

FILE

ORIGINAL



# Public Utilities Commission

Competitive Retail Electric Service (CRES)  
Provider Application

Case Number: 14 727 -EL-AGG

Please complete all information. Identify all attachments with a label and title (example: Exhibit C-2 Financial Statements). For paper filing, you can mail the original and two complete copies to the Public Utilities Commission of Ohio, Docketing Division, 180 East Broad Street, Columbus, Ohio 43215-3793.

## A. Application Information

### A-1. Provider Type.

Select the competitive retail electric service (CRES) provider type(s) for which the applicant is seeking certification. Please note you can select more than one.

Aggregator



Power Broker



Power Marketer



Retail Electric  
Generation Provider



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

Provide the name and contact information of the business entity.

Legal Name: Priority Power Management, LLC  
Street Address: 2201 E. Lamar Blvd, Ste 275  
City: Arlington State: TX Zip: 76006  
Telephone: \_\_\_\_\_ Website: www.prioritypower.com

### 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: Priority Power Management, LLC  
Street Address: 2201 E. Lamar Blvd, Ste 275  
City: Arlington State: TX Zip: 76006  
Telephone: \_\_\_\_\_ Website: www.prioritypower.com

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

Provide all business names the applicant uses in North America. You do not need to include the names provided in A-2 and A-3.

Name(s): Priority Power Management, LLC  
\_\_\_\_\_  
\_\_\_\_\_

This is to certify that the images appearing are an accurate and complete reproduction of a case file document delivered in the regular course of business.  
Technician MN Date Processed JUN 03 2022

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

Name: Kristen Spevak Title: \_\_\_\_\_  
Street Address: 2201 E. Lamar Blvd., Ste 275  
City: Arlington State: TX Zip: 76006  
Telephone: 800-221-7061 Email: kspevak@prioritypower.com

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

Name: Kristen Spevak Title: \_\_\_\_\_  
Street Address: 2201 E. Lamar Blvd., Ste 275  
City: Arlington State: TX Zip: 76006  
Telephone: 800-221-7061 Email: kspevak@prioritypower.com

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

Street Address: 2201 E. Lamar Blvd, Ste 275  
City: Arlington State: TX Zip: 76006  
Toll-free Telephone: 800-221-7061 Email: kspevak@prioritypower.com

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

FEIN: 75-2919300

**A-9. Applicant's form of ownership (select one).**

Sole Proprietorship	Limited Liability Partnership (LLP)	Corporation	Partnership
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Limited Liability Company (LLC)	Other: _____		
<input checked="" type="checkbox"/>			

**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:**

AES Ohio	American Electric Power (AEP Ohio)	Duke Energy Ohio	FirstEnergy – Cleveland Electric Illuminating
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

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.

Date: \_\_\_\_\_

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

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

**A-13. Company history.**

Provide an attachment with a concise description of the applicant's company history and principal business interests.

**A-14. Secretary of State.**

Provide evidence that the applicant is currently registered with the Ohio Secretary of State.

## **B. Managerial Capability**

Provide a response or attachment for each of the sections below.

**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.

**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.

**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.

**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? If yes, attach a document detailing the information.

Yes

☐

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? If yes, attach a document detailing the information.

Yes

☐

No

☒

**B-6. Environmental disclosure.**

This section is only applicable if power marketer or retail electric generation provider has been selected in A-1.

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.

**C. Financial Capability**

Provide a response or attachment for each of the sections below.

**C-1. Financial reporting.**

Provide a current link to the most recent Form 10-K filed with the Securities and Exchange Commission (SEC) or attach a copy of 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.

**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.

**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.

**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".

**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.

**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? If yes, attach a document detailing the information.

Applicant

Parent company of the applicant

Affiliate company that guarantees the financial obligations of the applicant

Any owner or officer of the applicant

Yes

☐

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? If yes, attach a document detailing the information.

Yes

☒

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.

**C-9. Financial arrangements.**

This section is only applicable if power marketer or retail electric generation provider has been selected in A-1.

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).

## D. Technical Capability

Provide an attachment for each of the sections below.

### 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.

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.

### D-2. Operations expertise and key technical personnel.

Provide evidence of the applicant's experience and technical expertise in performing the operations described in this application. Include the names, titles, e-mail addresses, telephone numbers and background of key personnel involved in the operational aspects of the applicant's business. If vendors or third parties are or will be utilized for any activities listed in this application, provide the name, contact information for each, and list which activities they will perform. Also, indicate which activities will be performed directly by the company. Please note that this information is required to be updated within 30 days of any changes.

### D-3. FERC power marketer authorization.

This section is only applicable if power marketer or retail electric generation provider has been selected in A-1.

Provide the FERC docket granting the applicant power marketer authority.

**As authorized representative for the above company/organization, I certify that all the information contained in this application is true, accurate and complete. I also understand that failure to report completely and accurately may result in penalties or other legal actions.**

Daniel W. Reis  
Signature

MAY 31, 2022  
Date

Senior Managing Director  
Title

# **Competitive Retail Electric Service Affidavit**

County of Cook :

State of Illinois :

David C. Wiers, 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.

David L. Wines

Signature of Affiant & Title

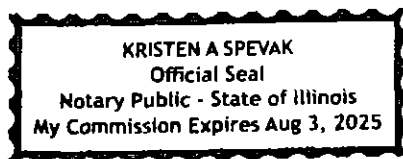
Sworn and subscribed before me this 31<sup>st</sup> day of May, 2022  
Month Year

Kristen A. Spevak  
Signature of official administering oath

Kristen A. Spevak

Print Name and Title

My commission expires on Aug. 3, 2025





*The Public Utilities Commission of Ohio*

# **Certification Application for Aggregators/Power Brokers Supplement**

*(Exhibits / Attachments)*

*Submitted By:*

**PriorityPower**  
MANAGEMENT  
*Priority Power Management, LLC*

**Table of Contents**

<b>A.</b>	<b>APPLICANT INFORMATION .....</b>
	Exhibit A-12. "Principal Officers, Directors & Partners" .....
	Exhibit A-13. "Company history" .....
	Exhibit A-14. "Secretary of State" .....
<b>B.</b>	<b>MANAGERIAL CAPABILITY .....</b>
	Exhibit B-1. "Jurisdictions of Operation" .....
	Exhibit B-2. "Experience & Plans" .....
	Exhibit B-3. "Disclosure of Liabilities and Investigations" .....
	Exhibit B-4. "Disclosure of consumer protection violations" .....
	Exhibit B-5. "Disclosure of certification denial, curtailment, suspension, or revocation" .....
	Exhibit B-6. "Environmental disclosure" .....
<b>C.</b>	<b>FINANCIAL CAPABILITY .....</b>
	Exhibit C-1. "Financial reporting" .....
	Exhibit C-2. "Financial statements" .....
	Exhibit C-3. "Forecasted financial statements" .....
	Exhibit C-4. "Credit rating" .....
	Exhibit C-5. "Credit report" .....
	Exhibit C-6. "Bankruptcy information" .....
	Exhibit C-7. "Merger information" .....
	Exhibit C-8. "Corporate structure" .....
	Exhibit C-9. "Financial arrangements" .....
<b>D.</b>	<b>Technical Capability .....</b>
	Exhibit D-1. "Operations" .....
	Exhibit D-2. "Operations expertise and key technical personnel" .....
	Exhibit D-3. "FERC power marketer authorization" .....

## **A. APPLICANT INFORMATION**

**OPUC Certification Application for Aggregators/Power Brokers**

---

**Exhibit A-12. "Principal Officers, Directors & Partners"**

***Provide the names, titles, addresses and telephone numbers of the applicant's principal officers, directors, partners, or other similar officials.***

The Principal Directors of Priority Power Management, LLC are listed Below:

John J. Bick, Chief Commercial Officer  
2201 E. Lamar Blvd., Ste 275 Arlington, TX 76006  
(800) 221-7061

Brandon Schwertner, Chief Executive Officer  
4526 Research Forest Drive, Suite 250 The Woodlands, TX 77381  
T (800) 221-7061

Justin Courtney, Executive Vice President and Chief Investment Officer  
2201 E. Lamar Blvd., Ste 275 Arlington, TX 76006  
(800) 221-7061

Robert Douglass, Chief Operating Officer  
4526 Research Forest Drive, Suite 250 The Woodlands, TX 77381  
T (800) 221-7061

Matthew Adams, Senior Managing Director  
4526 Research Forest Drive, Suite 250 The Woodlands, TX 77381  
T (800) 221-7061

Charlie Hewitt, Vice President  
2201 E. Lamar Blvd., Ste 275 Arlington, TX 76006  
(800) 221-7061

Kevin Yung, Chief Development and Risk Officer  
2201 E. Lamar Blvd., Ste 275 Arlington, TX 76006  
(800) 221-7061

Joe Loner, Chief Financial Officer  
2201 E. Lamar Blvd., Ste 275 Arlington, TX 76006  
T (800) 221-7061

David C. Wiers, Senior Managing Director  
4526 Research Forest Drive, Suite 250 The Woodlands, TX 77381  
T (800) 221-7061

Brooks Antweil, Chief Legal Officer  
4526 Research Forest Drive, Suite 250 The Woodlands, TX 77381  
T (800) 221-7061

**Exhibit A-13. "Company History"**

***Provide an attachment with a concise description of the applicant's company history and principal business interests.***

Priority Power Management, LLC has provided company history below.

Priority Power Management (PPM) is an independent energy management services and consulting firm formed with the advent of electricity deregulation in Texas in 2001. Since that time, PPM has grown its employee base, client base, service offerings, value proposition, geographic reach, and the many other ways that we assist our clients. Today, we act as an extension of our client's staff to develop and implement strategies that mitigate risk and overcome challenges associated with managing energy data, supply, demand, and delivery infrastructure. By leveraging our deep experience and resources, combined with unsurpassed commitment, PPM delivers financial and operational improvements to our clients as their trusted energy advisor.

**Exhibit A-14. "Secretary of State"**

*Provide evidence that the applicant is currently registered with the Ohio Secretary of State.*

Priority Power Management, LLC has provided Secretary of State registration herein.

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

*I, Frank LaRose, do hereby certify that I am the duly elected, qualified and present acting Secretary of State for the State of Ohio, and as such have custody of the records of Ohio and Foreign business entities; that said records show PRIORITY POWER MANAGEMENT, LLC, a Texas Limited Liability Company, Registration Number 1926206, was registered in the State of Ohio on April 1, 2010, is currently authorized to transact business in this state.*



*Witness my hand and the seal of the  
Secretary of State at Columbus, Ohio  
this 23rd day of May, A.D. 2022.*

A handwritten signature in cursive script, appearing to read "Frank LaRose".

**Ohio Secretary of State**

**Validation Number: 202214302294**



## APPLICANT MANAGERIAL CAPABILITY AND EXPERIENCE

**Exhibit B-1. "Jurisdictions of Operation"**

***Provide a list of all jurisdictions in which the applicant or any affiliated interest of the applicant is, at the date of filing the application, certified, licensed, registered, or otherwise authorized to provide retail or wholesale electric services including aggregation services.***

Priority Power Management, LLC is currently licensed to provide energy consulting, brokering and or aggregation services in the following jurisdictions:

- Illinois
- Maryland
- New Jersey
- New York
- Pennsylvania
- Texas

## OPUC Certification Application for Aggregators/Power Brokers

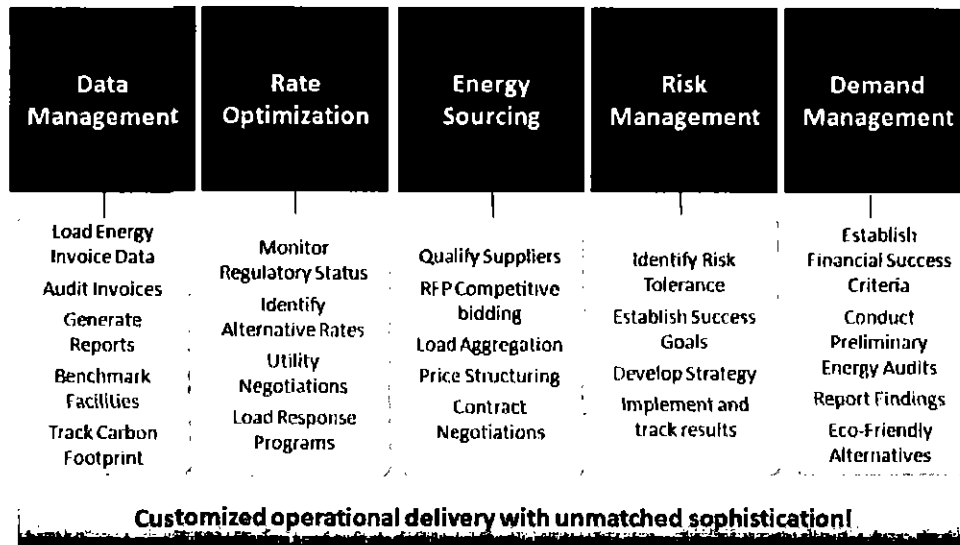
### Exhibit B-2. "Experience & Plans"

*Provide a description of the applicant's experience and plan for contracting with customers, providing contracted services, providing billing statements, and responding to customer inquiries and complaints in accordance with Commission rules adopted pursuant to Section 4928.10 of the Revised Code.*

#### Experience

PPM provides Portfolio-Wide Energy Planning and Consulting Services to a multitude of clients.

### Portfolio-Wide Energy Planning



#### Plan

PPM plans to provide our services to our customers in Ohio based on their specific needs and requirements. Since PPM does not take title to any electricity supply, we will not be providing billing statements to the customer for their electricity purchases. PPM and the customer will have a separate agreement defining the scope of work and services that PPM will provide to the customer, as well as the amount of compensation to be paid to PPM. The PPM fee will in most cases be a volumetric fee measured in \$/kWh. The supplier that wins the customers' business will include the PPM fee in the electricity contract price and then remit the collected fee monthly as the customer pays the electricity supplier. In some cases, the customer may elect to have PPM invoice them separately each month rather than including the fee in the electricity contract price.

Once the electricity contract has been executed, PPM remains engaged with the customer to manage any customer inquiries and or supplier issue resolution matters. The customer will have an assigned account manager, which will be available to assist in this regard.

PPM expects that most customer engagements in Ohio will be with existing PPM clients that have locations in Ohio and PPM is already providing services to the client in other states.

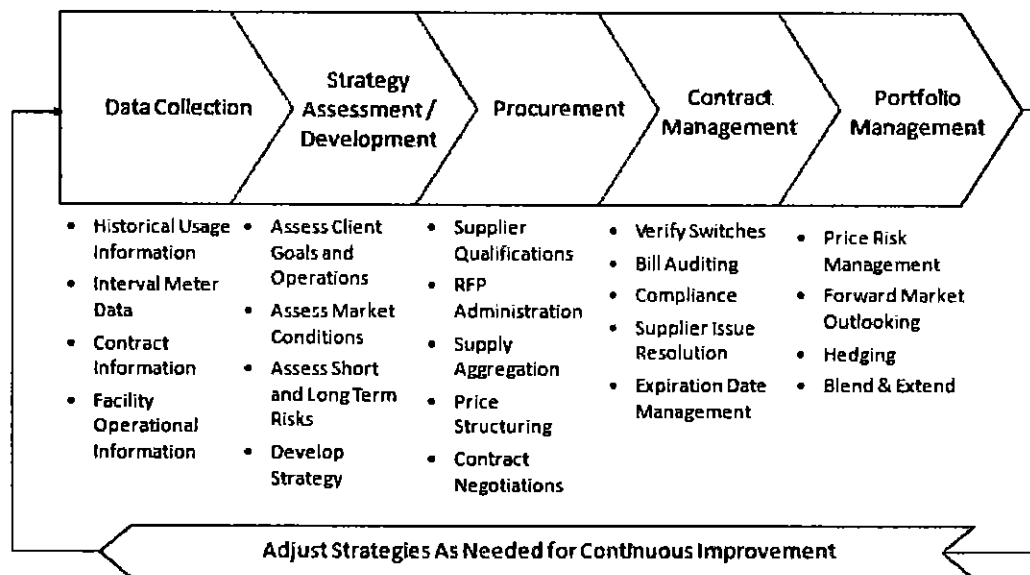
## OPUC Certification Application for Aggregators/Power Brokers

Priority Power Managements services to clients are focused around our core business of Energy Supply and Risk Management. Our methodologies have been developed and refined through years of personal energy experience that is focused in the people who will be actively working with our clients. Our services include the following subject areas:

- Energy Data Management
- Energy Acquisition Management
- Energy Account Management
- Energy Billing Management

### Energy Management Process

Being effective requires a commitment to excellence that begins with a proven process. PPM provides energy acquisition management services to clients using a structured five (5) step process as depicted in the diagram below.



### Data Collection

PPM will gather the historical usage information for least the last 12 months of data for each meter and some will also require interval data to further define the load history for pricing. Once the data is in hand, a review of the data will be conducted to define any questionable data that may need correction. This data analysis is critical in determining the most suitable structuring and pricing options that will deliver the lowest cost to the client.

As a part of the data collection and analysis phase, PPM will not only be analyzing the historical usage information for competitive supply pricing, but will also assess the rate (tariff) and delivery charges assessed by the Transmission and Distribution Service Provider ("TDSP"). In this assessment, PPM identifies potential demand ratchet, power factor and other TDSP related issues that may highlight savings opportunities for the client.

**OPUC Certification Application for Aggregators/Power Brokers**

---

In addition to historical data, PPM will request copies of current electricity supply contracts to review past performance and establish a baseline for use in determining forward cost savings. The supply contracts will also determine the exact contract end date for each meter, which will be used in the procurement and contracting process to ensure that no early termination penalties are assessed to the client once the new contract becomes effective.

**Strategy Assessment and Development**

PPM manages client's electricity spend on a portfolio basis driven by strategies discussed and agreed to by the client. Various strategies will be developed and deployed based on several factors including the following:

- Budgetary constraints
- Growth expectations
- Required flexibility to account for the unexpected
- Decision making process – individual or by committee
- Agreement term requirements
- Key individuals
- Financial constraints
- Risk Profile

One of the most important parts of the process is to understand the structure of the products available to meet any given strategy. Higher energy prices have forced many end users to consider energy structures other than fixed price. As clients migrate up the Price vs Risk Continuum curve, the available products inherently created greater risk for the client with the opportunity for higher rewards in terms of savings. PPM will also evaluate potential applicable pricing structures to fit the client's operational characteristics and risk tolerance.

Also, as a part of the Strategy phase, PPM would want to understand if the client has a desire to include renewable energy supply into their product mix. PPM is experienced in procuring renewable energy supply to meet a specific client goal. Goals and pricing options can be included in the RFP for electricity supply, although it is important to understand that the physical electricity supply can be contracted separately from the procurement of renewable energy credits.

**Procurement**

Once a strategy has been determined, a Request for Proposal is developed for the solicitation. PPM is very experienced in developing, soliciting and negotiating large scale energy purchases.

A professional and detailed RFP document will be developed that includes detailed electricity pricing instructions for the products and terms that were defined in the Strategy phase.

Next a list of qualified certified Retail Electricity Providers (REP) will be developed for RFP distribution. PPM has experience working with over 20 REPs in various markets and is able to assist our clients in developing a qualified list of bidders. Because of our deep energy experience, PPM also provides insight into the REP landscape for our clients.

Once the RFP is issued, PPM will work closely with the client to ensure that any questions from REPs are answered and managed so that the client is not distracted from its core business operations during this solicitation process.

Each client may have different criteria for selecting a supplier. PPM generally uses the following criteria when qualifying suppliers for clients:

**Qualitative Criteria**

The qualitative criteria are centered on the completeness of the response, and the creativeness in developing solutions for the client based on the data and requirements presented in the request. These criteria include, but are not limited to:

- Completeness of Supplier Information & Price Proposals
- Creativeness in presenting options and incentives that improve the economic value proposition for Client
- Extent of representation network and overlay with Client network
- Extent of supplier delivery and service program capabilities
- Contract terms and conditions

The largest contributor to how PPM scores the Qualitative aspects is based on the terms and conditions of each REP contract. PPM understands all aspects of electricity contract negotiations.

**Quantitative Criteria**

The quantitative criteria relates specifically to the economic value proposition presented in the Pricing proposal. Clients are interested most in creative solutions to conventional sourcing problems. Key criteria include:

- Options and incentives for engaging in a long term agreement
- Options and incentives for becoming the sole-source supplier for multiple facilities
- A service provider who will work to provide complete and consistent services to all Client facilities.
- Total delivered overall cost by class and location consistent with Client standards and specifications
- Other incentive programs

As a part of the Quantitative Scoring, PPM will develop detailed analysis of REP pricing. A simple ranking of effective costs to the Client based on suppliers pricing will be developed to illustrate the rankings by term and the spread between the lowest cost supplier and the others.

**Supplier Scoring**

A cross-functional PPM & client selection committee will use the following criteria to evaluate the bidders' responses:

- Total Cost (cost of the commodity and related services, plus delivery; with focus on achieving first year bottom-line savings)
- Continuous Improvement capabilities (ability to assist Client with process improvement throughout long-term relationship)
- Breadth of products and services provided
- Quality of Service to Facilities

**Contract Management**

After the procurement process has been completed, PPM moves into a Contract Management phase that includes the following activities:

- Monitoring timely switching of accounts;
- Auditing invoices for compliance with contract terms;
- Providing assistance to the client in any Supplier issue resolution process;
- Administration of adding and deleting accounts as necessary;
- Facilitating emergency restoration during unplanned power outages.
- Provide the client with estimated annual budgets and or ongoing performance metrics.

### **Portfolio Management**

After the procurement process has been completed, PPM also moves into a Portfolio Management phase that includes the following activities:

- Provide the client with market reports highlighting market events and pricing levels on a periodic basis;
- Provide the client with price discovery by querying market suppliers to ensure incremental energy purchases are at market price;
- Maintain a customized hedging position report for the client outlining various purchases and risk positions, if applicable;
- Perform continuous market outlooking and forward price discovery to meet the client's specific trigger levels;
- Analyze "blend & extend" opportunities to meet desired budget goals;
- Adjust strategies as needed to meet changing client goals and market environment.

These strategies are focused on the client specific needs and opportunities that are intrinsic to the portfolio being managed.

**Exhibit B-3. "Disclosure of Liabilities and Investigations"**

***Provide a description of all existing, pending or past rulings, judgments, contingent liabilities, revocation of authority, regulatory investigations, or any other matter that could adversely impact the applicant's financial or operational status or ability to provide the services it is seeking to be certified to provide.***

PPM does not have any existing, pending or past rulings, judgments, contingent liabilities, revocation of authority, regulatory investigations, or any other matters that could adversely impact our financial or operational status or ability to provide the services we offer to clients.



**Exhibit 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. If yes, attach a document detailing the information*

\_\_\_\_ YES or  X  NO

Neither PPM, or a predecessor of PPM, or any principal officer of PPM has ever been convicted or held liable for fraud or for violation of any consumer protection or antitrust laws within the past five years.

**Exhibit 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 or 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 with the past two years? If yes, attached a document detailing the information.*

\_\_\_\_ YES or  X  NO

Neither PPM, nor a predecessor of PPM, has ever had any certification, license, or application to provide retail or wholesale electric service including aggregation service denied, curtailed, suspended, revoked, or cancelled within the past two years.

**Exhibit B-6. "Environnemental disclosure."**

This section is only applicable if power marketer or retail electric generation provider has been selected in A-1.

Priority Power Management, LLC is not a power marketer or retail electric generation provider. Therefore, this section is not applicable.

## **APPLICANT FINANCIAL CAPABILITY AND EXPERIENCE**

**Exhibit C-1. "Financial Reporting"**

Provide a current link to the most recent Form 10-K filed with the Securities and Exchange Commission (SEC) or attach a copy of 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.

Priority Power Management, LLC is a privately-held company, thus we are not required to make any filings with the SEC.

**Exhibit 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 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.*

Priority Power Management, LLC has provided audited financial statements herein.

# **Priority Power Management, Inc.**

## **Consolidated Balance Sheets**

(in thousands)

	December 31, 2021	December 31, 2020
<b>ASSETS</b>		
<b>CURRENT ASSETS</b>		
Cash and cash equivalents	\$ 77,028	\$ 8,364
Accounts receivable, net	21,010	3,423
Contract assets	12,740	3,524
Loan receivables	—	1,870
Prepaid expenses	1,138	1,281
Other current assets	34,063	980
<b>Total current assets</b>	<b>145,979</b>	<b>19,442</b>
<b>PROPERTY AND EQUIPMENT, net</b>	<b>37,220</b>	<b>28,370</b>
<b>INTANGIBLE ASSETS, net</b>	<b>52,971</b>	<b>35,907</b>
<b>GOODWILL</b>	<b>39,414</b>	<b>32,386</b>
<b>DEFERRED TAX ASSETS</b>	<b>28,747</b>	<b>—</b>
<b>RESTRICTED CASH</b>	<b>12,850</b>	<b>—</b>
<b>OTHER ASSETS</b>	<b>4,233</b>	<b>4,023</b>
<b>Total assets</b>	<b>\$ 321,414</b>	<b>\$ 120,128</b>
<b>LIABILITIES, STOCKHOLDERS' AND MEMBERS' EQUITY</b>		
<b>CURRENT LIABILITIES</b>		
Accounts payable	\$ 7,585	\$ 1,347
Accrued liabilities	12,225	5,661
Current portion of long-term debt	4,000	5,000
Deferred revenue, current	28,377	190
Other current liabilities	12,878	—
<b>Total current liabilities</b>	<b>65,065</b>	<b>12,198</b>
<b>LONG-TERM DEBT, net</b>	<b>28,425</b>	<b>26,239</b>
<b>DEFERRED REVENUE</b>	<b>6,917</b>	<b>6,989</b>
<b>OTHER LIABILITIES</b>	<b>289</b>	<b>—</b>
<b>Total liabilities</b>	<b>100,696</b>	<b>45,426</b>
<b>STOCKHOLDERS' EQUITY</b>	<b>220,718</b>	<b>—</b>
<b>MEMBERS' EQUITY</b>	<b>—</b>	<b>74,702</b>
<b>Total stockholders' and members' equity</b>	<b>220,718</b>	<b>74,702</b>
<b>Total liabilities, stockholders' and members' equity</b>	<b>\$ 321,414</b>	<b>\$ 120,128</b>

**Priority Power Management, Inc.**  
**Consolidated Statements of Operations**  
(in thousands)

	For The Year Ended December 31,	
	2021	2020
<b>REVENUE</b>		
Energy Structuring	\$ 33,894	\$ 16,360
Energy Transition Management	101,546	56,960
Total revenue	135,440	73,320
<b>COST OF REVENUE</b>		
Direct costs	26,857	40,498
Depreciation and amortization	6,957	3,936
Commissions	45,452	3,888
Total cost of revenue	79,266	48,322
Total gross profit	56,174	24,998
<b>COST AND EXPENSES</b>		
Operating	30,222	15,891
Winter weather event penalties and other charges	54,328	—
General and administrative	9,553	3,978
Depreciation and amortization	1,170	260
Total operating expenses	95,273	20,129
(LOSS) INCOME FROM OPERATIONS	(39,099)	4,869
<b>OTHER (INCOME) EXPENSE</b>		
Interest expense	4,733	1,244
Interest income	(135)	(209)
Other income	(101)	(152)
Total other expense	4,497	883
NET (LOSS) INCOME BEFORE INCOME TAXES	(43,596)	3,986
INCOME TAX (BENEFIT) EXPENSE	(28,074)	217
NET (LOSS) INCOME	\$ (15,522)	\$ 3,769



**Priority Power Management, Inc.**  
**Consolidated Statements of Changes in Members' and Stockholders' Equity**  
(in thousands, except shares and units)

	Class A-1 Preferred		Class A Common		Class B Common		Partnership Units		Additional		Retained		Total
	Shares	Amount	Shares	Amount	Shares	Amount	Units	Amount	Paid-In Capital	Earnings/ (Deficit)	Members'/Stockholders' Equity		
<b>BALANCE, December 31, 2019</b>	—	\$ —	—	\$ —	—	\$ —	22,300,679	\$ 63,696	\$ 1,283	\$ 5,378	\$ 70,357		
Distributions	—	—	—	—	—	—	—	—	—	(1,713)	(1,713)		
Equity-based compensation	—	—	—	—	—	—	—	—	2,289	—	2,289		
Net income	—	—	—	—	—	—	—	—	—	3,769	3,769		
<b>BALANCE, December 31, 2020</b>	—	\$ —	—	\$ —	—	\$ —	22,300,679	\$ 63,696	\$ 3,572	\$ 7,434	\$ 74,702		
Issuance of Class D Units	—	—	—	—	—	—	342,061	87	—	—	87		
Issuance of Class E Preferred Units	—	—	—	—	—	—	10,503,417	27,907	—	—	27,907		
Issuance of Class E-1 Preferred Units	—	—	—	—	—	—	10,503,417	27,907	—	—	27,907		
Issuance of Class F Units	—	—	—	—	—	—	1,575,513	4,186	—	—	4,186		
Conversion of vested Class B and Class C Units to Class A-2 Units	—	—	—	—	—	—	1,382,240	—	—	—	—		
Repurchase of Preferred E Units	—	—	—	—	—	—	(8,417,747)	(23,852)	—	—	(23,852)		
Conversion of convertible note	—	—	—	—	—	—	198,887	2,380	—	—	2,380		
Dividends on Preferred E and E-1 Units	—	—	—	—	—	—	—	—	(5,833)	—	(5,833)		
Dividends on F Units	—	—	—	—	—	—	—	—	(14,001)	—	(14,001)		
Conversion of Partnership Units to Common Shares	—	—	11,412,417	114	248,009	2	(38,388,467)	(102,311)	102,195	—	—		
Proceeds from A-1 Preferred Stock	13,383,750	134	—	—	—	—	—	—	267,541	—	267,675		
Issuance of promissory notes to employees	—	—	—	—	—	—	—	—	(3,650)	—	(3,650)		
Dividends on A-1 Preferred Stock	—	—	—	—	—	—	—	—	(7,391)	—	(7,391)		
Distributions	—	—	—	—	—	—	—	—	(106,075)	—	(106,075)		
Offering costs	—	—	—	—	—	—	—	—	(14,028)	—	(14,028)		
Equity-based compensation	—	—	—	—	—	—	—	—	6,226	—	6,226		
Net loss	—	—	—	—	—	—	—	—	—	(15,522)	(15,522)		
<b>BALANCE, December 31, 2021</b>	13,383,750	\$ 134	11,412,417	\$ 114	248,009	\$ 2	—	\$ —	\$ 228,556	\$ (8,086)	\$ 220,718		

**Priority Power Management, Inc.**  
**Consolidated Statements of Cash Flows**  
(in thousands)

	For The Year Ended December 31,	
	2021	2020
<b>CASH FLOWS FROM OPERATING ACTIVITIES</b>		
Net (loss) income	\$ (15,522)	\$ 3,769
Adjustments to reconcile net income to net cash from operating activities:		
Depreciation and amortization expenses	7,793	4,196
Amortization of debt issuance costs	415	186
Amortization of commission buyout	624	730
Interest expense on convertible note	2,380	—
Deferred tax assets	(28,747)	—
Commission buyout	—	(4,521)
Unit-based compensation	6,226	2,057
Other non-cash items	642	132
Changes in assets and liabilities:		
Accounts receivable	(17,473)	18,011
Contract assets	(7,899)	258
Prepaid expenses and other current assets	(32,863)	(1,567)
Other assets (non-current)	(294)	—
Loan receivable	1,870	(1,870)
Accounts payable and accrued liabilities	8,966	(4,528)
Deferred revenue	28,115	(649)
Other current liabilities	12,255	—
Net cash (used in) provided by operating activities	(33,512)	16,204
<b>CASH FLOWS FROM INVESTING ACTIVITIES</b>		
Purchase of property and equipment	(7,997)	(1,374)
Proceeds from sale of property and equipment	1,204	—
Acquisitions, net of cash acquired	(30,680)	(12,592)
Net cash used in investing activities	(37,473)	(13,966)
<b>CASH FLOWS FROM FINANCING ACTIVITIES</b>		
Contributions from members	60,000	—
A-1 preferred shares issued	264,025	—
Distributions to members	(125,909)	(1,713)
Repurchase of E and E-1 shares	(23,852)	—
A-1 preferred dividends	(7,391)	—
Borrowings under long-term debt, net	97,666	37,486
Repayment of amounts outstanding under long-term debt	(97,396)	(33,715)
Payment of contingent liability	(450)	—
Offering costs	(14,027)	—
Debt issuance cost	(167)	(535)
Net cash provided by financing activities	152,499	1,523
NET INCREASE IN CASH, CASH EQUIVALENTS AND RESTRICTED CASH	81,514	3,761
CASH, CASH EQUIVALENTS AND RESTRICTED CASH, beginning of period	8,364	4,603
CASH, CASH EQUIVALENTS AND RESTRICTED CASH, end of period	\$ 89,878	\$ 8,364

**Exhibit C-3. "Forecasted Financial Statements"**

*Provide two years of forecasted income statements for the applicant's ELECTRIC related business activities in the state of Ohio Only, along with a list of assumptions, and name, address, email address, and telephone number of the preparer. The forecasts should be in an annualized format for the two years succeeding the Application year.*

Priority Power Management, LLC has provided two (2) years of forecasted income statements for the applicant's ELECTRIC related business activities in the state of Ohio as requested herein.

The preparers of the enclosed forecast are:

David C. Wiers  
 Senior Managing Director  
 Priority Power Management, LLC  
 4526 Research Forest Drive, Suite 250  
 The Woodlands, TX 77381  
 T (800) 221-7061  
 F (866) 472-8789  
[dwiers@prioritypower.com](mailto:dwiers@prioritypower.com)

Priority Power Management, LLC has provided two (2) years of forecasted income herein.

Forecast Revenue		
Month/Year	2022	2023
Jan	\$50,000	\$51,500
Feb	\$50,000	\$51,500
Mar	\$50,000	\$51,500
Apr	\$45,000	\$46,350
May	\$40,000	\$41,200
Jun	\$55,000	\$56,650
Jul	\$60,000	\$61,800
Aug	\$64,000	\$65,920
Sep	\$40,000	\$41,200
Oct	\$40,000	\$41,200
Nov	\$47,000	\$48,410
Dec	\$32,000	\$32,960
Total	<b>\$573,000</b>	<b>\$590,190</b>

**Exhibit C-4. "Credit Rating"**

***Provide a statement disclosing the applicant's credit rating as reported by at least one of the following rating 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 rating 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".***

Priority Power Management, LLC has the following scores from the two credit agencies listed below:

- Dun and Bradstreet: 80
- Experian: 80

**Exhibit 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 of 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***

Priority Power Management, LLC has provided credit report herein.

# Business Information Report On Demand

## PRIORITY POWER MANAGEMENT, LLC

D-U-N-S: 12-838-6344

ADDRESS: 4000 N Big Spring St Ste 400, Midland, TX, 79705, United States

Date: 05/16/2022

### RISK ASSESSMENT

#### SCORES AND RATINGS

Max. Credit  
Recommendation

US\$ 52,500

PAYDEX® SCORE

80

LOW RISK

Delinquency Predictor  
Percentile

77

LOW-MODERATE RISK

Financial Stress  
Percentile

41

MODERATE RISK

Supplier Evaluation  
Risk Rating

3

LOW RISK

#### MAXIMUM CREDIT RECOMMENDATION

Overall Business Risk

LOW-  
MODERATE

LOW-  
MODERATE

LOW-  
MODERATE

LOW-  
MODERATE

Maximum Credit Recommendation

US\$ 52,500

The recommended limit is based on a low-moderate probability of severe delinquency.

Dun & Bradstreet Thinks...

- Overall assessment of this organization over the next 12 months: **STABLE CONDITION**
- Based on the predicted risk of business discontinuation: **LIKELIHOOD OF CONTINUED OPERATIONS**
- Based on the predicted risk of severely delinquent payments: **LOW POTENTIAL FOR SEVERELY DELINQUENT PAYMENTS**

#### PAYDEX® SUMMARY

3 Months

80

LOW RISK (10)

HIGH RISK (1)

24 Months

80

LOW RISK (100)

HIGH RISK (1)

When weighted by dollar amount, payments to suppliers on average, are on time. Value is based on payments collected over the last **3 months**.

80

Low Risk (100)

Risk of Slow Pay

LOW

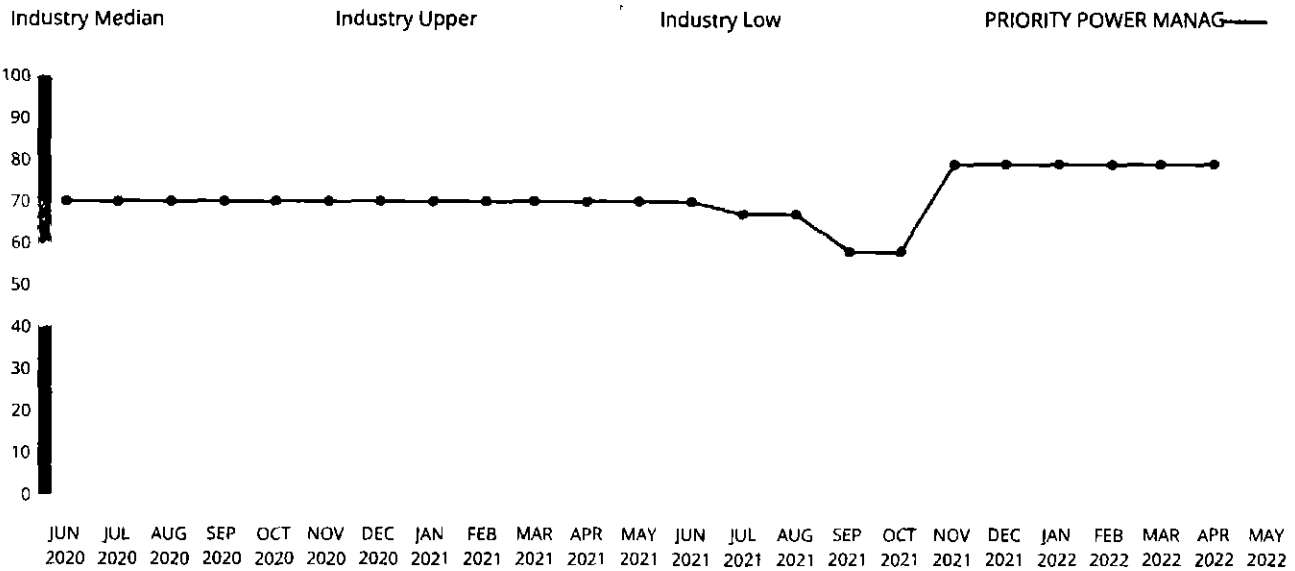
Payment Behavior

Pays On Time

Based on a D&amp;B PAYDEX® of 80

## Business and Industry Trends

8748 - Business consulting services



## DELINQUENCY PREDICTOR SCORE

77

Low Risk (100)

High Risk (1)

Based on a D&amp;B Delinquency Predictor Percentile of 77

- Limited time under present management control
- Higher risk industry based on delinquency rates for this industry
- Recent high balance past due

Level of Risk

LOW MODERATE

Raw Score

541

Probability of Delinquency

2.96%

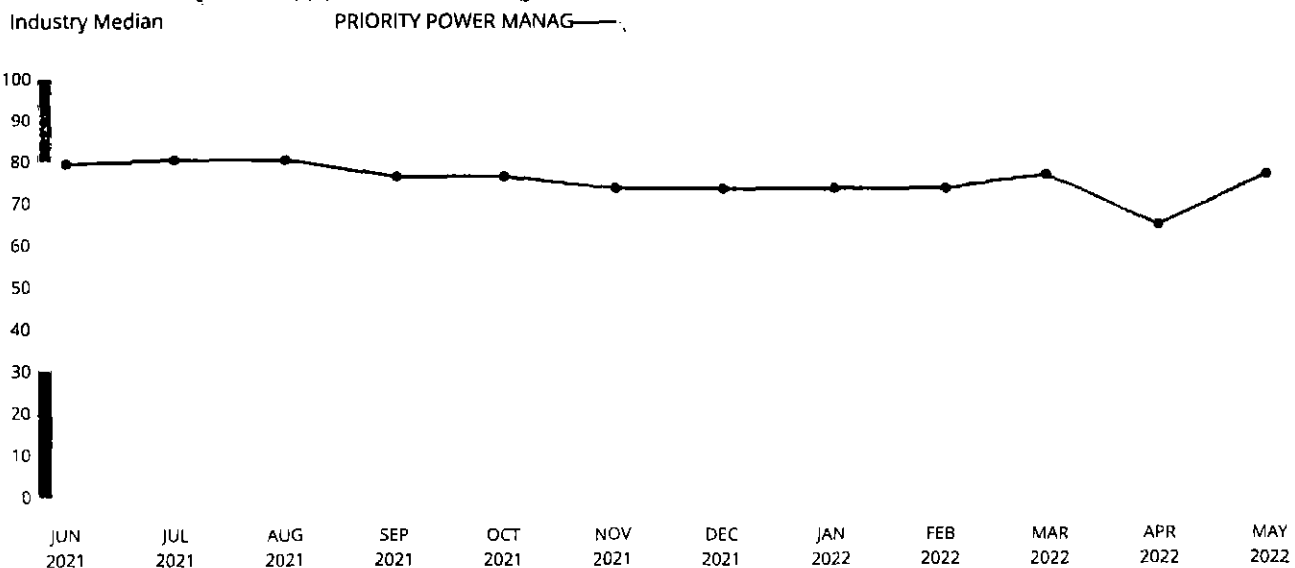
Compared to Businesses in

D&amp;B

10.2%

## Business and Industry Trends

8748 - Business consulting services



## FINANCIAL STRESS SCORE

Low Risk (1)

High Risk (3)

Based on a D&B Financial Stress Percentile of

- Low proportion of satisfactory payment experiences to total payment experiences
- Limited time under present management control
- Unstable Paydex over last 12 months

Level of Risk

Raw Score

1464

Probability of Failure

0.31%

Compared to Businesses in

D&B

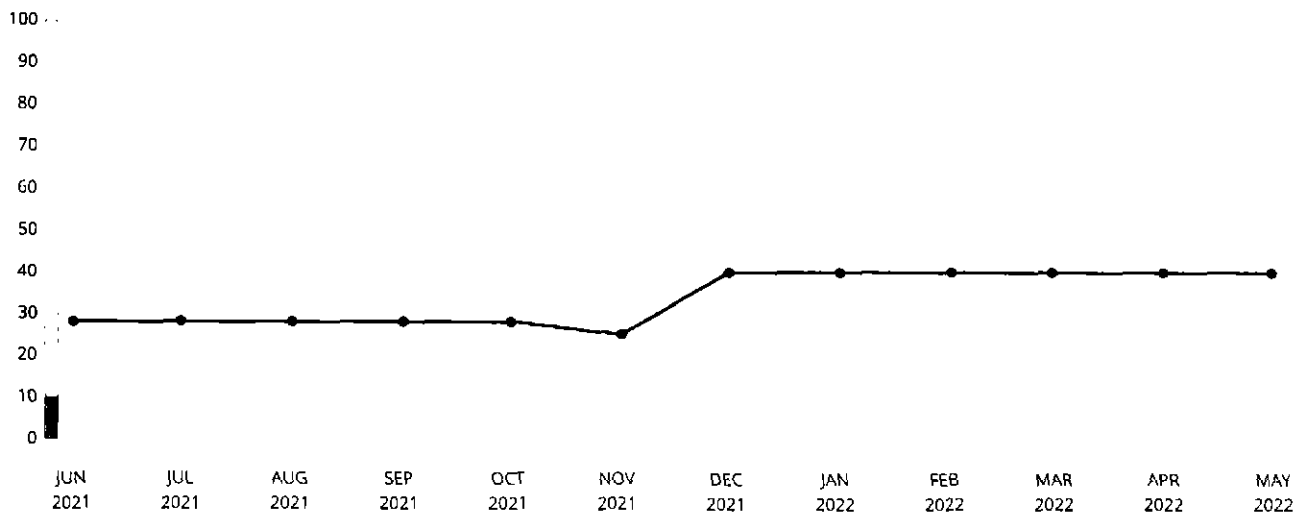
0.48%

Business and Industry Trends

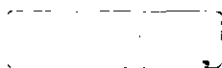
8748 - Business consulting services

Industry Median

PRIORITY POWER MANAG



## SUPPLIER EVALUATION RISK RATING



Low Risk (1)

High Risk (3)

Based on a Supplier Evaluation Risk Rating of 1

Factors Affecting Your Score

Proportion of past due balances to total amount owing

Unstable Paydex over last 12 months

Business and Industry Trends

8748 - Business consulting services

Supplier Evaluation Score

10

9

8

7

6

5

4



2

1

0

JUN 2021 JUL 2021 AUG 2021 SEP 2021 OCT 2021 NOV 2021 DEC 2021 JAN 2022 FEB 2022 MAR 2022 APR 2022 MAY 2022

## D&amp;B RATING

Current Rating as of 11-26-2020

Previous Rating

Employee Size

Risk Indicator

Employee Size

1R: 10 employees and over

3: Moderate Risk

1R: 10 employees and over

TRADE PAYMENTS

TRADE PAYMENTS SUMMARY			Based on 24 months of data
Overall Payment Behavior	% of Trade Within Terms	Highest Past Due	
0	90%	US\$ 100	
Days Beyond Terms			
Highest Now Owing: US\$ 10,000	Total Trade Experiences: 29	Total Unfavorable Comments : 0	
	Largest High Credit: US\$ 100,000	Largest High Credit: US\$ 0	
	Average High Credit: US\$ 7,231	Total Placed in Collections: 0	
		Largest High Credit: US\$ 0	

TRADE PAYMENTS BY CREDIT EXTENDED			
\$ CREDIT EXTENDED	% OF PAYMENTS WITHIN TERMS	# PAYMENT EXPERIENCES	TOTAL & DOLLAR AMOUNT
OVER 100,000	<div>100%</div>	1	\$100,000
50,000 - 100,000	<div>0%</div>	0	\$0
15,000 - 49,999	<div>0%</div>	0	\$0
5,000 - 14,999	<div>100%</div>	4	\$25,000
1,000 - 4,999	<div>100%</div>	6	\$10,500
UNDER 1,000	<div>77%</div>	8	\$1,900

TRADE PAYMENTS BY INDUSTRY			
Collapse All   Expand All			
Industry Category	Number of Payment Experiences	Largest High Credit (US\$)	% Within Terms (Expand to View)
48 - Communications	7	10,000	
4813 - Telephone Communictns	5	5,000	100
4812 - Radiotelephone Commun	1	10,000	100
4899 - Misc Communictns Svcs	1	50	100
99 - Nonclassifiable Establishments	2	2,500	
9999 - Nonclassified	2	2,500	100

↖50 - Wholesale Trade - Durable Goods	2	100,000	
5065 - Whol Electronic Parts	1	100,000	100
5063 - Whol Electrical Equip	1	2,500	100
87 - Engineering Accounting Research Management And Related Services	2	5,000	
8742 - Management Consulting	1	5,000	100
8748 - Business Consulting	1	2,500	100
↖93 - Public Finance Taxation And Monetary Policy	1	1,000	
9311 - Public Finance	1	1,000	100
↖73 - Business Services	2	250	
7374 - Data Processing Svcs	1	250	100
7389 - Misc Business Service	1	0	50
↖49 - Electric, Gas And Sanitary Services	1	250	
4925 - Gas Production/distrib	1	250	0
↖60 - Depository Institutions	1	250	
6021 - Natnl Commercial Bank	1	250	100
↖51 - Wholesale Trade - Nondurable Goods	1	100	
5112 - Whol Office Supplies	1	100	50

#### TRADE LINES

<b>Date of Experience</b> ▾	<b>Payment Status</b>	<b>Selling Terms</b>	<b>High Credit (US\$)</b>	<b>Now Owes (US\$)</b>	<b>Past Due (US\$)</b>	<b>Months Since Last Sale</b>
04/2022	Prompt	-	5,000	2,500	0	1 Month
04/2022	Prompt	-	5,000	0	0	1 Month
04/2022	Prompt	-	2,500	0	0	1 Month
04/2022	Prompt	-	2,500	1,000	0	1 Month
04/2022	Prompt	-	1,000	0	0	1 Month
04/2022	Prompt	-	1,000	1,000	0	1 Month
04/2022	Prompt	-	500	250	0	1 Month
04/2022	Prompt	-	250	0	0	Between 6 and 12 Months
04/2022	Prompt to Slow	N30	100	0	0	Between 6 and 12 Months

04/2022	Prompt to Slow	-	-	250	0	1 Month
04/2022	-	Cash Account	250	0	0	Between 4 and 5 Months
04/2022	-	Cash Account	0	0	0	Between 6 and 12 Months
04/2022	-	Cash Account	0	0	0	Between 2 and 3 Months
03/2022	Prompt	-	100,000	0	0	Between 6 and 12 Months
03/2022	Prompt	-	10,000	10,000	0	1 Month
03/2022	Prompt	-	2,500	0	0	Between 6 and 12 Months
03/2022	Prompt	-	250	250	0	1 Month
01/2022	-	Cash Account	100	-	-	1 Month
12/2021	Prompt	-	250	0	0	Between 6 and 12 Months
09/2021	Prompt	-	50	50	0	1 Month
08/2021	Prompt	-	5,000	0	0	Between 6 and 12 Months
08/2021	-	Cash Account	500	-	-	1 Month
08/2021	-	Cash Account	50	-	-	Between 6 and 12 Months
06/2021	-	Cash Account	50	-	-	Between 2 and 3 Months
04/2021	-	Cash Account	50	-	-	1 Month
02/2021	Slow	-	250	100	100	-
06/2020	Prompt	-	1,000	-	-	1 Month
06/2020	-	-	1,000	0	0	Between 6 and 12 Months
05/2020	-	Cash Account	100	0	0	1 Month

## EVENTS

---

### LEGAL EVENTS

The following Public Filing data is for information purposes only and is not the official record. Certified copies can only be obtained from the official source.

SUITS		JUDGEMENTS		LIENS		UCC FILINGS	
TOTAL	0	TOTAL	0	TOTAL	0	TOTAL	8
LAST FILING DATE	-	LAST FILING DATE	-	LAST FILING DATE	-	LAST FILING DATE	03/05/2021

General: The public record items contained in this report may have been paid, terminated, vacated or released prior to the date this was reported. This information may not be reproduced in whole or in part by any means of reproduction.

UCC Filings: There may be additional UCC Filings in the D&B file on this company which are available by contacting 1-800-234-3867.

Suits, Liens, Judgements: There may be additional suits, liens, or judgements in D&B's file on this company available in the U.S. Public Records Database that are also covered under your contract. If you would like more information on this database, please contact the Customer Resource Center at 1-800-234-3867.

Lien: A lien holder can file the same lien in more than one filing location. The appearance of multiple liens filed by the same lien holder against a debtor may be indicative of such an occurrence.

---

### EVENTS

#### **UCC Filing** - Original

Filing Date	2021-03-05
Filing Number	2021 1783217
Received Date	2021-06-11
Collateral	All Assets
Secured Party	FIRST HORIZON BANK, A STATE BANKING ASSOCIATION, AS ADMINISTRATIVE AGENT, HOUSTON, TX
Debtors	PRIORITY POWER MANAGEMENT LENDING, LLC, ARLINGTON, TX
Filing Office	SECRETARY OF STATE/UCC DIVISION, DOVER, DE

#### **UCC Filing** - Amendment

Filing Date	2021-01-27
Filing Number	2100036583
Received Date	2021-02-09
Original Filing Date	2019-02-07
Original Filing Number	190004682131
Secured Party	FIRST HORIZON BANK, A STATE BANKING ASSOCIATION, AS ADMINISTRATIVE AGENT, HOUSTON, TX

---

Secured Party	FIRST TENNESSEE BANK NATIONAL ASSOCIATION, AS ADMINISTRATIVE AGENT, HOUSTON, TX
Debtors	PRIORITY POWER MANAGEMENT, LLC
Debtors	PRIORITY POWER MANAGEMENT, LLC, ARLINGTON, TX
Filing Office	SECRETARY OF STATE/UCC DIVISION, AUSTIN, TX
<b>UCC Filing - Amendment</b>	
Filing Date	2021-01-27
Filing Number	2100036585
Received Date	2021-02-09
Original Filing Date	2019-02-07
Original Filing Number	190004682131
Secured Party	FIRST HORIZON BANK, A STATE BANKING ASSOCIATION, AS ADMINISTRATIVE AGENT, HOUSTON, TX
Secured Party	FIRST TENNESSEE BANK NATIONAL ASSOCIATION, AS ADMINISTRATIVE AGENT, HOUSTON, TX
Debtors	PRIORITY POWER MANAGEMENT, LLC
Debtors	PRIORITY POWER MANAGEMENT, LLC, ARLINGTON, TX
Filing Office	SECRETARY OF STATE/UCC DIVISION, AUSTIN, TX
<b>UCC Filing - Original</b>	
Filing Date	2019-02-07
Filing Number	190004682131
Received Date	2019-02-19
Collateral	All Assets
Secured Party	FIRST TENNESSEE BANK NATIONAL ASSOCIATION, AS ADMINISTRATIVE AGENT, HOUSTON, TX
Debtors	PRIORITY POWER MANAGEMENT, LLC
Filing Office	SECRETARY OF STATE/UCC DIVISION, AUSTIN, TX
<b>UCC Filing - Original</b>	
Filing Date	2018-05-01
Filing Number	180015114798
Received Date	2018-05-08
Collateral	Equipment
Secured Party	DCP SAND HILLS PIPELINE, LLC, DENVER, CO
Debtors	PRIORITY POWER MANAGEMENT, LLC
Filing Office	SECRETARY OF STATE/UCC DIVISION, AUSTIN, TX

---

**UCC Filing - Original**

Filing Date	2014-01-21
Filing Number	140002044550
Received Date	2014-02-04
Collateral	Negotiable instruments including proceeds and products - Inventory including proceeds and products - Accounts receivable including proceeds and products - Account(s) including proceeds and products - and OTHERS
Secured Party	FIRSTCAPITAL BANK OF TEXAS, N.A., MIDLAND, TX
Debtors	PRIORITY POWER MANAGEMENT, LLC
Filing Office	SECRETARY OF STATE/UCC DIVISION, AUSTIN, TX

---

**COMPANY EVENTS****The following information was reported on: 09-27-2021**

The Texas Secretary of State's business registrations file showed that Priority Power Management, LLC was registered as a Limited Liability Company on December 18, 2007, under the file registration number 0800912669.

Although this company operates as a limited liability company, the members have elected to use officer titles to denote areas of responsibility.

Business started 2001.

Business started 2001. Present control succeeded Feb 2019.

**CONTROL CHANGE:.**

On February 26, 2019, sources stated that ARA Partners LLC, Houston, TX, has acquired Priority Power Management, LLC, Midland, TX, on February 11, 2019. With the acquisition, Priority Power Management, LLC will now operate as an affiliate of ARA Partners LLC. Terms of the transaction were undisclosed. Employees and management were retained. Further details are unavailable.

**RECENT EVENTS:.**

On February 19, 2021, sources stated that Priority Power Management, LLC, Midland, TX, has acquired Satori Energy Solutions LLC, Chicago, IL on February 1, 2021. With the acquisition, Satori Energy Solutions LLC will now operate as a subsidiary of Priority Power Management, LLC. Employees and management were retained. Terms of the deal were not disclosed. Further details are unavailable.

On November 25, 2020, sources stated that Priority Power Management, LLC, Midland, TX, has acquired Texas Power Consultants, LLC, Tyler, TX, on November 9, 2020. With the acquisition, Texas Power Consultants, LLC will now operate as a subsidiary of Priority Power Management, LLC. Employees and management were retained. Terms of the deal were not disclosed. Further details are unavailable.

On September 9, 2019, an inside source stated that Priority Power Management, LLC, Midland, TX, has completed the acquisition of EE Partners, Ltd., Midland, TX, on August 29, 2019. With the acquisition, EE Partners, Ltd. will now operate as a wholly-owned subsidiary of Priority Power Management, LLC. Employees and management were retained. Terms of the deal were not disclosed. Further details are unavailable.

On September 7, 2012, John Bick, Managing Principal, stated that Priority Power Management, LLC, Midland, TX, has acquired the energy management and advisory services business unit of THG Energy & Technology Solutions, LLC, Tulsa, OK, last August 31, 2012. The acquired unit is located in Fort Worth, Texas, and will now be an office of Priority Power Management, LLC.

On December 13, 2010, sources stated that Priority Power Management, LLC, Midland, TX, announced the opening of a new office in Abilene, Texas and the addition of two industry veterans to the Priority Power Management team on November 2, 2010. The office will be led by Bob Forman and Kevin Bredemeyer, two industry veterans who have recently joined the company as the Directors of Business Development. Further details are unavailable.

On September 11, 2007, Amen Properties, Inc, Midland, TX, announced that it has acquired Cogdill Enterprises, Inc, dba Cogdill Energy Consultants (CEC), Euless, TX. Cogdill Enterprises, Inc, will be integrated with Amen's wholly-owned subsidiary, Priority Power Management, LLC. Further details and terms were not disclosed.

PADRAIG ENNIS born 1960. 2001-present active here. 1981-2001 he was employed with TXU as a Key Account Manager. He holds a Bachelor of Business Administration in Finance from Texas Tech University.

JOHN BICK. 2003-present active here. Prior to joining Priority, he was previously Director of Strategic Business Development for TXU Energy. He holds a Bachelor of Science in Construction Engineering from Texas Tech University and has completed Executive Management Programs at Southern Methodist University's Cox School of Business and The Wharton School at the University of Pennsylvania.

KEVIN YUNG. He holds a Bachelor of Science in Electrical Engineering from Texas A&M University, and an Executive MBA from The University of Texas at Dallas.

JUSTIN COURTNEY. Antecedents are unknown.

DANNY SMEDLEY. Antecedents are unknown.

CHARLIE HEWITT. Antecedents are unknown.

JOE LONER. antecedents are unknown.

Business address has changed from 303 W Wall St Ste 1100, Midland, TX, 79701 to 310 W Wall St Ste 500, Midland, TX, 79701.

Business address has changed from 310 W Wall St Ste 500, Midland, TX, 79701 to 5012 Portico Way, Midland, TX, 79707.

Business address has changed from 5012 Portico Way, Midland, TX, 79707 to 4000 N Big Spring St Ste 400, Midland, TX, 79705.

---

#### SPECIAL EVENTS

09-27-2021

Business address has changed from 5012 Portico Way, Midland, TX, 79707 to 4000 N Big Spring St Ste 400, Midland, TX, 79705.

09-09-2021 OFFICER CHANGE:

According to published reports, Priority Power Management, LLC announced that Joe Loner has been named as Chief Financial Officer.

02-04-2021 MERGER/ACQUISITION:

According to published reports, Priority Power Management, LLC, DUNS 128386344, (Midland, TX) announced that it has acquired Satori Energy Solutions LLC, DUNS 789773392, (Chicago, IL).

11-11-2020 MERGER/ACQUISITION:

According to published reports, Priority Power Management, LLC, DUNS 128386344, (Midland, TX) announced the acquisition of Texas Power Consultants, LLC, DUNS 929939911, (Tyler, TX).

09-04-2019 MERGER/ACQUISITION:

According to published reports, Priority Power Management, LLC, DUNS 128386344, (Midland, TX) announced the closing of the acquisition of EE Partners, Ltd, DUNS 197027209, (Midland, TX).

03-20-2019 OFFICER CHANGE:

According to published reports, Priority Power Management, LLC announced the appointment of Justin Courtney as Executive Vice President and Chief Financial Officer of the company.

03-15-2019 OFFICER CHANGE:

According to published reports, Priority Power Management, LLC announced the hiring of Danny Smedley and Charlie Hewitt as Vice Presidents.



02-26-2019 CONTROL CHANGE:

On February 26, 2019, sources stated that ARA Partners LLC, Houston, TX, has acquired Priority Power Management, LLC, Midland, TX, on February 11, 2019. With the acquisition, Priority Power Management, LLC will now operate as an affiliate of ARA Partners LLC. Terms of the transaction were undisclosed. Employees and management were retained. Further details are unavailable.

## Financials

D&B currently has no financial information on file for this company.

## COMPANY PROFILE

### COMPANY OVERVIEW

**D-U-N-S**

12-838-6344

**Mailing Address**

4000 N Big Spring St Ste 400, Midland  
TX 79705, US

**Annual Sales**

-

**Business Form**

Partnership

**Telephone**

(432) 620-9100

**Employees**

48

**Date Incorporated**

-

**Fax**

-

**Age (Year Started)**

21 years (2001)

**State of Incorporation**

Texas

**Website**

[www.prioritypower.net](http://www.prioritypower.net)

**Named Principal**

PAORAIG ENNIS, MNG MBR

**Ownership**

74

**Line of Business**

Business consulting services

**SIC**






8748

OWNERSHIP

FAMILY TREE SUMMARY

Members in the Tree	Subsidiaries of this Company	Branches of this Company
9	3	5

FAMILY TREE

-  **Priority Power Management, Llc** 128386344 Midland, TX
  -  **Priority Power Management, Llc** 069482964 Arlington, TX
  -  **Texas Power Consultants, Llc** 929939911 Tyler, TX
  -  **Priority Power Management, Llc** 807123612 Arlington, TX
  -  **Satori Energy Solutions Llc** 789773392 Chicago, IL
  -  **Priority Power Management, Llc** 965976603 Houston, TX
  -  **Priority Power Management, Llc** 058739000 Houston, TX
  -  **Ee Partners, Ltd.** 197027209 Midland, TX
  -  **Priority Power Management, Llc** 967704664 Abilene, TX

Search Inquiry: (My company)

ProfilePlus™ Report

as of: 04/12/22 12:52 ET

Priority Power Management, LLC

<b>Address:</b>	5012 Portico Way Midland, TX 79707-3102 United States	<b>Key Personnel:</b>	Officer: Ennis Padraig Officer: John J Back Owner: Pat Ennis
<b>Phone:</b>	432-620-9100	<b>SIC Code:</b>	8742 Management Consulting Services 8741 Management Services
<b>Website:</b>	www.prioritypower.net	<b>NAICS Code:</b>	8748 Business Consulting Services, Nec 541611 Administrative Management And General Management Consulting Services 561110 Office Administrative Services 541612 Human Resources Consulting Services
<b>Experian BIZ:</b>	635055748	<b>Business Type:</b>	Corporation
<b>Agent:</b>	Charles Dale Hewitt	<b>Experian File Established:</b>	January 2007
<b>Agent Address:</b>	2201 E Lamar BLVD Ste 275 Arlington, TX	<b>Experian Years on File:</b>	15 Years
<b>Family Linkage:</b>		<b>Years In Business:</b>	21 Years
<b>Ultimate Parent</b>	Priority Power Management, LLC 5012 Portico Way Midland, TX	<b>Total Employees:</b>	1
<b>Branches / Alternative Locations</b>	Priority Power Management, LLC 2201 E Lamar BLVD Ste 275 Arlington, TX United States Priority Power Management, LLC 4000 N Big Spring St Midland, TX United States Priority Power Management, LLC 2201 E Lamar BLVD Ste 275 Arlington, TX United States	<b>Sales:</b>	\$168,000
		<b>Filing Data Provided by:</b>	Texas
		<b>Date of Incorporation:</b>	12/18/2007

Experian Business Credit Score



The objective of the Experian Business Credit Score is to predict payment behavior. High Risk means that there is a significant probability of delinquent payment. Low Risk means that there is a good probability of on-time payment.

Key Score Factors:

- Number of good commercial accounts
- Percent of delinquent commercial accounts
- Length of time on Experian's file
- Pct of new commercial accts to total nbr of accts

Business Credit Scores range from a low of 1 to high of 100 with this company receiving a score of 80. Higher scores indicate lower risk. This score predicts the likelihood of serious credit delinquencies within the next 12 months. This score uses tradeline and collections information, public filings as well as other variables to predict future risk.

Experian Financial Stability Risk Rating



A Financial Stability Risk Rating of 1 indicates a 0.55% potential risk of severe financial distress within the next 12 months.

Key Rating Factors:

- Risk associated with the company's industry sector
- Number of active commercial accounts
- Risk associated with the business type
- Percent of commercial accounts delinquent

Financial Stability Risk Ratings range from a low of 1 to high of 5 with this company receiving a rating of 1. Lower ratings indicate lower risk. Experian categorizes all businesses to fit within one of the five risk segments. This rating predicts the likelihood of payment default and/or bankruptcy within the next 12 months. This rating uses tradeline and collections information, public filings as well as other variables to predict future risk.

Credit Summary

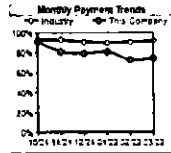
<b>Current Days Beyond Terms (DBT):</b>	2	<b>Payment Tradelines (see chart, detail):</b>	15
<b>Predicted DBT for 06/08/2022:</b>	2	<b>Business Inquiries (see summary):</b>	5
<b>Average Industry DBT:</b>	4	<b>UCC Filings (see detail) (see summary):</b>	9
<b>Payment Trend Indicator:</b>	Stable	<b>Businesses Scoring Worse:</b>	79%
<b>Lowest 6 Month Balance:</b>	\$10	<b>Bankruptcies:</b>	0
<b>Highest 6 Month Balance:</b>	\$11,580	<b>Liens:</b>	0

Current Total Account Balance: \$7,286  
Highest Credit Amount Extended: \$5,243

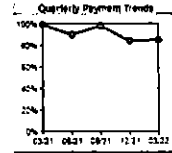
Judgments Filed  
Collections

0  
0

#### Payment Trend Summary

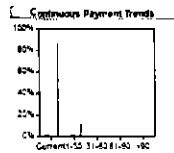


\*Percentage of on-time payments by month



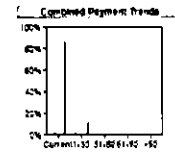
\*Percentage of on-time payments by quarter

Monthly Payment Trends - Recent Activity						Quarterly Payment Trends - Recent Activity					
Date	Up to 30	31-60 DBT	61-90 DBT	>90 DBT		Date	Up to 30	31-60 DBT	61-90 DBT	>90 DBT	
10/21	91%	9%	0%	0%	0%	03/21	99%	0%	1%	0%	0%
11/21	81%	19%	0%	0%	0%	06/21	90%	10%	0%	0%	0%
12/21	79%	21%	0%	0%	0%	09/21	98%	2%	0%	0%	0%
01/22	81%	19%	0%	0%	0%	12/21	84%	16%	0%	0%	0%
02/22	73%	27%	0%	0%	0%	03/22	85%	15%	0%	0%	0%
03/22	75%	25%	0%	0%	0%						



\*Continuous distribution with DBT

Insufficient information to produce  
Newly Reported Payment Trends  
chart



\*Combined distribution with DBT

#### Trade Payment Information

Payment Experiences (Financial Trades)						
Supplier Category	Reported Date	Activity Date	Payment Terms	Recent High Credit	Up to 30 DBT	31-60 DBT
Equip Less	4/05/22		Mo	\$6,385 \$4,195		
Fincl Svcs	11/01/20	10/21/20	Rev	\$1,531 \$199		
Fincl Svcs	2/01/22	1/20/22	Rev	\$2,638 \$2,638	\$1,293	

TradeLine Experiences (Continuous Trades)						
Supplier Category	Reported Date	Activity Date	Payment Terms	Recent High Credit	Up to 30 DBT	31-60 DBT
Communicatn	2/01/22		Varied	\$983 \$973 100%		
Communicatn	2/01/22		Varied	\$3,936 \$2,628 100%		
Communicatn	2/01/22		Varied	\$522 \$751 100%		
Communicatn	2/01/22		Varied	\$2,788 \$692 100%		
Communicatn	2/01/22		Varied	\$5,243 \$2,679 100%		
Elec Distr	2/28/22			\$0		
Elec Distr	4/07/22		Varied	\$1,780 \$63 100%		
Elec Suplr	1/18/22	11/21		\$0		
Packaging	4/04/22		Net 30	\$0		
Packaging	4/04/22		Net 30	\$0		

Additional TradeLine Experiences (Aged Trades)						
Supplier Category	Reported Date	Activity Date	Payment Terms	Recent High Credit	Up to 30 DBT	31-60 DBT
Communicatn	11/01/21		Varied	\$11,500 \$11,317 64%	36%	
Communicatn	5/01/19		Varied	\$347 \$0		

Payment Trend Detail						
Date	Industry* DBT	1	Industry* Current		Up to 30 DBT	31-60 DBT
03/22	4	4	92%	75%	25%	0%
02/22	4	4	91%	73%	27%	0%
01/22	4	3	90%	81%	19%	0%
12/21	4	3	91%	79%	21%	0%
11/21	3	3	93%	81%	19%	0%
10/21	3	1	93%	91%	9%	0%

\*Industry: Management Consulting Services

## Inquiries

### Summary of Inquiries

Supplier Category	04/22	03/22	02/22	01/22	12/21	11/21	10/21	09/21	08/21
Elec Distr	0	0	0	0	0	0	1	0	0
Fuel Distr	1	0	0	0	0	0	0	0	0
General	0	0	0	0	0	0	1	0	1
Utility	0	0	0	0	0	0	0	0	1
Totals	1	0	0	0	0	0	2	0	2

## UCC Filings

Date: 03/05/2021  
Filing Number: 2021 1783217  
Jurisdiction: Sec Of State DE  
Secured Party: First Horizon Bank, A State Banking Asso TX Houston 77056 30  
Collateral: Hereafter Acquired Property, Other Assets (undefined)  
Activity: Filed

Date: 02/07/2019  
Filing Number: 190004682131  
Jurisdiction: Sec Of State TX  
Secured Party: First Tennessee Bank National Association TX Houston 77056 30  
Activity: Filed

Date: 02/07/2019  
Filing Number: 1900047415  
Jurisdiction: Sec Of State TX  
Secured Party: Firstcapital Bank Of Texas, N A TX Midland 79701 310 W Wal  
Activity: Terminated

Date: 02/07/2019  
Filing Number: 1900047414  
Jurisdiction: Sec Of State TX  
Secured Party: Firstcapital Bank Of Texas, N A TX Midland 79701 310 W Wal  
Activity: Terminated

Date: 02/07/2019  
Filing Number: 1900047412  
Jurisdiction: Sec Of State TX  
Secured Party: Firstcapital Bank Of Texas, N A TX Midland 79701 310 West W  
Activity: Terminated

Date: 09/21/2018  
Filing Number: 180033532853  
Jurisdiction: Sec Of State TX  
Secured Party: Firstcapital Bank Of Texas, N A TX Midland 79701 310 W Wal  
Collateral: Hereafter Acquired Property, Inventory, Other Assets (undefined)  
Activity: Filed

Date: 05/01/2018  
Filing Number: 180015114798  
Jurisdiction: Sec Of State TX  
Secured Party: DCP Sand Hills Pipeline, LLC Co Denver 370 17TH Street  
Collateral: Other Assets (undefined)  
Activity: Filed

Date: 01/29/2018  
Filing Number: 180003103076  
Jurisdiction: Sec Of State TX  
Secured Party: Firstcapital Bank Of Texas, N A TX Midland 79701 310 W Wal  
Collateral: Hereafter Acquired Property, Inventory, Other Assets (undefined)  
Activity: Filed

Date: 08/11/2017  
Filing Number: 170027597018  
Jurisdiction: Sec Of State TX  
Secured Party: Firstcapital Bank Of Texas, N A TX Midland 79701 310 West W  
Collateral: Vehicles, Equipment, Inventory, Hereafter Acquired Property, Other Assets (undefined)  
Activity: Filed

## UCC Filings Summary

Filing Period	Cautionary Filings	Total Filed	Total Released	Total Continued	Amended / Assigned
JAN-Present 2022	0	0	0	0	0
JUL-DEC 2021	0	0	0	0	0
JAN-JUN 2021	1	1	0	0	0
JUL-DEC 2020	0	0	0	0	0
JAN-JUN 2020	0	0	0	0	0
Prior to JAN 2020	3	5	3	0	0

Cautionary UCC Filings include one or more of the following collateral: Accounts, Accounts Receivable, Contracts, Hereafter acquired property, Leases, Notes Receivable, or Proceeds.

\* The information herein is furnished in confidence for your exclusive use for legitimate business purposes and shall not be reproduced, disclosed, or shared to any third party per the restrictions in the Terms and Conditions that you accepted. Neither Experian nor its sources or distributors warrant such information nor shall they be liable for your use or reliance upon it. (Page 100 of 107)

© 2022 Experian Information Solutions Inc.

Page 100



**Exhibit C-6. "Bankruptcy information"**

***Provide a list and description of any reorganization, protection from creditors or any other form of bankruptcy filings made by the applicant, a parent or affiliate organization that guarantees the obligations of the applicant or any officer of the applicant in the current year or within the two most recent years preceding the application.***

Priority Power Management, LLC has never conducted any reorganization, protection from creditors or any other form of bankruptcy filings. The same holds true for any parent company or affiliates.

**Exhibit C-7. "Merger Information"**

***Provide a statement describing any dissolution or merger or acquisition of the applicant within the five most recent years preceding the application.***

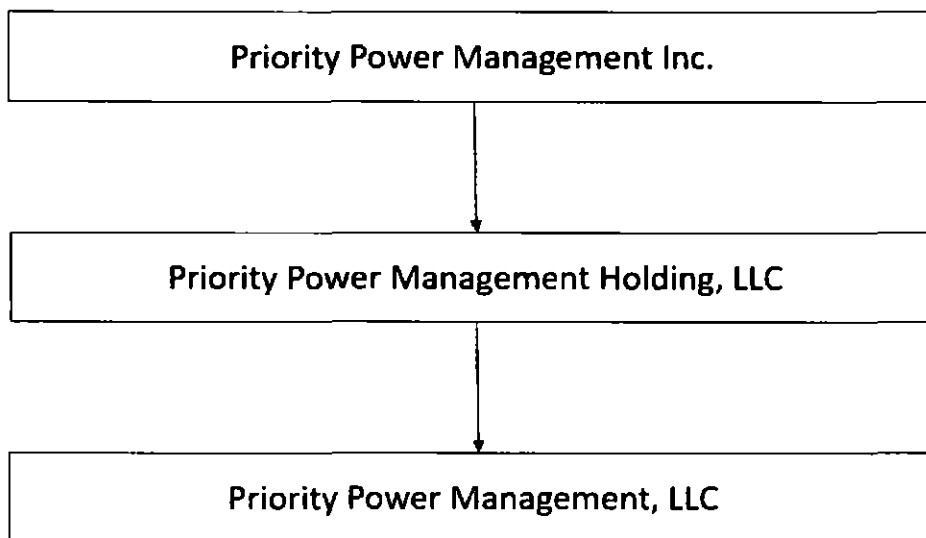
In February 2019, ARA Partners Group, an industrial private equity firm that invests in companies with sustainable competitive advantages built upon greater resource efficiency, made a significant investment in Priority Power Management Holdings, LLC. ARA Partners Group is the majority shareholder in Priority Power Management Holding, LLC. Priority Power Management Holdings, LLC wholly owns Priority Power Management, LLC.

In addition, In August 2021, affiliates of Oaktree Capital Management, L.P. , a broad based private equity firm, made a significant investment in an affiliate of Priority Power Management, LLC. Affiliates of Oaktree own a significant portion of the ultimate parent entity of Priority Power Management, LLC (Priority Power Management, Inc.)

**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.***

Priority Power Management, LLC is a Texas limited liability company and does not have any affiliates and or subsidiary companies that supply retail or wholesale electricity or natural gas to customers and companies that aggregate customers in North America. Priority Power Management Holdings, LLC wholly owns Priority Power Management, LLC and Priority Power Management Inc. wholly owns Priority Power Management Holdings, LLC.



**Exhibit C-9. "Financial arrangements"**

*This section is only applicable if power marketer or retail electric generation provider has been selected in A-1*

Priority Power Management, LLC is not a power marketer or retail electric generation provider.  
Therefore, this section is not applicable.

## TECHNICAL CAPABILITY

**Exhibit 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.*

PPM individuals that work directly with retail customers in Portfolio-Wide Energy Planning are Sales Advisors. The Sales Advisor team is supported by Energy Analysts who are responsible for gathering data, creating load profiles, submitting Request for Proposal (RFPs) to certified retail electricity suppliers, and assembling pricing analysis for the Sales Advisors to utilize when communicating with retail customers. PPM's internal data team provides internal energy curves including historical information, trending information, and market information for current trades in future years. The Senior Management team works to develop the strategic direction of the firm, provide oversight on operations, manage data accordingly, and deliver counsel and guidance for the Sales Advisors. A sample course of events is provided below:

- Sales Advisor work with retail customers to determine a strategy. Once a strategy has been determined, an RFP is developed for the solicitation.
- A professional and detailed RFP document is developed that includes detailed electricity pricing instructions for the products and terms that were defined in the Strategy phase.
- A list of qualified certified Retail Electricity Providers (REP) is developed for RFP distribution.
- Once the RFP is issued, PPM works closely with the client to ensure that any questions from REPs are answered and managed so that the client is not distracted from its core business operations during this solicitation process.
- Sales Advisor works with retail customer to review pricing, contract, and ensure outcome meets the needs of the established strategy.

PPM expects that most customer engagements in Ohio will be with existing PPM clients that have locations in Ohio and PPM is already providing services to the client in other states. Most of these retail customers are already familiar with the PPM process.

PPM has relationships with over 20 REPs which are responsible for the scheduling, delivery, and billing of supply retail customers.

**Exhibit D-2. "Operations expertise and key technical personnel"**

*Provide evidence of the applicant's experience and technical expertise in performing the operations described in this application. Include the names, titles, e-mail addresses, telephone numbers and background of key personnel involved in the operational aspects of the applicant's business. If vendors or third parties are or will be utilized for any activities listed in this application, provide the name, contact information for each, and list which activities they will perform. Also, indicate which activities will be performed directly by the company. Please note that this information is required to be updated within 30 days of any change.*

Priority Power Management, LLC has provided information herein.

## **Exhibit D-2. “Operations expertise and key technical personnel”**

*Provide evidence of the applicant’s experience and technical expertise in performing the operations described in this application. Include the names, titles, e-mail addresses, telephone numbers and background of key personnel involved in the operational aspects of the applicant’s business. If vendors or third parties are or will be utilized for any activities listed in this application, provide the name, contact information for each, and list which activities they will perform. Also, indicate which activities will be performed directly by the company. Please note that this information is required to be updated within 30 days of any change.*

John J. Bick, Chief Commercial Officer  
2201 E. Lamar Blvd., Ste 275 Arlington, TX 76006  
(800) 221-7061

John Bick is the Chairman and Chief Commercial Officer of Priority Power Management, a leading Texas-based independent energy management consulting services firm. John has 28 years of energy experience. He joined our team in 2003 and leads the strategy and business development of the firm, as well as providing hands-on expertise to large clients.

Prior to joining Priority Power Management, he was previously Director of Strategic Business Development for TXU Energy, where he was responsible for identifying and developing multi-million dollar, comprehensive energy management and outsourcing engagements across North America.

He holds a Bachelor of Science in Construction Engineering from Texas Tech University and has completed Executive Management Programs at Southern Methodist University’s Cox School of Business and The Wharton School at the University of Pennsylvania.

Robert Douglass, Chief Operating Officer  
4526 Research Forest Drive, Suite 250 The Woodlands, TX 77381  
T (800) 221-7061

Prior to joining Priority Power Management in 2020, Robert served as Executive Vice President of Operations at MP2 Energy (MP2). MP2, an industry leading electricity and services platform company, sold to Shell Energy North America in 2017. Robert spent 11 years at MP2, where he led operations across MP2’s value-chain which consisted of Power Plant Management, Demand Response, and serving as a Retail Electric Supplier throughout the US.

Robert began his energy career in Silicon Valley at APX, Inc. At APX, Inc., Robert was responsible for the delivery of wholesale scheduling, settlement, and SCADA solutions to a diverse customer base. Robert was afforded a unique opportunity to be deeply engrained in very complex customer operations, which provided a unique opportunity to understand the mechanics and strategies from investment banks to independent power producers.

Robert attended Morehouse College, where he received a BA Degree in Business Administration with a concentration in Marketing.



Matthew Adams, Senior Managing Director  
4526 Research Forest Drive, Suite 250 The Woodlands, TX 77381  
T (800) 221-7061

Matthew Adams has spent the last twenty-two years working across a broad spectrum of the power and gas industry. He has spent time at companies such as Calpine, Occidental Petroleum, Credit Suisse, and MP2 Energy. During his time in the industry, he has held positions covering Risk, Wholesale Origination, Structuring, Retail Origination and Management. This broad experience allows Matthew to look at the power business and opportunities from a uniquely broad perspective.

During the last eleven years Matthew was President of MP2 energy which along with MP2's management team grew the company from a startup into the largest independent Commercial and Industrial Retailer in the U.S. prior to acquisition by Shell Energy North America in 2017.

Matt earned a BBA in Finance from Sam Houston State University, and MBA from University of North Texas.

David C. Wiers, Senior Managing Director  
4526 Research Forest Drive, Suite 250 The Woodlands, TX 77381  
T (800) 221-7061

David C. Wiers has almost 20 years of experience in creating and delivering innovative solutions in the energy industry. Mr. Wiers has participated in deregulated markets from their inception and has shared his expertise at numerous conferences and forums, advocating electricity deregulation and representing third-party aggregator, broker, and consultant (ABC) channels. Wiers founded Satori Energy in 2003, which has now served over 50,000 accounts and has secured more than \$150 Million in energy savings for its clients. In late 2011, Mr. Wiers assisted in the due diligence and purchase of Select Energy Partners (SEP). Mr. Wiers has led the strategic vision of the firm as Satori has continued its pattern of targeted growth through the acquisitions of Public Utility Brokers (September 2014), GOBY LLC's procurement business (December 2014), Velocity Energy Group (January 2015), EnergyNext, Inc. (April 2015), WTX Power (August 2015), and InSource Power (October 2015).

Charlie Hewitt, Vice President  
2201 E. Lamar Blvd., Ste 275 Arlington, TX 76006  
(800) 221-7061

Charlie Hewitt brings over 30 years of energy industry experience to Priority Power Management. He is responsible for business process improvement through the implementation of technology and workflow management. He also guides the human resources and change process functions.

Prior to joining Priority Power Management, he was principal at a private energy consulting practice focused on the retail energy market. He also served as Vice President for Hudson Energy Services where he was responsible for designing and implementing portfolio management, risk management, forecasting, contracting, and retail pricing processes and procedures. Previously, he held management roles at Direct Energy and TXU Energy.

He holds an MBA from the University of Texas at Arlington. He also holds BS and MA degrees in Geological Sciences from the University of Texas at Austin where he was a TXU Environmental Research Fellow.

Danny Smedley, Vice President  
5012 Portico Way, Midland, Texas 79707  
(432) 620-9100

Danny Smedley is Vice President Business Development at Priority Power Management. Danny has over 30 years of energy experience and joined our team in 2019 to assist with strategy and business development of the firm.

Prior to joining Priority Power Management, he was previously Senior Sales Executive for TXU Energy, where he was responsible for managing the largest industrial and commercial energy users in Texas. Over his 30 years Danny held numerous operating and leadership positions with TXU Energy. He holds a Bachelor of Business Administration in General Business from LeTourneau University.

Danny Smedley, Vice President  
5012 Portico Way, Midland, Texas 79707  
(432) 620-9100

Danny Smedley is Vice President Business Development at Priority Power Management. Danny has over 30 years of energy experience and joined our team in 2019 to assist with strategy and business development of the firm.

Prior to joining Priority Power Management, he was previously Senior Sales Executive for TXU Energy, where he was responsible for managing the largest industrial and commercial energy users in Texas. Over his 30 years Danny held numerous operating and leadership positions with TXU Energy. He holds a Bachelor of Business Administration in General Business from LeTourneau University.

**Exhibit D-3. "FERC power marketer authorization"**

*This section is only applicable if power marketer or retail electric generation provider has been selected in A-1.*

Priority Power Management, LLC is not a power marketer or retail electric generation provider. Therefore, this section is not applicable.