

## **Initial Filing Instructions for Electric Aggregators/Power Brokers**

**I.** Where To File: Applications should be sent to: Public Utilities Commission of Ohio, Docketing Division, 180 East Broad Street, Columbus Ohio 43215-3793.

II. What To File: Applicant must submit one original notarized application signed by a principal officer and three copies including all exhibits, affidavits, and other attachments. All attachments, affidavits, and exhibits should be clearly identified. For example, Exhibit C-10 should be marked "Exhibit C-10 "Corporate Structure." All pages should be numbered and attached in a sequential order.

III. Which Forms To File: Entities other than governmental aggregators that will aggregate customers or provide power-brokering services must file a "Certification Application for Aggregators/Power Brokers" form. Governmental aggregators must file a "Certification Application for Governmental Aggregators" form. If an aggregator will provide power marketing and/or retail electric generation services in addition to aggregation and power brokering services, it must file a "Certification Application for Retail Generation Providers, Power Marketers, and Power Brokers" form. The following definitions are provided to assist applicants in determining which form(s) to file:

**Aggregation** - combining the electric load of multiple retail customers through an agreement with the customers or formation of a governmental aggregation pursuant to Section 4928.20 of the Revised Code for the purpose of purchasing retail electric generation service on an aggregated basis.

**Aggregator** - a person who contracts with customers to combine the customers' electric load for the purpose of purchasing retail electric generation service on an aggregated basis. The term does not include a governmental aggregator.

Governmental Aggregator - the legislative authority of a municipal corporation, the board of township trustees of a township, or a board of county commissioners of a county that aggregates the citizens of a municipal corporation, township, or unincorporated areas of a county in accordance with Section 4928.20 of the Revised Code for the purpose of purchasing retail electric generation service on an aggregated basis.

**Power Broker** - a person who assumes the contractual and legal responsibility for the sale and/or arrangement for the supply of retail electric generation service to a retail customer without taking title to the power supplied.

**Power Marketer** - a person who assumes the contractual and legal responsibility for the sale and provision of retail electric generation service to a retail customer who had title to the electric power provided at some point during the transaction.



IV. Application Form: The application is available on the Commission's web site. www.puco.ohio.gov or directly from the Commission at: Public Utilities Commission of Ohio, Docketing Division, 180 East Broad Street, Columbus Ohio 43215-3793.

V. Confidentiality: An applicant may file financial statements, financial arrangements, and forecasted financial statements under seal. If these exhibits are filed under seal, they will be afforded protective treatment for a period of six years from the date of the certificate for which the information is being provided.

An applicant may file a motion for a protective order for other information not filed under seal per the previous paragraph. If the motion is filed in conformance with rule 4901:1-24-07 of the Administrative Code, it shall be automatically approved on the thirty-first day after the date of filing and the information shall be afforded protective treatment for a period of six years from the date of the certificate for which the information is being provided, unless the commission or an attorney examiner appointed by the commission rules otherwise.

At the expiration of the six-year period provided for in the previous paragraphs, the information will be automatically released into the open record. An applicant wishing to extend a protective order beyond the six-year time period must comply with paragraph (F) of rule 4901-1-24 of the Administrative Code.

VI. Commission Process for Approval: An application for certification shall be made on forms approved and supplied by the Commission. The applicant shall complete the appropriate application form in its entirety and supply all required attachments, affidavits, and evidence of capability specified by the form at the time an application is filed. The Commission certification process begins when the Commission's Docketing Division receives and time/date stamps the application. An incomplete application may be suspended or rejected. An application that has been suspended as incomplete may cause delay in certification.

The Commission may approve, suspend, or deny an application within 30 days. If the Commission does not act within 30 days, the application is deemed automatically approved on the 31st day after the official filing date. If the Commission suspends the application, the Commission shall notify the applicant of the reasons for such suspension and may direct the applicant to furnish additional information. The Commission shall act to approve or deny a suspended application within 90 days of the date that the application was suspended. Upon Commission approval, the applicant shall receive notification of approval and a numbered certificate that specifies the service(s) for which the applicant is certified and the dates for which the certificate is valid.

Unless otherwise specified by the Commission, a competitive retail electric service provider's certificate is valid for a period of two years, beginning and ending on the dates specified on the



certificate. The applicant may renew its certificate in accordance with Rule 4901:1-24-09 of the Ohio Administrative Code.

CRES (competitive retail electric service) providers shall inform the Commission of any material change to the information supplied in a certification application within thirty days of such material change in accordance with Rule 4901:1-24-10 of the Ohio Administrative Code.

VII. Contractual Arrangements for Capability Standards: If the applicant is relying upon contractual arrangements with a third-party(ies) to meet any of the certification requirements, the applicant must provide with its application all of the following:

- The legal name of the party(ies) it is contracting with;
- A statement that a valid contract exists between the applicant and the third-party(ies);
- A detailed summary of the contract(s) including all services provided thereunder;
- The documentation and evidence to demonstrate the contracting entity's capability to meet the requirements as if the contracting entity was the applicant.

VIII. Questions: Questions regarding filing procedures should be directed to CRES@puc.state.oh.us

**IX. Governing Law:** The certification/renewal of competitive retail electric suppliers is governed by Chapter 4901:1-24 of the Ohio Administrative Code, Chapter 4901:1-21 of the Ohio Administrative Code, and Section 4928.08 of the Ohio Revised Code.



A

APPLICANT INFORMATION

P	UCO USE ONLY	
Date Received	Case Number	Version
	EL-AGG	May 2016

# INITIAL CERTIFICATION APPLICATION FOR ELECTRIC AGGREGATORS/ POWER BROKERS

Please print or type all required information. Identify all attachments with an exhibit label and title (Example: Exhibit A-12 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 input information directly onto the form. You may also download the form, by saving it to your local disk, for later use.

Applicant intends to be certified as: (check all that apply)
Power Broker Aggregator
Applicant's legal name, address, telephone number and web site address
Legal Name Applied Energy Partners, LLC
Address <sup>40</sup> Lloyd Avenue, Suite 205, Malvern, PA 19355
Telephone # (484) 324-8010 Web site address (if any) www.appenergy.com
List name, address, telephone number and web site address under which App
will do business in Ohio
will do business in Onlo
Y 137 1 1 1 1 2 2 1 1 1 1 1 1 1 1 1 1 1 1 1
Legal Name Applied Energy Partners, LLC
Address 40 Lloyd Avenue, Suite 205, Malvern, PA 19355
Telephone # (484) 324-8010 Web site address (if any) www.appenergy.com
List all names under which the applicant does business in North America
Applied Energy Partners, LLC
Applied Energy Partners, LLC
Contact person for regulatory or emergency matters
Contact person for regulatory of emergency matters
Name Rod Heckman
Title CMO

	Business address 40 Lld	oyd Avenue, Su	ite 205, Malvern, PA 1	19355		
	Telephone # _(484) 324-8	8010	Fax #	(866) 521-2783	-	
	E-mail address	rheckman@ap	penergy.com			
<b>A-6</b>	Contact person for	Commis	sion Staff use	e in investigatir	ng customer c	omplaints
	Name Kit Gutteridge					
	Title CEO					
	Business address 40 Ltd	yd Avenue, Suit	te 205, Malvern, PA 19	355		
	Telephone # (484) 324-80			(866) 521-2783		
	E-mail address	Land Control Control	@appenergy.com			
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<b>A</b> -7	Applicant's address				service and co	mpiaints
	Customer Service add	lress 40 Lloyd	Avenue, Suite 205, M			
	Toll-free Telephone #	(866) 521-	2783	Fax # (866) 521-27	83	
	E-mail address	kgutteridge	@appenergy.com			
<b>A-9</b>	Applicant's form of	of owners	hip (check on	ie)		
	□ Sole Proprietorship □ Limited Liability P □ Corporation		(LLP) Z Lim	nership ited Liability Cor er		
A-10	(Check all that which the applicant class that the applimercantile commer 4928.01 of the Revised part of a national account	t intends to icant intercial, and Code, is a	o provide serve, ends to serve, industrial. (A commercial cust	vice, including for example, mercantile custom	identification or residential, sr er, as defined in	of each customer nall commercial, (A) (19) of Section
	<b>☑</b> First Energy					
	☑ Ohio Edison		■ Residential	Commercial	Mercantile	Industrial
	■ Toledo Edison		■ Residential	Commercial	■ Mercantile	■ Industrial
	☑ Cleveland Electric  ☐	Illuminating		■ Commercial	■ Mercantile	☑ Industrial
	<b>■</b> Duke Energy		□ Residential	☑ Commercial	■ Mercantile	■ Industrial
	☑ Monongahela Powe		■ Residential	Commercial	Mercantile	■ Industrial
		ower	- D! 1! -1	- Cammanaia1	- Marcantile	■ Industrial
	☑ Ohio Power	. D	■ Residential ■ Residential	<ul><li>Commercial</li><li>Commercial</li></ul>	<ul> <li>Mercantile</li> <li>Mercantile</li> </ul>	☑ Industrial
	Columbus Souther		Residential	☑ Commercial	■ Mercantile	■ Industrial
	■ Dayton Power and I	Light	L Residential	La Commercial	a wicicalitie	a maasu at

A-11	Provide the approximate start date that the applicant proposes to begin delivering service
	Upon licensure

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

- **A-12** Exhibit A-12 "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-13** <u>Exhibit A-13 "Company History,"</u> 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 <u>Exhibit A-15 "Secretary of State,"</u> 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. (This is generally only applicable to publicly traded companies who publish annual reports)
- C-2 <u>Exhibit C-2 "SEC Filings,"</u> 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 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 <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, 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. 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 credit report from Experion, 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 <u>Exhibit C-8 "Bankruptcy Information,"</u> 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 <u>Exhibit C-9 "Merger Information,"</u> 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.

CRY Gutter Je CEO
Signature of Applicant & Title

COMMONWEATH OF PENNSYLVANIA

NOTARIAL SEAL

My commission expires on \_

April 13, 2070

Notary Public TREDYFFRIN TWP, CHESTER COUNTY My Commission Expires Apr 13, 2020

# <u>AFFIDAVIT</u>

State of Punky	lvania :	Frazen	SS.	
County of Che	tw :	(Town)		
Christopher Gut	teridge, Affiant	, being duly sworn/affi	irmed according to law, deposes a	nd says that:
He/She is the	CEO	_ (Office of Affiant)	of Applied Energy Partners, LLC(N	ame of Applicant);

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

- 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.
- 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.
- 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.
- 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.
- 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.
- 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 Saff 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 of Affiant & Title

Sworn and subscribed before me this loth day of January , for 8

Month Year

Jettery B. Yether Notary

Signature of official administering oath

COMMONWEALTH OF PENNSYLVANIA

NOTARIAL SEAL My commission expires on \_\_ JEFFREY B YETTER Notary Public

TREDYFFRIN TWP, CHESTER COUNTY My Commission Expires Apr 13, 2020

# OHIO ELECTRIC BROKER APPLICATION APPLIED ENERGY PARTNERS

## **OFFICERS AND DIRECTORS**

CHRISTOPHER (KIT) GUTTERIDGE PRESIDENT 36 NEWPORT DRIVE WAYNE, PA 19087 484-324-8010

THOMAS DUFRAINE VICE PREIDENT 333 ELMWOOD LANE TELFORD, PA 18969 6100-331-3869

# OHIO ELECTRICITY BROKER APPLICATION APPLIED ENERGY PARTNERS

#### COMPANY DESCRIPTION and HISTORY

- Founded in 2004
- privately held energy consulting firm
- · specializing in energy procurement and utilization
- commercial / industrial / educational / governmental customers
- Currently manage energy procurement for 250+ customers
  - o These customers collectively use approximately 1 Billion kWh of electricity and
  - o 3.6MM Decatherms of natural gas

Prior to 2016, the Company executed energy contracts through third-party brokers/auction providers, primarily World Energy (Worcester, MA); EnerNOC (Boston, MA); and INCITE (Houston, TX).

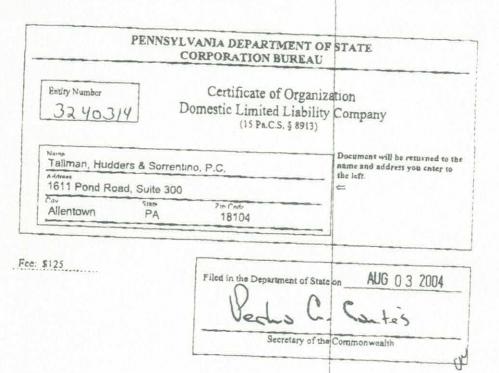
The company began brokerage operations under its own licenses in 2016, and is now licensed in PA, MD, NJ, MA, and DC.

#### SERVICE OFFERINGS

- Natural Gas procurement consulting services
- · Electricity procurement consulting services
- · Energy utilization analysis and advice
- · Auditing of supplier invoices

Exhibit A-14

10 4016 7 3 4



In compliance with the requirements of 15 Pa.C.S. § 8913 (relating to certificate of organization), the undersigned desiring to organize a limited liability company, hereby certifies that:

Allentown, PA 18104

	Applied Energy Partners, LLC			
2004 AUG -	2. The (a) address of the limited liability comparits commercial registered office provider and  (a) Number and Street City  36 Newport Drive Wayne	ny's initial registered offithe county of venue Is:  State PA	po in this Common	County
3 14 10:	(b) Namo of Commercial Registered Office P		13087	County
0: 51	The name and address, including street and numpage 2):	mber, if any, of each org	unizer is (all organ	ikers must sign o



DATE 03/10/2016 DOCUMENT ID 201606902460

DESCRIPTION
REGISTRATION OF FOREIGN FOR PROFIT LLC
(LEP)

FILING EXPED 99.00 0.00 PENALTY CERT 0.00 0.00 COPY

Receipt

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

LICENSELOGIX, LLC MEGAN ROONEY 140 GRAND ST., SUITE 300 WHITE PLAINS, NY 10601

## STATE OF OHIO CERTIFICATE

Ohio Secretary of State, Jon Husted 3876681

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

APPLIED ENERGY PARTNERS, LLC

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

Document(s)

Document No(s):

REGISTRATION OF FOREIGN FOR PROFIT LLC

Effective Date: 03/08/2016

201606902460



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 10th day of March, A.D. 2016.

Jon Hustel
Ohio Secretary of State

### **JURISDICTION OF OPERATIONS**

Applied Energy Partners is currently licensed to operate in the following jurisdictions:

# APPLIED ENERTGY PARTNERS JURISDICTION OF OPERATIONS

JURISDICTION OF OPERATIONS					
STATE	ТҮРЕ	LICENSE #			
PENNSYLVAN	IIA				
	ELECTRICITY BROKER NATURAL GAS BROKER	a la seminaria de la composición del composición de la composición			
MARYLAND					
	ELECTRICITY BROKER	IR-3650			
	NATURAL GAS BROKER	IR-3651			
NEW JERSEY					
	ENERGY CONSULTANT	EC-0129			
	ENERGY BROKER	EA-0392			
MASSACHUS	ETTS				
	ELECTRICITY BROKER	EB-365			
	GAS RETAIL AGENT	RA-158			
DISTRICT OF	COLUMBIA				
	ELECTRICITY BROKER	EA 2017-10-4			
	NATURAL GAS BROKER	GA 2017-01-6			

#### EXPERIENCE AND PLANS

#### COMPANY DESCRIPTION and HISTORY

- Founded in 2004
- · privately held energy consulting firm
- · specializing in energy procurement and utilization
- · commercial / industrial / educational / governmental customers
- · Currently manage energy procurement for 250+ customers
  - o These customers collectively use approximately 1 Billion kWh of electricity and
  - o 3.6MM Decatherms of natural gas

Prior to 2016, the Company executed energy contracts through third-party brokers/auction providers, primarily World Energy (Worcester, MA); EnerNOC (Boston, MA); and INCITE (Houston, TX).

The Company began brokerage operations under its own licenses in 2016, and it is now licensed in PA, NJ, MD, MA, and DC..

#### SERVICE OFFERINGS

- Natural Gas procurement consulting services
- Electricity procurement consulting services
- Energy utilization analysis and advice
- · Auditing of supplier invoices

#### **MANAGEMENT TEAM**

• Christopher (Kit) Gutteridge, the Company's founder and Chief Executive, holds a BSc in Economics from the University of Exeter, England and is a Fellow of the Institute of Directors, London, England. Earlier in his career Kit spent 10 years managing a group of industrial and medical gas manufacturing plants employing air-separation technology, which uses massive amounts of energy. Since 2004, he has applied the knowledge gained through this experience to the business of using as little energy as possible per unit of output, and buying what must be used at the lowest price available in the market. Mr. Gutteridge's background in economics enables him to analyze energy market movements, including the results of changes in gas and

- electricity supplies, transmission capacity, and demand from power generators and industry, as well as imports, exports and inventories of natural gas. In addition to his extensive energy procurement experience, he has completed numerous energy reduction projects.
- Thomas Dufraine has been with Applied Energy Partners since October 2010, and serves as the Vice President of Sales and Operations. He previously worked in the Philadelphia School District, where he developed extensive expertise in building operations and charter school administration from 2002-2010. In his recent experience, Tom has brokered and managed sales for a number of high-profile commercial/industrial electricity and natural gas procurements, and he has been instrumental in expanding AEP's technology platforms. He holds a BA degree from Widener University and two Masters Degrees from Arcadia University.
- Rodman Heckman serves as the Chief Marketing Officer. He is 71 years and holds an
  undergraduate degree from Lafayette College and an MBA from the University of Pennsylvania's
  Wharton School. His experience includes marketing management positions with major
  consumer products companies such as Colgate-Palmolive, Avon Products, and Smith-Kline
  Beecham.

#### **ENERGY EXPERIENCE and EXPERTISE**

- Currently manage energy procurement for 250+ customers
- · These customers collectively use approximately 1 Billion kWh of electricity and
- · 3.6MM Decatherms of natural gas
- Since 2016, we have conducted over 300 energy procurement auctions on behalf of our Clients.

#### **BUSINESS PROCESSES AND POLICIES**

- The Company acts as a consultant (Broker) between its customers and suppliers.
- The Customer contracts directly with the Supplier.
- The Supplier bills the Customer directly and remits a brokerage or consulting fee to the Company (the Applicant).
- Customer complaints are addresses directly by the Company, with the aid of the Supplier as required.

#### **SUMMARY OF EXPERIENCE**

- Founded in 2004
- · privately held energy consulting firm
- · specializing in energy procurement and utilization
- commercial / industrial / educational / institutional customers
- Currently manage energy procurement for 250+ customers
- These customers collectively use approximately
  - o 1 Billion kWh of electricity and
  - o 3.6MM Decatherms of natural gas

The company began brokerage operations under its own licenses in 2016, and is now licensed in PA, MD, NJ, MA, and DC.

Currently serving the following Utility areas:

APPLIED EN	IERTGY PARTNERS					
UTILITY	UTILITY AREAS SERVED					
PA	PECO					
	PPL					
	METED					
	PENNELEC					
	<b>WEST PENN POWER</b>					
	DUCANE					
NEW JERSEY	PSE&G					
	JCP&L					
	ACE					
MARYLAND	PEPCO					
	BG&E					
	DELMARVA					
	WGL					
DC	PEPCO					

## **DISCLOSURE OF LIABILITIES AND INVESTIGATIONS**

There are no liabilities or investigations (existing, pending, or past) which could adversely impact the Company's financial or operational status or ability to provide the services it is seeking to be certified to provide.

#### Exhibit C-1

Not applicable. Privately held company.

#### Exhibit C-2

Not applicable. Privately held company.

## Exhibit C-3

Not applicable. Privately held company.

# OHIO ELECTRIC BROKER APPLICATION APPLIED ENERGY PARTNERS

## EXHIBIT C-4

CONFIDENTIAL – NOT FOR PUBLICATION

Submitted via mail.

# Applied Energy Partners Ohio Electricity Broker Application

APPLIED ENERGY PARTNERS,	LLC		
Revenue and P&L Forecast 20	017 to 2020		
	PROJECTED 2017	PROJECTED 2018	PROJECTED 2019
Income			
Management Services Fee Incom	\$0	\$0	\$0
Total Procurement Revenue	\$922,045	\$1,124,426	\$1,186,955
Site Watch Net Revenue	\$20,000	\$100,000	\$200,000
Total Income	\$942,045	\$1,224,426	\$1,386,955
Total Cost of Goods Sold	\$251,000	\$251,000	\$251,000
Gross Profit	\$691,045	\$973,426	\$1,135,955
Total Expenses	\$542,640	\$630,830	\$675,235
Net Operating Income	\$148,405	\$342,596	\$460,720
Total Other Expenses	\$34,000	\$48,000	\$12,000
Net Other Income	-\$34,000	-\$48,000	-\$12,000
Net Income	\$114,405	\$294,596	\$448,720

#### ASSUMES:

95% retention of existing procurement clients (per historical rate) \$100,000 in new procurement revenue annually (per historical rate) Significant growth in new SiteWatch monitoring service (pure projection) Modest growth in expenses

Prepared by Christopher Gutteridge - President of AEP Applied Energy Partners 40 Lloyd Avenue, Suite 205 Malvern, PA 19355 484-802-2422 (mobile)

## **Exhibit C-5**

# PROJECTED 2020

\$0 \$1,209,849 \$300,000 **\$1,509,849 \$251,000 \$1,258,849 \$716,947** \$541,902 \$0 **\$0** 

Welcome, Rodman #

dun & bradstreet

(\* 1.800.700.2733





Selected Company: APPLIED ENERGY PARTNERS, LLC D-U-N-S #: 83-810-6388

#### Overview

#### Business Summary

Company Name:

APPLIED ENERGY PARTNERS, LLC

D-U-N-S #:

83-810-6388

DBA's:

N/A

Address:

40 Lloyd Ave Ste 205

City:

Malvern

State:

PA

Zip:

19355

Phone:

4844065400

Principal:

KIT GUTTERIDGE

Year Started:

2004

Employs:

5 which includes officer(s). UNDETERMINED employed here.

SIC Code(s):

87489904

Energy conservation consultant

NAICS Code(s):

541690

Other Scientific and Technical Consulting Services

Legal Structure:

LIMITED LIABILITY COMPANY

#### Special Events

11/24/2016 - MERGER/ACQUISITION: According to published reports,...

#### History and Operations

#### Officers and Directors

**Current Officers** 

Name

Title

KIT GUTTERIDGE

PRES

**Current Directors** 

#### Company History

Provides business consulting services, specializing in energy (100%).

Terms are undetermined. Sells to undetermined. Territory: Local.

#### Operations

#### Employees

5 which includes officer(s). UNDETERMINED employed here.

#### Facilities

Rents premises on 2nd floor of a multi story building.

#### Location

There is currently no location information listed in this company report.

#### U.S. Branch

There are currently no U.S. branches listed in this company report.

#### U.S. Subsidiary

There are currently no U.S. subsidiaries listed in this company report.

#### International Branch

There are currently no international branches listed in this company report.

#### International Subsidiary

There are currently no international subsidiaries listed in this company report.

#### **Payments**

#### Payment Summary

				A STATE OF THE PARTY OF THE PAR	Days Slow 31-00-61-90-91+
Other Categories					
Cash experiences	2	\$750	9500		
Unknown	0	50	so		
Unfavorable comments	0	80	so		
Placed for collections with DSB.	0	80	\$0		
Other	٥	N/A	so		
Total in D&B's file	2	\$750	\$500		

The highest Now Owes on hie is \$0

The highest Past Due on file is \$0

There are 2 payment experience(s) in D&Bs life for the most recent 24 months, with -1 experience(s) reported during the last three month period

# Payment Details Total (Last 24 Months): 2 Pais 6 Paying Record Talight Credit New Owes Paid Due Sealing Terms Last sale wif Mo. 1 10/2017 (001) \$250 \$0 \$0 Cash account 2-3 mos 08/2017 (002) \$500 - - Cash account 1 mo

Payments Detail Key: 30 or more days beyond terms

Accounts are sometimes placed for collection even though the existence or amount of the debt is disputed.

Payment experiences reflect how bills are met in relation to the terms granted. In some instances payment beyond terms can be the result of disputes over merchandise, skipped invoices etc.

Each experience shown is from a separate supplier. Updated trade experiences replace those previously reported.

#### **Finances**

#### Key Financial Comparisons

This Company's Operating Results Year	Over Year		
Net Sales	NA	NA.	NA
Gross Prolit	NA .	NA .	Iv.A
Net Prolit	NA	NA	NA
Dividends / Withdrawais	NA	NA	NA
Working Capital	NA	NA	NA
This Company's Assets Year Over Year			
Cash	NA.	NA.	NA
Accounts Receivable	NA	NA	NA
Notes Receivable	NA.	NA	NA
Inventories	NA.	NA	NA
Other Current	NA .	NA	NA
Total Current	NA	NA	NA
Fixed Assets	NA	NA	NA

ompany Update - Dun & Bradstreet 12/12/17, 11:26 AM

Other Non Current	NA	NA	NA
Total Assets	NA	NA	NA
This Company's Liabilities Year Over Yea	r		
Accounts Payable	NA	NA.	NA
Bank Loan	NA	NA	NA
Notes Payable	NA	NA	NA
Other Current	NA	NA	.NA
Total Current	NA:	NA	NA
Long Term Debi	NA	NA	NA
Deflerred Credit	NA	NA	NA
Net Worth	NA	NA	NA
Total Liabilities And Net Worth	NA	NA	NA

#### Balance Sheet

#### Fiscal Consolidated Statement Dated

We currently do not have any recent financial statement on file for this business.

#### Key Business Ratios

(Industry Median is based on this number of firms: )

Solvency			
Quick Ratio	NA	NA	NA .
Current Ratio	NA	NA	NA
Current Liabilities to Net Worlh	NA	NA	NA
Current Liabilities to Inventory	NA	NA	NA
Total Current	NA	NA	NA
Fixed Assets to Net Worth	NA	NA	NA
Efficiency			
Collection Period	NA	NA	NA

ttps://www.dandb.com/product/ecomm/companyupdatePrintReport?execution=e6s1

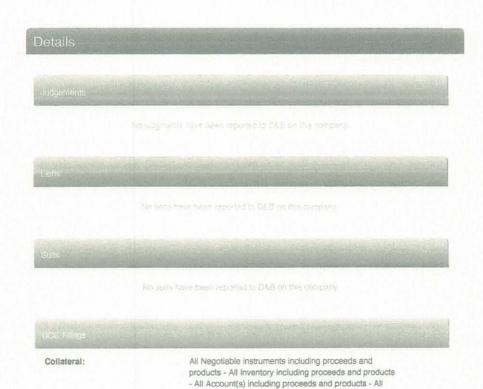
Inventory Turn Over	NA	NA	NA	
Sales to NWC	NA	NA	NA	
Acut Pay to Sales	NA	NA	NA	
Profitability				
Return on Sales	NA	NA	NA	
Return on Assets	NA	NA	NA	
Return on NetWorth	NA	NA	NA.	

#### **Public Filings**

#### Summary

This following public filling data includes both open and closed fillings found in D&B's database on this company. It is for informational purposes only and is not the official record. Certified copies can be obtained from the official source.

hacon type	# of Fiercords	Most Necent Filing Date
UCC Filing	1	09/26/0017
Government History	1.	N/A



Oil, gas and minerals including proceeds and products -

and OTHERS

Type:

Original

Secured Party:

TD BANK, N.A., CHERRY HILL, NJ

Debtor:

APPLIED ENERGY PARTNERS, LLC

Filing Number:

2017091800217

Filed With:

Date Filed:

09/18/17

Latest Info Received:

09/26/17

Original Filing Number: Original UCC Filed Date:

Bonkelinton

No bankrupicies have been reported to D&B on this company.

#### Constitution States

Borrower(Dir/Guar):

NO

Administrative Debt:

NO

Contractor:

NO

Grantee:

NO

Party excluded

NO

from federal program(s): Labor Surplus Area:

N/A

Small Business:

YES (2017)

8(A) Firm:

N/A

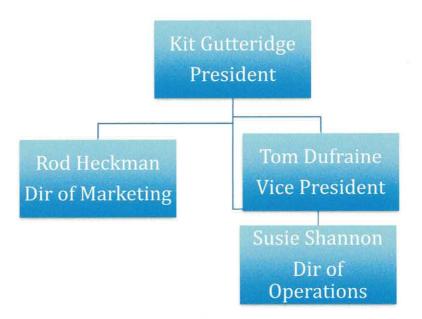


## Exhibit C-8 and C-9

Not applicable. Nothing to report.

# Applied Energy Partners LLC OHIO Electric Broker Application

#### **ORGANIZATION CHART**



Applied Energy Partners is an autonomous, free-standing entity and has no affiliate or subsidiary companies.

This foregoing document was electronically filed with the Public Utilities

**Commission of Ohio Docketing Information System on** 

1/24/2018 10:11:20 AM

in

Case No(s). 18-0126-EL-AGG

Summary: Application Applied Energy Partners, LLC - Initial Certification Application for Electric Power Brokers electronically filed by Shayna Desai on behalf of Applied Energy Partners, LLC and Heckman, Rod Mr.