



DIS Case Number: 13-1210-EL-CRS

Section A: Application Information

A-1. Provider type:

☒ Power Broker

☐ Aggregator

☒ Retail Generation
Provider

☒ Power
Marketer

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

Legal Name: CleanChoice Energy, Inc.

Phone: 2022489900

**Extension (if
applicable):**

Country: United States

Street: 1055 Thomas Jefferson St NW, Suite
650

Website (if any):

www.cleancchoiceenergy.com

City: Washington

Province/State:

Postal Code: 20007

A-3. Names and contact information under which the applicant will do business in Ohio

Provide the names and contact information the business entity will use for business in Ohio. This does not have to be an Ohio address and may be the same contact information given in A-2.

Name	Type	Address	Active?	Proof
CleanChoice Energy	DBA	1055 Thomas Jefferson Street, NW, Suite 650 Washington, DC 20007	Yes	File

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

Provide all business names the applicant uses in North America, including the names provided in A-2 and A-3.

Name	Type	Address	Active?	Proof
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A-5. Contact person for regulatory matters



Jennifer Spinosi
1055 Thomas Jefferson St NW, Ste 650
Washington, DC 20007
US
jennifer.spinosi@cleancoiceenergy.com
4193482424

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

Brian Cushin
1055 Thomas Jefferson St NW, Suite 650
Washington, DC 20007
US
complaintsupport@cleancoiceenergy.com
4122162179

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

Phone: 888-444-9452	Extension (if applicable):	Country: United States
Fax:	Extension (if applicable):	Street: 1055 Thomas Jefferson St NW, Suite 650
Email: customercare@cleancoiceenergy.com		City: Washington Province/State: DC
		Postal Code: 20007

A-8. Applicant's federal employer identification number

45-3831904

A-9. Applicant's form of ownership

Form of ownership: Corporation

A-10. Identify current or proposed service areas

Identify each service area in which the applicant is currently providing service or intends to provide service and identify each customer class that the applicant is currently serving or intends to serve.

Service area selection



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

Class of customer selection

Commercial
Industrial
Mercantile
Residential

A-11. Start date

Indicate the approximate start date the applicant began/will begin offering services: 03-01-2014

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
Tom Matzzie	tom@cleanchoiceenergy.com	Chief Executive Officer	1055 Thomas Jefferson St NW, Suite 650 Washington, DC 20007 US
Paul St. Louis	paul.stlouis@cleanchoiceenergy.com	Chief Operations Officer	1055 Thomas Jefferson Street NW, Suite 650 Washington, DC 20007 US
John Burke	john.burke@cleanchoiceenergy.com	Chief Financial Officer	1055 Thomas Jefferson Street, NW, Suite 650 Washington, DC 20007 US

A-13. Company history

CleanChoice Energy, Inc. is a retail electric supplier that began operations in 2012. CleanChoice Energy, Inc. now services hundreds of thousands of customers through our Clean Electricity Plans and Community Solar. Today, we're proud to be able to offer 100% pollution-free, wind and solar energy.



A-14. Secretary of State

Secretary of State Link:

Section B: Applicant Managerial Capability and Experience

B-1. Jurisdiction of operations

List all jurisdictions in which the applicant or any affiliated interest of the applicant is certified, licensed, registered or otherwise authorized to provide retail natural gas service or retail/wholesale electric service as of the date of filing the application..

File Attached

B-2. Experience and plans

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

File(s) attached

B-3. Disclosure of liabilities and investigations

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

Liability and Investigations Disclosures: CleanChoice Energy, Inc. to file confidential version along with the motion for confidentiality.

B-4. Disclosure of consumer protection violations

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

No



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

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

No

B-6. Environmental disclosures

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

PJM disclosure option chosen

Section C: Applicant Financial Capability and Experience

C-1. Financial reporting

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

Does not apply

C-2. Financial statements



Public Utilities Commission

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



Public Utilities Commission

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

C-9. Financial arrangements

Provide copies of the applicant's financial arrangements to satisfy collateral requirements to conduct retail electric/natural gas business activities (e.g., parental guarantees, letters of credit, contractual arrangements, etc., as described below).

Renewal applicants may provide a current statement from an Ohio local distribution utility (LDU) that shows that the applicant meets the LDU's collateral requirements. The statement or letter must be on the utility's letterhead and dated within a 30-day period of the date the applicant files its renewal application.

First-time applicants or applicants whose certificate has expired must meet the requirements of C-9 in one of the following ways:

1. The applicant itself states that it is investment grade rated by Moody's Investors Service, Standard & Poor's Financial Services, or Fitch Ratings and provides evidence of rating from the rating agencies. If you provided a credit rating in C-4, reference the credit rating in the statement.
2. The applicant's parent company is investment grade rated (by Moody's, Standard & Poor's, or Fitch) and guarantees the financial obligations of the applicant to the LDU(s). Provide a copy of the most recent credit opinion from Moody's, Standard & Poor's or Fitch.
3. The applicant's parent company is not investment grade rated by Moody's, Standard & Poor's or Fitch but has substantial financial wherewithal **in the opinion of the Staff reviewer** to guarantee the financial obligations of the applicant to the LDU(s). The parent company's financials and a copy of the parental guarantee must be included in the application if the applicant is relying on this option.
4. The applicant can provide evidence of posting a letter of credit with the LDU(s) listed as the beneficiary, in an amount sufficient to satisfy the collateral requirements of the LDU(s).



Preferred to file confidentially

Section D: Applicant Technical Capacity

D-1. Operations

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

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

File(s) attached

D-2. Operations Expertise & Key Technical Personnel

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

File(s) attached

D-3. FERC Power Marketer and License Number

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

CleanChoice Energy, Inc. was granted Market Based Rate Authority by FERC in Docket No. ER16-1993-000



Public Utilities
Commission

Application Attachments

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 CLEANCHOICE ENERGY, INC., a Maryland corporation, having qualified to do business within the State of Ohio on November 8, 2012 under License No. 2149882 is currently in GOOD STANDING upon the records of this office.



*Witness my hand and the seal of the
Secretary of State at Columbus, Ohio
this 24th day of April, A.D. 2023.*

A handwritten signature in blue ink, appearing to read "Frank LaRose".

Ohio Secretary of State

Validation Number: 202311402218

Attachment D-2. Operations Expertise and Key Technical Personnel

Name and Position	Experience
Tom Matzzie, CEO, CleanChoice Energy, Inc.	17+ years experience with enterprise financial and administration responsibilities including profit and loss responsibilities; 11+ years experience buying and selling power and energy in wholesale markets; 11+ years electric system operational experience. 4+ years experience with enterprise financial and administration responsibilities including profit and loss responsibilities; 4+ years experience buying and selling power and energy in wholesale markets; 4+ years electric system operational experience. 11+ years experience buying and selling power and energy in wholesale markets. 4+ years buying and selling power in wholesale energy markets.
John Burke, CFO, CleanChoice Energy, Inc.	35+ years experience with enterprise financial and administration responsibilities including profit and loss responsibilities; 20+ years experience buying and selling power and energy in wholesale markets; 20+ years electric system operational experience. 4+ years experience with enterprise financial and administration responsibilities including profit and loss responsibilities; 4+ years experience buying and selling power and energy in wholesale markets; 4+ years electric system operational experience. 20+ years experience buying and selling power and energy in wholesale markets. 4+ years buying and selling power in wholesale energy markets.
Paul St. Louis, COO, CleanChoice Energy, Inc.	30+ years experience with enterprise financial and administration responsibilities including profit and loss responsibilities; 20+ years experience buying and selling power and energy in wholesale markets; 20+ years electric system operational experience. 4+ years experience with enterprise financial and administration responsibilities including profit and loss responsibilities; 4+ years experience buying and selling power and energy in wholesale markets; 4+ years electric system operational experience. 20+ years experience buying and selling power and energy in wholesale markets. 4+ years buying and selling power in wholesale energy markets.
Lawrence Jones, Vice President Wholesale Operations, CleanChoice Energy, Inc.	5+ years experience buying and selling power and energy in wholesale markets; 5+ years electric system operational experience. 4+ years experience buying and selling power and energy in wholesale markets; 4+ years electric system operational experience. 5+ years experience buying and selling power and energy in wholesale markets. 4+ years buying and selling power in wholesale energy markets.
Stephen Fernands, President Customized Energy Solutions, Ltd.	20+ years in the energy industry as President of Customized Energy Solutions, Ltd. 4+ years buying and selling power in the wholesale energy market.

Attachment B-1. Jurisdiction of Operations

State	License Number/Docket	License Type
Connecticut	Docket No. 13-07-26	Competitive Electricity Supplier
Delaware	Docket No. 12-543	Competitive Electricity Supplier
District of Columbia	Formal Case No. EA 2012-23	Competitive Electricity Supplier
Illinois	Docket No. 13-0302	Competitive Electricity Supplier
Maryland	IR-2843	Competitive Electricity Supplier
Massachusetts	CS-103	Competitive Electricity Supplier
New Hampshire	DM 17-028	Competitive Electricity Supplier
New Jersey	ESL-0128	Competitive Electricity Supplier
New York	See attached order	Competitive Electricity Supplier
Ohio	13-1210-EL-CRS	Competitive Electricity Supplier
Pennsylvania	A-2012-2308371	Competitive Electricity Supplier
Rhode Island	Docket No. D-96-6 (N6)	Competitive Electricity Supplier

Attachment B-2. Experience and Plans

CleanChoice Energy, Inc. operates by acquiring customers directly through internal marketing and sales operations. These sales conversions are primarily online. Prospective customers will be invited to enroll in CleanChoice Energy through online advertising and complete the process on a web form on CleanChoice's website—<https://cleanchoiceenergy.com>. The company will experiment with other forms of direct marketing including direct mail, affiliate marketing through membership organizations, direct response television and potentially door-to-door. We will use limited forms of telemarketing—calling prospective customers who contact the company first (warm leads) or in partnership with membership organizations calling their members. In all instances, CleanChoice employees will operate in a manner consistent with the Company Code of Conduct below. The company will use third party verification where required. CleanChoice will maintain a customer service hotline for customers in Ohio at 1-888-444-9452.

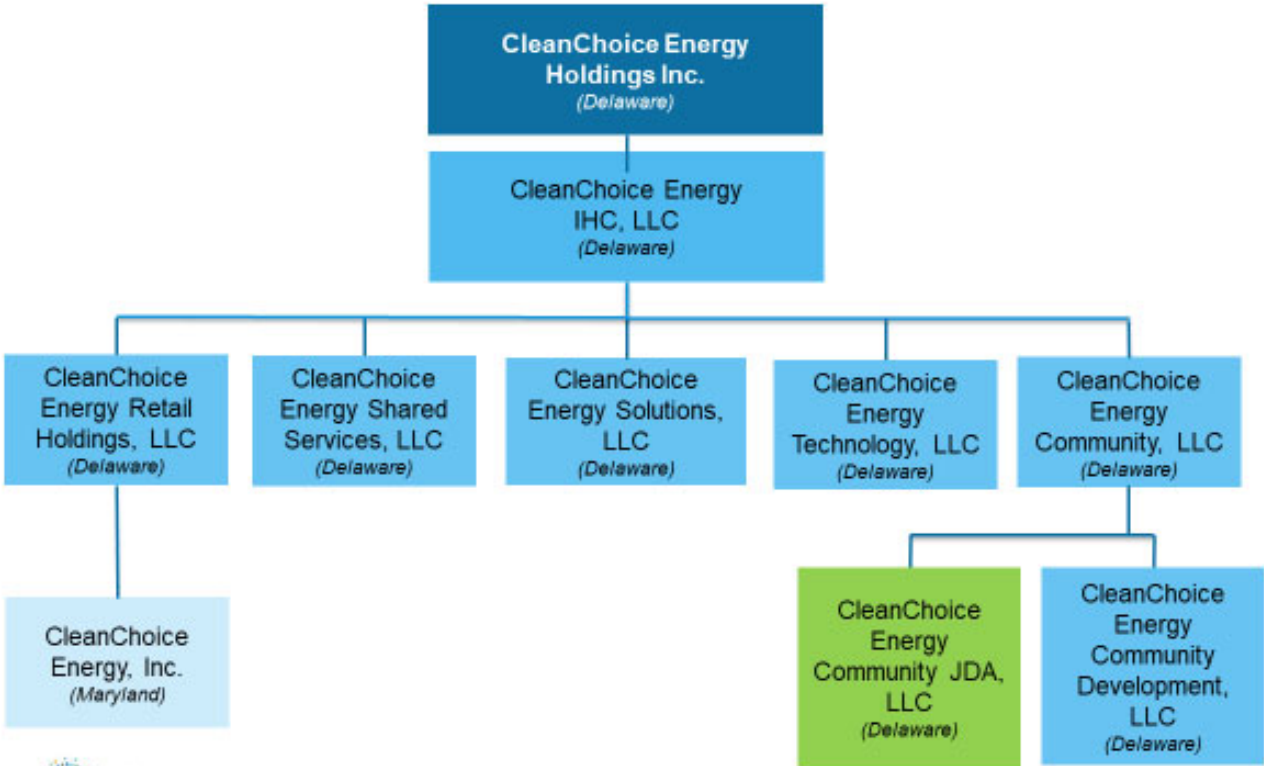
COMPANY CONDUCT

CleanChoice Energy and its representatives shall:

1. Not engage in misleading or deceptive conduct as defined by State or federal law, or by Commission rule, regulation or Order.
2. Not make false or misleading representations including misrepresenting rates or savings offered by CleanChoice Energy;
3. Provide the customer with written information, upon request, or with a website address at which information can be obtained, if the customer requests such information via the internet;
4. Use reasonable efforts to provide accurate and timely information about services and products. Such information will include information about rates, contract terms, early termination fees and right of cancellation.
5. Ensure that any product or service offerings that are made by CleanChoice Energy contain information written in plain language that is designed to be understood by the customer.
6. Investigate customer inquiries and complaints concerning marketing practices within three business days of receipt of the complaint, and respond in accordance with Commission rules adopted pursuant to Section 4901:1-21-08 of the Revised Code. Investigate customer inquiries and complaints concerning marketing practices within five days of receipt of the complaint, and respond in accordance with Commission rules adopted pursuant to Section 4928.10 of the Revised Code.

Attachment C-8. Corporate Structure

Legal Entity Structure



Attachment D-1. Operations

CleanChoice Energy, Inc. has contracted with Customized Energy Solutions, Ltd. To provide support in some of the back-office operational aspects of its business. An explanation of the services Customized Energy Solutions will provide is detailed below. Customized is a leading provider of services to retail electricity suppliers in the deregulated markets in the United States. Their leadership and team has deep expertise in supporting the energy and utility functions for suppliers. Customized Energy Solutions provides market analysis, generation scheduling, load management, and other services in several areas of the US, in addition to PJM. These areas include MISO, NYISO, ISO-NE, CAISO, SPP, and ERCOT. In addition to the staff that has previously worked for PJM, many of Customized's staff have previously worked at other ISOs, utilities, generation developers, municipalities, cooperatives, and other organizations closely tied to the electric energy markets.

EDI Interactions with Utilities:

Customized Energy Solutions will support CleanChoice Energy's EDI requirements directly with their own EDI solutions for customer enrollment, billing and other needs.

Energy Forecasting, Procurement and Scheduling:

Customized Energy Solutions will procure necessary supplies for retail load in the PJM wholesale market in accordance with PJM's standards of practice and procedure, and will support CleanChoice Energy's needs for energy forecasting, procurement and scheduling. This includes:

- Short and long term forecasting
- Scheduling load based on short term load forecast
- Submitting CleanChoice Energy load schedules in accordance with utility and ISO procedures
- ISO Settlement Services

Competitive Retail Electric Service Affidavit

County of McLean:

State of Virginia :

Paul St. Louis, 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.

Paul St. Louis, COO
Signature of Affiant & Title

Sworn and subscribed before me this 4th day of

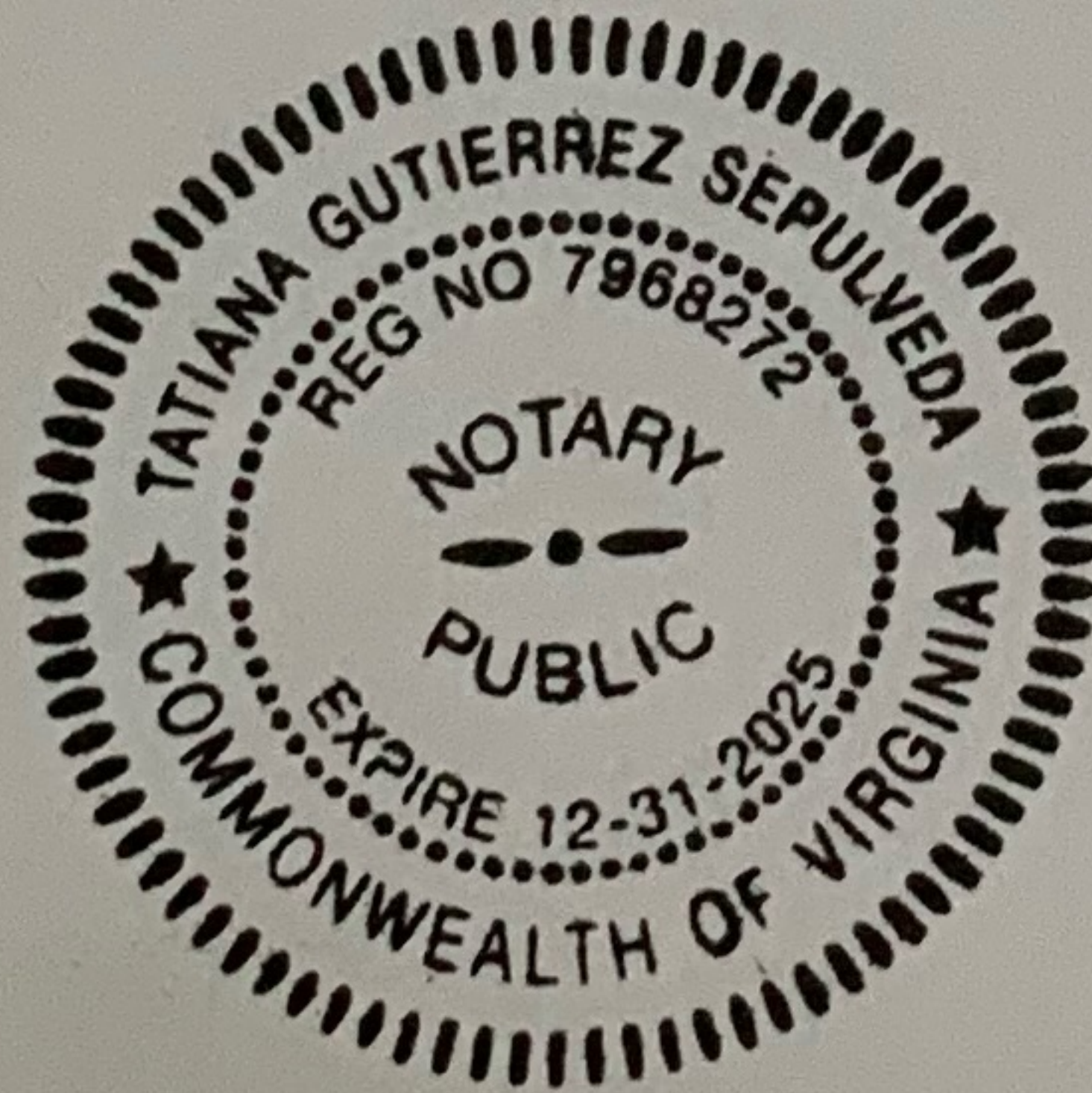
May , 2023
Month Year

Tatiana Gutierrez Sepulveda
Signature of official administering oath

Paul St. Louis , Chief Operating Officer

Print Name and Title

My commission expires on 12/31/2025



**This foregoing document was electronically filed with the Public Utilities
Commission of Ohio Docketing Information System on**

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in

Case No(s). 13-1210-EL-CRS

Summary: In the Matter of the Application of CleanChoice Energy, Inc.