



DIS Case Number: 14-1114-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: Marketing Systems Group, LLC
Country: United States
Phone: 8887448125 Extension (if applicable):
Street: 27 N Wacker Dr. Ste 560
Website (if any): www.marketingsystemsgroupllc.com
City: CHICAGO Province/State: IL
Postal Code: 60606

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.

Table with 5 columns: Name, Type, Address, Active?, Proof. Row 1: Phoenix Energy, DBA, 27 N Wacker Dr ste560 Chicago, IL 60606, 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.

Table with 5 columns: Name, Type, Address, Active?, Proof

A-5. Contact person for regulatory matters



Alexander Rozenblat
27 N. Wacker Dr., Ste. 560
CHICAGO, IL 60606
US
regulatory@iionenergy.com

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

Alexander Rozenblat
27 N. Wacker Dr., Ste. 560
CHICAGO, IL 60606
US
regulatory@iionenergy.com

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

Phone: 8005426056	Extension (if applicable):	Country: United States
Fax: 8005426056	Extension (if applicable):	Street: 27 N Wacker Drive Suite 560
Email: customerservice@iionenergy.com		City: Chicago
		Province/State: IL
		Postal Code: 60606

A-8. Applicant's federal employer identification number

46-3265392

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

Duke Energy Ohio
FirstEnergy - Cleveland Electric Illuminating
FirstEnergy - Ohio Edison
FirstEnergy - Toledo Edison



AES Ohio
American Electric Power (AEP)

Class of customer selection

Commercial
Industrial
Mercantile
Residential

A-11. Start date

Indicate the approximate start date the applicant began/will begin offering services: 07-21-2014

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
Alexander Rozenblat	regulatory@iionenergy.com		27 N. Wacker Dr., Ste. 560 CHICAGO, IL 60606 US

A-13. Company history

Marketing Systems Group, LLC ('MSG') is providing world-class energy management consulting. MSG invested in up-to-date technology, such as process automation, to ensure expedient and seamless enrollments, and transfer processes. With decades of experience in energy procurement, rates, efficiency, and regulations, we help small to large energy brokers throughout the country cut energy costs and improve profits. MSG has incorporated a highly efficient and ethical marketing platform in its business plan that follows regulatory codes, stifles end user complaints, and brings high growth percentage to the company. This platform includes incoming enrollments through effective internet marketing tactics as well as outbound broker and telemarketing channels. Our staff is trained in enrolling new customers via telephone, coordinating new and existing customer accounts, as well as handling and resolving all complaints from customers in a timely fashion.

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: Marketing Systems Group, LLC:

California
Connecticut
Illinois
Indiana
Georgia
Florida
Maine
Maryland
Massachusetts
Michigan
New Hampshire
New Jersey
New York
Ohio
Pennsylvania
Texas
West Virginia
Virginia

B-2. Experience and plans

Describe the applicant's experience in providing the service(s) for which it is applying (e.g., number and type of customers served, utility service areas, amount of load, etc.). Include the plan for contracting with customers, providing contracted services, providing billing statements and responding to customer inquiries and complaints in accordance with Commission rules adopted pursuant to Sections 4928.10 and/or 4929.22 of the Ohio Revised Code.

Application Experience and Plan Description: Marketing Systems Group, LLC has a highly organized front end to handle all end user-facing functions. MSG invested in up to date technology such as process automation to ensure expedient and seamless enrollments, and transfer processes. MSG provides fixed, variable, and hybrid plans for both residential and non-residential end users by contracting with approved licensed electricity suppliers. MSG has



incorporated a highly efficient and ethical marketing platform in its business plan that follows regulatory code, stifles end user complaint, and brings high growth percentage to our company. This platform includes incoming enrollments through effective internet marketing tactics as well as outbound broker and telemarketing channels. MSG expects to have a skilled customer service staff for all incoming inquiries from end users. Our staff is trained in enrolling new customer via telephone, coordinating new and existing customer accounts, as well as handling and resolving all complaints from the customer in a timely fashion. Our main goal is to keep our customer base happy with their service. MSG customer service team will operate hours appropriate to the Ohio market. Our customer service staff will be up to date on all regulatory proceedings, changes, and amendments to maintain compliance at all times.

B-3. Disclosure of liabilities and investigations

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

Liability and Investigations Disclosures: There are no existing, pending or past rulings, judgments, contingent liabilities, revocation of authority, regulatory investigations, or any other matter that could adversely impact MSG's financial or operational status or ability to provide broker services.

B-4. Disclosure of consumer protection violations

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

No

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

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



No

Section C: Applicant Financial Capability and Experience

C-1. Financial reporting

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

Does not apply

C-2. Financial statements

Provide copies of the applicant's two most recent years of audited financial statements, including a balance sheet, income statement, and cash flow statement. If audited financial statements are not available, provide officer certified financial statements. If the applicant has not been in business long enough to satisfy this requirement, provide audited or officer certified financial statements covering the life of the business. If the applicant does not have a balance sheet, income statement, and cash flow statement, the applicant may provide a copy of its two most recent years of tax returns with **social security numbers and bank account numbers redacted**.

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

Preferred to file this information confidentially

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.



Preferred to file this information confidentially

C-6. Bankruptcy information

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

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

No

C-7. Merger information

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

No

C-8. Corporate structure

Provide a graphical depiction of the applicant's corporate structure. Do not provide an internal organizational chart. The graphical depiction should include all parent holding companies, subsidiaries and affiliates as well as a list of all affiliate and subsidiary companies that supply retail or wholesale electricity or natural gas to customers in North America. If the applicant is a stand-alone entity, then no graphical depiction is required, and the applicant may respond by stating that it is a stand-alone entity with no affiliate or subsidiary companies.

File(s) attached

Section D: Applicant Technical Capacity

D-1. Operations

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

File(s) attached

D-2. Operations Expertise & Key Technical Personnel

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

File(s) attached

Application Attachments



DATE	DOCUMENT ID	DESCRIPTION	FILING	EXPED	PENALTY	CERT	COPY
05/28/2014	201414701615	REG. OF FOR. PROFIT LIM. LIAB. CO. (LFP)	125.00	0.00	0.00	0.00	0.00

Receipt

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

MARKETING SYSTEMS GROUP, LLC
 ATTN: ALEXANDER ROZENBLAT
 1658 N. MILWAUKEE AVE. STE 314
 CHICAGO, IL 60647

STATE OF OHIO CERTIFICATE

Ohio Secretary of State, Jon Husted

2298716

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

MARKETING SYSTEMS GROUP, LLC

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

Document(s)

REG. OF FOR. PROFIT LIM. LIAB. CO.

Effective Date: 05/27/2014

Document No(s):

201414701615



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
 28th day of May, A.D. 2014.

Jon Husted

Ohio Secretary of State



Form 533B Prescribed by:
Ohio Secretary of State
JON HUSTED
Ohio Secretary of State

Central Ohio: (614) 466-3910
Toll Free: (877) SOS-FILE (767-3453)
www.OhioSecretaryofState.gov
Busserv@OhioSecretaryofState.gov

Mall this form to one of the following:

Regular Filing (non expedite)
P.O. Box 670
Columbus, OH 43216

Expedite Filing (Two-business day processing
time requires an additional \$100.00).
P.O. Box 1390
Columbus, OH 43216

Registration of a Foreign Limited Liability Company Filing Fee: \$125

2014 MAY 27 11:11:22

CHECK ONLY ONE (1) BOX

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

Jurisdiction of Formation

Date of Formation

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

Jurisdiction of Formation

Date of Formation

Name of Limited Liability Company in its jurisdiction of formation

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

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

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

Name

Mailing Address

City

State

ZIP Code

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

InCorp Services, Inc

Name

9435 Waterstone Blvd, Ste 140

Mailing Address

Cincinnati

City

Ohio

State

45249

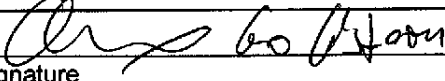
ZIP Code

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

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

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

Required
Must be signed by an authorized representative.


Signature

Secretary

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

By (if applicable)

Alexander Goldstein

Print Name

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

Signature

By (if applicable)

Print Name

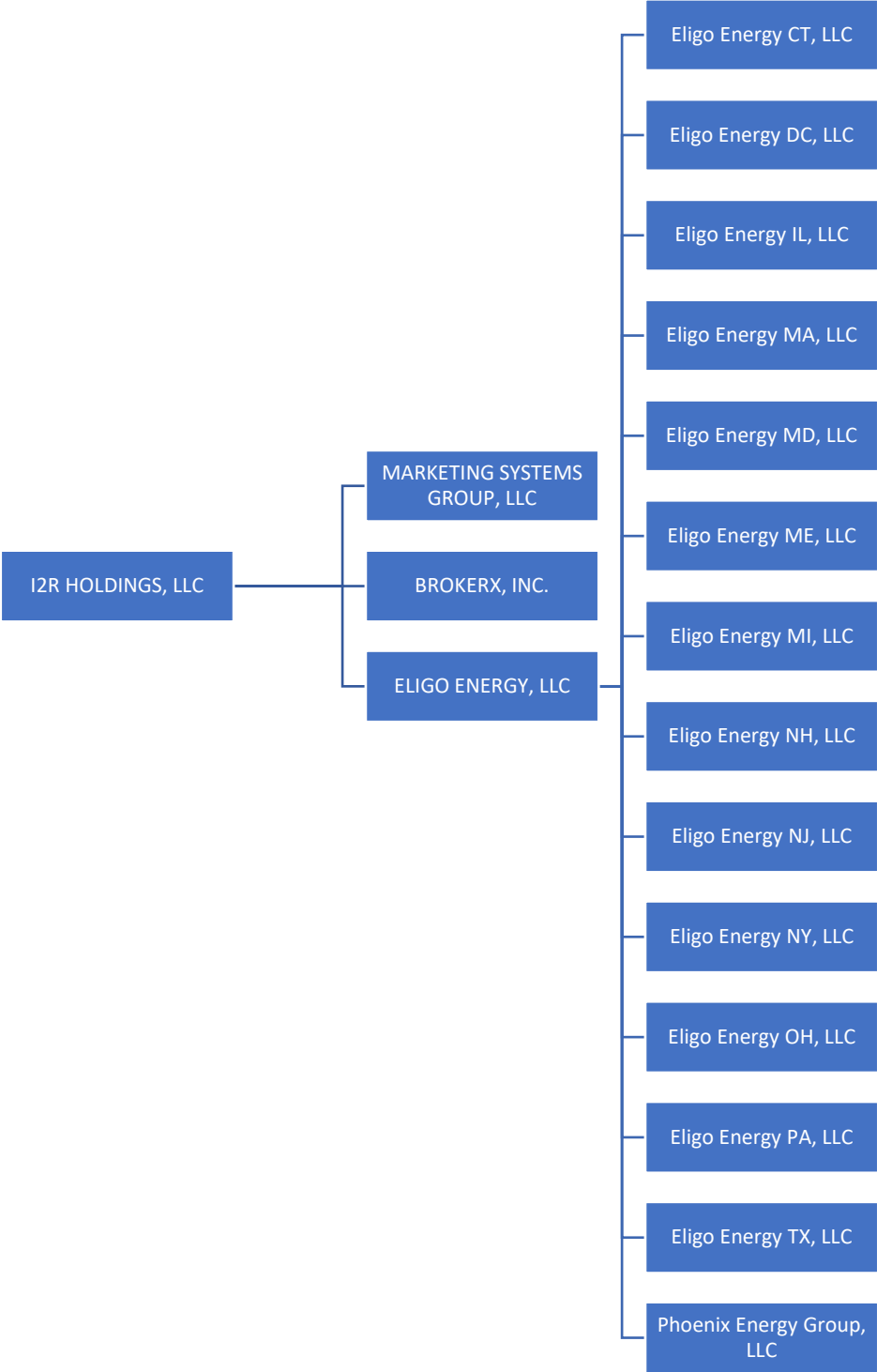
Signature

By (if applicable)

Print Name

Marketing Systems Group, LLC has a highly organized front end to handle all end user-facing functions. MSG invested in up to date technology such as process automation to ensure expedient and seamless enrollments, and transfer processes. MSG provides fixed, variable, and hybrid plans for both residential and non-residential end users by contracting with approved licensed electricity suppliers. MSG has incorporated a highly efficient and ethical marketing platform in its business plan that follows regulatory code, stifles end user complaint, and brings high growth percentage to our company. This platform includes incoming enrollments through effective internet marketing tactics as well as outbound broker and telemarketing channels. MSG expects to have a skilled customer service staff for all incoming inquiries from end users. Our staff is trained in enrolling new customer via telephone, coordinating new and existing customer accounts, as well as handling and resolving all complaints from the customer in a timely fashion. Our main goal is to keep our customer base happy with their service. MSG customer service team will operate hours appropriate to the Ohio market. Our customer service staff will be up to date on all regulatory proceedings, changes, and amendments to maintain compliance at all times.

I2R Holdings, LLC - Corporate Structure as of June 21, 2022



Marketing Systems Group, LLC Staff:

Brett Jurishi – CEO

Brett Jurishi is a proven senior executive and early stage operator with exceptional track record of building teams, reinvigorating businesses and driving growth and profitability across various sectors. He began his career in the media and advertising industry, where he gained an immense wealth of marketing knowledge by working for some of Chicago's top media outlets, such as SMG Media Group, CBS Radio and Morris Communications. During his tenures, he held various positions, such as Marketing Manager, National Sales Manager, and Regional Vice President. In 2013, he decided to leave the media and advertising industry to explore his entrepreneurial desire and joined an automotive startup called Trade In Velocity.

As Vice President of Sales and Marketing at Trade In Velocity, he was responsible for managing all aspects of sales, marketing, product and customer support for the company. Under his leadership, Trade In Velocity increased its customer base from 320 active customers to over 10,000 customers. In early 2014, the company was acquired by a leading software competitor, Reynolds and Reynolds. After the transition, he joined Lightbank, a venture capital investment fund in Chicago.

While at Lightbank, he was tasked with developing an attractive untapped business model within the Automotive Industry. He would end up discovering Drivin-Carco Technologies. While at Drivin, he was responsible for managing all aspects of the business from sales, marketing, product and operations. Drivin ended up raising a total of \$24 million from Lightbank, Columbus Nova Technology Partners, and Silicon Valley Bank. Drivin was acquired in April of 2017 by KAR Auction Services, Inc. (NYSE:KAR) for \$43 million.

Most recently, he is the CEO of Marketing Systems Group, LLC, and BrokerX, Inc.

Marketing Systems Group, LLC is an energy advisory brokerage firm that procures the lowest electric and natural gas prices for its customers and provides value-added services to deliver a positive energy experience. Brett is responsible for managing all aspects of the day-to-day business from sales, marketing, and operations. Since Brett's acceptance as MSG's CEO in July of 2018, he has become well-versed in the complexity of multi-state energy brokerage services and transactions, and the differing rules and regulations that accompany each deal. He has rapidly expanded MSG's geographic coverage of energy broker services and vastly increased MSG's business transactions. Whilst growing MSG's business, Brett has built strong relationships with many industry leaders in the deregulated energy supply and broker industry. With these relationships, Brett has gained valuable knowledge from industry experts and has the ability to consult with such industry leaders as MSG's business grows into new territories.

BrokerX, Inc is an energy software company that streamlines energy brokers' back-office operations, allowing them to focus on delivering exceptional value to their customers. Brett is responsible for managing all aspects of the day-to-day business from sales, marketing, product, and operations.

Alexander Rozenblat- Chief Legal Officer

Alexander ("Alex") Rozenblat is the Chief Legal Officer of Marketing Systems Group, LLC ("MSG"), and his primary responsibilities are to assist MSG with dispute resolution and negotiations, regulatory affairs, legal transactions, and compliance with state and federal laws.

Alex is an experienced attorney with significant in-house and law firm experience and is adept at making strategic decisions and leading highly complex matters in multi-jurisdiction disputes. He has successfully managed groups of attorneys, paralegals, staff, and technical experts as in-house and outside counsel. He brings a practical, results-oriented and creative approach to the practice of law.

Alex has in-depth experience in the energy industry, specifically with the deregulated energy supply and brokerage industry. Since 2014, Alex has been General Counsel/Chief Legal Officer of Eligo Energy, LLC, which is licensed to serve as an electric and natural gas competitive supplier in several states. As such, he has assisted Eligo Energy, LLC with upholding its compliance with the various state and federal regulations concerning the supply of energy-related services and has assisted the company in establishing relationships with energy brokers as well. Therefore, Alex is very familiar with the regulations concerning public utilities and competitive energy companies in various states. Alex has applied his vast knowledge and experience in the energy industry to his work at MSG as Chief Legal Officer.

Competitive Retail Electric Service Affidavit

County of Cook :

State of Illinois:

Alexander Rozenblat, 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.

[Handwritten Signature] Chief Legal Officer
Signature of Affiant & Title

Sworn and subscribed before me this 23rd day of JUNE, 2022
Month Year

[Handwritten Signature]
Signature of official administering oath

Cynthia Streeter Notary public
Print Name and Title

My commission expires on 6/17/2025

**This foregoing document was electronically filed with the Public Utilities
Commission of Ohio Docketing Information System on
6/24/2022 12:55:44 PM**

in

Case No(s). 14-1114-EL-AGG

Summary: In the Matter of the Application of Marketing Systems Group, LLC