

DIS Case Number: 21-1069-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: Plus Energy Services LLC **Country:** United States
Phone: 7035221315 **Extension (if applicable):** **Street:** 4300 Wilson Boulevard
Website (if any): <https://www.aes.com/> **City:** Arlington **Province/State:** VA
Postal Code: 22203

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
Plus Energy Services	Official Name	4300 Wilson Boulevard ARlington, VA 22203	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
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A-5. Contact person for regulatory matters

Randall Griffin
 1065 Woodman Dr



Public Utilities Commission

Dayton, OH 45432

US

randall.griffin@aes.com

9374798983

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

Indiana Stevens

4300 Wilson Blvd

arlington, VA 22203

US

indiana.stevens@aes.com

7035221315

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

Phone: 7209212100

**Extension (if
applicable):**

Country: United States

Fax:

Extension (if applicable):

Street: 2530 Junction Place, #200

Email: aes-plus@uplight.com

City: Boulder

Province/State: CO

Postal Code: 80301

A-8. Applicant's federal employer identification number

54-1965292

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



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FirstEnergy - Ohio Edison
FirstEnergy - Toledo Edison

Class of customer selection

Residential

A-11. Start date

Indicate the approximate start date the applicant began/will begin offering services: 11-15-2021

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
Chris Shelton	chris.shelton@aes.com	President	4300 Wilson Blvd Arlington, VA 22203 US
Praveen Kathpal	praveen.kathpal@aes.com	Vice President	4300 Wilson Blvd Arlington, VA 22203 US
Annmarie Reynolds	annmarie.j.reynolds@aes.com	Vice President	4300 Wilson Blvd Arlington, VA 22203 US

A-13. Company history

Plus Energy Services (Plus) was founded in April 2020 as a subsidiary of The AES Corporation (AES), a Fortune 500 global power company, listed on the NYSE, with over 30 years of experience in the energy industry. Plus envisions a simplified, customer-centric energy management, billing, and payment experience that eliminates the hassle and inconsistency of traditional monthly billing. Plus has developed a mobile app and business model that provides retail customers with a flat monthly bill and helps the customer purchase green energy.

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..

Jurisdiction of Operation: Plus is a new business and, as of the date of this filing, is not authorized to provide retail/wholesale electric or natural gas services. As explained further below, three of Applicants' affiliates, which are subsidiaries of AES, provide electric supply service to customers in Ohio, Indiana, and Virginia.

First, Applicant is affiliated with The Dayton Power and Light Company d/b/a AES Ohio ('AES Ohio'), a company that transmits, distributes, and sells electricity to retail customers in a 6,000 square mile area of Southwest Ohio. AES Ohio is regulated as a distribution utility by the Public Utilities Commission of Ohio. AES Ohio has the exclusive right to provide retail transmission and distribution services to its customers. Additionally, AES Ohio procures retail 'standard service offer' electric service on behalf of its customers that are not served by a CRES.

Second, Applicant is affiliated with Indianapolis Power & Light Company d/b/a AES Indiana ('AES Indiana'), which is engaged primarily in generating, transmitting, distributing, and selling electric energy to retail customers in the city of Indianapolis and neighboring areas within the state of Indiana. As the local electric utility, AES Indiana has an exclusive right to provide electric service to those customers. AES Indiana is regulated as a utility by the Indiana Utility Regulatory Commission of Indiana. AES Indiana's service area covers about 528 square miles. AES Indiana owns and operates four generating stations, all within the state of Indiana.

Third, Applicant is affiliated with AES Solutions Management, LLC, a competitive service provider of electricity in the Commonwealth of Virginia. AES Solutions Management, LLC sells electricity supply service at retail to eligible commercial and industrial customers in the service territories of Dominion and NOVEC.

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



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

Liability and Investigations Disclosures: There are no such matters to be reported with respect to the applicant or principal officers of applicant. There is no predecessor to the applicant. Upon information and belief, but without detailed research of more than 30 years of history across literally hundreds of affiliated entities, many of whom operate in foreign jurisdictions, there are no such matters to be reported that relate to the type of competitive services that Plus will be offering.

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



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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://d18rn0p25nwr6d.cloudfront.net/CIK-0000874761/1a759e73-0b3f-4d4e-8e0f-16699aabbf070.pdf>

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://d18rn0p25nwr6d.cloudfront.net/CIK-0000874761/1a759e73-0b3f-4d4e-8e0f-16699aabbf070.pdf>

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.

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?



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- 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.

Operations Description: Plus will act on behalf of the customer in arranging the supply of electricity and providing the customer an easy way to get green energy, become energy efficient and to pay their bills. Plus's main offering for the customers will be an individualized subscription plan for billing. This will allow the customer to pay a flat amount each month even though the Utility and Supplier bills may fluctuate month-to-month. Plus will pay the utility and the supplier on behalf of the customer each month. Through the subscription program arranged by Plus, Retail customers are able to enjoy competitive pricing, get energy insights and participate in personalized energy programs in a mobile environment, without the hassle of conducting the research and enrolling into each program themselves. The Plus Subscription Model was graphically shown in response to B-2, above.

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.

Operations Expertise & Personnel Description: Chris Shelton, President, AES Next | 4300 Wilson Blvd, Arlington, VA 22203 | chris.shelton@aes.com | 703-593-3935

Background: As Chief Product Officer and AES Next President, Chris Shelton leads a team addressing the energy industry's biggest challenges by turning transformative ideas from concept into reality. He is responsible for developing and identifying new solutions to best meet our customers' diverse needs, enabling us to accelerate a cleaner energy future for everyone. Throughout his career with AES which began in 1994, Chris has driven transformation in our global businesses through innovative business models and technologies, including energy efficiency, digital customer engagement, robotics, electric-mobility, and new clean energy solutions including wind, solar, and battery energy storage. He has built strategic solutions and capabilities into AES, including the acquisition and integration of our innovative high-growth solar team.

Building on the broad industry expertise across AES, Chris pioneered the development of Lithium-ion battery storage for the electric industry by applying the technology to power markets for the first time in 2008 and was instrumental in the formation of Fluence, our joint venture with Siemens, the world leader in energy storage solutions and technologies. Under Chris' leadership, AES has continued to support the development of scalable ecosystems for the clean energy transition. These include Plus, Uplight, the leading customer action platform for



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utilities and 5B, the prefab solar PV product delivering faster, higher density solar projects for customers.

Chris received a bachelor's degree in physics from Indiana University of Pennsylvania and completed executive certificate programs at Georgetown University and Massachusetts Institute of Technology. He holds several patents in battery storage, renewables integration, and electric vehicle and distributed energy resources management.

Praveen Kathpal, Vice President, AES Next | 4300 Wilson Blvd, Arlington, VA 22203

|praveen.kathpal@aes.com | 202-384-9657

Background: Praveen Kathpal is Vice President of Global Market Development at AES Energy Storage and Chair of the Board of Directors of the Energy Storage Association. His responsibilities at AES include accelerating global energy storage market growth and bringing energy storage to new customers and new applications. Mr. Kathpal joined AES in 2007. Prior to joining AES, Mr. Kathpal was a consultant at ICF International. He holds a BA in Economics and an MBA from the University of Virginia.

Annmarie Reynolds, Vice President, AES Next | 4300 Wilson Blvd, Arlington, VA 22203

|annmarie.j.reynolds@aes.com | 607-768-4817

Background: Annmarie Reynolds is Vice President and Chief Customer Officer of The AES Corporation. Her roles at AES have spanned strategy, commercial, risk management and operational roles across the electric value chain where she has focused on driving customer outcomes, data driven decision making and technologies role in the evolving energy markets. She is a graduate of Rutgers University with a Bachelor of Science in Mechanical Engineering.

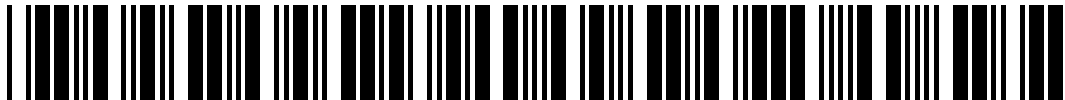
AES Next LLC

AES Next LLC, the parent company of Plus, has a history of successful innovation in the energy industry. Notable examples include Fluence, the global leader in energy storage technology and services, and Uplight, the leading provider of digital utility customer engagement solutions.



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Application Attachments



DATE	DOCUMENT ID	DESCRIPTION	FILING	EXPED	CERT	COPY
06/17/2020	202016902360	REGISTRATION OF FOREIGN FOR PROFIT LLC (LFP)	99.00	200.00	0.00	0.00

Receipt

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

SHANNA N BOWMAN
1065 WOODMAN DRIVE
DAYTON, OH 45432

STATE OF OHIO CERTIFICATE

Ohio Secretary of State, Frank LaRose
4488945

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

PLUS ENERGY SERVICES, LLC

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

Document(s)

REGISTRATION OF FOREIGN FOR PROFIT LLC

Effective Date: 06/17/2020

Document No(s):

202016902360



United States of America
State of Ohio
Office of the Secretary of State

Witness my hand and the seal of the
Secretary of State at Columbus, Ohio this
17th day of June, A.D. 2020.

Ohio Secretary of State

Exhibit B-2 Experience and Plans

Describe the applicant's experience in providing the services 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.

Plus was founded in April 2020 and as the date of this filing it has approximately 3200 customers in Indiana.

Plus is a mobile customer engagement app, that aims to improve the customer experience around energy usage monitoring, flexible bill payment options, access to green energy and other customer benefits. Through the app, Plus will provide a set of features and value-added services designed to improve customer interest and engagement in their energy usage. These features include:

- **Plus Energy Subscription:** Plus will offer an individualized subscription plan for customers in Ohio. This plan will simplify the billing experience as customers will receive one flat bill each month from Plus that includes both the utility cost and the generation cost. Upon enrollment, Plus analyzes a subscriber's historical energy consumption to calculate a monthly flat-bill rate for the customer for a one-year term. This rate guarantees the subscriber "all-you-use" energy service within predefined, reasonable usage limits and excluding non-standard behaviors (e.g., bitcoin mining). Core to this offering is the fact that both the utility and the supplier are made whole on a monthly basis for the energy delivered to the customer. Each month, Plus will pay the utility and the supplier the full customer bill.
- **Simplified billing via credit card/digital wallet:** Payments via credit card or digital wallet (e.g., Apple Pay, Google Pay) are expected to be the standard payment channel for users of Plus mobile app, rather than the current channels, such as ACH transfer or credit payment via a 3rd party, that are both more limited and more cumbersome.
- **Split-pay billing:** The app will provide Split-pay feature that enables customers to easily split monthly payments among multiple parties. This will smooth the billing process for a diverse set of customer types, such groups of roommates or adults caring for aging relatives on fixed incomes.
- **Mobile-specific usage and billing monitoring:** The app will provide easy access to monthly usage data, provide tips and tools to help reduce energy usage, and generally improve customer access to individualized information about their energy consumption and billing.
- **Other services.** From time-to-time, Plus may develop other services that would be offered to customer.

Customer service is a priority for Plus. Any time a customer has an inquiry or complaint, Plus has a team of customer service agents that can provide help to the customer.

Diagram B-2: Plus Subscription Model

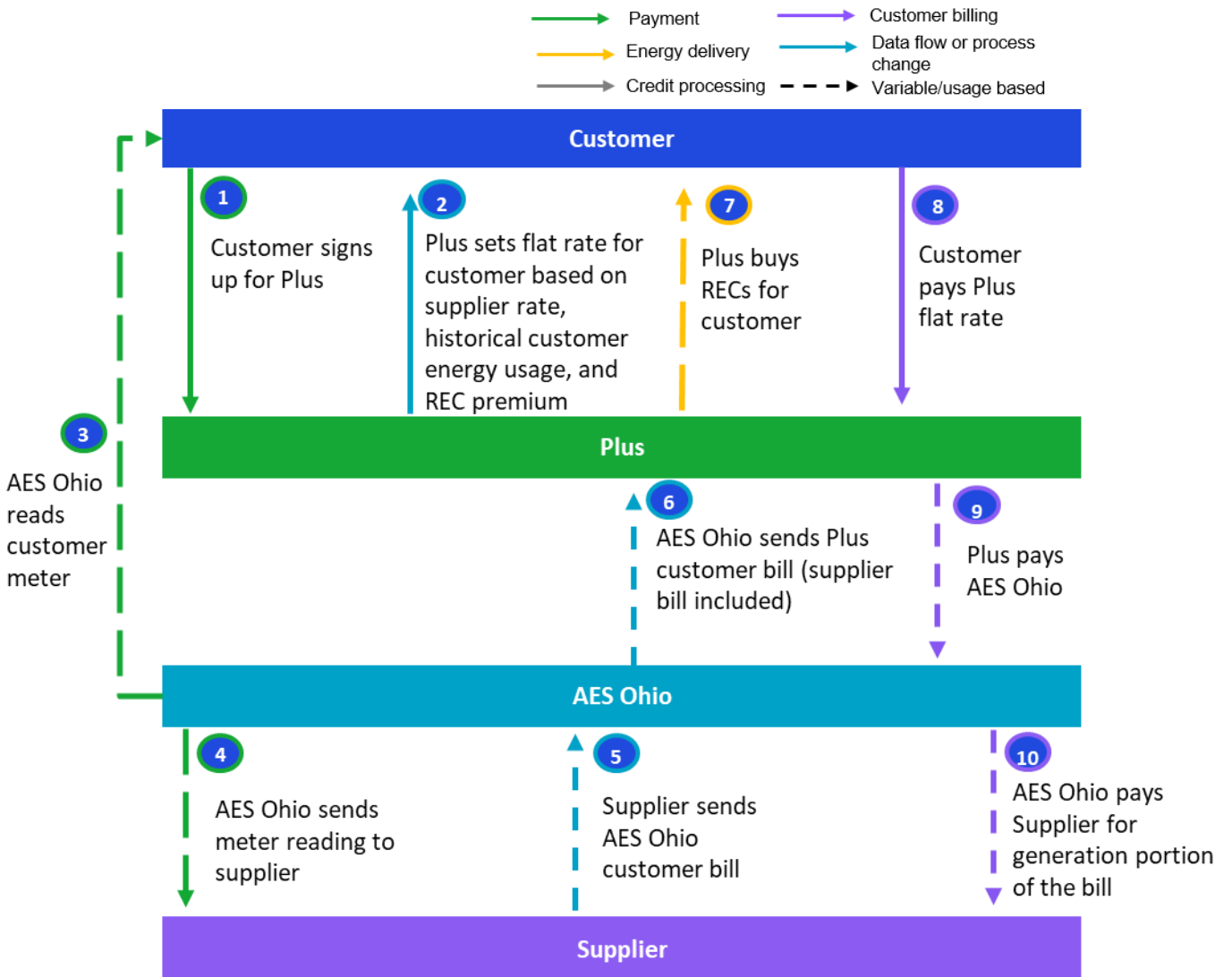
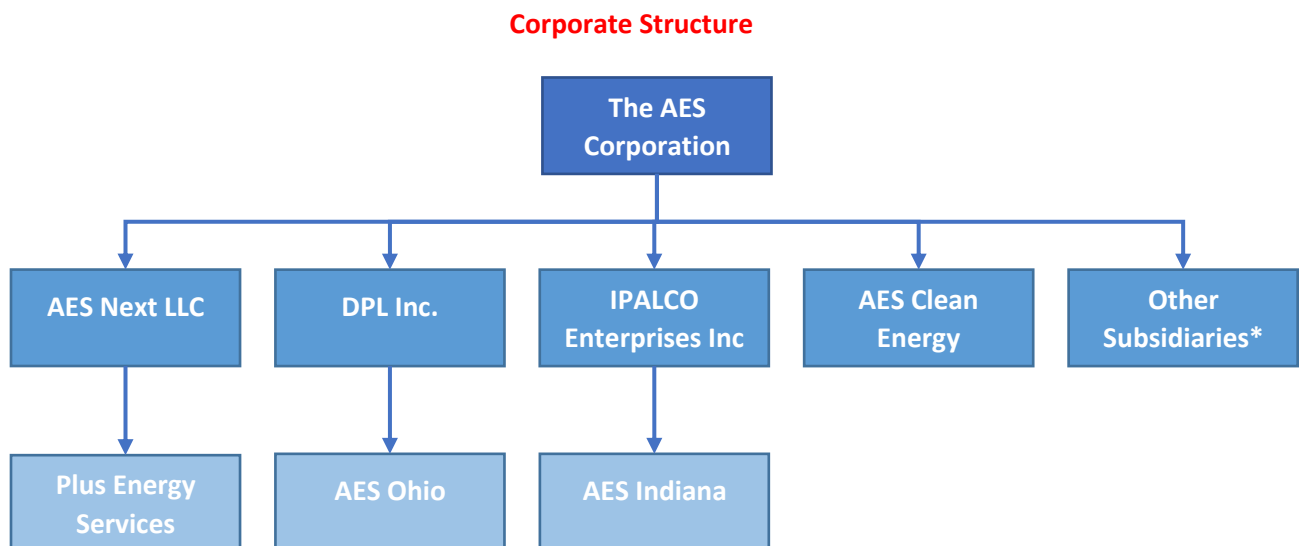


Exhibit C-8: Corporate Structure

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.

Affiliate companies that supply retail or wholesale electricity to customers in North America:

- AES Ohio
- AES Indiana
- AES Clean Energy (generation owners and/or wholesale sellers operating through many subsidiaries)
- AES Distributed Energy (behind the meter retail generation operating through many subsidiaries)
- Affiliate Generation Owners with FERC authorized market-based rates:
 - AES Alamos, L.L.C.
 - AES Alamos Energy, LLC
 - AES ES Alamos, LLC
 - AES ES Gilbert, LLC
 - AES ES Tait, LLC
 - AES Huntington Beach, L.L.C.
 - AES Huntington Beach Energy, LLC
 - AES Laurel Mountain, LLC
 - AES Redondo Beach, L.L.C.
 - AES Warrior Run, LLC
 - Mountain View Power Partners, LLC
 - Mountain View Power Partners IV, LLC



* The Parent Company, The AES Corporation, has a large number of subsidiaries. Providing a graphical representation including these subsidiaries is impractical. The AES Corporation 10-K includes a list of subsidiaries as an exhibit, which is available at <https://d18rn0p25nwr6d.cloudfront.net/CIK-0000874761/1a759e73-0b3f-4d4e-8e0f-16699aabf070.pdf>. In the above simplified organizational chart, intermediate holding companies are also excluded. The AES Corporation has a majority but not 100% ownership interest in IPALCO Enterprises, Inc., which in turn has a majority but not 100% ownership interest in AES Indiana.

Competitive Retail Electric Service Affidavit

County of Loudoun:

State of Virginia

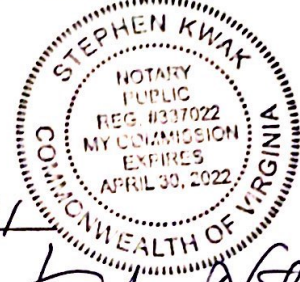
Ann Marie Reynolds Affiant, being duly sworn/affirmed, hereby states that:

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 says on oath.

Stephen Kwak, VP
Signature of Affiant & Title



Sworn and subscribed before me this 15 day of Oct, 21
Month Year

[Signature]
Signature of official administering oath

Stephen Kwak, Notary Public
Print Name and Title

My commission expires on Apr 30, 2022

**This foregoing document was electronically filed with the Public Utilities
Commission of Ohio Docketing Information System on
10/26/2021 2:30:44 PM**

in

Case No(s). 21-1069-EL-AGG

Summary: In the Matter of the Application of Plus Energy Services LLC