate organization, provided the applicant submits a statement signed by a principal officer of the applicant’s parent or affiliate organization that guarantees the obligations of the applicant.
- C-7** **Exhibit C-7 “Credit Report,”** provide a copy of the applicant’s credit report from Experian, Dun and Bradstreet or a similar organization.
- C-8** **Exhibit C-8 “Bankruptcy Information,”** provide a list and description of any reorganizations, protection from creditors or any other form of bankruptcy filings made by the applicant, a parent or affiliate organization that guarantees the obligations of the applicant or any officer of the applicant in the current year or within the two most recent years preceding the application.

**C-9** **Exhibit C-9 "Merger Information."** provide a statement describing any dissolution or merger or acquisition of the applicant within the five most recent years preceding the application.

 President  
Signature of Applicant & Title

Sworn and subscribed before me this 5 day of July, 2011  
Month Year

  
Signature of official administering oath

\_\_\_\_\_  
Print Name and Title

My commission expires on \_\_\_\_\_  
NOTARY PUBLIC  
STATE OF OHIO  
CASSANDRA PRIDE  
MY COMMISSION EXPIRES  
OCT. 1, 2012



# **AFFIDAVIT**

State of Ohio :

Shaker Hts. ss.  
(Town)

County of Cuyahoga :

Matt Brakey, Affiant, being duly sworn/affirmed according to law, deposes and says that:

He/She is the President (Office of Affiant) of Brakey Energy Retail LLC (Name of Applicant);

That he/she is authorized to and does make this affidavit for said Applicant,

1. The Applicant herein, attests under penalty of false statement that all statements made in the application for certification are true and complete and that it will amend its application while the application is pending if any substantial changes occur regarding the information provided in the application.
2. The Applicant herein, attests it will timely file an annual report with the Public Utilities Commission of Ohio of its intrastate gross receipts, gross earnings, and sales of kilowatt-hours of electricity pursuant to Division (A) of Section 4905.10, Division (A) of Section 4911.18, and Division (F) of Section 4928.06 of the Revised Code.
3. The Applicant herein, attests that it will timely pay any assessments made pursuant to Sections 4905.10, 4911.18, or Division F of Section 4928.06 of the Revised Code.
4. The Applicant herein, attests that it will comply with all Public Utilities Commission of Ohio rules or orders as adopted pursuant to Chapter 4928 of the Revised Code.
5. The Applicant herein, attests that it 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 herein, attests that it will fully comply with Section 4928.09 of the Revised Code regarding consent to the jurisdiction of Ohio Courts and the service of process.
7. The Applicant herein, attests that it will comply with all state and/or federal rules and regulations concerning consumer protection, the environment, and advertising/promotions.
8. The Applicant herein, attests that it 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 herein, attests that it 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, the Applicant herein, attests that 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. (Only applicable if pertains to the services the Applicant is offering)

11. The Applicant herein, attests that it will inform the Commission 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 customer complaints.

That the facts above set forth are true and correct 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.

*[Signature]* President  
Signature of Affiant & Title

Sworn and subscribed before me this 5 day of July, 2011  
Month Year

*Cassandra*  
Signature of official administering oath

Print Name and Title



**NOTARY PUBLIC  
STATE OF OHIO  
CASSANDRA PRIDE  
MY COMMISSION EXPIRES  
OCT. 1, 2012**

My commission expires on \_\_\_\_\_



**Exhibit A-11 "Principal Officers, Directors & Partners"** provide the names, titles, addresses and telephone numbers of the applicant's principal officers, directors, partners, or other similar officials.

Matt Brakey  
President  
1530 Kew Rd.  
Cleveland Heights, OH 44118  
216-570-6964

**Exhibit A-12 "Corporate Structure,"** provide a description of the applicant's corporate structure, including a graphical depiction of such structure, and a list of all affiliate and subsidiary companies that supply retail or wholesale electricity or natural gas to customers and companies that aggregate customers in North America.

Matt Brakey will be President and sole owner Brakey Energy Retail, LLC. Matt Brakey is the sole employee of Brakey Energy Retail, LLC. The offices for Brakey Energy Retail LLC will be located in Shaker Heights, OH.

**Exhibit A-13 "Company History,"** provide a concise description of the applicant's company history and principal business interests.

Brakey Energy Retail, LLC filed its articles of organization with the Ohio Secretary of State. The Secretary of State provided certification on June 9, 2011. Brakey Energy Retail's sister company, Brakey Energy, Inc., has been in business in the state of Ohio since 1999. Matt Brakey is president of Brakey Energy, Inc., and owns a 10% interest.

**Exhibit A-14 "Articles of Incorporation and Bylaws,"** if applicable, provide the articles of incorporation filed with the state or jurisdiction in which the Applicant is incorporated and any amendments thereto.

See exhibit included in packet.

**Exhibit A-15 "Secretary of State,"** provide evidence that the applicant has registered with the Ohio Secretary of the State.

See exhibit included in packet.

**Exhibit B-1 “Jurisdictions of Operation,”** provide a list of all jurisdictions in which the applicant or any affiliated interest of the applicant is, at the date of filing the application, certified, licensed, registered, or otherwise authorized to provide retail or wholesale electric services including aggregation services.

None.

**Exhibit B-2 "Experience & Plans,"** provide a description of the applicant's experience and 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 Section 4928.10 of the Revised Code.

Having just incorporated, Brakey Energy Retail LLC has no experience per se. However, the sole proprietor, Matt Brakey has helped large users of energy in Ohio contract hundreds of millions of dollars in electricity and natural gas as President of Brakey Energy, Inc.

Brakey Energy Retail LLC plans to solicit customer copies of energy bills, determine potential savings of various generation and natural gas contracts, and recommending what product is best suited to the unique needs of the customer. Ongoing support will be provided to ensure the customer has properly contracted, and is enjoying the expected savings. All complaints and inquiries will be handled directly by Matt Brakey until the size and scope of business operations dictate otherwise.

**Exhibit B-3 "Summary of Experience,"** provide a concise summary of the applicant's experience in providing aggregation service(s) including contracting with customers to combine electric load and representing customers in the purchase of retail electric services. (e.g. number and types of customers served, utility service areas, amount of load, etc.).

Brakey Energy Retail LLC does not plan to provide aggregation services. Brakey Energy Retail LLC plans to act as a power broker for individual customers. Matt Brakey has assisted in contracting hundreds of millions of dollars in electricity and natural gas for commercial, industrial, and governmental energy users, primarily in FirstEnergy Ohio's service territory. References are available upon request..



**Exhibit B-4 "Disclosure of Liabilities and Investigations,"** provide a description of all existing, pending or past rulings, judgments, contingent liabilities, revocation of authority, regulatory investigations, or any other matter that could adversely impact the applicant's financial or operational status or ability to provide the services it is seeking to be certified to provide.

N/A

**Exhibit C-1 “Annual Reports,”** provide the two most recent Annual Reports to Shareholders. If applicant does not have annual reports, the applicant should provide similar information in Exhibit C-1 or indicate that Exhibit C-1 is not applicable and why.

N/A. Company is privately owned and has just been incorporated.

**Exhibit C-2 “SEC Filings,”** provide the most recent 10-K/8-K Filings with the SEC. If applicant does not have such filings, it may submit those of its parent company. If the applicant does not have such filings, then the applicant may indicate in Exhibit C-2 that the applicant is not required to file with the SEC and why.

Brakey Energy Retail LLC is not required to file with the SEC. The company is privately owned.

**Exhibit C-3 “Financial Statements,”** provide copies of the applicant’s two most recent years of audited financial statements (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, it shall file audited or officer certified financial statements covering the life of the business.

No such statements exist. Articles of organization were filed in early June.

**Exhibit C-4 “Financial Arrangements,”** provide copies of the applicant's financial arrangements to conduct CRES as a business activity (e.g., guarantees, bank commitments, contractual arrangements, credit agreements, etc.,).

No such arrangements exist. Business shall be funded by owner's private capital.

**Exhibit C-5 “Forecasted Financial Statements,”** provide two years of forecasted financial statements (balance sheet, income statement, and cash flow statement) for the applicant’s CRES operation, along with a list of assumptions, and the name, address, e- mail address, and telephone number of the preparer.

*See exhibit included in packet.*

**Exhibit C-6 “Credit Rating,”** provide a statement disclosing the applicant’s credit rating as reported by two of the following organizations: Duff & Phelps, Dun and Bradstreet Information Services, Fitch IBCA, Moody’s Investors Service, Standard & Poors, or a similar organization. In instances where an applicant does not have its own credit ratings, it may substitute the credit ratings of a parent or affiliate organization, provided the applicant submits a statement signed by a principal officer of the applicant’s parent or affiliate organization that guarantees the obligations of the applicant.

N/A. Business has not been in operations to have such information, and its sister company is not guaranteeing obligations.

**Exhibit C-7 “Credit Report,”** provide a copy of the applicant’s credit report from Experian, Dun and Bradstreet or a similar organization.

N/A. Business just incorporated.



**Exhibit C-8 “Bankruptcy Information,”** provide a list and description of any reorganizations, protection from creditors or any other form of bankruptcy filings made by the applicant, a parent or affiliate organization that guarantees the obligations of the applicant or any officer of the applicant in the current year or within the two most recent years preceding the application.

N/A

**Exhibit C-9 “Merger Information,”** provide a statement describing any dissolution or merger or acquisition of the applicant within the five most recent years preceding the application.

N/A

A-14(1)



**Form 533A Prescribed by the:  
Ohio Secretary of State**

Central Ohio: (614) 466-3910  
Toll Free: (877) SOS-FILE (767-3453)

www.sos.state.oh.us  
Busserv@sos.state.oh.us

**Expedite this form: (select one)**

Mail form to one of the following:

☐ Expedite PO Box 1390  
Columbus, OH 43216

**\*\*\* Requires an additional fee of \$100 \*\*\***

☐ Non Expedite PO Box 670  
Columbus, OH 43216

**ARTICLES OF ORGANIZATION FOR A DOMESTIC  
LIMITED LIABILITY COMPANY**

**Filing Fee: \$125.00**

**(CHECK ONLY ONE (1) BOX)**

<p><b>(1) <input checked="" type="checkbox"/> Articles of Organization for Domestic For-Profit Limited Liability Company (115-LCA) ORC 1705</b></p>	<p><b>(2) <input type="checkbox"/> Articles of Organization for Domestic Nonprofit Limited Liability Company (115-LCA) ORC 1705</b></p>
---	---

Name of limited liability company

**Brakey Energy Retail LLC**

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

Effective Date

(Optional)

mm/dd/yyyy

(The legal existence of the limited liability company begins upon the filing

of the articles or on a later date specified that is not more than ninety days after filing)

This limited liability company shall exist for

(Optional)

Period of Existence

Purpose

(Optional)


☐ Check here if additional provisions are attached

A-14 (2)

## ORIGINAL APPOINTMENT OF AGENT

The undersigned authorized member(s), manager(s) or representative(s) of

Brakey Energy Retail LLC

Name of Limited Liability Company

hereby appoint the following to be Statutory Agent upon whom any process, notice or demand required or permitted by statute to be served upon the limited liability company may be served. The name and address of the agent is

Matt Brakey

Name of Agent

1530 Kew Rd.

Mailing Address

Cleveland Heights

City

Ohio

State

44118

Zip Code

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

## ACCEPTANCE OF APPOINTMENT

The undersigned, named herein as the statutory agent for

Brakey Energy Retail LLC

Name of Limited Liability Company

hereby acknowledges and accepts the appointment of agent for said limited liability company


\_\_\_\_\_  
Agent's Signature

A-14(3)

By signing and submitting this form to the Ohio Secretary of State, the undersigned hereby certifies that he or she has the requisite authority to execute this document on behalf of the limited liability company identified above.

**REQUIRED**

Articles and original appointment of agent must be authenticated (**signed**) by a member, manager or other representative.

  
\_\_\_\_\_  
Signature

6/1/2011

\_\_\_\_\_  
Date

Matt Brakey

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Name

(See Instructions Below)

A-15



DATE:	DOCUMENT ID	DESCRIPTION	FILING	EXPED	PENALTY	CERT	COPY
06/10/2011	201116000655	ARTICLES OF ORGNZTN/DOM. PROFIT LIM.LIAB. CO. (LCP)	125.00	.00	.00	.00	.00

**Receipt**

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

MATTHEW N BRAKEY  
1530 KEW RD.  
CLEVELAND HEIGHTS, OH 44118-1205

**STATE OF OHIO  
CERTIFICATE**

**Ohio Secretary of State, Jon Husted**

**2027043**

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

**BRAKEY ENERGY RETAIL LLC**

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

Document(s)

**ARTICLES OF ORGNZTN/DOM. PROFIT LIM.LIAB. CO.**

Document No(s):

**201116000655**



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 9th day of June, A.D.  
2011.

*Jon Husted*

Ohio Secretary of State

15

**Brakey Energy Retail LLC**  
**Forecasted Balance Sheets**  
 Wednesday, June 08, 2011

	As of December 31	2011	2012	2013
<b>Assets</b>				
Current assets:				
Cash		\$142,275	\$303,575	\$695,675
Investments		-	-	-
Inventories		-	-	-
Accounts receivable		-	-	-
Pre-paid expenses		-	-	-
Other		-	-	-
<b>Total current assets</b>	<b>\$</b>	<b>142,275</b>	<b>\$ 303,575</b>	<b>\$ 695,675</b>
Fixed assets:				
Property and equipment		-	-	-
Leasehold improvements		-	-	-
Equity and other investments		-	-	-
Less accumulated depreciation		-	-	-
<b>Net fixed assets</b>	<b>\$</b>	<b>-</b>	<b>\$ -</b>	<b>\$ -</b>
Other assets				
Goodwill		-	-	-
<b>Total other assets</b>		-	-	-
<b>Total assets</b>	<b>\$</b>	<b>142,275</b>	<b>\$ 303,575</b>	<b>\$ 695,675</b>
<b>Liabilities and owner's equity</b>				
Current liabilities:				
Accounts payable		-	-	-
Accrued wages		-	-	-
Accrued compensation		-	-	-
Income taxes payable		-	-	-
Unearned revenue		-	-	-
Other		-	-	-
<b>Total current liabilities</b>	<b>\$</b>	<b>-</b>	<b>\$ -</b>	<b>\$ -</b>
Long-term liabilities				
Mortgage payable		-	-	-
<b>Total long-term liabilities</b>		-	-	-
Owner's equity				
Investment capital		\$50,000	\$50,000	\$50,000
Accumulated retained earnings		92,275	253,575	645,675
<b>Total owner's equity</b>		<b>142,275</b>	<b>303,575</b>	<b>695,675</b>
<b>Total liabilities and stockholders' equity</b>		<b>142,275</b>	<b>303,575</b>	<b>695,675</b>

CS

# Forecasted Statement of Cash Flows

**Brakey Energy Retail LLC**  
**For the Year Ended December 31, 2011**

## Cash flows from operating activities

Cash received from customers	\$570,000	
Cash paid for merchandise	0	
Cash paid for wages and other operating expenses	(446,125)	
Cash paid for interest	0	
Cash paid for taxes	(31,600)	
Other	0	
	<hr/>	
Net cash provided (used) by operating activities		\$92,275

## Cash flows from investing activities

Cash received from sale of capital assets (plant and equipment, etc.)	\$0	
Cash received from disposition of business segments	0	
Cash received from collection of notes receivable	0	
Cash paid for purchase of capital assets	0	
Cash paid to acquire businesses	0	
Other	0	
	<hr/>	
Net cash provided (used) by investing activities		

## Cash flows from financing activities

Cash received from issuing stock	\$50,000	
Cash received from long-term borrowings		
Cash paid to repurchase stock		
Cash paid to retire long-term debt	0	
Cash paid for dividends	0	
Other		
Net cash provided (used) in financing activities		\$50,000
Increase (decrease) in cash during the period		\$142,275
Cash balance at the beginning of the period		0
Cash balance at the end of the period		<u>\$142,275</u>



CS

# Forecasted Statement of Cash Flows

**Brakey Energy Retail LLC**  
For the Year Ended December 31, 2012

## Cash flows from operating activities

Cash received from customers	\$1,000,000	
Cash paid for merchandise	0	
Cash paid for wages and other operating expenses	(763,000)	
Cash paid for interest	0	
Cash paid for taxes	(75,700)	
Other	0	
	<hr/>	
Net cash provided (used) by operating activities		\$161,300

## Cash flows from investing activities

Cash received from sale of capital assets (plant and equipment, etc.)	\$0	
Cash received from disposition of business segments	0	
Cash received from collection of notes receivable	0	
Cash paid for purchase of capital assets	0	
Cash paid to acquire businesses	0	
Other	0	
	<hr/>	
Net cash provided (used) by investing activities		

## Cash flows from financing activities

Cash received from issuing stock	\$0	
Cash received from long-term borrowings	0	
Cash paid to repurchase stock	0	
Cash paid to retire long-term debt	0	
Cash paid for dividends	0	
Other	0	

Net cash provided (used) in financing activities		
Increase (decrease) in cash during the period		\$161,300
Cash balance at the beginning of the period		142,275
Cash balance at the end of the period		<u>\$303,575</u>

CS

# Forecasted Statement of Cash Flows

**Brakey Energy Retail LLC**  
For the Year Ended December 31, 2013

## Cash flows from operating activities

Cash received from customers	\$2,000,000
Cash paid for merchandise	0
Cash paid for wages and other operating expenses	(1,494,000)
Cash paid for interest	0
Cash paid for taxes	(113,900)
Other	0

Net cash provided (used) by operating activities \$392,100

## Cash flows from investing activities

Cash received from sale of capital assets (plant and equipment, etc.)	\$0
Cash received from disposition of business segments	0
Cash received from collection of notes receivable	0
Cash paid for purchase of capital assets	0
Cash paid to acquire businesses	0
Other	0

Net cash provided (used) by investing activities \$0

## Cash flows from financing activities

Cash received from issuing stock	\$0
Cash received from long-term borrowings	
Cash paid to repurchase stock	
Cash paid to retire long-term debt	0
Cash paid for dividends	0
Other	

Net cash provided (used) in financing activities

Increase (decrease) in cash during the period	\$392,100
Cash balance at the beginning of the period	303,575
Cash balance at the end of the period	<u>\$695,675</u>

CS

## **Brakey Energy Retail LLC Assumptions**

An agency team will be in place shortly after PUCO approval, which is expected within 30 days of filing.  
The commissions paid to agents will be 2/3 of sales.  
The business will be home-based and not require the rental of office space.  
There will be no paid employees.  
AEP does not succeed in its efforts to place significant rate barriers to generation shopping in Ohio.