



DIS Case Number: 12-2879-EL-AGG

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: Diversegy, LLC

Country: United States

Phone: 844-841-
5458

**Extension (if
applicable):**

Street: 520 Broad Street

Website (if any): www.diversey.com

City: Newark

Province/State: NJ

Postal Code: 07102

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
Diversegy, LLC	Official Name	520 Broad Street Newark, NJ 07102	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
Diversegy, LLC	Official Name	520 Broad Street Newark, NJ 07102	Yes	File

A-5. Contact person for regulatory matters



Public Utilities Commission

Avi Keilson
520 Broad Street 4th Floor
Newark, NJ 07102
US
akeilson@genieretail.com
9734383920

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

Sarah Schwandt
520 Broad Street
Newark, NJ 7102
US
sschwandt@diversegy.com
9734383418

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

Phone: 9734382515	Extension (if applicable):	Country: United States
Fax: 973-438-1878	Extension (if applicable):	Street: 520 Broad Street
Email: jlehmann@genieretail.com	City: Newark	Province/State: NJ
	Postal Code: 07102	

A-8. Applicant's federal employer identification number

27-4297409

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

AEP Ohio

DP&L

Duke Energy Ohio

FirstEnergy - Cleveland Electric Illuminating

FirstEnergy - Ohio Edison

FirstEnergy - Toledo Edison

Class of customer selection

Commercial

Industrial

Mercantile

Residential

A-11. Start date

Indicate the approximate start date the applicant began/will begin offering services: 01-10-2017

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
Alan Schwab	aschwab@genieretail.com	President	520 Broad Street Newark, NJ 07102 US
Michael Stein	mstein@genie.com	CEO	520 Broad Street Newark, NJ 07102 US
Avi Goldin	agoldin@genie.com	CFO	520 Broad Street Newark, NJ 07102 US
Joyce Mason	jmason@genie.com	Secretary	37 West 39th Street Suite 505 New York, NY 10018 US

A-13. Company history

Diversegy, LLC ('Diversegy') was organized on December 27, 2010, in Texas, as a limited liability company. Diversegy was founded by Alex Rodriguez and Cesar Garcia along with a number of



Public Utilities Commission

other individual investors. Previously, Mr. Rodriguez was a co-founder and Chief Operating Officer at Stream Energy, a large, national retail energy provider.

From its initial operations in Texas, Diversegy has expanded into residential and commercial brokerage, wholesale, aggregation, and advisory services across the country.

On December 5, 2013, Diversegy, LLC was acquired by Shuk Holdings, LLC, a wholly-owned subsidiary of IDT Energy Inc., which is in turn a wholly-owned subsidiary of Genie Retail Energy, Inc., which is in turn a wholly-owned subsidiary of Genie Energy International Corp., which is majority-owned (99.3%) by Genie Energy Ltd., a publicly traded company (NYSE: GNE). On December 21, 2015, the name of Shuk Holdings, LLC was changed to Genie Energy Services, LLC.

A-14. Secretary of State

Secretary of State Link:

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..

File Attached

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.

File(s) attached

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



Public Utilities Commission

informal notices of violations, or any other matter related to competitive services in Ohio or equivalent services in another jurisdiction..

File Attached

B-4. Disclosure of consumer protection violations

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.

Financial Reports Link(s): <https://genie.com/investors/sec-filings/>



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.

Links to Financial Statement(s): <https://genie.com/investors/sec-filings/>

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.

Preferred to file confidentially



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 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.

File(s) attached

Section D: Applicant Technical Capacity

D-1. Operations

Power brokers/aggregators: Include details of the applicant's business operations and plans for arranging and/or aggregating for the supply of electricity to retail customers.

File(s) attached

D-2. Operations Expertise & Key Technical Personnel

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

Entity#: 2131353
Filing Type: FOREIGN LIMITED LIABILITY COMPANY
Original Filing Date: 08/23/2012
Location: --
Business Name: DIVERSEGY, LLC

Status: Active
Exp. Date: -

Agent/Registrant Information

CORPORATION SERVICE COMPANY
50 WEST BROAD STREET
SUITE 1330
COLUMBUS OH 43215
11/10/2016
Active

Filings

Filing Type	Date of Filing	Document ID
REG. OF FOR. PROFIT LIM. LIAB. CO.	08/23/2012	201223700659
SUBSEQUENT AGENT APPOINT/LIMITED/LIABILTY/PARTNERS	01/17/2014	201402200517
CORRECT REGISTRATION/FOREIGN LIMITED LIABILITY CO	07/02/2014	201418400387
AGENT ADDRESS CHANGE/LIMITED/LIABILITY/PARTNERS	11/10/2016	201632602630

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

I, Frank LaRose, Secretary of State of the State of Ohio, do hereby certify that this is a list of all records approved on this business entity and in the custody of the Secretary of State.



*Witness my hand and the seal of the
Secretary of State at Columbus,
Ohio this 9th of December, A.D. 2020*

Ohio Secretary of State

A handwritten signature in blue ink, reading "Frank LaRose".

Exhibit B -1

“Jurisdictions of Operation”

IDT Energy, Inc.

District of Columbia, Illinois, Maryland, New Jersey, New York, Ohio, Pennsylvania

Residents Energy, LLC

Delaware, Illinois, Massachusetts, Michigan, New Jersey, New York, Ohio, Pennsylvania

Town Square Energy East, LLC

Maryland, New Jersey, Ohio, Pennsylvania

Town Square Energy, LLC

Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Texas

Town Square Energy Georgia, LP

Georgia

Diversegy, LLC

New Jersey, Pennsylvania, Massachusetts, Maine, Maryland, Illinois, Ohio, Delaware, District of Columbia, New Hampshire, Rhode Island, Virginia, Texas

IDT Energy Network, LLC

District of Columbia

Southern Federal Power, LLC

Texas

Exhibit B -2

“Experience & Plans”

Diversegy, LLC (“Diversegy”) has established business processes and systems to manage all aspects of brokering electricity in Ohio. Diversegy’s operations do not include the generation of electricity from owned assets nor does it take title to electricity in Ohio. Instead, Diversegy assists end-users to identify and understand their electricity needs and to satisfy those needs through effective purchasing strategies.

Diversegy works with certified competitive retail electricity suppliers in Ohio to give customers a variety of options to choose from. The customers can then decide which supplier best suits their specific needs based on current market conditions as well as historical and expected usage.

Diversegy does not currently nor does it intend to contract directly with Retail Customers in Ohio. Applicant currently serves and will continue to serve only in the capacity of a power broker and aggregator and will not be providing any billing statements to customers nor accept prepayments or deposits. Customer inquiries and/or complaints can be handled directly by Diversegy as outlined below or through the customer’s local delivery company.

All consumer interactions engaged in by Diversegy employees and representatives are conducted with the highest degree of professionalism, in accordance with industry best practices and in full compliance with federal, state, and municipal law as well as the regulations of the Public Utilities Commission of Ohio.

Diversegy is dedicated to quickly resolving any customer questions or complaints that may occur. Applicant can be reached via email twenty-four hours per day at customersupport@diversegy.com and toll free at 844-841-5458. Applicant hereby states that it will respond to customer inquiries and complaints in accordance with Commission rules adopted pursuant to Section 4928.10 of the Ohio Revised Code.

Disclosure of Liabilities and Investigations

In addition to the matters disclosed by Diversegy LLC (“Diversegy”) in its last renewal application, Diversegy’s affiliates have been, or are currently, involved in the following matters:

In the Matter of TOWN SQUARE ENERGY EAST, LLC – PUCO Case No. 18-1785-EL-UNC

Staff of the Public Utility Commission of Ohio (“PUCO”) opened an investigation into Town Square Energy East, LLC (“TSEE”), an affiliate of Diversegy, in connection with its “table-top” marketing practices. After a brief investigation, TSEE and the PUCO Staff entered into a settlement agreement which was approved by the PUCO Commissioners on February 27, 2019. Under the terms of the agreement, TSEE paid a forfeiture of \$150,000 to the State of Ohio. In addition, TSEE agreed to work with the PUCO and take steps to ensure full compliance with PUCO rules and orders, including updating customers, providing the PUCO with updated information, and submitting quarterly reports for a one-year period.

PURA Docket No. 10-03-11RE03 – Investigation into Town Square Energy, LLC

On September 19, 2018, the Connecticut Public Utilities Regulatory Authority (“PURA”) commenced an investigation into Town Square Energy, LLC (“TSE”), an affiliate of Diversegy, in light of customer complaints alleging misleading and deceptive sales practices by TSE’s sales representatives. The Connecticut Office of Consumer Counsel joined in the investigation. TSE has denied any wrongdoing on its part and is cooperating with the investigation. On June 17, 2020, PURA notified Town Square that it was assigning Prosecutorial (PRO) staff to move the investigation forward and, if appropriate, facilitate settlement discussions among the parties.

MPUC Docket No. 2017-00144 – Town Square Energy, LLC

On August 4, 2020, the Maine Public Utility Commission (“MPUC”) issued an Order to Show Cause to TSE in response to customer complaints about TSE’s door-to-door marketing activities in Maine. TSE responded to the Order to Show Cause in a timely manner.

People of the State of Illinois vs. Residents Energy, LLC – Docket No. 2019 CH 14720

On October 25, 2019, the Office of the Attorney General of the State of Illinois (“OAG”) issued a *Subpoena Duces Tecum* to Residents Energy, LLC (“Residents Energy”), an affiliate of Diversegy, containing a Request for Documents and Interrogatories pertaining to Residents Energy’s services in Illinois. Residents Energy produced materials in response to the subpoena, but the OAG has petitioned the court to compel further production.

Pennsylvania Public Utility Commission (“PaPUC”) Bureau of Investigation & Enforcement (I&E) vs. Residents Energy, LLC - Docket No. M-2017-2511372

In September 2015, a customer filed an informal complaint with the PaPUC alleging that his account was “slammed” by a sales agent working for a third-party contractor hired by Residents

Energy. After conducting an internal investigation, Residents Energy instructed the third-party contractor to prohibit the agent from participating in any future marketing activities on its behalf and issued a refund to the effected customer. Rather than file a formal complaint against Residents Energy for the alleged slamming violation, I&E entered into a settlement agreement with Residents Energy calling for Residents Energy to pay a civil penalty of \$6,000.00, make an additional refund to the customer, and file quarterly reports with the Bureau of Technical Utility Services, for one year, regarding any customer complaints filed against it. The settlement agreement was approved by the PaPUC in an order issued on July 12, 2018.

People of the State of Illinois vs. IDT Energy, Inc. – Docket No. 2018 CH 14380

On November 19, 2018, the Office of the Attorney General of the State of Illinois filed a complaint against IDT Energy, Inc. (“IDTE”), an affiliate of Diversegy, alleging violations of the Consumer Fraud and Deceptive Business Practices Act, 815 ILCS 505/1 *et seq.* and the Illinois Telephone Solicitations Act, 815 ILCS 413/1 *et seq.* Although IDTE denied any wrongdoing in connection with those allegations, the parties negotiated a settlement that was memorialized in a Consent Decree entered in the Circuit Court of Cook County on June 18, 2019.

The Consent Decree called for IDTE to refrain from marketing to residential electric customers in Illinois until December 1, 2020, to refund a total of \$3,000,000.00 to its current and former residential customers in Illinois, to make a voluntary contribution of \$50,000.00 to the Attorney General Court Ordered and Voluntary Compliance Payment Projects Fund, and to provide quarterly compliance reports to the Attorney General’s office for three years following the resumption of marketing in Illinois.

In the Matter of IDT ENERGY, INC. – NJ BPU Docket No. EO17080888U

In October 2015, the New Jersey Board of Public Utilities and the New Jersey Department of Law and Public Safety, Division of Consumer Affairs, commenced an investigation into IDTE’s activities in New Jersey. Although no formal complaint was ever filed, in May 2018, IDTE entered into a consent order with the investigating authorities, without any admission of wrongdoing. IDTE agreed to make certain modifications to its business practices and to make the following payments: \$1,225,722.21 in restitution payments to its New Jersey customers, \$100,000 in civil penalties and \$38,775 in reimbursement of the State’s attorneys’ fees and costs.

GENIE RETAIL ENERGY, INC.

DUNS: 08-046-8799

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 payment experiences reported
- Higher risk region based on delinquency rates for this region
- Limited time under present management control
- Evidence of open liens

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

Recommendation Date: 12/08/2020

Risk Category

Moderate

Conservative Credit Limit

\$1K

Aggressive Credit Limit

\$10K

Company Profile

Chief Executive:

THE OFFICER(S)

Type of Business:

CORPORATION

Years in Business:

NA

Annual Sales:

NA

Employees Total:

4

Line of Business:

Electric services

Legal Filings and Other Important Information

Bankruptcies:	None	Negative Payment Experience:	None
Judgements:	0	Negative Payment Experience	None
Liens:	3	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

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

This report is prepared and provided under contract for the exclusive use of
This report may not be reproduced in whole or in part by any means of reproduction.

Payment Trends

Summary

Address:	Primary Industry SIC:
520 Broad St	4911
Newark, NJ 07102	
D-U-N-S Number:	Description:
08-046-8799	Electric services

This is a **headquarters 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.

Score Not Available

We are unable to display a PAYDEX® for this company.
Please call 800-333-0505 for more information.

Score Not Available

We are unable to display a PAYDEX® for this company.
Please call 800-333-0505 for more information.

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 Median (80)
- Industry Upper Quartile (80)
- Industry Median (73)

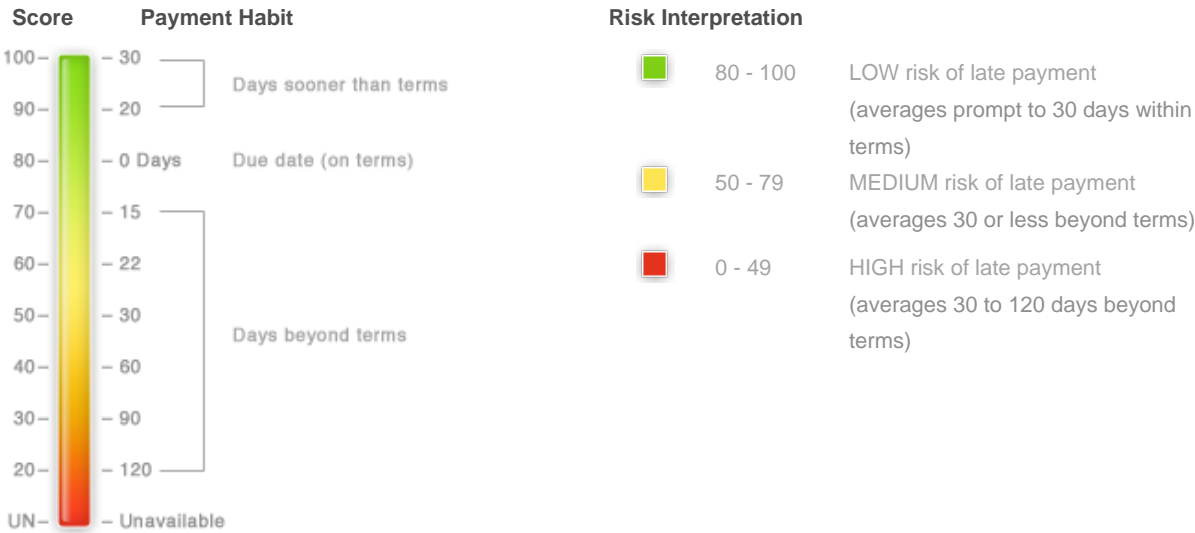
Based on payments collected over the last 4 quarters.

- 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 ⓘ



as of November 4, 2020

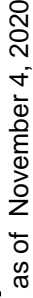


Exhibit D - 1

“Operations”

Diversegy, LLC (“Diversegy”) has established business processes and systems to manage all aspects of brokering natural gas in Ohio. Diversegy’s operations do not include the production or transportation of natural gas from owned assets nor does it take title to natural gas in Ohio. Instead, Diversegy assists end-users to identify and understand their natural gas needs and to satisfy those needs through effective purchasing strategies.

Diversegy works with certified competitive retail natural gas service providers in Ohio in order to give customers a variety of options to choose from. The customers can then decide which option(s) best suit their specific needs based on current market conditions as well as historical and expected usage.

All consumer interactions engaged in by Diversegy employees and representatives are conducted with the highest degree of professionalism, in accordance with industry best practices and in full compliance with federal, state, and municipal law as well as the regulations of the Public Utilities Commission of Ohio.

Exhibit D - 2

“Operations Expertise”

Diversegy’s senior management team possesses expertise across the entire energy supply chain including, but not limited to, regulatory, legal, energy finance, solar, renewable projects, electricity, natural gas, engineering, metering, retail and wholesale risk management aspects of the energy industry. Commercial and industrial end-use customers of all types and sizes can leverage Diversegy’s expertise and purchasing power as they evaluate their electricity and natural gas procurement plans.

Acting as an intermediary, Diversegy provides energy brokerage and advisory services to customers in the commercial, industrial and residential arenas. Diversegy has worked on behalf of thousands of commercial customers nationwide, helping them achieve significant savings on their energy bills through timely procurement decisions as well as the right combination of price and service level.

“Key Technical Personnel”

Michael Stein, CEO
mstein@genieretail.com
973-438-3018

Michael Stein is the CEO of Diversegy, LLC. He also serves as CEO of its parent company, Genie Retail Energy, Inc. Previously, he served as Executive Vice President of Operations and then Senior Vice President of Operations of publicly-traded, Genie Energy Ltd. Prior to assuming responsibility for the energy related initiatives, Michael was Senior Vice President of Business Development of IDT Telecom and was an analyst at Belstar Investment Management. Michael holds a BA in Psychology from Yeshiva University.

Alan Schwab, President
aschwab@genieretail.com
973-438-4343

Alan Schwab is the President of Diversegy, LLC. He also serves as President and Chief Operating Officer (COO) of its parent company, Genie Retail Energy, Inc. (GRE). As President and COO, Alan is responsible for the day-to-day operations of the businesses including sales, operations, compliance, customer service and technology. Under his leadership, GRE's retail energy supply subsidiaries have expanded their customer bases into 13 states and the District of Columbia.

Prior to his foray into energy, Alan excelled in a succession of senior operations positions at IDT Corporation beginning at IDT Telecom, which he joined in 1996. As SVP at IDT Telecom, Alan managed the routing, provisioning and switching translations for IDT's global telecommunications network. Alan subsequently was named COO of IDT Capital, the division of IDT responsible for new business initiatives and incubation. In that capacity, he directed the development of over a dozen successful start-ups, including IDT Energy.

Alan holds an MBA from Barry University in Miami, Florida.

Avi Goldin, CFO
agoldin@genie.com
973-438-4075

Avi Goldin has served as Chief Financial Officer of publicly-traded Genie Energy Ltd. since August 2011. He now also serves as CFO of Genie Retail Energy, Inc. and its subsidiaries, including Diversegy, LLC. Prior to assuming these roles, Avi served as Vice President of Corporate Development of IDT Corporation from May 2009 through October 2011. He originally joined IDT in January 2004 and held several positions within IDT and its affiliates before leaving in January 2008 to join CayComm Media Holdings, a telecommunications acquisition fund, where he served as Vice President, Finance. Avi re-joined IDT in May 2009 as Vice President of Corporate Development. Prior to joining IDT, Avi served as an Investment Analyst at Dreman Value Management, a \$7 billion asset management firm and as an Associate in the Satellite Communications group at Morgan Stanley & Co.

Avi holds an MBA from the Stern School of Business of New York University, a B.A. in Finance from the Syms School of Business of Yeshiva University and is a Chartered Financial Analyst (CFA).

Competitive Retail Electric Service Affidavit

County of Rockland :

State of New York :

Alan Schwab, 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, gross earnings, and sales of kilowatt-hours of electricity pursuant to Sections 4905.10(A), 4911.18(A), and 4928.06(F), Ohio Revised Code.
3. The applicant will timely pay any assessment made pursuant to Sections 4905.10, 4911.18, and 4928.06(F), Ohio Revised Code.
4. The 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. The 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. The applicant will fully comply with Section 4928.09, Ohio Revised Code regarding consent to the jurisdiction of Ohio Courts and the service of process.
7. The applicant will comply with all state and/or federal rules and regulations concerning consumer protection, the environment, and advertising/promotions.
8. The applicant 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 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, 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.
11. The 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.

12. 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.

13. Affiant further sayeth naught.



Signature of Affiant & Title

Sworn and subscribed before me this 9th day of December, 2020
Month Year



Signature of official administering oath

Alan Schwab, President

Print Name and Title

JOSEPH E. LEHMANN

Notary Public, State of New York

No 01LE6058798

My commission expires on Qualified in Rockland County

Commission Expires May 14, 2023

This foregoing document was electronically filed with the Public Utilities

Commission of Ohio Docketing Information System on

12/14/2020 1:09:37 PM

in

Case No(s). 12-2879-EL-AGG

Summary: In the Matter of the Application of Diversegy LLC