



## Section A: Application Information

### A-1. Provider type:

☐

Power Broker

☐

Aggregator

☐

Retail Generation  
Provider

☒

Power  
Marketer

### A-2. Applicant's legal name and contact information.

**Legal Name:** Mercury Energy Marketing, LLC

**Country:** United States

**Phone:** 18009756372 **Extension (if applicable):**

**Street:** 1200 Smith Ste.1950

**Website (if any):**

www.mercuryenergyohio.com

**City:** Houston

**Province/State:** TX

**Postal Code:** 77002

### A-3. Names and contact information under which the applicant will do business in Ohio

Provide the names and contact information the business entity will use for business in Ohio. This does not have to be an Ohio address and may be the same contact information given in A-2.

Name	Type	Address	Active?	Proof
Mercury Energy Marketing, LLC	Official Name	1200 Smith Ste.1950 Houston, TX 77002	Yes	File
Mercury Energy Ohio, LLC	DBA	1200 Smith Ste.1950 Houston, TX 77002	Yes	File

### A-4. Names under which the applicant does business in North America

Provide all business names the applicant uses in North America, including the names provided in A-2 and A-3.

Name	Type	Address	Active?	Proof
Mercury Energy Marketing, LLC	Official Name	1200 Smith Ste.1950 Houston, TX 77002	Yes	File
Mercury Energy Ohio, LLC	DBA	1200 Smith Ste.1950 Houston, TX 77002	Yes	File



**A-5. Contact person for regulatory matters**

Jeffrey Feinstein  
1200 Smith Ste.1950  
Houston, TX 77002  
US  
jfeinstein@mercuryenergyohio.com

**A-6. Contact person for PUCO Staff use in investigating consumer complaints**

Jeffrey Feinstein  
1200 Smith Ste.1950  
Houston, TX 77002  
US  
jfeinstein@mercuryenergyohio.com

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

<b>Phone:</b> 18009756372	<b>Extension (if applicable):</b>	<b>Country:</b> United States
<b>Fax:</b>	<b>Extension (if applicable):</b>	<b>Street:</b> 1200 Smith Ste.1950
<b>Email:</b> jfeinstein@mercuryenergyohio.com	<b>City:</b> Houston	<b>Province/State:</b> TX
	<b>Postal Code:</b> 77002	

**A-8. Applicant's federal employer identification number**

83-0990987

**A-9. Applicant's form of ownership**

**Form of ownership:** Limited Liability Company (LLC)

**A-10. Identify current or proposed service areas**

Identify each service area in which the applicant is currently providing service or intends to provide service and identify each customer class that the applicant is currently serving or intends to serve.

**Service area selection**

Columbia Gas of Ohio

**Class of customer selection**

Residential  
Small Commercial

**A-11. Start date**

Indicate the approximate start date the applicant began/will begin offering services: 05-01-2019

**A-12. Principal officers, directors, and partners**

Please provide all contacts that should be listed as an officer, director or partner.

Name	Email	Title	Address
Jeffrey Feinstein	jfeinstein@mercuryenergyohio.com	President	1200 Smith Ste.1950 Houston, TX 77002 US

**A-13. Company history**

The applicant has worked in natural gas marketing, trading, and business development for nearly 12 years. The company, Mercury, has successfully marketed natural gas since May 2019 and is well positioned to expand into multiple coverage areas and states.

**A-14. Secretary of State**

Secretary of State Link:

**A-15. Proof of Ohio Employee and Office**

Provide proof of an Ohio Office and Employee in accordance with Section 4929.22 of the Ohio Revised Code. List the designated Ohio employee's name, Ohio office address, telephone number and web site address

**Employee Name:** Registered Agents, Inc.  
6545 Market Ave North, STE 100  
North Canton, OH 44721



US

agent@ohioregisteredagent.com

7409695258

## Section B: Applicant Managerial Capability and Experience

### **B-1. Jurisdiction of operations**

List all jurisdictions in which the applicant or any affiliated interest of the applicant is certified, licensed, registered or otherwise authorized to provide retail natural gas service or retail/wholesale electric service as of the date of filing the application..

Jurisdiction of Operation: Ohio is the first jurisdiction Mercury Energy Marketing, LLC and its subsidiaries, is seeking certification to provide retail natural gas and electric services. Specifically, Dominion East Ohio, will be the first utility which the enterprise will provide natural gas. Other jurisdictions the Company is seeking certification include, but are not exclusive to, Pennsylvania, New York, Kentucky, Indiana, and Maryland.

### **B-2. Experience and plans**

Describe the applicant's experience in providing the service(s) for which it is applying (e.g., number and type of customers served, utility service areas, amount of load, etc.). Include the 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 Sections 4928.10 and/or 4929.22 of the Ohio Revised Code.

Application Experience and Plan Description: Experience

Mercury Energy Marketing, LLC is managed by Jeffrey Feinstein, an experienced physical natural gas trader and marketer. From 2013-2017 he traded Ohio equity production for Total Gas and Power, North America. He is an expert in natural gas transportation, storage, and end-use marketing for both large and small customers. Additionally, he has gained expertise in upstream production dynamics by managing the tailgate of the Kensington Processing Plant in Columbiana County, Ohio.

Contracting with Customers

Plans for contracting customers fall under an overlying theme of the company's purpose: price transparency, honesty, and low cost. Mercury Energy Marketing, LLC plans to offer one of the lowest and most transparent prices amongst the retail natural gas providers. Additional plans include contracting selected public relations firms to benignly connect to the individuals in customer choice pools via social media and other digital outlets to promote the themes driving the success of the enterprise. The Customer can contract with the company via our interactive



web-page as well as through middle-marketers offering our attractive prices to residents and commercial entities. The customer's information will be kept in manners commensurate with appropriate privacy laws and moral compensation and only be utilized to continue or discontinue natural gas services with the customer.

#### **Providing Contracting Services**

In providing contracting services to the customer base, Mercury Energy Marketing is focused on maintaining its network of large regional producers as well as promoting the existing marketplace that exists amongst the retail natural gas suppliers. The services provided will be managed on a cycle by cycle basis, ensuring proper pipe balancing and delivery, as well as appropriating the necessary amount of gas into natural gas storage caverns for the winter months. Due to the underlying volatility of the delivered product (natural gas and power), additional mechanisms of protecting the integrity of the enterprise will be protecting summer and winter supplies with physical and financial products offered by trading houses and exchanges.

#### **Providing Billing Statements**

Mercury Energy Marketing, LLC will elect for the utilities to bill on it's behalf, but it will have the necessary framework to manage the process tangentially and perform monthly audits on the receivables.

#### **Responding to Customer Inquiries and Complaints**

Mercury Energy Marketing, LLC will operate by the bylaws of the utility, the utility commission, and extended professionalism and courtesy when in responding customer inquiries and complaints. It will be in accordance with the commission's rule-base. The Company will have extensive business hours as well as reception 24 hours a day, 7 days per week to log and respond to customer inquiries and complaints. In addition to our toll-free 1-800 number, the company will have ancillary phone services, a dedicated web portal, and appropriate timely responses to all medium of customer inquiries.

### **B-3. Disclosure of liabilities and investigations**

For the applicant, affiliate, predecessor of the applicant, or any principal officer of the applicant, describe all existing, pending or past rulings, judgments, findings, contingent liabilities, revocation of authority, regulatory investigations, judicial actions, or other formal or informal notices of violations, or any other matter related to competitive services in Ohio or equivalent services in another jurisdiction..

Liability and Investigations Disclosures: The applicant has no existing, pending, or past rulings, judgements, contingent liabilities, revocations of authority, regulatory investigations, or any other matter what adversely impacts the applicant's financial or operational status or its ability to provide the services it is seeking herein to provide power and natural gas to citizens and businesses of Ohio.

### **B-4. Disclosure of consumer protection violations**



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Has the applicant, affiliate, predecessor of the applicant, or any principal officer of the applicant been convicted or held liable for fraud or for violation of any consumer protection or antitrust laws within the past five years?

**No**

### **B-5. Disclosure of certification, denial, curtailment, suspension or revocation**

Has the applicant, affiliate, or a predecessor of the applicant had any certification, license, or application to provide retail natural gas or retail/wholesale electric service denied, curtailed, suspended, revoked, or cancelled or been terminated or suspended from any of Ohio's Natural Gas or Electric Utility's Choice programs within the past two years?

**No**

## Section C: Applicant Financial Capability and Experience

### **C-1. Financial reporting**

Provide a current link to the most recent Form 10-K filed with the Securities and Exchange Commission (SEC) or upload the form. If the applicant does not have a Form 10-K, submit the parent company's Form 10-K. If neither the applicant nor its parent is required to file Form 10-K, state that the applicant is not required to make such filings with the SEC and provide an explanation as to why it is not required.

Does not apply

### **C-2. Financial statements**

Provide copies of the applicant's two most recent years of audited financial statements, including a 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, provide 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 bank account numbers redacted**.

If the applicant is unable to meet the requirement for two years of financial statements, the Staff reviewer may request additional financial information.

File(s) attached

### **C-3. Forecasted financial statements**

Provide two years of forecasted income statements **based solely on the applicant's anticipated business activities in the state of Ohio**.

Include the following information with the forecast: a list of assumptions used to generate the forecast; a statement indicating that the forecast is based solely on Ohio business activities only; and the name, address, email address, and telephone number of the preparer of the forecast.

The forecast may be in one of two acceptable formats: 1) an annual format that includes the current year and the two years succeeding the current year; or 2) a monthly format showing 24 consecutive months following the month of filing this application broken down into two 12-month periods with totals for revenues, expenses, and projected net incomes for both periods. Please show revenues, expenses, and net income (revenues minus total expenses) that is expected to be earned and incurred in **business activities only in the state of Ohio** for those periods.

If the applicant is filing for both an electric certificate and a natural gas certificate, please provide a separate and distinct forecast for revenues and expenses representing Ohio electric business activities in the application for the electric certificate and another forecast representing Ohio natural gas business activities in the application for the natural gas certificate.

File(s) attached

### **C-4. Credit rating**

Provide a credit opinion disclosing the applicant's credit rating as reported by at least one of the following ratings agencies: Moody's Investors Service, Standard & Poor's Financial Services, Fitch Ratings or the National Association of Insurance Commissioners. If the applicant does not have its own credit ratings, substitute the credit ratings of a parent or an affiliate organization and submit a statement signed by a principal officer of the applicant's parent or affiliate



## Public Utilities Commission

organization that guarantees the obligations of the applicant. If an applicant or its parent does not have such a credit rating, enter 'Not Rated'.

This does not apply

### C-5. Credit report

Provide a copy of the applicant's credit report from Experian, Equifax, TransUnion, Dun and Bradstreet or a similar credit reporting organization. If the applicant is a newly formed entity with no credit report, then provide a personal credit report for the principal owner of the entity seeking certification. At a minimum, the credit report must show summary information and an overall credit score. **Bank/credit account numbers and highly sensitive identification information must be redacted.** If the applicant provides an acceptable credit rating(s) in response to C-4, then the applicant may select 'This does not apply' and provide a response in the box below stating that a credit rating(s) was provided in response to C-4.

File(s) attached

### C-6. Bankruptcy information

Within the previous 24 months, have any of the following filed for reorganization, protection from creditors or any other form of bankruptcy?

- Applicant
- Parent company of the applicant
- Affiliate company that guarantees the financial obligations of the applicant
- Any owner or officer of the applicant

No

### C-7. Merger information

Is the applicant currently involved in any dissolution, merger or acquisition activity, or otherwise participated in such activities within the previous 24 months?

No

### C-8. Corporate structure

Provide a graphical depiction of the applicant's corporate structure. Do not provide an internal organizational chart. The graphical depiction should include all parent holding companies, subsidiaries and affiliates as well as 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 the applicant may respond by stating that it is a stand-alone entity with no affiliate or subsidiary companies.

Stand-alone entity with no affiliate or subsidiary companies

### **C-9. Financial arrangements**

Provide copies of the applicant's financial arrangements to satisfy collateral requirements to conduct retail electric/natural gas business activities (e.g., parental guarantees, letters of credit, contractual arrangements, etc., as described below).

Renewal applicants may provide a current statement from an Ohio local distribution utility (LDU) that shows that the applicant meets the LDU's collateral requirements. The statement or letter must be on the utility's letterhead and dated within a 30-day period of the date the applicant files its renewal application.

First-time applicants or applicants whose certificate has expired must meet the requirements of C-9 in one of the following ways:

1. The applicant itself states that it is investment grade rated by Moody's Investors Service, Standard & Poor's Financial Services, or Fitch Ratings and provides evidence of rating from the rating agencies. If you provided a credit rating in C-4, reference the credit rating in the statement.
2. The applicant's parent company is investment grade rated (by Moody's, Standard & Poor's, or Fitch) and guarantees the financial obligations of the applicant to the LDU(s). Provide a copy of the most recent credit opinion from Moody's, Standard & Poor's or Fitch.
3. The applicant's parent company 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 parent company's financials and a copy of the parental guarantee must be included in the application if the applicant is relying on this option.
4. The applicant can provide evidence of posting a letter of credit with the LDU(s) listed as the beneficiary, in an amount sufficient to satisfy the collateral requirements of the LDU(s).

File(s) attached

## **Section D: Applicant Technical Capacity**

### **D-1. Operations**



Gas Marketers: Describe the operational nature of the applicant's business, specifying whether operations will include the contracting of natural gas purchases for retail sales, the nomination and scheduling of retail natural gas for delivery, and/or the provision of retail ancillary services, as well as other services used to supply natural gas to the natural gas company city gate for retail customers.

**Operations Description: Contracting Natural Gas for Retail Sales**

The operational nature of the business includes the contracting of physical natural gas purchases for retail sales. The Company has established relationships with producers and mid-marketers throughout the entire US, but more specifically in the Appalachia region. The Company has secured strategic partnerships for procuring physical natural gas and appropriate pre-payment and credit arrangements to facilitate the transactions.

**Nomination and Scheduling of Retail Natural Gas for Delivery**

The Company will schedule the purchased gas for delivery to the LDU. Management has experience in balancing natural gas nominations through the business cycle and will implement an immediate focus on ensuring the nominations and load needs are met on a cycle-by-cycle basis.

**Provision of Retail and Ancillary Services**

The Company seeks to only provide natural gas services as a profit center for the business, up until the company offers retail power services. Under the current business purpose, the company will make no other offerings or have any distinct partnerships other than retail natural gas and power.

**Other Services Used to Supply Natural Gas to City Gate**

The Company's manager is an expert in natural gas transportation and storage valuation and will utilize the complex natural gas infrastructure to provide securable delivery of natural gas to the utility's gate. The Company will review opportunities to contract short term and long-term storage, firm transportation, interruptible transportation, and delivered products to maintain a reliable natural gas source for delivery to its customers.

**D-2. Operations Expertise & Key Technical Personnel**



## Public Utilities Commission

Given the operational nature of the applicant's business, provide evidence of the applicant's experience and technical expertise in performing such operations. Include the names, titles, e-mail addresses, and background of key personnel involved in the operations of the applicant's business.

File(s) attached



Public Utilities  
Commission

# Application Attachments



DATE	DOCUMENT ID	DESCRIPTION	FILING	EXPED	CERT	COPY
05/09/2018	201812201802	REGISTRATION OF FOREIGN FOR PROFIT LLC (LFP)	99.00	100.00	0.00	0.00

**Receipt**

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

MERCURY ENERGY MARKETING, LLC  
4805 BELLVIEW  
BELLAIRE, TX 77401

# STATE OF OHIO CERTIFICATE

Ohio Secretary of State, Jon Husted  
4177692

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

MERCURY ENERGY OHIO, LLC (MERCURY ENERGY MARKETING, LLC)

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

Document(s)

**REGISTRATION OF FOREIGN FOR PROFIT LLC**

Effective Date: 05/08/2018

Document No(s):

**201812201802**



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  
9th day of May, A.D. 2018.

**Ohio Secretary of State**

Form 533B Prescribed by:

Date Electronically Filed: 5/9/2018

**JON HUSTED**  
Ohio Secretary of State



Toll Free: (877) SOS-FILE (877-767-3453) | Central Ohio: (614) 466-3910  
[www.OhioSecretaryofState.gov](http://www.OhioSecretaryofState.gov) | [busserv@OhioSecretaryofState.gov](mailto:busserv@OhioSecretaryofState.gov)  
 File online or for more information: [www.OHBusinessCentral.com](http://www.OHBusinessCentral.com)

[For screen readers, follow instructions located at this path.](#)

## Registration of a Foreign Limited Liability Company

**Filing Fee: \$99**

**Form Must Be Typed**

### CHECK ONLY ONE (1) BOX

☒ (1) Registration of a Foreign For-Profit Limited Liability Company  
(106-LFA)  
ORC 1705

Jurisdiction of Formation    
 State Country

Date of Formation

☐ (2) Registration of a Foreign Nonprofit Limited Liability Company  
(106-LFA)  
ORC 1705

Jurisdiction of Formation    
 State Country

Date of Formation

Name of Limited Liability Company in its jurisdiction of formation

MERCURY ENERGY MARKETING, LLC

Name under which the foreign limited liability company desires to transact business in Ohio (if different from its name in its jurisdiction of formation) is:

MERCURY ENERGY OHIO, LLC

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

The address to which interested persons may direct requests for copies of the limited liability company's operating agreement, bylaws, or other charter documents of the company is:

JEFFREY FEINSTEIN

Name

4805 BELLVIEW

Mailing Address

BELLAIRE

City

TX

State

USA

Country

77401

ZIP Code

The limited liability company hereby appoints the following as its agent upon whom process against the limited liability company may be served in the state of Ohio. The name and complete address of the agent is

REGISTERED AGENTS, INC.

Name of Agent

6545 MARKET AVE. NORTH STE 100

Mailing Address

NORTH CANTON

City

OH

State

44721

ZIP Code

The limited liability company irrevocably consents to service of process on the agent listed above as long as the authority of the agent continues, and to service of process upon the Ohio Secretary of State if:

- a. an agent is not appointed, or
- b. an agent is appointed but the authority of that agent has been revoked, or
- c. the agent cannot be found or served after the exercise of reasonable diligence.

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

**Required**

Must be signed by an authorized representative.

JEFFREY FEINSTEIN

Signature

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

By (if applicable)

Print Name

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

Signature

By (if applicable)

Print Name

Signature

By (if applicable)

Print Name

10:32 AM  
07/01/20  
Accrual Basis

**Mercury Energy Marketing, LLC**  
**Balance Sheet**  
All Transactions

	<u>Jun 5, 20</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
Mercury_Chase	<u>426,773.91</u>
Total Checking/Savings	<u>426,773.91</u>
Total Current Assets	<u>426,773.91</u>
<b>TOTAL ASSETS</b>	<b><u>426,773.91</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Short Term Liability	<u>50,000.00</u>
Total Other Current Liabilities	<u>50,000.00</u>
Total Current Liabilities	<u>50,000.00</u>
Total Liabilities	<u>50,000.00</u>
Equity	
Members Equity	<u>220,000.00</u>
Net Income	<u>156,773.91</u>
Total Equity	<u>376,773.91</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>426,773.91</u></b>



10:31 AM  
07/01/20  
Accrual Basis

**Mercury Energy Marketing, LLC**  
**Profit & Loss**  
**All Transactions**

	<u>Jun 5, 20</u>
Ordinary Income/Expense	
Income	
Natural Gas Sales	1,254,802.25
Total Income	<u>1,254,802.25</u>
Cost of Goods Sold	
Natural Gas Purchases	645,264.83
Natural Gas_Prepayment	<u>270,500.00</u>
Total COGS	<u>915,764.83</u>
Gross Profit	339,037.42
Expense	
Advertising and Promotion	518.00
Answering Service	4,523.90
Application Expense	650.00
Bank Service Charges	1,291.00
Brokerage	7,601.22
Collateral Expense	10,000.00
Computer and Internet Expenses	2,297.09
Credit Card_Chase Ink	16,631.90
Credit Reporting	247.89
Founder Deposit	-1,500.00
Hedge Book	7,000.00
Insurance Expense	16,763.63
Legal Expense	420.00
Marketing Expense	273.56
Professional Fees	925.47
Reimbursement	100.00
Rent Expense	3,548.57
Sales Tax	78,007.19
Subscription Expense	69.99
Telephone Expense	917.80
Travel Expense	109.04
Web & Content Expense	<u>31,867.26</u>
Total Expense	<u>182,263.51</u>
Net Ordinary Income	<u>156,773.91</u>
Net Income	<u><b>156,773.91</b></u>

**Mercury Energy Marketing, LLC**  
**Statement of Cash Flows**  
All Transactions

	<u>Jun 5, 20</u>
<b>OPERATING ACTIVITIES</b>	
Net Income	156,773.91
Adjustments to reconcile Net Income to net cash provided by operations:	
Short Term Liability	<u>50,000.00</u>
Net cash provided by Operating Activities	206,773.91
<b>FINANCING ACTIVITIES</b>	
Members Equity	<u>220,000.00</u>
Net cash provided by Financing Activities	<u>220,000.00</u>
Net cash increase for period	<u>426,773.91</u>
Cash at end of period	<u><u>426,773.91</u></u>

Forecasted Income Statement, Mercury Energy Ohio, LLC			
	2020	2021	2022
Sales/Revenue from Gas Marketing			
Gross Revenue from Retail Gas Marketing	\$1,880,000	\$2,235,000	\$2,590,000
Cost of Sales			
Natural Gas Costs	\$1,480,000	\$1,745,000	\$2,015,000
Gross Profit	\$400,000	\$490,000	\$575,000
<i>% Gross Profit Margin</i>	<i>21.3%</i>	<i>21.9%</i>	<i>22.2%</i>
General Expenses			
Internet	\$0	\$0	\$0
Insurance/Legal	\$21,600	\$26,600	\$31,600
Rent Expense	\$0	\$12,500	\$12,500
Tax (Sales)	\$131,600	\$156,450	\$181,300
Web/Content	\$5,000	\$5,000	\$5,000
Marketing/Acquisition	\$15,000	\$20,000	\$25,000
Payroll/Health Insurance	\$7,500	\$20,000	\$25,000
Interest	\$0	\$0	\$0
Trading Fees	\$7,200	\$7,200	\$7,200
Net Income	\$212,100	\$242,250	\$287,400
<i>% Net Profit Margin</i>	<i>11.3%</i>	<i>10.8%</i>	<i>11.1%</i>

Forecasted Balance Sheet, Mercury Energy Ohio, LLC			
	2020	2021	2022
Assets			
Current Assets			
Checking	\$312,100	\$554,350	\$841,750
<b>Total Current Assets</b>	<b>\$312,100</b>	<b>\$554,350</b>	<b>\$841,750</b>
Liabilities & Equity			
Member's Equity	\$312,100	\$554,350	\$841,750
<b>Total Liabilities &amp; Equity</b>	<b>\$312,100</b>	<b>\$554,350</b>	<b>\$841,750</b>

Forecasted Statement of Cash Flows, Mercury Energy Marketing, LLC			
	2020	2021	2022
Operating Activities			
Net Income	\$212,100	\$242,250	\$287,400
<b>Net Cash Provided by Operating Activities</b>	<b>\$212,100</b>	<b>\$242,250</b>	<b>\$287,400</b>
Financing Activities			
Members Equity - Contributions	\$0	\$0	\$0
Members Equity - Distributions (Tax).	\$0	\$0	\$0
Cash Increase for Period	\$312,100	\$242,250	\$287,400
Cash at End of Period	\$312,100	\$554,350	\$841,750

Dashboard

Summary

Update Company Info

Tools

Mercury Energy Marketing, Llc

DUNS: 08-131-2452

Need help? Start here ▶

CS CreditSignal

Summary ⓘ

Company Info

Update Company Info ▶

500 Dallas St Ste 1370  
Houston, TX 77002  
Phone: (713) 444-7706  
URL:

DBA's :

Upgrade to CreditBuilder™ Today

Help build your D&B® scores and ratings and benchmark your company against your industry and competitors

Speak with a Credit Advisor to learn more  
**1-800-700-2733**

Scores and Ratings

Score / Rating:	Change	Last Date Changed
PAYDEX®	No Change ↔	09/11/2018
Delinquency Predictor Class	No Change ↔	05/04/2019
Financial Stress Class	No Change ↔	01/09/2020
Supplier Evaluation Rating	No Change ↔	04/28/2020
D&B Rating	No Change ↔	09/11/2018
D&B Viability Rating	Fair (Status)	

D&B has recently updated their scores. Learn how these changes affect your business credit profile.

Alerts

There are currently no alerts issued for this company. If you only recently began monitoring this company, you will not receive your first alerts until score changes or events occur. To configure your alerts notification settings, please [Click Here](#)

[Configure Alerts](#)

## Jeffrey Feinstein

---

**From:** gas\_energy\_choice@dominionenergy.com  
**Sent:** Tuesday, July 17, 2018 8:51 AM  
**To:** Jeffrey Feinstein; gas\_energy\_choice@dominionenergy.com  
**Subject:** RE: New Energy Choice Supplier\_Mercury Energy Ohio, LLC  
**Attachments:** Startup Documents.zip

Good morning,

Dominion Energy Ohio (DEO) has approved Mercury Energy Marketing, LLC dba Mercury Energy Ohio, LLC to become an Energy Choice supplier on our system. Our Risk group has approved Mercury with \$10,000 of unsecured credit. Once your pool is established and you continue to enroll customers, a collateral check will take place to see if the unsecured credit is still valid. DEO may ask for collateral in the future if your exposure exceeds the \$10,000 limit.

DEO's Energy Choice tariff is available at: <https://www.dominionenergy.com/home-and-small-business/rates-and-regulation/tariffs>. If the link does not work, you can go to [www.dominionenergy.com](http://www.dominionenergy.com). Make sure the location in the upper left is set to 'Ohio'. Hover over the Large Business, and then click on 'Rates & Regulation' in the drop down list. Click the 'Tariffs' box. Section D-1 contains all tariffs for the Energy Choice program.

The General Terms and Conditions of Energy Choice Pooling Service is the first choice. The actual Energy Choice Pooling Service Agreement is on pages 3-6. If you are agreeable with receiving a scanned pooling contract, you can return the signed agreement to me via e-mail. If you require originals, then please mail two (2) signed copies.

### INFORMATION TO RETURN

- Energy Choice Pooling Agreement
  - Complete, sign and return pages 3-6 (Agreement) and the billing agreements you would like to participate in (pages 57-60).
- Ohio Competitive Retail Natural Gas Marketer Certificate (from the PUCO)
- Dekaflow User Agreement (attached)
  - For access to our EBB, along with New User Request forms for any employees who will need access to the EBB. This is the system used for nominating supply to our system.
- Portability Agreement (attached)
  - If you would like your customers to be able to "port" their contract with you (transfer their enrollment from one address to another if they move within the DEO service territory), please complete and return the attached agreement. You can enter contract number 12662 in the area asking for pool ID. That will be your Energy Choice agreement number. Your associated storage contract number will be 12663.

- Supplier Data Sheet (attached)
  - Information DEO requires so payments can be submitted to the supplier. Please provide the AB number, Bank Name, Bank Account Number.
- Payment Option Request form (attached)
- BusPart User Request Form (attached)
  - For access to our web portal where customer files (such as enrollments, billing, confirmation) are transferred between supplier and DEO.

Additionally, DEO will require the following information:

- W-9 Form
- Estimated timeframe for enrolling initial customers
- Customer service phone number to print on your customers' bills
- One e-mail address for supply issues and one for billing/customer issues
  - You can use the same for both. It is suggested you setup a single group e-mail as DEO will only e-mail to one address per supplier.

\*\*\* Important \*\*\*

Do you plan to serve customers in our West Ohio territory? If so, a separate Energy Choice pool will be needed for that group of customers. Note: There is no on-system storage available to serve the West Ohio customers. Columbia Gas Transmission (TCO) is the only supply source for this territory. I have included an attachment that highlights zip codes considered to be our West Ohio territory (highlighted in blue). Please consider these zip codes when posting or communicating commodity offers to customers.

Once the agreements are signed and returned, I will send another email that contains a start-up package with specific program information. For now, I'm attaching a document with Frequently Asked Questions (FAQs) and an Operating Summary that explains how our program works.

Please let me know if you have any questions. I look forward to working with you as you join our Energy Choice program!

Dina

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**From:** Jeffrey Feinstein [mailto:jfeinstein@mercuryenergyohio.com]  
**Sent:** Monday, July 02, 2018 4:05 PM  
**To:** Gas Energy Choice OH  
**Subject:** [External] RE: New Energy Choice Supplier\_Mercury Energy Ohio, LLC

Thank you, Dina. The application is in the mail. I hope you have a nice week and holiday – I look forward to next steps. I am happy to provide customer count/volumetric expectations to facilitate a collateral decision as well.

Regards,

Jeffrey Feinstein



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**From:** gas\_energy\_choice@dominionenergy.com <gas\_energy\_choice@dominionenergy.com>  
**Sent:** Thursday, June 28, 2018 12:03 PM  
**To:** Jeffrey Feinstein <jfeinstein@mercuryenergyohio.com>  
**Subject:** RE: New Energy Choice Supplier\_Mercury Energy Ohio, LLC

Jeffrey,

The first step would be for you to complete the attached pooling application. Once we receive that, we will send along to our Risk group for their review and suggested collateral requirements.

Thanks,  
Dina

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**From:** Jeffrey Feinstein [<mailto:jfeinstein@mercuryenergyohio.com>]  
**Sent:** Thursday, June 21, 2018 2:51 PM  
**To:** Gas Energy Choice OH  
**Subject:** [External] New Energy Choice Supplier\_Mercury Energy Ohio, LLC

Hi,

I am very interested in becoming a retail supplier within the jurisdiction of Dominion Energy Ohio. Our business is a startup which has targeted Dominion Energy as our pilot to offer retail natural gas services to the citizens of Ohio – to both those participating in active choice programs as well as MVR. We are currently in the process of submitting our PUCO application. Upon certification, we will do all which is necessary to ensure that we can market natural gas to customers in East Ohio. In the meantime, could you send a pooling application so that we can begin to review the necessary requirements?

A brief background on Mercury Energy:

The new entity, Mercury Energy Marketing, LLC (DBA Mercury Energy Ohio, LLC) is seeking certification to market competitive retail natural gas in Ohio, through the PUCO as well as its pilot utility, Dominion Energy Ohio. The manager of the company is Jeffrey Feinstein and has extensive experience in trading physical natural gas, wholesale marketing to large end-users, and wholesale marketing and product structuring with retail marketers. Additionally, he has an accredited understanding of natural gas risk, products, and fundamentals. Jeffrey has worn many hats through his 10 years' experience in the natural gas business. Specific to gas marketing in Ohio, Jeffrey has managed and operated a portfolio of Utica gas wells, processing facilities, gas and natural gas liquids across Belmont, Columbiana, and Monroe counties. Additionally, Jeffrey has optimized gas at processing facilities in the area: Kensington, Hastings, and Natrium, as well as managed and executed long term transportation on Tennessee Gas Pipeline, Dominion Transmission, Texas Eastern, ANR Pipeline, and within the LPPS and FRPS pooling area in the DEO jurisdiction. The Company has key relationships with Utica and Marcellus producers and midstream operators which have verbally extended the appropriate confidence of our management for securable and reliable natural gas for transport to the utility city-gate. The business purpose of Mercury Energy Ohio is to consistently offer our customers a "top 3 rate" for monthly variable, 6 month, and 12 month term, with no gimmicks attached. Simple, clear, transparent, and honest. In addition to low costs for our customers, we will strive to provide top tier customer service.

Thank you for your time and I look forward to our business relationship in the future.

Regards,

**CONFIDENTIALITY NOTICE:** This electronic message contains information which may be legally confidential and or privileged and does not in any case represent a firm ENERGY COMMODITY bid or offer relating thereto which binds the sender without an additional express written confirmation to that effect. The information is intended solely for the individual or entity named above and access by anyone else is unauthorized. If you are not the intended recipient, any disclosure, copying, distribution, or use of the contents of this information is prohibited and may be unlawful. If you have received this electronic transmission in error, please reply immediately to the sender that you have received the message in error, and delete it. Thank you.

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D-2

Exhibit D-2 “Operations Expertise”

**Contracting Natural Gas for Retail Sales**

The manager of the applicant has many years of experience in buying and selling natural gas amongst different counterparties: producers, end-users, mid-marketers, large and small. Specific to marketing gas in Ohio, the manager has experience in transacting in Dominion’s pooling area, Columbia Gas’s pooling area. Additionally, as a historic provider to various city-gates, the manager has specific experience in seasonal load patterns and various means to procure gas for reliable deliverability.

**Nomination and Scheduling of Retail Natural Gas for Delivery**

The manager has nominated and scheduled with the counterparties which provide retail natural gas services. The manager has also nominated and scheduled on consistent rate patterns in addition to no-notice/hourly cycles. Specific to the area, the manager has nominated on all firm transportation paths which touch the jurisdiction area: Dominion Transmission, Texas Eastern Transmission Company, Tennessee Gas Pipeline, Dominion East Ohio, Columbia Gas, and ANR Gas Pipeline. The manager has also maintained and nominated well-head gas, casing-head gas, and processor (Kensington, Natrium, & Hastings) gas in the area.

**Other Services Used to Supply Natural Gas to City Gate**

The manager has vast technical experience in executing short and long-term storage, firm transportation agreements, park/loan agreements, interruptible transportation agreements, and pipe-wheeling services. He will utilize his skills in asset valuation and reliability needs when addressing the appropriate services needed to deliver reliable natural gas rates through the business cycle and across all seasons. Additionally, the manager has devoted his career to fundamental analysis of natural gas regions. Such expertise is utilized in managing forecasted load patterns and future needs of midstream assets.

D-3

## Exhibit D-3 “Key Technical Personnel”

**Key Technical Personnel**

<b>Operations</b>	<b>Name</b>	<b>Title</b>	<b>Email</b>	<b>Telephone</b>	<b>Background</b>
Natural Gas Trading/Procurement	Jeffrey Feinstein	President/CEO	<a href="mailto:jfeinstein@mercuryenergyohio.com">jfeinstein@mercuryenergyohio.com</a>	1-800-975-6372	Natural Gas Marketing and Trading
Nomination and Scheduling	Jeffrey Feinstein	President/CEO	<a href="mailto:jfeinstein@mercuryenergyohio.com">jfeinstein@mercuryenergyohio.com</a>	1-800-975-6372	Natural Gas Marketing and Trading
Midstream Business Development	Jeffrey Feinstein	President/CEO	<a href="mailto:jfeinstein@mercuryenergyohio.com">jfeinstein@mercuryenergyohio.com</a>	1-800-975-6372	Natural Gas Marketing and Trading
Backup for all Operations	Sunil Patel	Consultant			Natural Gas Business Development/Appalacia



# Competitive Retail Natural Gas Service Affidavit

County of \_\_\_\_\_ :

State of \_\_\_\_\_ :

\_\_\_\_\_, 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, and that it will amend its application while it is pending if any substantial changes occur regarding the information provided.
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 Sections 4905.10 and 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 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. 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 comply with all state and/or federal rules and regulations concerning consumer protection, the environment, and advertising/promotions.
8. Applicant will inform the Public Utilities Commission of Ohio 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 Staff use in investigating consumer complaints.
9. The facts set forth above are true and accurate 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.
10. Affiant further sayeth naught.

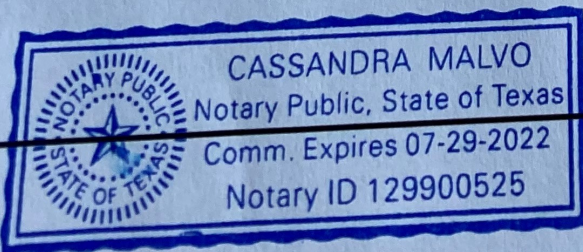
Signature of Affiant & Title

Sworn and subscribed before me this 15 day of July, 2020  
Month Year

Signature of official administering oath

Cassandra Malvo Notary  
Print Name and Title

My commission expires on 7/29/22





**This foregoing document was electronically filed with the Public Utilities**

**Commission of Ohio Docketing Information System on**

**8/24/2020 4:49:13 PM**

**in**

**Case No(s). 18-1251-GA-CRS**

Summary: In the Matter of the Application of Mercury Energy Marketing LLC