

FILE

Marketing Systems Group, LLC  
27 N Wacker Dr., Ste 560  
Chicago, IL 60606

July 29, 2018

Public Utilities Commission of Ohio  
Docketing Division  
180 East Broad Street  
Columbus, Ohio 43215-3793

**Renewal Application for Aggregators/Power Brokers - Case No. 14-1357-GA-AGG**

Dear Sir or Madam:

Attached please find the renewal application for Aggregators/Power Brokers for Marketing Systems Group, LLC for your review and consideration.

Please note Marketing Systems Group, LLC is submitting under seal financial statements, account information and forecasted financials in Exhibits C-3 and C-5.

Thank you for your time and consideration of our application.

Very truly yours,

  
s/Alexander Rozenblat

Alexander Rozenblat  
General Counsel, Marketing Systems Group, LLC  
27 N Wacker Dr., Ste 560  
Chicago, IL 60606  
(312) 600-3763  
arozenblat@iionenergy.com

This is to certify that the images appearing are an accurate and complete reproduction of a case file document delivered in the regular course of business.  
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2018 AUG -2 PM 12:42  
PUCO

Marketing Systems Group, LLC  
27 N Wacker Dr., Ste 560  
Chicago, IL 60606



# Public Utilities Commission

PUCO USE ONLY - Version: 1.08		
Date Received	Renewal Certification Number	ORIGINAL AGG Case Number
		14 - 1357 - 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 Marketing Systems Group, LLC (d/b/a/ IION Power)  
Address 27 N Wacker Sr. Ste 560, Chicago, IL, 60606  
Telephone No. 888-327-1210 Web site Address www.iionenergy.com  
Current PUCO Certificate No. 14-384G (1) Effective Dates 9/6/14-9/6/16

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

Name Marketing Systems Group, LLC (d/b/a/ IION Power)  
Address 27 N Wacker Dr. Ste 560, Chicago, IL, 60606  
Web site Address www.iionenergy.com Telephone No. 888-327-1210

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

Marketing Systems Group, LLC IION Power

#### A-5 Contact person for regulatory or emergency matters:

Name Alexander Rozenblat Title General Counsel  
Business Address 27 N Wacker Dr. Ste 560, Chicago, IL 60606  
Telephone No. 312-600-3763 Fax No. 312-489-8462 Email Address arozenblat@iionenergy.com

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

Name Shiwanda Starr Title Head of Customer Complaints  
Business address 27 N Wacker Dr. Ste 560, Chicago, IL, 60606  
Telephone No. 312-229-0087 Fax No. 312-229-0087 Email Address complaints@iionenergy.com

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

Customer service address 27 N Wacker Dr., Ste 560, Chicago, IL, 60606  
Toll-Free Telephone No. 888-327-1210 Fax No. 312-489-8462 Email Address customerservice@iionenergy

**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 Anthony Gareri Title Director of Sales  
Business address 9435 Waterstone Boulevard, Ste 140, Cincinnati, OH 45249  
Telephone No. 888-327-1210 Fax No. Email Address agareri@iionenergy.com

**A-9 Applicant's federal employer identification number 46-3265392**

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

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.

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### **SECTION C - APPLICANT FINANCIAL CAPABILITY AND EXPERIENCE**

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**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

*A. Luna* General Counsel

Sworn and subscribed before me this

27

day of

JULY

Month

2018

Year

*[Signature]*

Signature of official administering oath

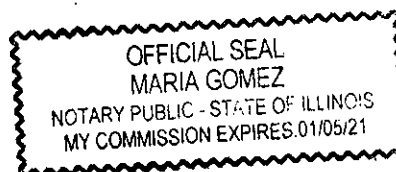
MARIA GOMEZ

Print Name and Title

NOTARY

My commission expires on

1-5-20







# The Public Utilities Commission of Ohio

Competitive Retail Natural Gas Service  
Affidavit Form  
(Version 1.07)

In the Matter of the Application of )

Marketing Systems Group, LLC )

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

Case No. 14 - 1357 -GA-AGG

County of Cook

State of IL

Alexander Rozenblat

[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

27

day of

July

Month

2018

Year

Signature of Official Administering Oath

Print Name and Title

OFFICIAL SEAL  
MARIA GOMEZ  
NOTARY PUBLIC - STATE OF ILLINOIS  
MY COMMISSION EXPIRES 01/05/21

My commission expires on

1-5-22

# Marketing Systems Group, LLC

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## Exhibit A-14

### "Principal Officers, Directors & Partners"

NAME	POSITION	ADDRESS/PHONE
Alexander Goldstein	Secretary and Treasurer	27 N Wacker Dr Ste 560 Chicago, IL 60606 (312) 267-1921
Mark Friedgan	CEO and President	27 N Wacker Dr Ste 560 Chicago, IL 60606 (312) 267-1922
Alexander Rozenblat	General Counsel	27 N Wacker Dr Ste 560 Chicago, IL 60606 (312) 600-3763

# Marketing Systems Group, LLC

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## **Exhibit A-15 – Company History / Experience / Plans**

Marketing Systems Group, LLC has a highly organized front end to handle all end user-facing functions. MSG invested in up to date technology such as process automation to ensure expedient and seamless enrollments, and transfer processes. MSG provides fixed, variable, and hybrid plans for both residential and non-residential end users by contracting with approved licensed electricity suppliers. MSG has incorporated a highly efficient and ethical marketing platform in its business plan that follows regulatory code, stifles end user complaint, and brings high growth percentage to our company. This platform includes incoming enrollments through effective internet marketing tactics as well as outbound broker and telemarketing channels. MSG expects to have a skilled customer service staff for all incoming inquiries from end users. Our staff is trained in enrolling new customer via telephone, coordinating new and existing customer accounts, as well as handling and resolving all complaints from the customer in a timely fashion. Our main goal is to keep our customer base happy with their service. MSG customer service team will operate hours appropriate to the Ohio market. Our customer service staff will be up to date on all regulatory proceedings, changes, and amendments to maintain compliance at all times.

Jon Husted  
Ohio Secretary

[Jon Husted & the Office](#) | [Elections & Voting](#) | [Campaign Finance](#) | [Legislation & Ballot Issues](#) | [Businesses](#) | [Records](#) | [Media Center](#) | [Publications](#)

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[Detailed Business Search](#)  
[Number Search](#)  
[Agent/Contact Name](#)  
[Agent/Contact Name - Exact](#)  
[Prior Business Name](#)

Corporation Details

Corporation Details		
Entity Number	2298716	
Business Name	MARKETING SYSTEMS GROUP, LLC	
Filing Type	FOREIGN LIMITED LIABILITY COMPANY	
Status	Active	
Original Filing Date	05/27/2014	
Expiry Date		
Location:	County:	State: ILLINOIS
Agent / Registrant Information		
INCorp SERVICES INC 9435 WATERSTONE BLVD SUITE 140 CINCINNATI, OH 45249 Effective Date: 05/27/2014 Contact Status: Active		
Filings		
Filing Type	Date of Filing	Document Number/Image
REG. OF FOR. PROFIT LIM. LIAB. CO.	05/27/2014	201414701615
FICTITIOUS NAME/ORIGINAL FILING	06/06/2014	201415701095

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# Marketing Systems Group, LLC

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## **Exhibit B-1 “Jurisdictions of Operation”**

Marketing Systems Group, LLC (“MSG” or “Applicant”) provides a list where either it or its affiliates, at the date of filing the renewal application, are certified, licensed, registered, or otherwise authorized to provide retail or wholesale electric services including aggregation services.

### **Presently Active Electricity and/or Gas Supplier and/or Broker**

- Marketing Systems Group, LLC – IL, MI, OH, PA
- Eligo Energy OH, LLC (OH)
- Eligo Energy IL, LLC (IL)
- Eligo Energy MD, LLC (MD)
- Eligo Energy DC, LLC (Washington DC)
- Eligo Energy NY, LLC (NY)
- Eligo Energy PA, LLC (PA)
- Eligo Energy CT, LLC (CT)
- Eligo Energy NJ, LLC (NJ)
- Eligo Energy MI, LLC (MI)
- Eligo Energy MA, LLC (MA)
- Eligo Energy TX, LLC (TX)

### **Affiliates Seeking Licensing**

- Eligo Energy ME, LLC (ME)
- Eligo Energy NH, LLC (NH)

# Marketing Systems Group, LLC

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## **Exhibit B-2 "Experience & Plans"**

Marketing Systems Group, LLC has a highly organized front end to handle all end user-facing functions. MSG invested in up to date technology such as process automation to ensure expedient and seamless enrollments, and transfer processes. MSG provides fixed, variable, and hybrid plans for both residential and non-residential end users by contracting with approved licensed electricity suppliers. MSG has incorporated a highly efficient and ethical marketing platform in its business plan that follows regulatory code, stifles end user complaint, and brings high growth percentage to our company. This platform includes incoming enrollments through effective internet marketing tactics as well as outbound broker and telemarketing channels. MSG expects to have a skilled customer service staff for all incoming inquiries from end users. Our staff is trained in enrolling new customer via telephone, coordinating new and existing customer accounts, as well as handling and resolving all complaints from the customer in a timely fashion. Our main goal is to keep our customer base happy with their service. MSG customer service team will operate hours appropriate to the Ohio market. Our customer service staff will be up to date on all regulatory proceedings, changes, and amendments to maintain compliance at all times.

### **A. Marketing Systems Group, LLC Staff:**

#### **Alexander Goldstein, Treasurer and Secretary**

Alexander Goldstein is the founder and CEO of Eligo Energy, LLC an alternative energy retailer based in Chicago. Before starting Eligo Energy, Alexander co-founded Pangea Properties, a private real estate investment trust, where he focused on applications of technology to operational efficiency, business decision-making, and tenant services. Before joining Pangea Ventures, Mr. Goldstein co-founded CashNetUSA (<http://www.cashnetusa.com>). CashNetUSA quickly grew to become one of the largest online leaders in payday loan services. In 2006, Cash America International, Inc. (NYSE:CSH), one of the brick & mortar leaders in short-term lending, acquired CashNetUSA. Today, CashNetUSA, now Enova Financial, offers financial services in over 30 U.S. states and four foreign countries, employing over 500 people. Alexander Goldstein holds Bachelor's Degree in Computer Engineering from University of Illinois at Chicago.

#### **Mark Friedgan, CEO and President**

Mark Friedgan is a co-founder of Eligo Energy. He is a hands-on Technology Leader and Entrepreneur with a proven track record of successfully leveraging cutting edge technology to implement the best business processes, products and solutions in a start-up environment. As the former CIO of Enova Financial, Mark built and led a robust technology and analytics organization of 150 from 2005 to 2011. He was responsible for building the technology platform supporting the business including a CRM, Loan Management System, Predictive Dialer, Lead Management System and others. The same software platform now powers the business in four countries under almost 10 different brands. The platform heavily leveraged open source technologies, including Ruby on Rails, Asterisk, Linux, Postgres and others. In 2005, Mark joined what was then known as CashnetUSA and helped grow it from issuing 30 loans a day to over 10,000 in 2011. Cash America (NYSE:CSH) acquired CashnetUSA in late 2006.

# Marketing Systems Group, LLC

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In 2010 Mark was named Top 25 CTO by Infoworld Magazine and was awarded the prestigious CIO Magazine Top 100 award. He was recognized for innovation in productivity improvements and cost reduction by creating a new technology platform.

**Anthony Gareri, Director of Inside Sales**

Anthony Gareri will be serving as Director of Inside Sales for MSG. Anthony has multiple years of experience in the energy business and has had many different roles, including sales, management of channel partners, and creation of internal sales departments for suppliers and energy brokers.

**Drew Hoppe, Director of Outside Sales**

Drew Hoppe is the Outside Sales Director for MSG. Drew leads a team of agents from across the country to provide energy rate quotes to businesses. He has served in sales management roles previously with JPMorgan Chase as well as previous a company he founded in 2011.

**B. ESCO Advisors - Strategic Partner:** ESCO Advisors is a Connecticut-based professional Energy Services consulting firm with over 50 years of Energy Industry experience. ESCO will provide MSG with consulting services that include energy operations, energy forecasting, scheduling and settlements, price stability and risk management. ESCO will also provide an extensive suite of systems to both control and increase the efficiency of day-to-day operations.

# Marketing Systems Group, LLC

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## **Exhibit B-3 "Summary of Evidence"**

Please see Exhibits B-1 and B-2. In addition, MSG encloses herein its most recent annual report provided to PUCO. MSG seeks to continue the same level of activity in the present, with the intention of growing the business in the near future.



# Marketing Systems Group, LLC

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## **Exhibit B-4 "Disclosure of Liabilities and Investigations"**

Marketing Systems Group, LLC ("Company") has no 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 it is seeking to be certified to provide.

# Marketing Systems Group, LLC

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## **Exhibits C-1 and C-2 “Annual Reports” and “SEC Filings”**

Marketing Systems Group, LLC is not a public company and is not required to have annual reports or to make SEC Filings.

# Marketing Systems Group, LLC

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## **Exhibit C-4 “Financial Arrangements”**

N/A – Marketing Systems Group, LLC does not take title to natural gas.

# Marketing Systems Group, LLC

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## **Exhibits C-6 and C-7 “Credit Rating” and “Credit Report”**

N/A for both credit rating and credit report.

# Marketing Systems Group, LLC

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## **Exhibit C-8 “Bankruptcy Information”**

Marketing Systems Group, LLC hereby states that neither it nor its affiliates (including parent) have been through 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.

# Marketing Systems Group, LLC

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## **Exhibit C-9 “Merger Information”**

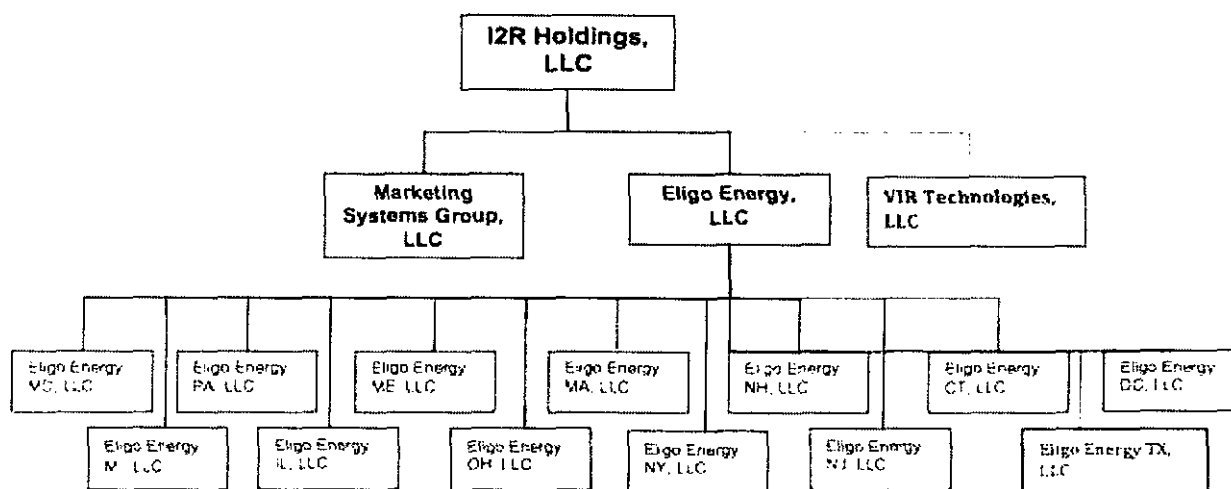
Marketing Systems Group, LLC hereby states that it has no instances of dissolution or mergers or acquisitions within the five most recent years preceding the application.

# Marketing Systems Group, LLC

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## Exhibit C-10 "Corporate Structure"

### Corporate Structure



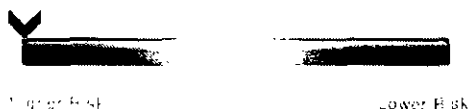
## Marketing Systems Group, Llc

DUNS: 07-911-4410

### Credit Information

#### Risk Summary

##### Risk of Late Payment



Risk of late payment is based on the following prioritized factors in addition to other information in D&B's files:

- No factors available

Indications of slowness can be the result of disputes over merchandise, skipped invoices, etc.

##### Payment Performance Trend

The payment performance trend for this company is Unavailable . Payment Trend currently is Unavailable compared to payments three months ago. The most recent payment information in D&B's files is:

- Industry average: GENERALLY WITHIN terms

\*Note: Payments to suppliers are averaged weighted by dollar amounts.

#### Credit Limit Recommendation

We currently do have any information to be displayed for this business.

#### Company Profile

Chief Executive: NA

Line of Business:

Type of Business:

Electric services

LIMITED LIABILITY COMPANY

Years in Business:

NA

Annual Sales:

NA

Employees Total:

1

#### Legal Filings and Other Important Information

Bankruptcies:

None

Negative Payment Experience:

None

Judgements:

0

Negative Payment Experience

None

Liens:

0

Amount:

Suits:

None

Payments Placed for Collection:

None

Suits/Judgments/Liens Amounts:

None

The public record items reported may have been paid, terminated, vacated or released prior to the date this data is transmitted. Accounts are sometimes placed for collection even though the existence or amount of the debt is disputed.



## Special Events

04/15/2018

Source(s) indicate the address shown above may no longer be used by this business.

09/29/2017

The name and address of this business have been confirmed by D&B using available sources.

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## Payment Trends

### Summary

**Address:**

205 W Randolph St Suite 1040  
Chicago, IL 60606

**Primary Industry SIC:**

4911

**D-U-N-S Number:**

07-911-4410

**Description:**

Electric services

This is a **single subsidiary** location.

### Payment Activity

**Total payment Experiences in D&Bs  
File:**

NA

**Payments Within Terms:**  
(not dollar weighted)

NA

**Total Placed For Collection:**

NA

**Average Highest Credit:**

NA

**Largest High Credit:**

NA

**Highest Now Owing:**

NA

**Highest Past Due:**

NA

Indications of slowness can be the result of dispute over merchandise, skipped invoices, etc. Accounts are sometimes placed for collection even though the existence or amount of the debt is disputed.

**PAYDEX®®**

**Score Not Available**

We are unable to display a PAYDEX® for this company.

**Score Not Available**

We are unable to display a PAYDEX® for this company.

## PAYDEX® Trends - This Company, 12 Months

No data is available on this company to build a paydex trend graph.

### This Company (0)

Based on payments collected over the last 12 months.

- Current PAYDEX® for this Business is 0

## PAYDEX® Score Comparison - This Company to Primary Industry Comparison, 4 Quarters

No data is available on this company to build a paydex score comparison graph.

- My Company (0)
- Industry Upper Quartile (80)
- Industry Median (80)
- Industry Median (73)

Based on payments collected over the last 4 quarters.

- Current PAYDEX® for this Business is 80 , or equal to GENERALLY WITHIN terms
- Industry upper quartile represents the performance of the payers in the 75th percentile
- Industry lower quartile represents the performance of the payers in the 25th percentile

### Business Payment Habit by Amount of Credit Extended, 24 Months ⓘ

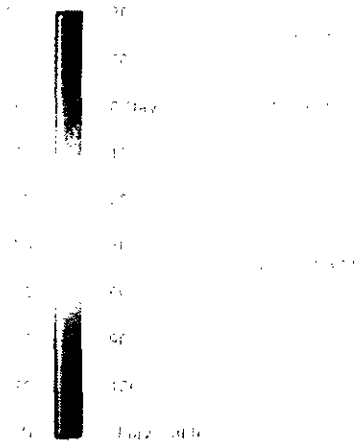
We currently do not have enough details of this company to display in this section.

## How to Read the D&B PAYDEX® Score ⓘ

# Score

# Payment Habit

# Risk Interpretation



■	80 - 100	LOW risk of late payment (averages prompt to 30 days within terms)
	50 - 79	MEDIUM risk of late payment (averages 30 or less beyond terms)
■	0 - 49	HIGH risk of late payment (averages 30 to 120 days beyond terms)

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