

FILE



The Public Utilities Commission of Ohio

Original AGG Case Number	Version
10-2798-EL-AGG	August 2004

RENEWAL APPLICATION FOR AGGREGATORS/POWER BROKERS

Please print or type all required information. Identify all attachments with an exhibit label and title (Example: Exhibit A-10 Corporate Structure). 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. RENEWAL INFORMATION

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

Legal Name Arc Energy, Inc.
Address 2600 Oakstone Dr., Columbus, Oh. 43231
PUCO Certificate # and Date Certified 10-316E (1)
Telephone # (614) 328-9967 Web site address (if any) www.arcenergyinc.com

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

Legal Name Arc Energy, Inc.
Address 2600 Oakstone Dr., Columbus, Oh. 43231
Telephone # (614) 328-9967 Web site address (if any) www.arcenergyinc.com

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

Arc Energy, Inc.

A-4 Contact person for regulatory or emergency matters

Name Chris George
Title President
Business address 2600 Oakstone Dr., Columbus, oh. 43231
Telephone # (614) 328-9967 Fax # (614) 328-9967
E-mail address (if any) cgeorge@arcenergyinc.com

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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 [Signature] Date Processed 11/26/12

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

Name Chris George
Title President
Business address 2600 Oakstone Dr., Columbus, Oh. 43231
Telephone # (614) 328-9967 Fax # (614) 328-9967
E-mail address (if any) cgeorge@arcenergyinc.com

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

Customer Service address 2600 Oakstone dr., Columbus, Oh. 43231
Toll-free Telephone # (855) 272-6446 Fax # (614) 328-9967
E-mail address (if any) cgeorge@arcenergyinc.com

A-7 Applicant's federal employer identification number # 27-3912367

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

- | | |
|--|--|
| <input type="checkbox"/> Sole Proprietorship | <input type="checkbox"/> Partnership |
| <input type="checkbox"/> Limited Liability Partnership (LLP) | <input type="checkbox"/> Limited Liability Company (LLC) |
| <input checked="" type="checkbox"/> Corporation | <input type="checkbox"/> Other _____ |

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED:

A-9 Exhibit A-9 "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-10 Exhibit A-10 "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.

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 "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-4 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-4 "Disclosure of Consumer Protection Violations"** detailing such violation(s) and providing all relevant documents.

B-5 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-5 "Disclosure of Certification Denial, Curtailment, Suspension, or Revocation"** detailing such action(s) and providing all relevant documents.

C. 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.

Beth Collins, President
Signature of Applicant & Title

Sworn and subscribed before me this 26th day of Nov., 2012
Month Year

Beth Collins
Signature of official administering oath

11/26/12
Print Name and Title

My commission expires on



BETH M. COLLINS
NOTARY PUBLIC
STATE OF OHIO
Comm. Expires
April 07, 2015
Recorded in
Licking County

AFFIDAVIT

State of Ohio :

Columbus ss.
(Town)

County of Franklin :

Christopher George Affiant, being duly sworn/affirmed according to law, deposes and says that:

He/She is the President (Office of Affiant) of Arc Energy, Inc. (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 renewal 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 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.
8. 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.
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 renewal 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.

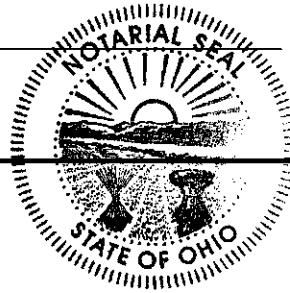
Chloe President
Signature of Affiant & Title

Sworn and subscribed before me this 26th day of Nov, 2012
Month Year

Beth Collins
Signature of official administering oath

Beth Collins
Print Name and Title

My commission expires on _____



BETH M. COLLINS
NOTARY PUBLIC
STATE OF OHIO
Comm. Expires
April 07, 2015
Recorded in
Licking County

Arc Energy, Inc.

Exhibit A-9 "Principal Officers, Director's & Partners"

Christopher J. George, President

2600 Oakstone Dr.

Columbus, OH. 43231

Arc Energy, Inc.

Exhibit A-10 "Corporate Structure"

The graphical depiction is an actual portrayal of the current corporate structure. Arc Energy, Inc. does not have affiliate or subsidiary companies that supply retail or wholesale electricity or natural gas to customers or companies in North America.

Graphical Depiction:

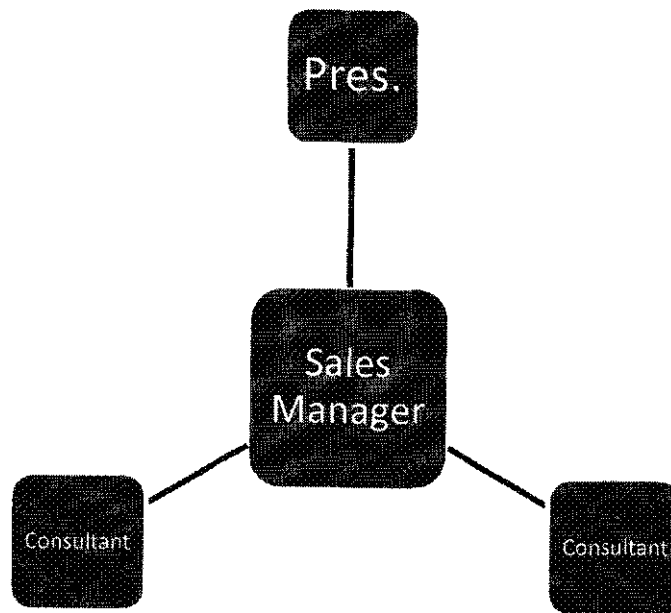


Exhibit B-1 “Jurisdiction of Operations”

Arc Energy, Inc. is licensed **ONLY in Ohio** at the present time.

Arc Energy, Inc.

Exhibit B-2 “Experience & Plans”

Arc Energy, Inc. will continue to call on Ohio based businesses through both phone and B2B contact. Arc Energy, Inc. has been in business now for nearly two years and is beginning to experience growth through its referral based networking and are expecting good things over the next two years. Arc Energy, Inc. now has combined 8-9 years of experience through current ownership and consultants.

Arc Energy, Inc. will be continuing to utilize a staff of no more than 5 energy consultants to approach and obtain new business. We do not provide billing statements, however Arc Energy, Inc. willing to assist customers with any questions or help of understanding and working through challenges with their billing statements that are provided by their respective suppliers.

Any and all customer inquiries, both positive or negative, will be rectified by Chris George.

Arc Energy, Inc.

Exhibit B-3 “Disclosure of Liabilities and Investigations”

Arc Energy, Inc., and its officers/directors have no pending matters that would adversely affect its ability, either financial or operational, to provide the services it is seeking to be recertified to provide in Ohio.

Arc Energy, Inc.

Exhibit C-1 “Annual Reports”

Arc Energy, Inc. is not a publically traded corporation, therefore does not have annual reports.

Arc Energy, Inc.

Exhibit C-2 “Sec Filings”

Arc Energy, Inc. is not a publically traded corporation, therefore does not file 10-k/8-k with SEC.

Balance Sheet

Assets		2012	2011
Current Assets			
Cash	\$	88.53	\$ 25.00
Accounts receivable	\$	697.87	\$ 157.73
	<i>Total current assets</i>	\$ 786.40	\$ 182.73
Total Assets	\$	1,572.80	\$ 365.46

Current Liabilities

Owner's Equity

Total Liabilities	\$ 2,336.21	\$ 2,685.84
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Total Owner's Equity	\$	(763.41)	\$	(2,320.38)
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Chapman, President.
11/23/72

Arc Energy, Inc.**Income Statement**

For the Years Ending [Dec 31, 2012 and Dec 31, 2011]

Revenue	2012	2011
Sales revenue	468	118
(Less sales returns and allowances)		
Service revenue		
Interest revenue		
Other revenue		
Total Revenues	468	118

Expenses		
Advertising		
Commissions		
Furniture and equipment		
Insurance		
Interest expense		
Office supplies	206	
Rent	650	1,380
Research and development		
Software		
Utilities		
Web hosting and domain	55	
Other	205	
Total Expenses	1,116	1,380

Net Income	(648)	(1,262)
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Ch. Hys President
11-23-12

Arc Energy, Inc.

Arc Energy, Inc.

Cash Flow Statement For the Year - 2012	For the Year Ending 10/31/2012	
	Amount	Amount
Cash at the Beginning of the Year		85.53
(a) Net Cash Flow from Operations (I) - (II)		-648
(I) Cash Receipts from Customers	468	
(II) Cash Paid for	1116	
Inventory Purchases	0	
General Operating Expenses	910	
General Administrative Expenses	206	
Wages Expenses	0	
Interest Expenses	0	
Income Taxes	0	
Net Cash Flow after Accounting for Operations		-562.47
(b) Net Cash Flow from Investing Activities (I) - (II)		0
(I) Cash Receipts from	0	
Sale of Property and Equipment	0	
Collection of Principal on Loans	0	
Sale of Investment Securities	0	
(II) Cash Paid for	0	
Purchase of Property and Equipment	0	
Making Loans to other Entities	0	
Purchase of Investment Securities	0	
Net Cash Flow after Accounting for Operations and Investing Activities		-562.47
(b) Net Cash Flow from Financing Activities (I) - (II)		0
(I) Cash Receipts from	0	
Issuance of Stock	0	
Borrowing activity	0	
(II) Cash Paid for	0	
Repurchase of Stock or Buying of Treasury Stock	0	
Repayment of Loans	0	
Dividend Payments	0	
Net Cash Flow after Accounting for Operations, Investing and Financing Activities (Closing Balance)		-562.47
Net Increase or Decrease in Cash (Closing - Opening Balances)		-648

Update the Marked Cells in Blue, With Your Figures (Numbers Only) To Get The Final Cash Position

Ch. [Signature], President
11-23-12

Arc Energy, Inc.

Exhibit C-4 “Financial Arrangements”

Arc Energy, Inc. does not and does not intend to have any financial commitments that would affect its ability to conduct CRES business activities.

Currently, any and all business banking needs will be handled through Huntington National Bank and its affiliates.

Arc Energy, Inc.**Forcasted Inc. Stat.**

For the Years Ending [Dec 31, 2013 and Dec 31, 2014]

Revenue	2013	2014
Sales revenue	9,500	31,000
(Less sales returns and allowances)		
Service revenue		
Interest revenue		
Other revenue		
Total Revenues	9,500	31,000

Expenses		
Advertising		
Commissions	5,000	20,000
Furniture and equipment	250	250
Insurance		
Interest expense		
Office supplies	950	950
Rent	1,800	1,800
Research and development		
Software		
Utilities		
Web hosting and domain	300	300
Other	900	900
Total Expenses	9,200	24,200

Net Income	300	6,800
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Ch. Hsu, President
11-23-12

ARC Energy, Inc.

Forcasted Balance Sheet

Assets	2013		2014	
Current Assets				
Cash	\$	88.53	\$	25.00
Accounts receivable	\$	9,500.00	\$	31,000.00
<i>Total current assets</i>	\$	9,588.53	\$	31,025.00
Total Assets	\$	19,177.06	\$	62,050.00

Liabilities and Owner's Equity				
Current Liabilities				
Accounts payable	\$	4,200.00	\$	4,200.00
<i>Total current liabilities</i>	\$	4,200.00	\$	4,200.00
Owner's Equity				
Owner's investment	\$	-	\$	-
Retained earnings	\$	5,000.00	\$	20,000.00
Other				
<i>Total owner's equity</i>	\$	5,000.00	\$	20,000.00
Total Liabilities	\$	9,200.00	\$	24,200.00
Total Owner's Equity	\$	9,977.06	\$	37,850.00

*Ch. [Signature], President
11-23-12*

Arc Energy, Inc.

Arc Energy, Inc.

		For the Year Ending 12/31/2013	
Cash Flow Statement For the Year – 2013		Amount	Amount
Cash at the Beginning of the Year			85.53
(a) Net Cash Flow from Operations (I) – (II)			300
(I) Cash Receipts from Customers		9500	
(II) Cash Paid for		9200	
Inventory Purchases		0	
General Operating Expenses		3000	
General Administrative Expenses		1200	
Wages Expenses		5000	
Interest Expenses		0	
Income Taxes		0	
Net Cash Flow after Accounting for Operations			385.53
(b) Net Cash Flow from Investing Activities (I) – (II)			0
(I) Cash Receipts from		0	
Sale of Property and Equipment		0	
Collection of Principal on Loans		0	
Sale of Investment Securities		0	
(II) Cash Paid for		0	
Purchase of Property and Equipment		0	
Making Loans to other Entities		0	
Purchase of Investment Securities		0	
Net Cash Flow after Accounting for Operations and Investing Activities			385.53
(b) Net Cash Flow from Financing Activities (I) – (II)			0
(I) Cash Receipts from		0	
Issuance of Stock		0	
Borrowing activity		0	
(II) Cash Paid for		0	
Repurchase of Stock or Buying of Treasury Stock		0	
Repayment of Loans		0	
Dividend Payments		0	
Net Cash Flow after Accounting for Operations, Investing and Financing Activities (Closing Balance)			385.53
Net Increase or Decrease in Cash (Closing – Opening Balances)			300

Update the Marked Cells in Blue, With Your Figures (Numbers Only) To Get The Final Cash Position

Chaffin, President
11-23-12

Arc Energy, Inc.

Arc Energy, Inc.

Cash Flow Statement For the Year - 2014		For the Year Ending 12/31/2014	
		Amount	Amount
Cash at the Beginning of the Year			300
(a) Net Cash Flow from Operations (I) - (II)			6800
(I) Cash Receipts from Customers		31000	
(II) Cash Paid for		24200	
Inventory Purchases		0	
General Operating Expenses		3000	
General Administrative Expenses		1200	
Wages Expenses		20000	
Interest Expenses		0	
Income Taxes		0	
Net Cash Flow after Accounting for Operations			7100
(b) Net Cash Flow from Investing Activities (I) - (II)			0
(I) Cash Receipts from		0	
Sale of Property and Equipment		0	
Collection of Principal on Loans		0	
Sale of Investment Securities		0	
(II) Cash Paid for		0	
Purchase of Property and Equipment		0	
Making Loans to other Entities		0	
Purchase of Investment Securities		0	
Net Cash Flow after Accounting for Operations and Investing Activities			7100
(b) Net Cash Flow from Financing Activities (I) - (II)			0
(I) Cash Receipts from		0	
Issuance of Stock		0	
Borrowing activity		0	
(II) Cash Paid for		0	
Repurchase of Stock or Buying of Treasury Stock		0	
Repayment of Loans		0	
Dividend Payments		0	
Net Cash Flow after Accounting for Operations, Investing and Financing Activities (Closing Balance)			7100
Net Increase or Decrease in Cash (Closing - Opening Balances)			6800

Update the Marked Cells in Blue, With Your Figures (Numbers Only) To Get The Final Cash Position

Ch. Sh., President
11-23-12

Arc Energy, Inc.

Exhibit C-6 “Credit Rating”

Credit rating and report on page 24.

Arc Energy, Inc.

Exhibit C-7 “Credit Report”

Credit report on page 24.



Arc Energy, Inc.

CreditScoreSM Report

as of: 11/25/12 18:09 ET

Arc Energy

Address: 2600 Oakstone Dr
Columbus, OH 43231-7613
United States

Phone: 614-776-5221

Experian BIN: 945608479

SIC Code: 1711-Energy Management
Systems & Produc

Experian File Established: February 2011

Experian Years on File: 1 Year

Years in Business: More than 1 Year

Total Employees: 4

This location does not yet have an estimated Days Beyond Terms (DBT), or a Payment Trend Indicator. This is often the result of too few Payment Tradelines.

Payment Tradelines: 1
UCC Filings: 0

✗ Businesses Scoring Worse: 14%

✓ **Bankruptcies:** 0

✓ **Liens:** 0

✓ **Judgments Filed:** 0

✓ **Collections:** 0

Credit Summary

Credit Ranking Score: 14

High
Risk



Low
Risk

The objective of the Credit Ranking Score is to predict payment behavior. High Risk means that there is a significant probability of delinquent payment. Low Risk means that there is a good probability of on-time payment.

Key Score Factors:

- Number of commercial accounts continuously updated.
- Balance of delinquent commercial accounts.
- Number of current commercial accounts.
- Number of delinquent commercial accounts 61 plus days.

Recommended Action: Medium-High Risk

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Arc Energy, Inc.

Page 2 of Credit Report - Blank page.

Arc Energy, Inc.

Exhibit C-8 “Bankruptcy Information”

Arc Energy, Inc. has not sought any type of bankruptcy or protection from creditors.

Arc Energy, Inc.

Exhibit C-9 “Merger Information”

Not Applicable.