



DIS Case Number: 04-1323-EL-CRS

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: Dynegy Energy Services (East), LLC **Country:** United States
Phone: 2148124600 **Extension (if applicable):** **Street:** 6555 Sierra Drive
Website (if any): www.dynegy.com **City:** Irving **Province/State:** TX
Postal Code: 75039

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
Dynegy	DBA	6555 Sierra Drive Irving, TX 75039	Yes	File
Better Buy Energy	DBA	6555 Sierra Drive Irving, TX 75039	Yes	File
Brighten Energy	DBA	6555 Sierra Drive Irving, TX 75039	Yes	File
True Fit Energy	DBA	6555 Sierra Drive Irving, TX 75039	Yes	File
Honor Energy	DBA	6555 Sierra Drive Irving, TX 75039	Yes	File

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



Public Utilities Commission

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
Dynegy	DBA	6555 Sierra Drive Irving, TX 75039	Yes	File
Better Buy Energy	DBA	6555 Sierra Drive Irving, TX 75039	Yes	File
Brighten Energy	DBA	6555 Sierra Drive Irving, TX 75039	Yes	File
True Fit Energy	DBA	6555 Sierra Drive Irving, TX 75039	Yes	File
Honor Energy	DBA	6555 Sierra Drive Irving, TX 75039	Yes	File

A-5. Contact person for regulatory matters

David Ricketts
1005 Congress Ave Suite 750
Austin, TX 78701
US
david.ricketts@vistracorp.com
5123496441

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

Jim Vermeulen
6555 Sierra Drive
Irving, TX 75039
US
jim.vermeulen@vistracorp.com
9728683945

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

Phone: 833-265-
6999

**Extension (if
applicable):**

Country: United States

Fax:

Extension (if applicable):

Street: 6555 Sierra Drive

Email: descustcare@dynegy.com

City: Irving

Province/State: TX

Postal Code: 75039

A-8. Applicant's federal employer identification number

37-1484250

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: 11-11-2010

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
Yuki Whitmire	yuki.whitmire@vistracorp.com	Vice President, Associate General Counsel, Corporate Secretary	6555 Sierra Drive Irving, TX 75039 US



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Seth Rasmussen	seth.rasmussen@vistracorp.com	Assistant Secretary	6555 Sierra Drive Irving, TX 75039 US
Curtis Morgan	curtis.morgan@vistracorp.com	Director, CEO	6555 Sierra Drive Irving, TX 75039 US
Scott Hudson	scott.hudson@vistracorp.com	President, Vistra Retail	6555 Sierra Drive Irving, TX 75039 US
Samudra Sen	samudra.sen@vistracorp.com	Vice President	6555 Sierra Drive Irving, TX 75039 US
Kristopher Moldovan	kristopher.moldovan@vistra corp.com	Senior Vice President, Treasurer	6555 Sierra Drive Irving, TX 75039 US
Sydney Seiger	sydney.seiger@vistracorp.com	Senior Vice President	6555 Sierra Drive Irving, TX 75039 US
Christy Dobry	christy.dobry@vistracorp.com	Vice President, Controller	6555 Sierra Drive Irving, TX 75039 US
Carla Howard	carla.howard@vistracorp.com	Senior Vice President, General Tax Counsel	6555 Sierra Drive Irving, TX 75039 US
Darshan Bhate	darshan.bhate@vistracorp.com	Senior Vice President	6555 Sierra Drive Irving, TX 75039 US
Gabe Vazquez	gabe.vazquez@vistracorp.com	Vice President, Associate General Counsel	6555 Sierra Drive Irving, TX 75039 US
Gabriel Castro	gabriel.castro@vistracorp.com	Senior Vice President	6555 Sierra Drive Irving, TX 75039 US
John Duessel	john.duessel@vistracorp.com	Senior Vice President	6555 Sierra Drive Irving, TX 75039 US
Carrie Kirby	carrie.kirby@vistracorp.com	Executive Vice President, Chief Administrative Officer	6555 Sierra Drive Irving, TX 75039 US
Tom Farrah	tom.farrah@vistracorp.com	Senior Vice President, Chief Information Officer	6555 Sierra Drive Irving, TX 75039 US
Paul Reyes	paul.reyes@vistracorp.com	Vice President	6555 Sierra Drive Irving, TX 75039 US
Max Chen	max.chen@vistracorp.com	Assistant Treasurer	6555 Sierra Drive Irving, TX 75039 US



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Stephanie Zapata Moore	stephanie.moore@vistracorp.com	Executive Vice President, General Counsel, Chief Compliance Officer	6555 Sierra Drive Irving, TX 75039 US
Claudia Morrow	claudia.morrow@vistracorp.com	Senior Vice President	6555 Sierra Drive Irving, TX 75039 US
James Burke	jim.burke@vistracorp.com	Chief Financial Officer (CFO)	6555 Sierra Drive Irving, TX 75039 US
Daniel Kelly	dan.kelly@vistracorp.com	Senior Vice President and Deputy General Counsel	6555 Sierra Drive Irving, TX 75039 US
Stephen Muscato	stephen.muscato@vistracorp.com	Executive Vice President and Chief Commercial Officer	6555 Sierra Drive Irving, TX 75039 US

A-13. Company history

On April 2, 2015, Dynegy, Inc. ('Dynegy') acquired Duke Energy Retail Sales, LLC ('DERS'), (the 'Acquisition'). Following DERS' acquisition by Dynegy, DERS become a wholly owned subsidiary of Dynegy Energy Services, LLC ('DES') and renamed Dynegy Energy Services (East), LLC ('DES-East'). Following the Acquisition, Dynegy became the ultimate parent company of DES-East.

On April 9, 2018, Dynegy Inc. ('Dynegy') and Vistra Corp. ('Vistra') merged with and into Vistra (the 'Merger'). Following the Merger, Vistra became the ultimate parent company of Dynegy Energy Services (East), 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 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



B-6. Environmental disclosures

Provide a detailed description of how the applicant intends to determine its generation resource mix and environmental characteristics, including air emissions and radioactive waste. Include the annual projection methodology and the proposed approach to compiling the quarterly actual environmental disclosure data. See 4901:1-21-09 of the Ohio Administrative Code for additional details of this requirement.

PJM disclosure option chosen

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://investor.vistracorp.com/investor-relations/financial-information/SEC-Filings/default.aspx>

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://investor.vistracorp.com/investor-relations/financial-information/SEC-Filings/default.aspx>



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



Public Utilities Commission

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.

This does not apply.

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?

Merger Information: On April 2, 2015, Dynegy, Inc. ('Dynegy') acquired Duke Energy Retail Sales, LLC ('DERS'), (the 'Acquisition'). Following DERS' acquisition by Dynegy, DERS become a wholly owned subsidiary of Dynegy Energy Services, LLC ('DES') and renamed Dynegy Energy Services (East), LLC ('DES-East'). Following the Acquisition, Dynegy became the ultimate parent company of DES-East.

On April 9, 2018, Dynegy Inc. ('Dynegy') and Vistra Corp. ('Vistra') merged with and into Vistra (the 'Merger'). Following the Merger, Vista became the ultimate parent company of Dynegy Energy Services (East), LLC.

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

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).

Preferred to file confidentially

Section D: Applicant Technical Capacity

D-1. Operations



Power Marketers/Generators: Describe the operational nature of the applicant's business, specifying whether operations will include the generation of power for retail sales, the scheduling of retail power for transmission and delivery, the provision of retail ancillary services, as well as other services used to arrange for the purchase and delivery of electricity to retail customers.

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

D-3. FERC Power Marketer and License Number

Provide a statement disclosing the applicants FERC Power Marketer License Number (Power Marketers Only).

DESE received approval from FERC to be a Power Marketer at FERC Docket Number: ER10-1335



Public Utilities
Commission

Application Attachments

Business

Trademarks

Help

Showing 1 to

Entity#

4255591

1195985

2379457

1199756

2349799

2349800

2381036

1435831

1209151

1970632

BUSINESS DETAILS & FILINGS

✕ Close

Business Details

Entity #:	1435831	Business Name:	DYNEGY ENERGY SERVICES (EAST), LLC
Filing Type:	FOREIGN LIMITED LIABILITY COMPANY	Status:	Active
Original Filing Date:	01/28/2004	Exp. Date:	-

AGENT/REGISTRANT INFORMATION

CAPITOL CORPORATE SERVICES, INC.
4568 MAYFIELD RD.
STE. 204
CLEVELAND OH 44121
04/02/2015
Active

Business ID Theft
Protect Yourself

Sign up to receive e-mail notifications of any changes or updates
made to this business entity.

FILINGS

Filing Type	Date of Filing	Document ID	Download Image to PDF
REGISTRATION OF FOREIGN LIMITED LIABILITY CO	01/28/2004	200402801378	Download Image
CORRECT REGISTRATION/FOREIGN LIMITED LIABILITY CO	04/14/2006	200610701574	Download Image
TRADE NAME/ORIGINAL FILING	06/07/2010	201016000065	Download Image

Exhibit D-1

Operations

Describe the operational nature of the applicant's business, specifying whether operations will include the generation of power for retail sales, the scheduling of retail power for transmission and delivery, the provision of retail ancillary services, as well as other services used to arrange for the purchase and delivery of electricity to retail customers.

Dynegy Energy Services (East), LLC does market electricity as a licensed competitive retail electricity services supplier in Ohio to residential, commercial, and industrial customers. Dynegy Energy Services (East), LLC will contract electricity purchases for retail sales, as well as nominate and schedule retail electricity for delivery to small commercial and residential choice customers.

Competitive Retail Electric Service Affidavit

County of Dallas :

State of Texas :

Gabe Vazquez, 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.

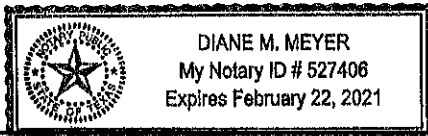
13. Affiant further sayeth naught.

Gabriel Vazquez, UP + AGC
Signature of Affiant & Title

Sworn and subscribed before me this 16th day of December, 2020
Month Year

Diane M. Meyer
Signature of official administering oath

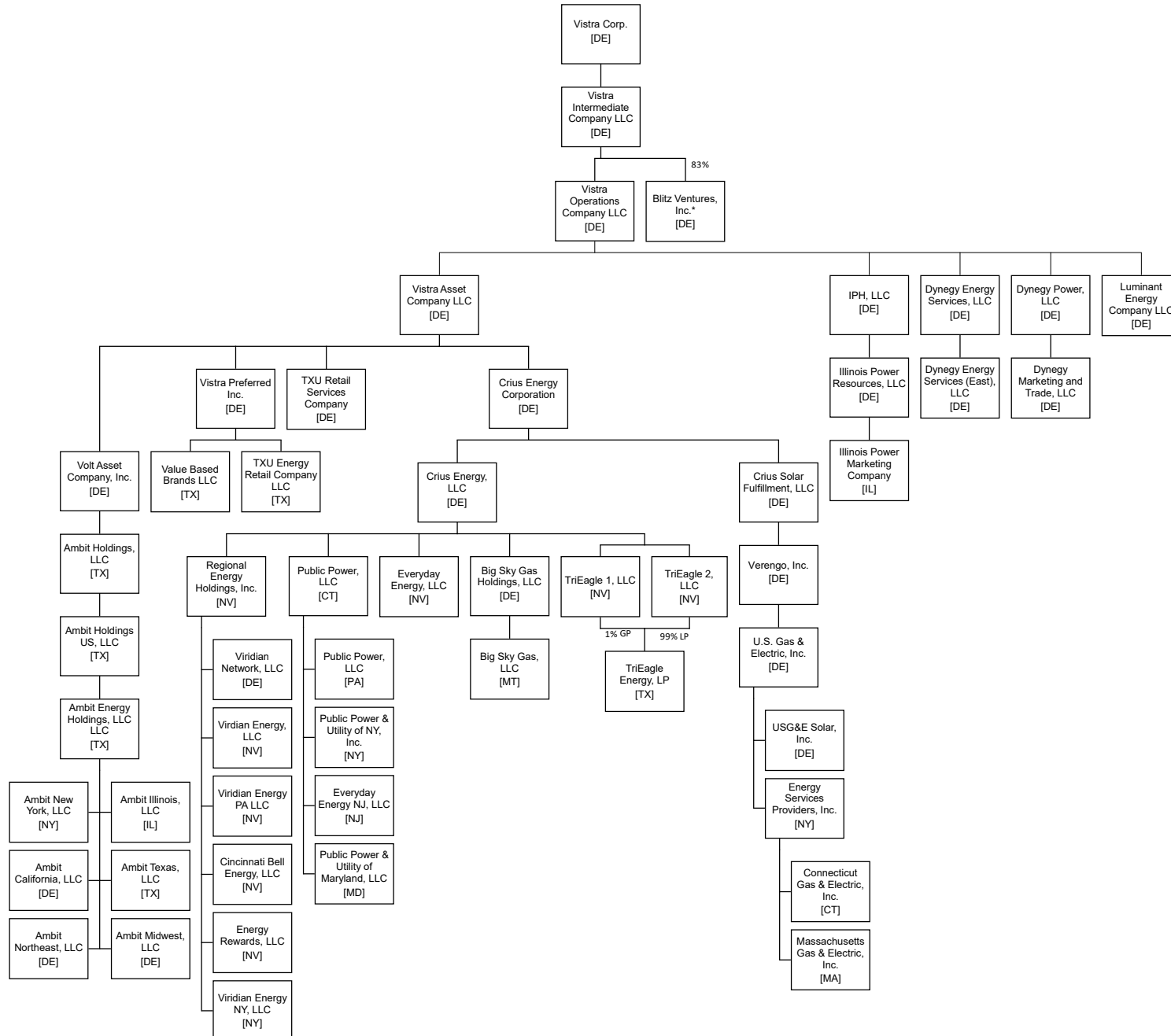
Diane M. Meyer, Notary Public
Print Name and Title



My commission expires on February 22, 2021

Vistra Corp. Organizational Structure U.S. Retail Entity Excerpt

**All ownership interest 100% unless otherwise indicated.



* 83% of common stock of Blitz Ventures, Inc. is owned by Vistra Intermediate Company LLC, with the remaining 17% owned by third party.

Exhibit 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 the filing of this application.

State(s)	Legal Entity	d/b/a	Commodity
California	Ambit California, LLC	Ambit	Gas
California	Everyday Energy, LLC d/b/a Energy Rewards	Energy Rewards	Gas
California	Viridian Energy PA, LLC	Viridian Energy	Gas
Canada	Ambit Energy Canada, ULC	Ambit	Electric
Canada	Ambit Energy Canada, ULC	Ambit	Gas
Connecticut	Ambit Northeast, LLC	Ambit	Electric
Connecticut	Connecticut Gas & Electric, Inc.	Connecticut Gas & Electric, Inc.	Electric
Connecticut	Everyday Energy, LLC d/b/a Energy Rewards	Energy Rewards	Electric
Connecticut	Public Power, LLC	Public Power	Electric
Connecticut	Viridian Energy, LLC	Viridian Energy	Electric
D.C.	Ambit Northeast, LLC	Ambit	Electric
D.C.	Ambit Northeast, LLC	Ambit	Gas
D.C.	Energy Services Providers, Inc.	DC Gas & Electric	Electric
D.C.	Everyday Energy, LLC	Energy Rewards	Electric
D.C.	Everyday Energy, LLC	Energy Rewards	Gas
D.C.	Public Power, LLC	Public Power	Electric
D.C.	Viridian Energy PA LLC	Viridian Energy	Electric
D.C.	Viridian Energy PA LLC	Viridian Energy	Gas
D.C.	Viridian Network, LLC	Viridian Energy	Electric
D.C.	Viridian Network, LLC	Viridian Energy	Gas
Delaware	Ambit Northeast, LLC	Ambit	Electric
Delaware	Everyday Energy, LLC	Energy Rewards	Electric
Delaware	Viridian Energy PA, LLC	Viridian Energy	Electric
Delaware	Viridian Network, LLC	Viridian Energy	Electric
Illinois	Ambit Illinois, LLC	Ambit	Gas
Illinois	Ambit Northeast, LLC	Ambit	Electric
Illinois	Dynegy Energy Services, LLC	Better Buy Energy	Electric
Illinois	Dynegy Energy Services, LLC	Brighten Energy	Electric
Illinois	Dynegy Energy Services, LLC	Dynegy	Electric
Illinois	Dynegy Energy Services, LLC	Honor Energy	Electric
Illinois	Dynegy Energy Services, LLC	True Fit Energy	Electric
Illinois	Energy Services Providers, Inc.	Illinois Gas & Electric	Electric
Illinois	Energy Services Providers, Inc.	Energy Service Providers	Electric
Illinois	Energy Services Providers, Inc.	ESPI	Electric
Illinois	Energy Services Providers, Inc.	ILG&E	Electric
Illinois	Energy Services Providers, Inc.	ILGE	Electric
Illinois	Everyday Energy, LLC	Energy Rewards	Electric
Illinois	Everyday Energy, LLC	Energy Rewards	Gas

Illinois	Illinois Power Marketing Company	Homefield Energy	Electric
Illinois	Public Power, LLC	Public Power	Electric
Illinois	TriEagle Energy, LP	TriEagle Energy	Electric
Illinois	U.S. Gas & Electric, Inc.	Illinois Gas & Electric	Gas
Illinois	U.S. Gas & Electric, Inc.	USG&E	Gas
Illinois	U.S. Gas & Electric, Inc.	U.S. Gas & Electric	Gas
Illinois	U.S. Gas & Electric, Inc.	USGE	Gas
Illinois	U.S. Gas & Electric, Inc.	ILGE	Gas
Illinois	U.S. Gas & Electric, Inc.	ILG&E	Gas
Illinois	Viridian Energy PA LLC	Viridian Energy	Electric
Illinois	Viridian Energy PA LLC	Viridian Energy	Gas
Indiana	Ambit Midwest, LLC	Ambit	Gas
Indiana	Everyday Energy, LLC	Value Power & Gas	Gas
Indiana	U.S. Gas & Electric, Inc.	Indiana Gas & Electric	Gas
Indiana	Viridian Energy PA, LLC	Viridian Energy	Gas
Kentucky	U.S. Gas & Electric, Inc.	Kentucky Gas & Electric	Gas
Maine	Ambit Northeast, LLC	Ambit	Electric
Maine	Energy Rewards, LLC	Energy Rewards	Electric
Maine	Massachusetts Gas & Electric, Inc.	Maine Gas & Electric	Electric
Maine	Dynegy Marketing and Trade	DMT	Electric
Maryland	Ambit Northeast, LLC	Ambit	Electric
Maryland	Ambit Northeast, LLC	Ambit	Gas
Maryland	Energy Services Providers, Inc.	Maryland Gas & Electric	Electric
Maryland	Everyday Energy, LLC d/b/a Energy Rewards	Energy Rewards	Electric
Maryland	Everyday Energy, LLC d/b/a Energy Rewards	Energy Rewards	Gas
Maryland	Public Power & Utility of Maryland, LLC	Public Power & Utility of Maryland	Electric
Maryland	TriEagle Energy, LP	TriEagle Energy	Electric
Maryland	U.S. Gas & Electric, Inc.	Maryland Gas & Electric	Gas
Maryland	Viridian Energy PA, LLC	Viridian Energy	Electric
Maryland	Viridian Energy PA, LLC	Viridian Energy	Gas
Massachusetts	Ambit Northeast, LLC	Ambit	Gas
Massachusetts	Ambit Northeast, LLC	Ambit	Electric
Massachusetts	Dynegy Energy Services (East), LLC	Dynegy	Electric
Massachusetts	Everyday Energy, LLC d/b/a Energy Rewards	Energy Rewards	Electric
Massachusetts	Massachusetts Gas & Electric, Inc.	Massachusetts Gas & Electric	Electric
Massachusetts	Public Power, LLC	Public Power	Electric
Massachusetts	Viridian Energy PA, LLC	Viridian Energy	Gas
Massachusetts	Viridian Energy, LLC	Viridian Energy	Electric
Michigan	Ambit Midwest, LLC	Ambit	Gas
Michigan	Energy Services Providers, Inc.	Michigan Gas & Electric	Electric
Michigan	Everyday Energy, LLC d/b/a Energy Rewards	Energy Rewards	Gas
Michigan	U.S. Gas & Electric, Inc.	Michigan Gas & Electric	Gas
Michigan	Viridian Energy PA, LLC	Viridian Energy	Gas
Montana	Big Sky Gas, LLC	Big Sky Gas	Gas
New Hampshire	Ambit Northeast, LLC	Ambit	Electric
New Hampshire	Energy Rewards, LLC	Energy Rewards	Electric
New Hampshire	Everyday Energy, LLC d/b/a Energy Rewards	Everyday Energy	Electric
New Hampshire	Viridian Energy, LLC	Viridian Energy	Electric
New Jersey	Ambit Northeast, LLC	Ambit	Gas
New Jersey	Ambit Northeast, LLC	Ambit	Electric
New Jersey	Energy Services Providers, Inc.	New Jersey Gas & Electric	Electric

New Jersey	Everyday Energy NJ, LLC	Energy Rewards	Electric
New Jersey	Everyday Energy NJ, LLC	Energy Rewards	Gas
New Jersey	TriEagle Energy, LP	TriEagle Energy	Electric
New Jersey	U.S. Gas & Electric, Inc.	New Jersey Gas & Electric	Gas
New Jersey	Viridian Energy PA, LLC	Viridian Energy	Electric
New Jersey	Viridian Energy PA, LLC	Viridian Energy	Gas
New York	Ambit New York, LLC	Ambit	Electric
New York	Energy Services Providers, Inc.	New York Gas & Electric	Electric
New York	Everyday Energy, LLC d/b/a Energy Rewards	Energy Rewards	Electric
New York	Everyday Energy, LLC d/b/a Energy Rewards	Energy Rewards	Gas
New York	Public Power, LLC	Public Power	Electric
New York	Public Power, LLC	Public Power	Gas
New York	U.S. Gas & Electric, Inc.	New York Gas & Electric	Gas
New York	Viridian Energy NY, LLC	Viridian Energy	Electric
New York	Viridian Energy PA, LLC	Viridian Energy	Gas
Ohio	Ambit Northeast, LLC	Ambit	Gas
Ohio	Ambit Northeast, LLC	Ambit	Electric
Ohio	Cincinnati Bell Energy, LLC	Cincinnati Bell Energy	Electric
Ohio	Cincinnati Bell Energy, LLC	Cincinnati Bell Energy	Gas
Ohio	Dynegy Energy Services (East), LLC	Better Buy Energy	Electric
Ohio	Dynegy Energy Services (East), LLC	Brighten Energy	Electric
Ohio	Dynegy Energy Services (East), LLC	Dynegy	Electric
Ohio	Dynegy Energy Services (East), LLC	Honor Energy	Electric
Ohio	Dynegy Energy Services (East), LLC	True Fit Energy	Electric
Ohio	Dynegy Energy Services (East), LLC	Better Buy Energy	Gas
Ohio	Dynegy Energy Services (East), LLC	Brighten Energy	Gas
Ohio	Dynegy Energy Services (East), LLC	Dynegy	Gas
Ohio	Dynegy Energy Services (East), LLC	Honor Energy	Gas
Ohio	Dynegy Energy Services (East), LLC	True Fit Energy	Gas
Ohio	Dynegy Marketing and Trade, LLC		Wholesale Electric
Ohio	Energy Services Providers, Inc.	Ohio Gas & Electric	Electric
Ohio	Energy Services Providers, Inc.	USG&E	Electric
Ohio	Energy Services Providers, Inc.	US Gas & Electric	Electric
Ohio	Everyday Energy, LLC d/b/a Energy Rewards	Value Power & Gas	Electric
Ohio	Everyday Energy, LLC d/b/a Energy Rewards	Value Power & Gas	Gas
Ohio	Public Power, LLC	Public Power	Electric
Ohio	TriEagle Energy, LP	TriEagle Energy	Electric
Ohio	U.S. Gas & Electric, Inc.	Ohio Gas & Electric	Gas
Ohio	Viridian Energy PA, LLC	Viridian Energy	Electric
Ohio	Viridian Energy PA, LLC	Viridian Energy	Gas
Pennsylvania	Ambit Northeast, LLC	Ambit	Electric
Pennsylvania	Ambit Northeast, LLC	Ambit	Gas
Pennsylvania	Dynegy Energy Services (East), LLC	Better Buy Energy	Electric
Pennsylvania	Dynegy Energy Services (East), LLC	Brighten Energy	Electric
Pennsylvania	Dynegy Energy Services (East), LLC	Dynegy	Electric
Pennsylvania	Dynegy Energy Services (East), LLC	Honor Energy	Electric
Pennsylvania	Dynegy Energy Services (East), LLC	True Fit Energy	Electric
Pennsylvania	Energy Services Providers, Inc.	Pennsylvania Gas & Electric	Electric
Pennsylvania	Everyday Energy, LLC d/b/a Energy Rewards	Energy Rewards	Electric
Pennsylvania	Everyday Energy, LLC d/b/a Energy Rewards	Energy Rewards	Gas
Pennsylvania	Public Power, LLC	Public Power	Electric

Pennsylvania	TriEagle Energy, LP	TriEagle Energy	Electric
Pennsylvania	U.S. Gas & Electric, Inc.	Pennsylvania Gas & Electric	Gas
Pennsylvania	Viridian Energy PA, LLC	Viridian Energy	Electric
Pennsylvania	Viridian Energy PA, LLC	Viridian Energy	Gas
Rhode Island	Ambit Northeast, LLC	Ambit	Electric
Rhode Island	Public Power, LLC	Public Power	Electric
Rhode Island	Viridian Energy, LLC	Viridian Energy	Electric
Texas	Ambit Texas, LLC	Ambit	Electric
Texas	TriEagle Energy, LP	Energy Rewards	Electric
Texas	TriEagle Energy, LP	POWER HOUSE ENERGY	Electric
Texas	TriEagle Energy, LP	EAGLE ENERGY	Electric
Texas	TriEagle Energy, LP	Viridian Energy	Electric
Texas	TriEagle Energy, LP	TRIEAGLE ENERGY SERVICES	Electric
Texas	TXU Energy Retail Company LLC	TXU	Electric
Texas	TXU Energy Retail Company LLC	Assurance Energy	Electric
Texas	Value Based Brands LLC	4Change	Electric
Texas	Value Based Brands LLC	4Change Energy	Electric
Texas	Value Based Brands LLC	Express Energy	Electric
Texas	Value Based Brands LLC	Veteran Energy	Electric
Virginia	Ambit Northeast, LLC	Ambit	Gas
Virginia	Viridian Energy PA, LLC	Viridian Energy	Gas

Exhibit 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 ruled adopted pursuant to Sections 4928.10 and/or 4929.22 of the Ohio Revised Code.

Experience

The Vistra Corp family of brands connects with energy customers through an innovative family of brands, strategy, and multi-channel marketing approach. This unique combination creates multiple access points to a broad suite of energy products and services that make it easier for consumers to make informed decisions about their energy needs. Vistra Corp. brands market energy products in 19 states and the District of Columbia with plans to continue expanding its geographic reach.

Contracting with Customers

Dynegy Energy Services (East), LLC is actively participating in Ohio's competitive retail electric market. Dynegy Energy Services (East), LLC is marketing its products in Ohio through the traditional channels of partnership, digital advertising, municipal aggregation, in-person marketing, and some telemarketing for residential, commercial, and industrial customers. Dynegy Energy Services (East), LLC is currently marketing under the assumed names of Dynegy, Better Buy Energy, and Brighten Energy.

Enrollment: There are five ways a potential customer could be enrolled:

1. *Paper Enrollment.* Potential customers can use a paper enrollment form that they fill out and it is faxed into Applicant's headquarters after which customer receives a welcome package with copies of all the forms.
2. *Web Enrollment.* Potential customers can visit <http://www.dynegy.com> to enroll online. From the website, potential customers may print forms and information. Upon receipt of the enrollment, Dynegy Energy Services (East), LLC will send the customer a welcome package with all copies of the forms.
3. *Telephonic Enrollment.* Potential commercial and industrial customers may be solicited over the phone by Dynegy Energy Services (East), LLC's vendors and may decide to sign up over the telephone and complete a third-party verification confirming the decision to enroll.
4. *Customer Care Center.* Potential customers can call Dynegy Energy Services (East), LLC Customer Care Center. A call center representative will enroll the customer and a third-party verification will be taken after such enrollment and a welcome package will be sent.

5. *Retention Center.* Dynegy Energy Services (East), LLC makes outbound telemarketing calls to existing or former customers only for renewal or re-enrollment purposes.

Providing Contracted Services

Dynegy Energy Services (East), LLC currently provides customers with affordable electricity in Ohio.

Providing Billing Statements

Dynegy Energy Services (East), LLC utilizes consolidated billing with the utility for residential and commercial customers and offers dual billing to industrial customers.

Responding to Customer Inquiries and Complaints

Dynegy Energy Services (East), LLC operates an in-house telephone customer care center to answer any questions that customers may have. When a customer calls in with a question or complaint, the customer service representative will work with them to address any issue or problem. If the customer asks to have their enrollment cancelled, the customer service representative processes it immediately.

Any complaints or questions that are not resolved by the customer care representatives are then escalated to the Customer Advocacy Department, who will work directly with the customer to investigate and address the issue with the goal of achieving customer satisfaction.

Exhibit B-3

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.

2018

Company: Ambit Northeast, LLC

State: OH

The Ohio Public Utility Commission (“OH PUC”) sent a Notice of Probable Non-Compliance to Ambit Northeast regarding alleged invalid enrollments by Ambit Independent Consultants on October 19, 2018. All the corrective actions proposed by the OH PUC were implemented, and Ambit agreed to a forfeiture of \$21,000. The settlement was approved and filed on March 11, 2019.

2019

Company: U.S. Gas & Electric, Inc. , Energy Services Providers, Inc.

State: MD

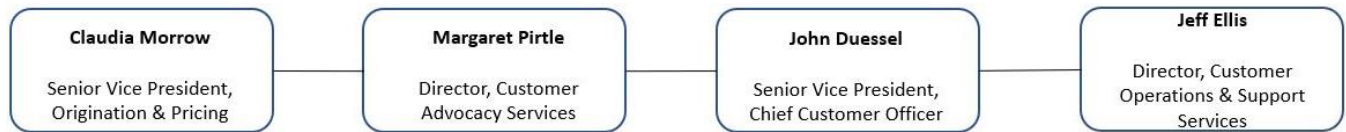
On May 15, 2019, the Technical Staff of the Maryland Public Service Commission (“PSC”) filed a complaint against Energy Services Providers, Inc. d/b/a Maryland Gas & Electric and U.S. Gas & Electric, Inc. d/b/a Maryland Gas & Electric (collectively, the “Company”) alleging that the Company had violated Maryland law governing retail suppliers’ activities, and specifically citing 33 consumer complaints received in 2018. On June 18, 2019, Company filed an answer and response with the PSC and on July 12, 2019, the PSC delegated the matter to the Public Utility Law Judge (“PULJ”) for review. The PULJ broadened the scope to all consumer complaints filed with the PSC from January 2016 – June 2019. The procedural schedule was suspended on April 7, 2020 and the parties will file a status update by June 7, 2020.

Company: Public Power, LLC

State: CT

In December 2019, the Public Utilities Regulatory Authority (“PURA”) requested a review of Public Power’s compliance with billing, marketing and licensing requirements. Public Power has been issued and responded to several interrogatories focused on Public Power’s marketing efforts, which for Public Power is largely limited to online enrollments.

Managerial Leadership:



Claudia J. Morrow

Senior Vice President, Origination & Pricing

Years of Experience 19

Claudia is responsible for commodity cost forecasting and portfolio management of the commodity price risk associated with Vistra's subsidiaries' retail electricity sales through procurement of power and power related products. The portfolio value is in the range of \$3 billion dollars. She also leads a retail gas sales team with large industrial and commercial customers across the state of Texas. Claudia joined Vistra's predecessor (TXU Corp.) in July of 2001 with multiple years of experience in commodities markets at JP Morgan Chase and Morgan Stanley.

Claudia has a bachelor's degree from Texas A&M University.

Margaret Pirtle

Director, Customer Advocacy Services

Years of Experience 12

Margaret Pirtle is the Director of Customer Advocacy Services for Vistra Energy Corp. (Vistra). Margaret joined Vistra's predecessor (TXU Corp.) in April 2007 and has over 12 years of experience in the competitive electricity industry. When she joined the company, Margaret was responsible for establishing the operations policy and procedures team, which implemented and ensured compliance with operational policies. In her current role, she is responsible for driving improved customer experiences by managing all lines of customer escalations including those to the state commissions, Attorney General's office, and the Better Business Bureau. She also oversees the Energy Assistance program that provides financial support to customers in need. Additionally, Margaret is responsible for managing the relationships with the Transmission and Distribution Utilities, ERCOT, and the state commissions to ensure operational readiness.

Margaret has a bachelor's degree in business administration from Texas Tech University Rawls College of Business.

John Duessel

Senior Vice President, Chief Customer Officer

Years of Experience 10

John Duessel is a Vice President and the Chief Customer Officer for Vistra and has over 10 years of experience in the competitive electricity industry. John joined Vistra's predecessor (Energy Future Holdings Corp. (EFH)) in April 2010 and has been the Chief Customer Officer for Vistra since October 2016. In his current role, John leads the customer experience services organizations that are responsible for delivering exceptional experiences to customers for Vistra's retail subsidiaries.

Prior to his role as the Chief Customer Officer, John was a Senior Director and then a Vice President of the revenue operations division, and, in those roles, he led teams dedicated to delivering seamless customer experiences across all core revenue cycle management functions. John began at the company as a Director in the credit, collections, and bad debt management department, where he was responsible for credit assessment / credit management and collections functions across all lines of the business.

John received a master's in business administration in finance degree from Southern Methodist University Cox School of Business and has a juris doctor degree from Columbus School of Law.

Jeff Ellis

Director, Customer Operations & Support Services

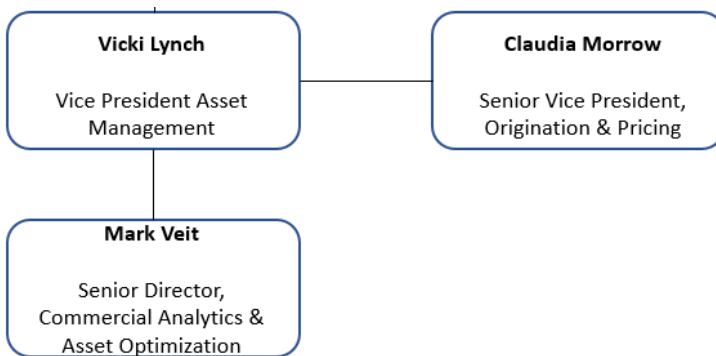
Years of Experience 20

Jeff Ellis is the Director of Customer Operations & Support Services at Vistra and has 20 years of experience in the competitive electricity industry. In his current role with Vistra, Jeff oversees contact center operations, including customer experience execution as well as contact center support functions such as process optimization, learning and development, quality insights, and compliance.

Jeff began his career with Vistra's predecessor (TXU Corp.) in 1999, supporting customer system enhancements that prepared TXU Corp. to transition into the Texas competitive retail electric market. Jeff subsequently worked for a consulting firm that managed customer operations for several other Texas retail electric providers, before returning to Vistra's predecessor (then EFH) in 2009.

Jeff has a bachelor's degree in management information systems and business management from University of Oklahoma Price College of Business

Technical Leadership:



Claudia J. Morrow

Senior Vice President, Origination & Pricing

Years of Experience 19

Claudia is responsible for commodity cost forecasting and portfolio management of the commodity price risk associated with Vistra's subsidiaries' retail electricity sales through procurement of power and power related products. The portfolio value is in the range of \$3 billion dollars. She also leads a retail gas sales team with large industrial and commercial customers across the state of Texas. Claudia joined Vistra's predecessor (TXU Corp.) in July of 2001 with multiple years of experience in commodities markets at JP Morgan Chase and Morgan Stanley.

Claudia has a bachelor's degree in History from Texas A&M University.

Vicki Lynch

Vice President Asset Management-PJM

Years of Experience 25

Vicki Lynch is the Vice President Asset Management at Vistra and has over 25 years of experience in the competitive electricity industry having worked previously with Orange & Rockland Utilities, Inc., GenOn Energy, and Dynegy (Vistra subsidiary) in the areas such as managing bid optimization company initiative to develop and implement best practices and build and automate quantitative solutions for bidding optimization and continuous improvement.

Vicki has a bachelor's degree as well as a master's degree, both in Mechanical Engineering, from Manhattan College. Vicki holds a certification in Pragmatic Marketing from the Pragmatic Institute.

Mark Veit

Senior Director, Commercial Analytics & Asset Optimization

Years of Experience 20

Mark Veit is the Senior Director, Commercial Analytics & Asset Optimization and has over 20 years of experience in the competitive electricity industry having worked at Vistra's predecessor (Dynegy) in the areas of application development, data architecture, retail analytics, commercial asset management, risk analysis, and asset optimization.

Business

Trademarks

Help

Showing 1 to

Entity#

4255591

1195985

2379457

1199756

2349799

2349800

2381036

1435831

1209151

1970632

BUSINESS DETAILS & FILINGS

✕ Close

Business Details

Entity #:	1435831	Business Name:	DYNEGY ENERGY SERVICES (EAST), LLC
Filing Type:	FOREIGN LIMITED LIABILITY COMPANY	Status:	Active
Original Filing Date:	01/28/2004	Exp. Date:	-

AGENT/REGISTRANT INFORMATION

CAPITOL CORPORATE SERVICES, INC.
4568 MAYFIELD RD.
STE. 204
CLEVELAND OH 44121
04/02/2015
Active

Business ID Theft
Protect Yourself

Sign up to receive e-mail notifications of any changes or updates made to this business entity.

FILINGS

Filing Type	Date of Filing	Document ID	Download Image to PDF
REGISTRATION OF FOREIGN LIMITED LIABILITY CO	01/28/2004	200402801378	Download Image
CORRECT REGISTRATION/FOREIGN LIMITED LIABILITY CO	04/14/2006	200610701574	Download Image
TRADE NAME/ORIGINAL FILING	06/07/2010	201016000065	Download Image

Exhibit D-1

Operations

Describe the operational nature of the applicant's business, specifying whether operations will include the generation of power for retail sales, the scheduling of retail power for transmission and delivery, the provision of retail ancillary services, as well as other services used to arrange for the purchase and delivery of electricity to retail customers.

Dynegy Energy Services (East), LLC does market electricity as a licensed competitive retail electricity services supplier in Ohio to residential, commercial, and industrial customers. Dynegy Energy Services (East), LLC will contract electricity purchases for retail sales, as well as nominate and schedule retail electricity for delivery to small commercial and residential choice customers.

Competitive Retail Electric Service Affidavit

County of Dallas :

State of Texas :

Gabe Vazquez, 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.

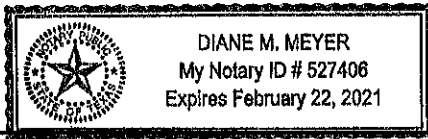
13. Affiant further sayeth naught.

Gabriel Vazquez, UP + AGC
Signature of Affiant & Title

Sworn and subscribed before me this 16th day of December, 2020
Month Year

Diane M. Meyer
Signature of official administering oath

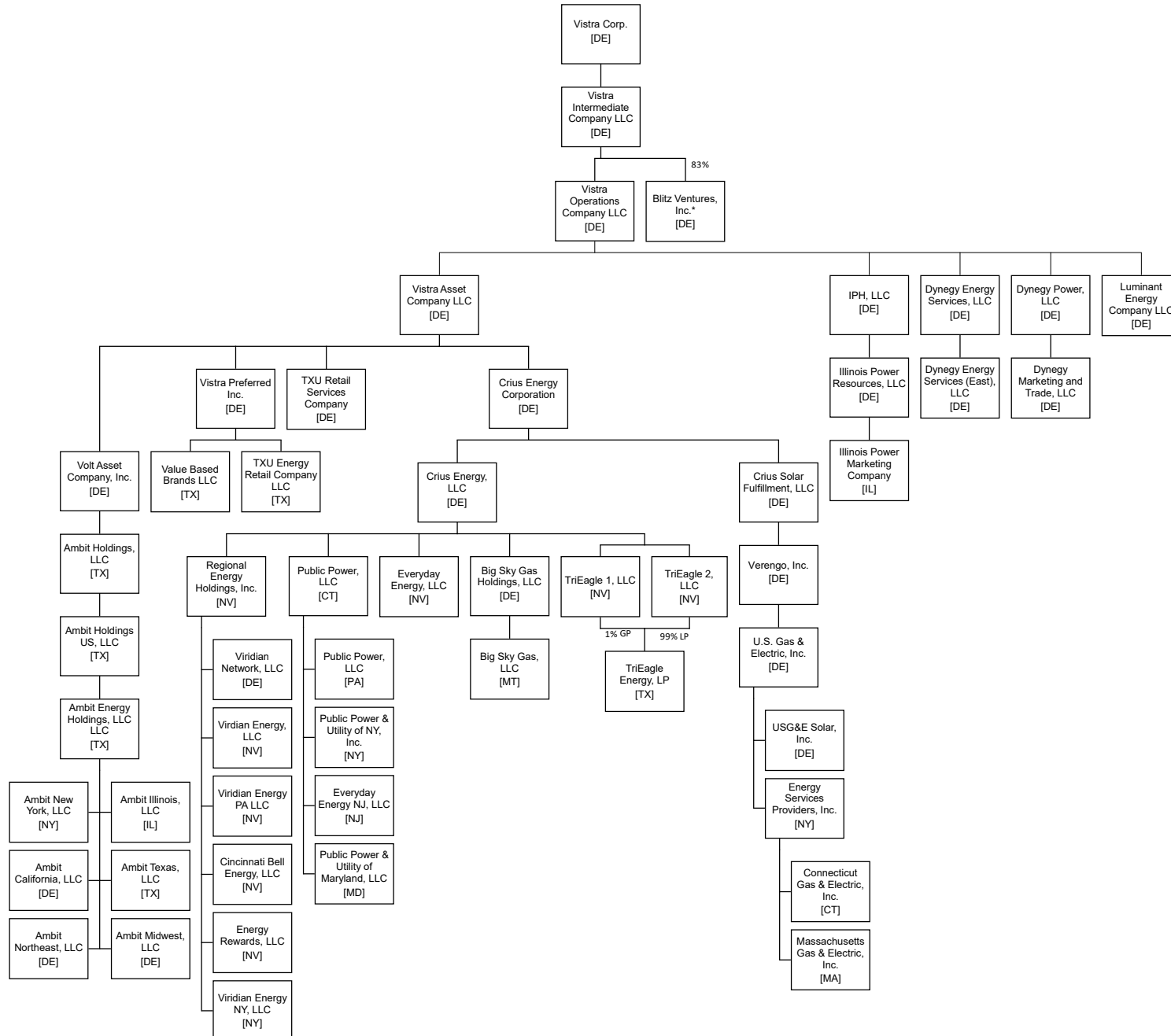
Diane M. Meyer, Notary Public
Print Name and Title



My commission expires on February 22, 2021

Vistra Corp. Organizational Structure U.S. Retail Entity Excerpt

**All ownership interest 100% unless otherwise indicated.



* 83% of common stock of Blitz Ventures, Inc. is owned by Vistra Intermediate Company LLC, with the remaining 17% owned by third party.

Exhibit 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 the filing of this application.

State(s)	Legal Entity	d/b/a	Commodity
California	Ambit California, LLC	Ambit	Gas
California	Everyday Energy, LLC d/b/a Energy Rewards	Energy Rewards	Gas
California	Viridian Energy PA, LLC	Viridian Energy	Gas
Canada	Ambit Energy Canada, ULC	Ambit	Electric
Canada	Ambit Energy Canada, ULC	Ambit	Gas
Connecticut	Ambit Northeast, LLC	Ambit	Electric
Connecticut	Connecticut Gas & Electric, Inc.	Connecticut Gas & Electric, Inc.	Electric
Connecticut	Everyday Energy, LLC d/b/a Energy Rewards	Energy Rewards	Electric
Connecticut	Public Power, LLC	Public Power	Electric
Connecticut	Viridian Energy, LLC	Viridian Energy	Electric
D.C.	Ambit Northeast, LLC	Ambit	Electric
D.C.	Ambit Northeast, LLC	Ambit	Gas
D.C.	Energy Services Providers, Inc.	DC Gas & Electric	Electric
D.C.	Everyday Energy, LLC	Energy Rewards	Electric
D.C.	Everyday Energy, LLC	Energy Rewards	Gas
D.C.	Public Power, LLC	Public Power	Electric
D.C.	Viridian Energy PA LLC	Viridian Energy	Electric
D.C.	Viridian Energy PA LLC	Viridian Energy	Gas
D.C.	Viridian Network, LLC	Viridian Energy	Electric
D.C.	Viridian Network, LLC	Viridian Energy	Gas
Delaware	Ambit Northeast, LLC	Ambit	Electric
Delaware	Everyday Energy, LLC	Energy Rewards	Electric
Delaware	Viridian Energy PA, LLC	Viridian Energy	Electric
Delaware	Viridian Network, LLC	Viridian Energy	Electric
Illinois	Ambit Illinois, LLC	Ambit	Gas
Illinois	Ambit Northeast, LLC	Ambit	Electric
Illinois	Dynegy Energy Services, LLC	Better Buy Energy	Electric
Illinois	Dynegy Energy Services, LLC	Brighten Energy	Electric
Illinois	Dynegy Energy Services, LLC	Dynegy	Electric
Illinois	Dynegy Energy Services, LLC	Honor Energy	Electric
Illinois	Dynegy Energy Services, LLC	True Fit Energy	Electric
Illinois	Energy Services Providers, Inc.	Illinois Gas & Electric	Electric
Illinois	Energy Services Providers, Inc.	Energy Service Providers	Electric
Illinois	Energy Services Providers, Inc.	ESPI	Electric
Illinois	Energy Services Providers, Inc.	ILG&E	Electric
Illinois	Energy Services Providers, Inc.	ILGE	Electric
Illinois	Everyday Energy, LLC	Energy Rewards	Electric
Illinois	Everyday Energy, LLC	Energy Rewards	Gas

Illinois	Illinois Power Marketing Company	Homefield Energy	Electric
Illinois	Public Power, LLC	Public Power	Electric
Illinois	TriEagle Energy, LP	TriEagle Energy	Electric
Illinois	U.S. Gas & Electric, Inc.	Illinois Gas & Electric	Gas
Illinois	U.S. Gas & Electric, Inc.	USG&E	Gas
Illinois	U.S. Gas & Electric, Inc.	U.S. Gas & Electric	Gas
Illinois	U.S. Gas & Electric, Inc.	USGE	Gas
Illinois	U.S. Gas & Electric, Inc.	ILGE	Gas
Illinois	U.S. Gas & Electric, Inc.	ILG&E	Gas
Illinois	Viridian Energy PA LLC	Viridian Energy	Electric
Illinois	Viridian Energy PA LLC	Viridian Energy	Gas
Indiana	Ambit Midwest, LLC	Ambit	Gas
Indiana	Everyday Energy, LLC	Value Power & Gas	Gas
Indiana	U.S. Gas & Electric, Inc.	Indiana Gas & Electric	Gas
Indiana	Viridian Energy PA, LLC	Viridian Energy	Gas
Kentucky	U.S. Gas & Electric, Inc.	Kentucky Gas & Electric	Gas
Maine	Ambit Northeast, LLC	Ambit	Electric
Maine	Energy Rewards, LLC	Energy Rewards	Electric
Maine	Massachusetts Gas & Electric, Inc.	Maine Gas & Electric	Electric
Maine	Dynegy Marketing and Trade	DMT	Electric
Maryland	Ambit Northeast, LLC	Ambit	Electric
Maryland	Ambit Northeast, LLC	Ambit	Gas
Maryland	Energy Services Providers, Inc.	Maryland Gas & Electric	Electric
Maryland	Everyday Energy, LLC d/b/a Energy Rewards	Energy Rewards	Electric
Maryland	Everyday Energy, LLC d/b/a Energy Rewards	Energy Rewards	Gas
Maryland	Public Power & Utility of Maryland, LLC	Public Power & Utility of Maryland	Electric
Maryland	TriEagle Energy, LP	TriEagle Energy	Electric
Maryland	U.S. Gas & Electric, Inc.	Maryland Gas & Electric	Gas
Maryland	Viridian Energy PA, LLC	Viridian Energy	Electric
Maryland	Viridian Energy PA, LLC	Viridian Energy	Gas
Massachusetts	Ambit Northeast, LLC	Ambit	Gas
Massachusetts	Ambit Northeast, LLC	Ambit	Electric
Massachusetts	Dynegy Energy Services (East), LLC	Dynegy	Electric
Massachusetts	Everyday Energy, LLC d/b/a Energy Rewards	Energy Rewards	Electric
Massachusetts	Massachusetts Gas & Electric, Inc.	Massachusetts Gas & Electric	Electric
Massachusetts	Public Power, LLC	Public Power	Electric
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Michigan	U.S. Gas & Electric, Inc.	Michigan Gas & Electric	Gas
Michigan	Viridian Energy PA, LLC	Viridian Energy	Gas
Montana	Big Sky Gas, LLC	Big Sky Gas	Gas
New Hampshire	Ambit Northeast, LLC	Ambit	Electric
New Hampshire	Energy Rewards, LLC	Energy Rewards	Electric
New Hampshire	Everyday Energy, LLC d/b/a Energy Rewards	Everyday Energy	Electric
New Hampshire	Viridian Energy, LLC	Viridian Energy	Electric
New Jersey	Ambit Northeast, LLC	Ambit	Gas
New Jersey	Ambit Northeast, LLC	Ambit	Electric
New Jersey	Energy Services Providers, Inc.	New Jersey Gas & Electric	Electric

New Jersey	Everyday Energy NJ, LLC	Energy Rewards	Electric
New Jersey	Everyday Energy NJ, LLC	Energy Rewards	Gas
New Jersey	TriEagle Energy, LP	TriEagle Energy	Electric
New Jersey	U.S. Gas & Electric, Inc.	New Jersey Gas & Electric	Gas
New Jersey	Viridian Energy PA, LLC	Viridian Energy	Electric
New Jersey	Viridian Energy PA, LLC	Viridian Energy	Gas
New York	Ambit New York, LLC	Ambit	Electric
New York	Energy Services Providers, Inc.	New York Gas & Electric	Electric
New York	Everyday Energy, LLC d/b/a Energy Rewards	Energy Rewards	Electric
New York	Everyday Energy, LLC d/b/a Energy Rewards	Energy Rewards	Gas
New York	Public Power, LLC	Public Power	Electric
New York	Public Power, LLC	Public Power	Gas
New York	U.S. Gas & Electric, Inc.	New York Gas & Electric	Gas
New York	Viridian Energy NY, LLC	Viridian Energy	Electric
New York	Viridian Energy PA, LLC	Viridian Energy	Gas
Ohio	Ambit Northeast, LLC	Ambit	Gas
Ohio	Ambit Northeast, LLC	Ambit	Electric
Ohio	Cincinnati Bell Energy, LLC	Cincinnati Bell Energy	Electric
Ohio	Cincinnati Bell Energy, LLC	Cincinnati Bell Energy	Gas
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Pennsylvania	Everyday Energy, LLC d/b/a Energy Rewards	Energy Rewards	Gas
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Texas	TriEagle Energy, LP	POWER HOUSE ENERGY	Electric
Texas	TriEagle Energy, LP	EAGLE ENERGY	Electric
Texas	TriEagle Energy, LP	Viridian Energy	Electric
Texas	TriEagle Energy, LP	TRIEAGLE ENERGY SERVICES	Electric
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Texas	Value Based Brands LLC	4Change	Electric
Texas	Value Based Brands LLC	4Change Energy	Electric
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Virginia	Viridian Energy PA, LLC	Viridian Energy	Gas

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The Vistra Corp family of brands connects with energy customers through an innovative family of brands, strategy, and multi-channel marketing approach. This unique combination creates multiple access points to a broad suite of energy products and services that make it easier for consumers to make informed decisions about their energy needs. Vistra Corp. brands market energy products in 19 states and the District of Columbia with plans to continue expanding its geographic reach.

Contracting with Customers

Dynegy Energy Services (East), LLC is actively participating in Ohio's competitive retail electric market. Dynegy Energy Services (East), LLC is marketing its products in Ohio through the traditional channels of partnership, digital advertising, municipal aggregation, in-person marketing, and some telemarketing for residential, commercial, and industrial customers. Dynegy Energy Services (East), LLC is currently marketing under the assumed names of Dynegy, Better Buy Energy, and Brighten Energy.

Enrollment: There are five ways a potential customer could be enrolled:

1. *Paper Enrollment.* Potential customers can use a paper enrollment form that they fill out and it is faxed into Applicant's headquarters after which customer receives a welcome package with copies of all the forms.
2. *Web Enrollment.* Potential customers can visit <http://www.dynegy.com> to enroll online. From the website, potential customers may print forms and information. Upon receipt of the enrollment, Dynegy Energy Services (East), LLC will send the customer a welcome package with all copies of the forms.
3. *Telephonic Enrollment.* Potential commercial and industrial customers may be solicited over the phone by Dynegy Energy Services (East), LLC's vendors and may decide to sign up over the telephone and complete a third-party verification confirming the decision to enroll.
4. *Customer Care Center.* Potential customers can call Dynegy Energy Services (East), LLC Customer Care Center. A call center representative will enroll the customer and a third-party verification will be taken after such enrollment and a welcome package will be sent.

5. *Retention Center.* Dynegy Energy Services (East), LLC makes outbound telemarketing calls to existing or former customers only for renewal or re-enrollment purposes.

Providing Contracted Services

Dynegy Energy Services (East), LLC currently provides customers with affordable electricity in Ohio.

Providing Billing Statements

Dynegy Energy Services (East), LLC utilizes consolidated billing with the utility for residential and commercial customers and offers dual billing to industrial customers.

Responding to Customer Inquiries and Complaints

Dynegy Energy Services (East), LLC operates an in-house telephone customer care center to answer any questions that customers may have. When a customer calls in with a question or complaint, the customer service representative will work with them to address any issue or problem. If the customer asks to have their enrollment cancelled, the customer service representative processes it immediately.

Any complaints or questions that are not resolved by the customer care representatives are then escalated to the Customer Advocacy Department, who will work directly with the customer to investigate and address the issue with the goal of achieving customer satisfaction.

Exhibit B-3

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.

2018

Company: Ambit Northeast, LLC

State: OH

The Ohio Public Utility Commission (“OH PUC”) sent a Notice of Probable Non-Compliance to Ambit Northeast regarding alleged invalid enrollments by Ambit Independent Consultants on October 19, 2018. All the corrective actions proposed by the OH PUC were implemented, and Ambit agreed to a forfeiture of \$21,000. The settlement was approved and filed on March 11, 2019.

2019

Company: U.S. Gas & Electric, Inc. , Energy Services Providers, Inc.

State: MD

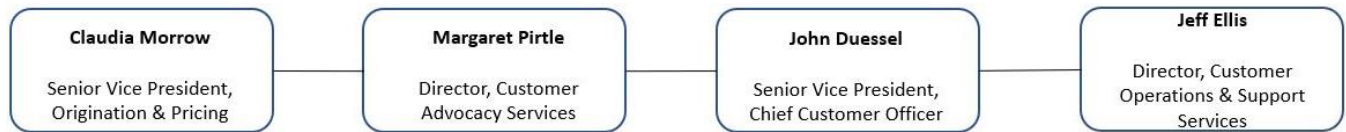
On May 15, 2019, the Technical Staff of the Maryland Public Service Commission (“PSC”) filed a complaint against Energy Services Providers, Inc. d/b/a Maryland Gas & Electric and U.S. Gas & Electric, Inc. d/b/a Maryland Gas & Electric (collectively, the “Company”) alleging that the Company had violated Maryland law governing retail suppliers’ activities, and specifically citing 33 consumer complaints received in 2018. On June 18, 2019, Company filed an answer and response with the PSC and on July 12, 2019, the PSC delegated the matter to the Public Utility Law Judge (“PULJ”) for review. The PULJ broadened the scope to all consumer complaints filed with the PSC from January 2016 – June 2019. The procedural schedule was suspended on April 7, 2020 and the parties will file a status update by June 7, 2020.

Company: Public Power, LLC

State: CT

In December 2019, the Public Utilities Regulatory Authority (“PURA”) requested a review of Public Power’s compliance with billing, marketing and licensing requirements. Public Power has been issued and responded to several interrogatories focused on Public Power’s marketing efforts, which for Public Power is largely limited to online enrollments.

Managerial Leadership:



Claudia J. Morrow

Senior Vice President, Origination & Pricing

Years of Experience 19

Claudia is responsible for commodity cost forecasting and portfolio management of the commodity price risk associated with Vistra's subsidiaries' retail electricity sales through procurement of power and power related products. The portfolio value is in the range of \$3 billion dollars. She also leads a retail gas sales team with large industrial and commercial customers across the state of Texas. Claudia joined Vistra's predecessor (TXU Corp.) in July of 2001 with multiple years of experience in commodities markets at JP Morgan Chase and Morgan Stanley.

Claudia has a bachelor's degree from Texas A&M University.

Margaret Pirtle

Director, Customer Advocacy Services

Years of Experience 12

Margaret Pirtle is the Director of Customer Advocacy Services for Vistra Energy Corp. (Vistra). Margaret joined Vistra's predecessor (TXU Corp.) in April 2007 and has over 12 years of experience in the competitive electricity industry. When she joined the company, Margaret was responsible for establishing the operations policy and procedures team, which implemented and ensured compliance with operational policies. In her current role, she is responsible for driving improved customer experiences by managing all lines of customer escalations including those to the state commissions, Attorney General's office, and the Better Business Bureau. She also oversees the Energy Assistance program that provides financial support to customers in need. Additionally, Margaret is responsible for managing the relationships with the Transmission and Distribution Utilities, ERCOT, and the state commissions to ensure operational readiness.

Margaret has a bachelor's degree in business administration from Texas Tech University Rawls College of Business.

John Duessel

Senior Vice President, Chief Customer Officer

Years of Experience 10

John Duessel is a Vice President and the Chief Customer Officer for Vistra and has over 10 years of experience in the competitive electricity industry. John joined Vistra's predecessor (Energy Future Holdings Corp. (EFH)) in April 2010 and has been the Chief Customer Officer for Vistra since October 2016. In his current role, John leads the customer experience services organizations that are responsible for delivering exceptional experiences to customers for Vistra's retail subsidiaries.

Prior to his role as the Chief Customer Officer, John was a Senior Director and then a Vice President of the revenue operations division, and, in those roles, he led teams dedicated to delivering seamless customer experiences across all core revenue cycle management functions. John began at the company as a Director in the credit, collections, and bad debt management department, where he was responsible for credit assessment / credit management and collections functions across all lines of the business.

John received a master's in business administration in finance degree from Southern Methodist University Cox School of Business and has a juris doctor degree from Columbus School of Law.

Jeff Ellis

Director, Customer Operations & Support Services

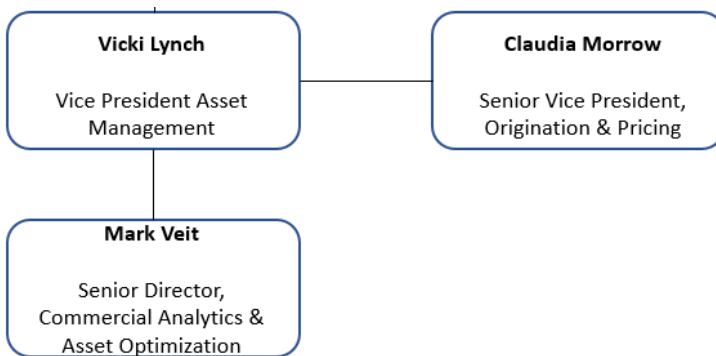
Years of Experience 20

Jeff Ellis is the Director of Customer Operations & Support Services at Vistra and has 20 years of experience in the competitive electricity industry. In his current role with Vistra, Jeff oversees contact center operations, including customer experience execution as well as contact center support functions such as process optimization, learning and development, quality insights, and compliance.

Jeff began his career with Vistra's predecessor (TXU Corp.) in 1999, supporting customer system enhancements that prepared TXU Corp. to transition into the Texas competitive retail electric market. Jeff subsequently worked for a consulting firm that managed customer operations for several other Texas retail electric providers, before returning to Vistra's predecessor (then EFH) in 2009.

Jeff has a bachelor's degree in management information systems and business management from University of Oklahoma Price College of Business

Technical Leadership:



Claudia J. Morrow

Senior Vice President, Origination & Pricing

Years of Experience 19

Claudia is responsible for commodity cost forecasting and portfolio management of the commodity price risk associated with Vistra's subsidiaries' retail electricity sales through procurement of power and power related products. The portfolio value is in the range of \$3 billion dollars. She also leads a retail gas sales team with large industrial and commercial customers across the state of Texas. Claudia joined Vistra's predecessor (TXU Corp.) in July of 2001 with multiple years of experience in commodities markets at JP Morgan Chase and Morgan Stanley.

Claudia has a bachelor's degree in History from Texas A&M University.

Vicki Lynch

Vice President Asset Management-PJM

Years of Experience 25

Vicki Lynch is the Vice President Asset Management at Vistra and has over 25 years of experience in the competitive electricity industry having worked previously with Orange & Rockland Utilities, Inc., GenOn Energy, and Dynegy (Vistra subsidiary) in the areas such as managing bid optimization company initiative to develop and implement best practices and build and automate quantitative solutions for bidding optimization and continuous improvement.

Vicki has a bachelor's degree as well as a master's degree, both in Mechanical Engineering, from Manhattan College. Vicki holds a certification in Pragmatic Marketing from the Pragmatic Institute.

Mark Veit

Senior Director, Commercial Analytics & Asset Optimization

Years of Experience 20

Mark Veit is the Senior Director, Commercial Analytics & Asset Optimization and has over 20 years of experience in the competitive electricity industry having worked at Vistra's predecessor (Dynegy) in the areas of application development, data architecture, retail analytics, commercial asset management, risk analysis, and asset optimization.

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Case No(s). 04-1323-EL-CRS

Summary: In the Matter of the Application of Dynegy Energy Services East LLC