



Public Utilities Commission

PUCO USE ONLY - Version 1.08		
Date Received	Renewal Certification Number	ORIGINAL AGG Case Number
		15 - 0460 - GA-AGG

RENEWAL CERTIFICATION APPLICATION COMPETITIVE RETAIL NATURAL GAS BROKERS/AGGREGATORS

Please **type or print** all required information. Identify all attachments with an exhibit label and title (*Example: Exhibit A-15 - Company History*). 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 directly input information onto the form. You may also download the form by saving it to your local disk.

SECTION A - APPLICANT INFORMATION AND SERVICES

A-1 Applicant intends to renew its certificate as: (check all that apply)

☒ Retail Natural Gas Aggregator ☐ Retail Natural Gas Broker

A-2 Applicant information:

Legal Name ReallyObjective LLC
Address 5455 Muirfield Court, Dublin, OH 43017
Telephone No. (614) 408.1020 Web site Address www.reallyobjective.com
Current PUCO Certificate No. 15-462G (1) Effective Dates April 4, 2015 through April 4, 2017

A-3 Applicant information under which applicant will do business in Ohio:

Name ReallyObjective
Address 5455 Muirfield Court, Dublin, OH 43017
Web site Address www.reallyobjective.com Telephone No. (614) 408-1020

A-4 List all names under which the applicant does business in North America:

ReallyObjective

A-5 Contact person for regulatory or emergency matters:

Name Lance Schneier Title CEO
Business Address 5455 Muirfield Court
Telephone No. (614) 408-1020 Fax No. (614) 408-1021 Email Address lance@reallyobjective.com

A-6 Contact person for Commission Staff use in investigating customer complaints:

Name Lance Schneier Title CEO
Business address 5455 Muirfield Court, Dublin, OH 43017
Telephone No. (614) 408-1020 Fax No. (614) 408-1021 Email Address lance@reallyobjective.com

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

Customer service address 5455 Muirfield Court, Dublin, OH 43017
Toll-Free Telephone No. (855) 636-0340 Fax No. (614) 408-1021 Email Address support@reallyobjective.com

A-8 Provide "Proof of an Ohio Office and Employee," in accordance with Section 4929.22 of the Ohio Revised Code, by listing name, Ohio office address, telephone number, and Web site address of the designated Ohio Employee

Name Lance Schneier Title CEO
Business address 5455 Muirfield Court, Dublin, OH 43017
Telephone No. (614) 408-1020 Fax No. (614) 408-1021 Email Address lance@reallyobjective.com

A-9 Applicant's federal employer identification number 47-3251314

A-10 Applicant's form of ownership: (Check one)

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

A-11 (Check all that apply) Identify each natural gas company service area in which the applicant is currently providing service or intends to provide service, including identification of each customer class that the applicant is currently serving or intends to serve, for example: *residential, small commercial, and/or large commercial/industrial (mercantile) customers*. (A mercantile customer, as defined in Section 4929.01(L)(1) of the Ohio Revised Code, means a customer that consumes, other than for residential use, more than 500,000 cubic feet of natural gas per year at a single location within the state or consumes natural gas, other than for residential use, as part of an undertaking having more than three locations within or outside of this state. In accordance with Section 4929.01(L)(2) of the Ohio Revised Code, "Mercantile customer" excludes a not-for-profit customer that consumes, other than for residential use, more than 500,000 cubic feet of natural gas per year at a single location within this state or consumes natural gas, other than for residential use, as part of an undertaking having more than three locations within or outside this state that has filed the necessary declaration with the Public Utilities Commission.)

<input checked="" type="checkbox"/> Columbia Gas of Ohio	<input checked="" type="checkbox"/> Residential	<input checked="" type="checkbox"/> Small Commercial	<input type="checkbox"/> Large Commercial / Industrial
<input checked="" type="checkbox"/> Dominion East Ohio	<input checked="" type="checkbox"/> Residential	<input checked="" type="checkbox"/> Small Commercial	<input type="checkbox"/> Large Commercial / Industrial
<input checked="" type="checkbox"/> Duke Energy Ohio	<input checked="" type="checkbox"/> Residential	<input checked="" type="checkbox"/> Small Commercial	<input type="checkbox"/> Large Commercial / Industrial
<input checked="" type="checkbox"/> Vectren Energy Delivery of Ohio	<input checked="" type="checkbox"/> Residential	<input checked="" type="checkbox"/> Small Commercial	<input type="checkbox"/> Large Commercial / Industrial

A-12 If applicant or an affiliated interest previously participated in any of Ohio's Natural Gas Choice Programs, for each service area and customer class, provide approximate start date(s) and/or end date(s) that the applicant began delivering and/or ended services.

☐ Columbia Gas of Ohio

<input type="checkbox"/> Residential	Beginning Date of Service	End Date
<input type="checkbox"/> Small Commercial	Beginning Date of Service	End Date
<input type="checkbox"/> Large Commercial	Beginning Date of Service	End Date
<input type="checkbox"/> Industrial	Beginning Date of Service	End Date

☐ Dominion East Ohio

<input type="checkbox"/> Residential	Beginning Date of Service	End Date
<input type="checkbox"/> Small Commercial	Beginning Date of Service	End Date
<input type="checkbox"/> Large Commercial	Beginning Date of Service	End Date
<input type="checkbox"/> Industrial	Beginning Date of Service	End Date

☐ Duke Energy Ohio

<input type="checkbox"/> Residential	Beginning Date of Service	End Date
<input type="checkbox"/> Small Commercial	Beginning Date of Service	End Date
<input type="checkbox"/> Large Commercial	Beginning Date of Service	End Date
<input type="checkbox"/> Industrial	Beginning Date of Service	End Date

☐ Vectren Energy Delivery of Ohio

<input type="checkbox"/> Residential	Beginning Date of Service	End Date
<input type="checkbox"/> Small Commercial	Beginning Date of Service	End Date
<input type="checkbox"/> Large Commercial	Beginning Date of Service	End Date
<input type="checkbox"/> Industrial	Beginning Date of Service	End Date

A-13 If not currently participating in any of Ohio's four Natural Gas Choice Programs, provide the approximate start date that the applicant proposes to begin delivering services:

<input type="checkbox"/>	Columbia Gas of Ohio	Intended Start Date	
<input type="checkbox"/>	Dominion East Ohio	Intended Start Date	
<input type="checkbox"/>	Duke Energy Ohio	Intended Start Date	
<input type="checkbox"/>	Vectren Energy Delivery of Ohio	Intended Start Date	

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED.

- A-14 Exhibit A-14 "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-15 Exhibit A-15 "Company History,"** provide a concise description of the applicant's company history and principal business interests.
- A-16 Exhibit A-16 "Articles of Incorporation and Bylaws,"** provide the articles of incorporation filed with the state or jurisdiction in which the applicant is incorporated and any amendments thereto, *only if the contents of the originally filed documents changed since the initial application.*
- A-17 Exhibit A-17 "Secretary of State,"** provide evidence that the applicant is still currently registered with the Ohio Secretary of the State.

SECTION 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 current 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 natural gas service, or retail/wholesale electric services.
- B-2 Exhibit B-2 "Experience & Plans,"** provide a current 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 4929.22 of the Revised Code and contained in Chapter 4901:1-29 of the Ohio Administrative Code.
- B-3 Exhibit B-3 "Summary of Experience,"** provide a concise and current summary of the applicant's experience in providing the service(s) for which it is seeking renewed certification (e.g., number and types of customers served, utility service areas, volume of gas supplied, etc.).
- B-4 Exhibit B-4 "Disclosure of Liabilities and Investigations,"** provide a description of all existing, pending or past rulings, judgments, contingent liabilities, revocations 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 for which it is seeking renewed certification since applicant last filed for certification.

- B-5 Exhibit B-5 "Disclosure of Consumer Protection Violations,"** disclose whether the applicant, affiliate, predecessor of the applicant, or any principal officer of the applicant has been convicted or held liable for fraud or for violation of any consumer protection or antitrust laws since applicant last filed for certification.

☒ 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 Exhibit B-6 "Disclosure of Certification Denial, Curtailment, Suspension, or Revocation,"** disclose whether the applicant or a predecessor of the applicant has had any certification, license, or application to provide retail natural gas or retail/wholesale electric service denied, curtailed, suspended, or revoked, or whether the applicant or predecessor has been terminated from any of Ohio's Natural Gas Choice programs, or been in default for failure to deliver natural gas since applicant last filed for certification.

☒ 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.

SECTION 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, labeled as Exhibit C-1, or indicate that Exhibit C-1 is not applicable and why.
(This is generally only applicable to publicly traded companies who publish annual reports.)
- 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 whether 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. 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 account numbers redacted).

C-4 Exhibit C-4 “Financial Arrangements,” provide copies of the applicant's financial arrangements to satisfy collateral requirements to conduct retail electric/gas business activity (e.g., parental or third party guarantees, contractual arrangements, credit agreements, etc.).

Renewal applicants can fulfill the requirements of Exhibit C-4 by providing a current statement from an Ohio local distribution utility (LDU) that shows that the applicant meets the LDU's collateral requirements.

First time applicants or applicants whose certificate has expired as well as renewal applicants can meet the requirement by one of the following methods:

1. The applicant itself stating that it is investment grade rated by Moody's, Standard & Poor's or Fitch and provide evidence of rating from the rating agencies.
2. Have a parent company or third party that is investment grade rated by Moody's, Standard & Poor's or Fitch guarantee the financial obligations of the applicant to the LDU(s).
3. Have a parent company or third party that is not investment grade rated by Moody's, Standard & Poor's or Fitch but has substantial financial wherewithal in the opinion of the Staff reviewer to guarantee the financial obligations of the applicant to the LDU(s). The guarantor company's financials must be included in the application if the applicant is relying on this option.
4. Posting a Letter of Credit with the LDU(s) as the beneficiary.

If the applicant is not taking title to the electricity or natural gas, enter “N/A” in Exhibit C-4. An N/A response is only applicable for applicants seeking to be certified as an aggregator or broker.

C-5 Exhibit C-5 “Forecasted Financial Statements,” provide two years of forecasted income statements for the applicant's **NATURAL GAS related business activities in the state of Ohio Only**, along with a list of assumptions, and the name, address, email address, and telephone number of the preparer. The forecasts should be in an annualized format for the two years succeeding the Application year.

C-6 Exhibit C-6 “Credit Rating,” provide a statement disclosing the applicant's current credit rating as reported by two of the following organizations: Duff & Phelps, Fitch IBCA, Moody's Investors Service, Standard & Poor's, 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 an 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. If an applicant or its parent does not have such a credit rating, enter “N/A” in Exhibit C-6.

C-7 Exhibit C-7 “Credit Report,” provide a copy of the applicant's current credit report from Experian, Dun and Bradstreet, or a similar organization. An applicant that provides an investment grade credit rating for Exhibit C-6 may enter “N/A” for Exhibit C-7.

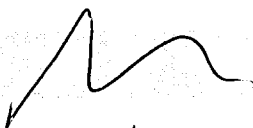
- C-8 Exhibit C-8 "Bankruptcy Information,"** provide a list and description of any reorganizations, protection from creditors or any other form of bankruptcy filings made by the applicant, a parent or affiliate organization that guarantees the obligations of the applicant or any officer of the applicant 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 two most recent years preceding the application.
- C-10 Exhibit C-10 "Corporate Structure,"** provide a description of the applicant's corporate structure, not an internal organizational chart, 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 in North America. If the applicant is a stand-alone entity, then no graphical depiction is required and applicant may respond by stating that they are a stand-alone entity with no affiliate or subsidiary companies.

SECTION D – APPLICANT TECHNICAL CAPABILITY

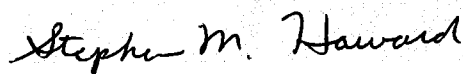
PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED.

- D-1 Exhibit D-1 "Operations,"** provide a current written description of the operational nature of the applicant's business functions.
- D-2 Exhibit D-2 "Operations Expertise,"** given the operational nature of the applicant's business, provide evidence of the applicant's current experience and technical expertise in performing such operations.
- D-3 Exhibit D-3 "Key Technical Personnel,"** provide the names, titles, email addresses, telephone numbers, and background of key personnel involved in the operational aspects of the applicant's current business.

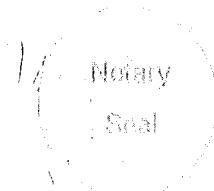
Applicant Signature and Title

 CEO

Sworn and subscribed before me this 27th day of March Month 2017 Year


Signature of official administering oath

Stephen M. Howard, Attorney
Print Name and Title



My commission expires on

NOTARY PUBLIC STATE OF CALIFORNIA
MY COMMISSION HAS NO EXPIRATION DATE
SECTION 147.03 R. C.



The Public Utilities Commission of Ohio

Competitive Retail Natural Gas Service
Affidavit Form
(Version 1.07)

In the Matter of the Application of)

ReallyObjective LLC)

for a Certificate or Renewal Certificate to Provide)
Competitive Retail Natural Gas Service in Ohio.)

Case No. 15 - 460 -GA-AGG

County of Franklin

State of Ohio

Lance Schneier

[Affiant], being duly sworn/affirmed, hereby states that:

- (1) The information provided within the certification or certification renewal application and supporting information is complete, true, and accurate to the best knowledge of affiant.
- (2) The applicant will timely file an annual report of its intrastate gross receipts and sales of hundred cubic feet of natural gas pursuant to Sections 4905.10(A), 4911.18(A), and 4929.23(B), Ohio Revised Code.
- (3) The applicant will timely pay any assessment made pursuant to Section 4905.10 or Section 4911.18(A), Ohio Revised Code.
- (4) Applicant will comply with all applicable rules and orders adopted by the Public Utilities Commission of Ohio pursuant to Title 49, Ohio Revised Code.
- (5) Applicant will cooperate with the Public Utilities Commission of Ohio and its staff in the investigation of any consumer complaint regarding any service offered or provided by the applicant.
- (6) Applicant will comply with Section 4929.21, Ohio Revised Code, regarding consent to the jurisdiction of the Ohio courts and the service of process.
- (7) Applicant will inform the Public Utilities Commission of Ohio of any material change to the information supplied in the certification or certification renewal application within 30 days of such material change, including any change in contact person for regulatory or emergency purposes or contact person for Staff use in investigating customer complaints.
- (8) Affiant further sayeth naught.

Affiant Signature & Title

Sworn and subscribed before me this 27th day of March Month 2017 Year

Stephen M. Howard

Signature of Official Administering Oath

Stephen M. Howard, Attorney

Print Name and Title



My commission expires on

NOTARY PUBLIC STATE OF OHIO
MY COMMISSION HAS NO EXPIRATION DATE
SECTION 147.03 R.C.

ReallyObjective LLC

Exhibit A-14

"Principal Officers, Directors & Partners"

Lance Schneier
CEO
5455 Muirfield Court
Dublin, OH 43017
614.408.1020

ReallyObjective LLC

Exhibit A-15

“Company History”

Applicant began providing services in the summer of 2016. It is an online shopping, switching and monitoring service. It does not take title to any commodity.

ReallyObjective LLC

Exhibit A-16

“Articles of Incorporation and Bylaws”

See the attached for the change since the initial application was filed.



DATE	DOCUMENT ID	DESCRIPTION	FILING	EXPED	PENALTY	CERT	COPY
02/14/2017	201704404862	LIMITED LIABILITY COMPANY - AMENDMENT (LAM)	50.00	0.00	0.00	0.00	0.00

Receipt

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

VORYS, SATER, SEYMOUR AND PEASE LLP
TED B. HIPSHER
52 EAST GAY STREET
COLUMBUS, OH 43215

**STATE OF OHIO
CERTIFICATE**

Ohio Secretary of State, Jon Husted

2369979

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

REALLYOBJECTIVE LLC

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

Document(s)

LIMITED LIABILITY COMPANY - AMENDMENT

Effective Date: 02/09/2017

Document No(s):

201704404862



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
14th day of February, A.D. 2017.

Jon Husted

Ohio Secretary of State



Form 543A Prescribed by:

JON HUSTED
OHIO SECRETARY OF STATE

Toll Free: (877) SOS-FILE (877-767-3453)
Central Ohio: (614) 488-3910

www.OhioSecretaryofState.gov
busserv@OhioSecretaryofState.gov

File online or for more information: www.OHBusinessCentral.com

COPY

Mail this form to one of the following:

Regular Filing (non expedite)
P.O. Box 1329
Columbus, OH 43216

Expedite Filing (Two business day processing time.
Requires an additional \$100.00)

P.O. Box 1390
Columbus, OH 43216

Domestic Limited Liability Company Certificate of Amendment or Restatement

Filing Fee: \$50

(CHECK ONLY ONE (1) BOX)

(1) Domestic Limited Liability Company

☒ Amendment (129-LAM)

02/27/2015

Date of Formation

(2) Domestic Limited Liability Company

☐ Restatement (142-LRA)

Date of Formation

The undersigned authorized representative of:

ReallyObjective LLC

Name of limited liability company

2369979

Registration Number

RECEIVED
SECRETARY OF STATE
2011 FEB -9 AM 5:12
CLIENT SERVICE CENTER

If box (1) Amendment is checked, only complete sections that apply. If box (2) Restatement is checked, all sections below must be completed.

The name of said limited liability company shall be:

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

This limited liability company shall exist for a period of:

Period of Existence

Purpose

The purpose of the Company shall include creating a material positive impact on society and the

environment, taken as a whole, from the business and operations of the Company.

(additional provisions are attached)

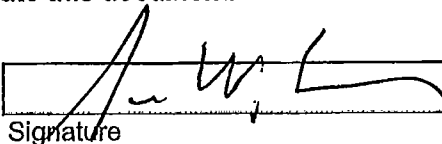
By signing and submitting this form to the Ohio Secretary of State, the undersigned hereby certifies that he or she has the requisite authority to execute this document.

Required

Must be signed by a member, manager or other representative.

If authorized representative is an individual, then they must sign in the "signature" box and print their name in the "Print Name" box.

If authorized representative is a business entity, not an individual, then please print the business name in the "signature" box, an authorized representative of the business entity must sign in the "By" box and print their name in the "Print Name" box.


Signature

By (If applicable)

Lance W. Schneier
Print Name

Signature

By (If applicable)

Print Name

Signature

By (If applicable)

Print Name

**ADDITIONAL ARTICLE OF THE ARTICLES OF ORGANIZATION
OF
REALLYOBJECTIVE LLC**

(referred to herein as the “Company”)

MANAGEMENT

- (a) In discharging the duties of his or her positions and in considering the best interests of the Company, a managing member of the Company shall consider the effects of any action or inaction on:
- i. the members of the Company;
 - ii. the employees and work force of the Company, its subsidiaries and its suppliers;
 - iii. the interests of its customers as beneficiaries of the purpose of the Company to have a material positive impact on society and the environment;
 - iv. community and societal factors, including those of each community in which offices or facilities of the Company, its subsidiaries or its suppliers are located;
 - v. the local and global environment;
 - vi. the short-term and long-term interests of the Company, including benefits that may accrue to the Company from its long-term plans and the possibility that these interests may be best served by the continued independence of the Company; and
 - vii. the ability of the Company to create a material positive impact on society and the environment, taken as a whole.
- (b) In discharging his or her duties, and in determining what is in the best interests of the Company and its members, a managing member shall not be required to regard any interest, or the interests of any particular group affected by an action or inaction, including the members, as a dominant or controlling interest or factor. A managing member shall not be personally liable for monetary damages for: (i) any action or inaction in the course of performing the duties of a managing member under this paragraph if the managing member was not interested with respect to the action or inaction; or (ii) failure of the Company to create a material positive impact on society and the environment, taken as a whole.
- (c) A managing member does not have a duty to any person other than a member in its capacity as a member with respect to the purpose of the Company or the obligations set forth in this article, and nothing in this article express or implied, is intended to create or shall create or grant any right in or for any person other than a member or any cause of action by or for any person other than a member or the Company.
- (d) Notwithstanding anything set forth herein, a managing member is entitled to rely on the provisions regarding "best interests" set forth above in enforcing his or her rights hereunder and under state law, and such reliance shall not, absent another breach, be construed as a breach of a managing member's duty of care, even in the context of a Change in Control Transaction* where, as a result of weighing the interests set forth in subsection (a)(i)-(vii) above, a managing member determines to accept an offer, between two competing offers, with a lower price per unit.

* “Change of Control Transaction” means the sale of all or substantially all the assets of the Company, any merger, consolidation or acquisition of the Company with, by or into another corporation, entity or person, or any change in the ownership of more than fifty percent (50%) of the voting capital stock of the Company in one or more related transactions.

- (e) A managing member who makes a business judgment in good faith fulfills the duty under this section if the managing member: (i) is not interested in the subject of the business judgment; (ii) is informed with respect to the subject of the business judgment to the extent the director reasonably believes to be appropriate under the circumstances; and (iii) rationally believes that the business judgment is in the best interests of the Company.

ReallyObjective LLC

Exhibit A-17

“Secretary of State”

Please see attached.

UNITED STATES OF AMERICA
STATE OF OHIO
OFFICE OF THE SECRETARY OF STATE

I, Jon Husted, do hereby certify that I am the duly elected, qualified and present acting Secretary of State for the State of Ohio, and as such have custody of the records of Ohio and Foreign business entities; that said records show REALLYOBJECTIVE LLC, an Ohio For Profit Limited Liability Company, Registration Number 2369979, was organized within the State of Ohio on February 27, 2015, is currently in FULL FORCE AND EFFECT upon the records of this office.



*Witness my hand and the seal of the
Secretary of State at Columbus, Ohio
this 22nd day of March, A.D. 2017.*

A handwritten signature in cursive script that reads "Jon Husted".

Ohio Secretary of State

Validation Number: 201708101206

ReallyObjective LLC

Exhibit B-1

"Jurisdictions of Operation"

Ohio

Exhibit B-2

“Experience & Plans”

Lance Schneier has over 40 years of experience in energy deregulation, marketing and technology as an attorney, entrepreneur, senior executive and venture capitalist. In 1975, he began practicing energy and communications regulatory law and corporate law at Vorys, Sater, Seymour and Pease in Columbus, Ohio. In 1979, Schneier authored a law journal article positing open access for the interstate natural gas pipeline network. That article is cited as an early contributor to the creation of today's energy marketing and trading industry.

In 1982, he became a partner in the law firm and left a few months later to start Yankee Resources, Inc., generally regarded as the first independent retail energy marketing company.

Yankee Resources was renamed Access Energy following his management-led buyout with support from investment bank Donaldson, Lufkin & Jenrette in 1988. Lance and DLJ sold Access Energy to Enron Corp. in 1992. At the time Access had grown to \$300 million in annual revenues, 125 employees and over 30,000 customers in 30 states. He led Enron Access Energy until 1996, at which time he began assisting others in the development of energy technology companies.

In 2002, Schneier created his second retail energy marketing company, Accent Energy, by purchasing certain retail energy contracts from the Enron bankruptcy, with the financial participation of a private equity firm. After growing Accent to over 125,000 customers, he sold the company to IGS Energy, Inc. in 2010.

ReallyObjective charges a fee for its services which is paid by its customers via the credit card they enter when they enroll in the service. Statements are automatically generated utilizing Salesforce. Customers with questions or complaints can email at Support@ReallyObjective.com or call our toll-free number, (855) 636-0340. It should be noted that in the last year ReallyObjective received no calls and less than 20 customer emails.

ReallyObjective LLC

Exhibit B-3

“Summary of Experience”

Applicant supplies no gas but has provided its services to about 50 residential and small commercial customers of all the Ohio gas utilities.

ReallyObjective LLC

Exhibit C-1

“Annual Reports”

ReallyObjective does not prepare annual reports as it is a sole member limited liability company.

ReallyObjective LLC

Exhibit C-2

“SEC Filings”

ReallyObjective is not required to make SEC filings as it is a sole member limited liability company.

ReallyObjective LLC

Exhibit C-3

"Financial Statements"

This Exhibit contains confidential and proprietary information and is being submitted under seal.

ReallyObjective LLC

Exhibit C-4

“Financial Arrangements”

This Exhibit is not applicable as ReallyObjective does not take title to the commodity.

ReallyObjective LLC

Exhibit C-5

“Financial Forecasts”

This Exhibit contains confidential and proprietary information and is being submitted under seal.

ReallyObjective LLC

Exhibit C-6

"Credit Rating"

The Applicant does not have a credit rating and therefore this Exhibit is not applicable.

ReallyObjective, LLC

Exhibit C-7

(Credit Report)

ReallyObjective has neither a credit rating nor a credit report. To date, it has relied on Mr. Lance Schneier for any credit needs or to pay expenses.

ReallyObjective LLC

Exhibit C-8

"Bankruptcy Information"

This Exhibit is not applicable.

ReallyObjective LLC

Exhibit C-9

“Merger Information”

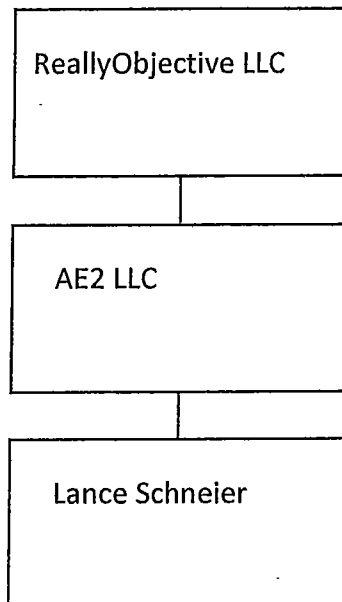
This Exhibit is not applicable.

ReallyObjective LLC

Exhibit C-10

“Corporate Structure”

See attached.



ReallyObjective LLC

Exhibit D-1

"Operations"

Applicant's operations are limited to reviewing available gas plans offered by suppliers and the utilities and placing its customers into the best plans at any given time.

ReallyObjective LLC

Exhibit D-2

“Operations Expertise”

Having started and operated retail energy marketing companies for over 30 years, applicant’s CEO is uniquely qualified to provide the offered service.

ReallyObjective LLC

Exhibit D-3

"Key Technical Personnel"

Lance Schneier is the only personnel. The information requested is contained herein.

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Summary: Application Renewal Certification Application Competitive Retail Natural Gas Brokers/Aggregators electronically filed by Mr. Stephen M Howard on behalf of ReallyObjective LLC