

Original CRS Case Number	Version
15 - 2085 -EL-CRS	May 2016

RENEWAL APPLICATION FOR RETAIL GENERATION PROVIDERS AND POWER MARKETERS

Please print or type all required information. Identify all attachments with an exhibit label and title (Example: Exhibit C-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 intends to be renewed as: (check all that apply) ☐Retail Generation Provider ☐Power Broker ☑Power Marketer □Aggregator A-2Applicant's legal name, address, telephone number, PUCO certificate number, and web site address Legal Name Arrow Energy RRH, LLC Address 200 Park Avenue South, Suite 1301, New York, NY 10003 PUCO Certificate # and Date Certified 26-1041E(1) Effective January 16, 2016 Telephone #(844) 907-6937 Web site address (if any) List name, address, telephone number and we b site address under which Applicant A-3 does business in Ohio Legal Name Arrow Energy RRH, LLC dba Arrow Energy Address 111 East 14th Street, #105, New York, NY 10003 Telephone #(844) 907-6937 Web site address (if any)

Arrow Energy	
Contact person for regulatory or emer	rgency matters
Name_Lindsay Kreppel	
Title Regulatory and New Markets Manager	
Business address 200 Park Avenue South, Su	iite 1301, New York, NY 10003
Telephone # (646) 844-6144	Fax # (718) 305-4114
E-mail addresscompliance@rrhener	rgy.us
Contact person for Commission Staff	use in investigating customer complaints
Name Gregory Hasiak	
Title Operations Manager	
Business address 200 Park Avenue South, Su	nite 1301, New York, NY 10003
Telephone # (718) 853-2681	
E-mail address compliance@rrhener	
Customer Service address 111 East 14th Stree Toll-free Telephone # (844) 907-6937 E-mail address info@arrowenergy.us	Fax # (877) 266-5208
Applicant's federal employer identifica	ntion number # 473352170
Applicant's form of ownership (check	one)
☐Sole Proprietorship ☐Limited Liability Partnership (LLP) ☐Corporation	☐Partnership ☐Limited Liability Company (LLC) ☐ Other
PROVIDE THE FOLLOWING AS SEPARA	TE ATTACHMENTS AND LABEL AS INDICAT
	ectors & Partners" provide the names, tapplicant's principal officers, directors, part

B. 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.
- B-2 <u>Exhibit B-2 "Experience & Plans,"</u> 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 denied, curtailed, suspended, revoked, or cancelled within the past two years.

 ☑ No ☐ Yes

If yes, provide a separate attachment labeled as <u>Exhibit B-5</u> "<u>Disclosure of Certification Denial, Curtailment, Suspension, or Revocation</u>" 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. (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 the applicant does not have such filings, it may submit those of its parent company. An applicant may submit a current link to the filings or provide them in paper form. 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 <u>Exhibit C-3 "Financial Statements."</u> 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 <u>Exhibit C-4 "Financial Arrangements,"</u> 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.,).

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 <u>Exhibit C-5 "Forecasted Financial Statements,"</u> provide two years of forecasted income statements for the applicant's **ELECTRIC 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 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 <u>Exhibit C-7 "Credit Report,"</u> provide a copy of the applicant's 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 "Bankruptey 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 C9 "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.

D. TECHNICAL CAPABILITY

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED:

- D-1 <u>Exhibit D-1 "Operations"</u> provide a written description of the operational nature of the applicant's business. Please include whether the applicant's operations include the generation of power for retail sales, the scheduling of retail power for transmission and delivery, the provision of retail ancillary services as well as other services used to arrange for the purchase and delivery of electricity to retail customers.
- D-2 <u>Exhibit D-2 "Operations Expertise,"</u> given the operational nature of the applicant's business, provide evidence of the applicant's experience and technical expertise in performing such operations.
- D-3 <u>Exhibit D-3 "Key Technical Personnel,"</u> provide the names, titles, e-mail addresses, telephone numbers, and the background of key personnel involved in the operational aspects of the applicant's business.
- D-4 <u>Exhibit D-4 "FERC Power Marketer License Number,"</u> provide a statement disclosing the applicant's FERC Power Marketer License number. (Power Marketers only)

Me Midel Mul 98

Signature of Applicant and Title

Sworn and subscribed before me this 13th day of December, 2017

Month Year

Signature of official administering oath

Samantha Lipsky

Print Name and Title

My commission expires on 01/27//8

SAMANTHA LIPSKY
Notary Public - State of New York
NO. 01Ll6296169
Qualified in Kings County
Commission Expires Jan 27, 2018

<u>AFFIDAVIT</u>

State of Y (W Y or K : (Town) ss.
County of New York:
Richard Both, Affiant, being duly sworn/affirmed according to law, deposes and says that: RIH, WC He/She is the Project of Project (Office of Affiant) of Affiant) of Affiant) (Name of Applicant);
He/She is the Work of Opti (Office of Affiant) of He/She is the Work 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 comply with all state and/or federal rules and regulations concerning consumer protection, the environment, and advertising/promotions.
- 7. 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.
- 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)

That the facts above set forth are true and correct to the bes he/she expects said Applicant to be able to prove the same at Signature of Affiant & Title	at of his/her knowledge, information, and belief and that any hearing hereof.
Sworn and subscribed before me this 12 th day of Dimension expires on	erember, 2017 Year Samuntna Lipsky Print Name and Title

customer complaints.

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

SAMANTHA LIPSKY
Notary Public - State of New York
NO. 01Ll6296169
Qualified in Kings County
Commission Expires Jan 27, 2018

Exhibit A-10

Principal Officers, Directors, Partners

Donald Cheesman

Chairman 200 Park Avenue South Suite 1301 New York, NY 10003 917-545-5630

Stephen Eskrigge

President 200 Park Avenue South Suite 1301 New York, NY 10003 917-545-1163

Richard Booth

President of Retail Operations 200 Park Avenue South Suite 1301 New York, NY 10003 281-814-0735

Michael Lori

Vice President of Supply 200 Park Avenue South Suite 1301 New York, NY 10003 201-470-3612

Lisa Hawkins

Chief Financial Officer 200 Park Avenue South Suite 1301 New York, NY 10003 646-543-1911

Exhibit B-1

Jurisdictions of Operation

Arrow Energy RRH, LLC is authorized by the Federal Energy Regulatory Commission ("FERC") to sell electricity at market based rates under FERC Docket No. ER15-1612-000. Arrow Energy RRH, LLC is not licensed to provide retail electric service in any other jurisdiction.

Kiwi Energy NY LLC, an affiliate of Arrow Energy RRH, LLC, has been deemed eligible to provide retail electricity in the state of New York.

Spring Energy RRH, LLC dba Spring Power & Gas, an affiliate of Arrow Energy RRH, LLC, is licensed to provide retail electricity in the state of New Jersey and in the state of Maryland.

Exhibit B-2

Experience and Plans

Arrow Energy RRH, LLC dba Arrow Energy plans to contract with customers directly through traditional marketing and sales methods including but not limited to door-to-door, telemarketing and online enrollment. In all marketing and sales operations, Arrow Energy will adhere to all Ohio consumer protection laws, PUCO regulations and standards, and utility market rules and procedures. Arrow Energy will use third party verification when required in its sales and marketing activity and will enroll customers consistent with the procedures outlined in the Ohio Administrative Code.

Arrow Energy will maintain a customer service hotline for customers in Ohio at 1-844-907-6937, in addition to an e-mail address at info@arrowenergy.us in order to respond to customer inquiries and complaints. Arrow Energy will use utility consolidated billing to provide bills to customers and will post rates to the PUCO Apples-to-Apples site as required. Arrow Energy will also maintain a Quality Assurance program to ensure proper customer service and compliance with the above.

Exhibit B-3

Disclosure of Liabilities and Investigations

Arrow Energy RRH, LLC d/b/a Arrow Energy does not have any existing, pending, or past rulings, judgments, contingent liabilities, revocations of authority, regulatory investigations, or any other matters that could adversely impact its financials or operational status or ability to provide the retail electric supply services it is seeking to provide in the state of Ohio.

Annual Reports

Arrow Energy RRH LLC is a wholly-owned subsidiarity of Richmond Road Holdings LLC, a privately owned entity. As such, we do not have Annual Reports to Shareholders.

SEC Filings

Arrow Energy RRH, LLC is a wholly-owned subsidiarity of Richmond Road Holdings LLC, a privately owned entity. As such, we are not required submit to public filings with the SEC.

Financial Statements

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

Financial Arrangements

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

Financial Forecasts

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

Credit Rating

As Arrow Energy RRH, LLC and parent company Richmond Road Holdings LLC are privately held entities, neither maintains an investment grade credit rating. However, see Experian Credit report included in Exhibit C-7.

Credit Report

See Experian CreditScore Report for Richmond Road Holdings LLC attached.



Report

Home

My reports

My account Products Help

Business services

For help reading this report, please review our sample report. Search inquiry: Richmond Road Holdings Lic / New York, Ny / NY / (My company)

CreditScoreSM Report

as of: 11/22/17 10:27 ET

Richmond Road Holdings LLC

Address:

Experian BIN:

200 Park Ave S Ste 1301

New York, NY 10003-1550

United States 410535770

Experian File Established: Experian Years on File:

Corporation March 2016

Years in Business:

Business Type:

1 Year

More than 1 Year

UCC Filings:

2

0

0

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.

🗴 Businesses Scoring Worse: ✓ Bankruptcies:

25% 0

√ Liens:

✓ Judgments Filed:

✓ Collections:

0

Credit Summary

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Experian Business Credit Score: 26

High Risk









The objective of the Experian Business Credit 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 ontime payment.

Key Score Factors:

- · Nbr of active commercial accts within the last 12 mos.
- · Number of commercial accounts with net 1-30 days term,
- Number of recently active commercial accounts,
- · Number of commercial accounts including commercial leases.

Recommended Action: Medium Risk

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Legal terms

Privacy

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Bankruptcy Information

Arrow Energy RRH, LLC and affiliates have not made any bankruptcy filings to date.

Merger Information

Arrow Energy RRH, LLC has not gone through a dissolution, merger or acquisition.

Corporate Structure

Arrow Energy RRH, LLC is a wholly owned subsidiary of Richmond Road Holdings LLC and an affiliate of Spring Energy RRH, LLC dba Spring Power & Gas, Kiwi Energy NY LLC dba Kiwi Energy, New England Power & Gas RRH LLC, and RRH Energy Services LLC. Kiwi Energy NY LLC is an energy supplier currently providing retail electricity and natural gas supply service to customers in New York. Kiwi is also licensed in Ohio. Spring Energy RRH, LLC is an energy supplier currently providing retail electricity and natural gas supply service to customers in New Jersey and Maryland. The remaining affiliated entities are currently not licensed.

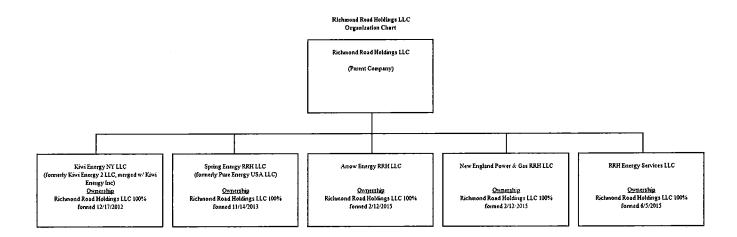


Exhibit D-1

Operations

Arrow Energy RRH LLC's business operations will include the scheduling of retail power for transmission and delivery, the provision of retail ancillary services as well as other services used to arrange for the purchase and delivery of electricity to retail customers in the state of Ohio.

Exhibit D-2

Operations Expertise

Richard Booth, President of Retail Operations.

Richard Booth brings more than 10 years of experience in overseeing operations and acquiring customers in the competitive energy markets in the United States, New Zealand and Australia. In addition to Arrow Energy RRH, LLC, Richard currently oversees the operations at Kiwi Energy NY LLC (currently operating in New York), which has a customer base of more than 85,000. Richard also oversees the operations for Spring Energy RRH LLC, which operates as Spring Power & Gas in New Jersey and Maryland. Previously, Richard was in a similar role at Frontier Utilities based in Texas. Prior to his role at Frontier Utilities, Richard was the General Manager of Sales and Marketing at Victoria Electricity where he was responsible for a team of 200 employees which consisted of 12 supply partners and 150 staff members. This team covered customer acquisition and retention, and marketing and electricity, gas and telecommunications markets in Victoria, New South Wales, Queensland and South Australia. Richard's team was also responsible for Ecogold, a loyalty program which included an environmental fund with ongoing communication of special offers to customers from various business partners. When Richard left Victoria Electricity to set up Frontier Utilities in Texas, the company had more than 400,000 customers. Prior to joining Victoria Electricity, Richard managed the commercial sales team at Energy Online.

Lisa Hawkins, Chief Financial Officer.

Lisa joined Kiwi Energy as the Chief Financial Officer in April 2012. Lisa is responsible for managing the financial and economic risks for Arrow Energy RRH, LLC, Kiwi Energy NY LLC, and Spring Energy RRH LLC, all of which are under Richmond Road Holdings. She manages the financial planning, record keeping, and reporting for them as well. Previously, Lisa was a Manager within the Assurance Practice at PricewaterhouseCoopers, LLP ("PwC"). There she gained significant experience in public and private client audits within a range of industries including mortgage banking, oil & gas, manufacturing, and other financial services. She assisted her clients with SEC filings, including Form 10-K and 10-Q filings, governmental compliance requirements and public and private debt/equity offering transactions. She has served multinational corporations as well as venture capital funds. She earned a Bachelor's degree in Business Administration and Master in Professional Accounting from The University of Texas and is a licensed Certified Public Accountant in both the states of Texas and New York.

Michael Lordi, Vice President of Supply.

Michael has been the VP of Supply for Kiwi Energy since July 2014. He has over 25 years of experience in the energy industry. After receiving a degree in electrical engineering, Michael joined the transmission planning department at Consolidated Edison Company in New York. He continued power system planning and operations at the Northeast Power Coordinating Council (NPCC). At NPCC, Michael performed studies that determine power transfer capabilities in the Northeast and Mid-Atlantic regions. Michael moved to trading electricity and natural gas when he joined Enron Power Marketing. Michael next held senior trading position at Duke/Louis Dreyfus and CNG Energy Services. At CNG, Michael was responsible all wholesale and retail electricity activities. Following CNG, Michael joined Électricité de France (EDFT) in London. At EDFT, he was head of all electricity trading and asset optimization in Europe. Before joining Kiwi Energy, Michael was the Executive Director of Retail

Energy Business Development at Gulf Oil. At Gulf Oil, Michael was responsible for the retail electric business unit including supply desk activities.

Exhibit D-3

Key Technical Personnel

Richard Booth President of Retail Operations richardbooth@rrhenergy.us 281-814-0735

Lisa Hawkins Chief Financial Officer lisahawkins@rrhenergy.us 646-543-1911

Michael Lordi Vice President of Supply michaellordi@rrhenergy.us 917-310-2259

Nikki Clark Vice President of Marketing and Business Development nikkiclark@rrhenergy.us 718-635-4265

Gregory Hasiak Operations Manager gregoryhasiak@rrhenergy.us 718-853-2681

Lindsay Kreppel Attorney, Regulatory and New Markets Manager lindsaykreppel@rrhenergy.us 646-844-6144

Exhibit D-4

FERC Power Marketer License Number

The FERC Power Marketer License Number for Arrow Energy RRH, LLC is ER15-1612-000.

This foregoing document was electronically filed with the Public Utilities

Commission of Ohio Docketing Information System on

12/14/2017 11:22:46 AM

in

Case No(s). 15-2085-EL-CRS

Summary: Application Renewal Application for Retail Generation Providers and Power Marketers electronically filed by Mr. Stephen M Howard on behalf of Arrow Energy RRH, LLC