

## BEFORE THE PENNSYLVANIA PUBLIC UTILITY COMMISSION

Application of E7 Power LLC, d/b/a Ladybug Energy, for approval to offer, render, furnish, or supply electricity or electric generation services as a(n) broker/marketer to the public in the Commonwealth of Pennsylvania (Pennsylvania).

To the Pennsylvania Public Utility Commission:

### 1. IDENTIFICATION AND CONTACT INFORMATION

- a. **IDENTITY OF THE APPLICANT:** Provide name (*including any fictitious name or d/b/a*), primary address, web address, and telephone number of Applicant:

**Name: E7 Power LLC**

**d/b/a: Ladybug Energy**

**Primary address: 2311 Biscayne Dr, Suite 120, Little Rock AR 72227**

**Web address: [www.ladybugenergy.com](http://www.ladybugenergy.com)**

**Telephone number: 214 471 5421**

- b. **PENNSYLVANIA ADDRESS / REGISTERED AGENT:** If the Applicant maintains a primary address outside of Pennsylvania, provide the name, address, telephone number, and fax number of the Applicant's secondary office within Pennsylvania. If the Applicant does not maintain a physical location within Pennsylvania, provide the name, address, telephone number, and fax number of the Applicant's Registered Agent within Pennsylvania.

**Registered office name: Registered Agents Inc**

**Registered office address: 502 W 7th ST, Suite 100, Erie PA 16502**

**Registered office telephone number: 610 456 2133**

**Registered office fax number: N/A**

- c. **REGULATORY CONTACT:** Provide the name, title, address, telephone number, fax number, and e-mail address of the person to whom questions about this Application and future inquiries should be addressed.

**NOTE:** To ensure timely receipt of regulatory information, a contact employed directly by the Applicant, and not a consultant, is preferred.

**Name: Maryon Massao Suzuki**

**Title: Head of Administration**

**Address: 2311 Biscayne Dr, Suite 120, Little Rock AR 72227**

**Telephone number: 214 326 0729**

**Fax number: N/A**

**E-mail address: [msuzuki@e7inv.com](mailto:msuzuki@e7inv.com)**

- d. **ATTORNEY:** Provide the name, address, telephone number, fax number, and e-mail address of the Applicant's attorney. If the Applicant is not using an attorney, explicitly state so.

**E7 Power declares to not be using an attorney.**

- e. **CONTACTS FOR CONSUMER SERVICE AND COMPLAINTS: (Required of ALL Applicants)** Provide the name, title, address, telephone number, FAX number, and e-mail **OF THE PERSON AND AN ALTERNATE PERSON (2 REQUIRED)** responsible for addressing customer complaints. These persons will ordinarily be the initial point(s) of contact for resolving complaints filed with the Applicant, the Electric Distribution Company, the Pennsylvania Public Utility Commission, or other agencies. The main contact's information will be listed on the Commission website list of licensed EGSs.

**Primary:**

**Name: Federico Rainis**

**Title: Head of Operations**

**Address: 2311 Biscayne Dr, Suite 120, Little Rock AR 72227**

**Telephone number: 972 666 1059**

**Fax number: N/A**

**E-mail: frainis@e7inv.com**

**Alternative:**

**Name: Paul Eaton**

**Title: Member/Manager**

**Address: 2311 Biscayne Dr, Suite 120, Little Rock AR 72227**

**Telephone number: 214 506 3456**

**Fax number: N/A**

**E-mail: peaton@e7inv.com**

**2. BUSINESS ENTITY FILINGS AND REGISTRATION**

- a. **FICTITIOUS NAME:** *(Select appropriate statement and provide supporting documentation as listed.)*



The Applicant will be using a fictitious name or doing business as ("d/b/a")

Provide a copy of the Applicant's filing with Pennsylvania's Department of State pursuant to 54 Pa. C.S. §311, Form PA-953.

**or**



The Applicant will not be using a fictitious name.

- b. **BUSINESS ENTITY AND DEPARTMENT OF STATE FILINGS:**

*(Select appropriate statement and provide supporting documentation. As well, understand that Domestic means being formed within Pennsylvania and foreign means being formed outside Pennsylvania.)*



The Applicant is a sole proprietor.

- If the Applicant is located outside the Commonwealth, provide proof of compliance with 15 Pa. C.S. §4124 relating to Department of State filing requirements.

**or**

The Applicant is a:

- domestic general partnership (\*)
- domestic limited partnership (15 Pa. C.S. §8511)
- foreign general or limited partnership (15 Pa. C.S. §4124)
- domestic limited liability partnership (15 Pa. C.S. §8201)
- foreign limited liability general partnership (15 Pa. C.S. §8211)
- foreign limited liability limited partnership (15 Pa. C.S. §8211)

- Provide proof of compliance with appropriate Department of State filing requirements as indicated above.
- Give name, d/b/a, and address of partners. If any partner is not an individual, identify the business nature of the partner entity and identify its partners or officers.
- Provide the state in which the business is organized/formed and provide a copy of the Applicant's charter documentation.
- \* If a corporate partner in the Applicant's domestic partnership is not domiciled in Pennsylvania, attach a copy of the Applicant's Department of State filing pursuant to 15 Pa. C.S. §4124.

**or**

The Applicant is a:

- domestic corporation (15 Pa. C.S. §1308)
- foreign corporation (15 Pa. C.S. §4124)
- domestic limited liability company (15 Pa. C.S. §8913)
- foreign limited liability company (15 Pa. C.S. §8981)
- Other (Describe):

- Provide proof of compliance with appropriate Department of State filing requirements as indicated above.
- Provide the state in which the business is incorporated/organized/formed and provide a copy of the Applicant's charter documentation.

***E7 Power LLC is based in Texas. The certificate of formation and fact can be found in Attachments 1-A and 1-B. Certificate of registration can be found in Attachment 1-C. E7 Power LLC will be operating solely as brokers, thus the company is exempt from a sales tax license.***

- Give name and address of officers.

**Name: Paul Eaton**

**Address: 7524 Glen Albens Cir, Dallas, TX 75225**

### 3. AFFILIATES AND PREDECESSORS

*(both in state and out of state)*

- a. **AFFILIATES:** Give name and address of any affiliate(s) currently doing business and state whether the affiliate(s) are jurisdictional public utilities. If the Applicant does not have any affiliates doing business, explicitly state so. Also, state whether the applicant has any affiliates that are currently applying to do business in Pennsylvania.

***E7 Power LLC declares to have the following affiliates currently doing business:***

Name	Address	Jurisdictional public entity?
E7 Ventures, LLC	9201 N Central Expressway, Fourth Floor, Dallas TX, 75231	NO
Carrollton Warehouse LLC	9201 N Central Expressway, Fourth Floor, Dallas TX, 75231	NO
307 Rogers Road LLC	9201 N Central Expressway, Fourth Floor, Dallas TX, 75231	NO
5001 North Freeway LLC	9201 N Central Expressway, Fourth Floor, Dallas TX, 75231	NO
110 Sentry Warehouse LLC	9201 N Central Expressway, Fourth Floor, Dallas TX, 75231	NO
2591 Malloy Bridge LLC	9201 N Central Expressway, Fourth Floor, Dallas TX, 75231	NO
Atoll Investment LP	9201 N Central Expressway, Fourth Floor, Dallas TX, 75231	NO
Earnest Management Company, LLC	9201 N Central Expressway, Fourth Floor, Dallas TX, 75231	NO
Seven E Investments Ltd. d/b/a E7 Investments	9201 N Central Expressway, Fourth Floor, Dallas TX, 75231	NO
Seven E Management Inc.	9201 N Central Expressway, Fourth Floor, Dallas TX, 75231	NO
5700 Airport LLC	9201 N Central Expressway, Fourth Floor, Dallas TX, 75231	NO
Dooling Warehouse LLC	9201 N Central Expressway, Fourth Floor, Dallas TX, 75231	NO
The Spin Off Inc.	2311 Biscayne Drive, Suite 120, Little Rock AR, 72227	NO
R.W. Butler Family Limited Partnership	2311 Biscayne Drive, Suite 120, Little Rock AR, 72227	NO
Bryant Crossing Development Inc.	2311 Biscayne Drive, Suite 120, Little Rock AR, 72227	NO

***E7 Power LLC declares to not have any affiliates currently applying to do business in the Commonwealth.***

- b. **PREDECESSORS:** Identify the predecessor(s) of the Applicant and provide the name(s) under which the Applicant has operated within the preceding five (5) years, including address, web address, and telephone number, if applicable. If the Applicant does not have any predecessors that have done business, explicitly state so.

***E7 Power LLC declares to not have predecessors.***

### 4. OPERATIONS

- a. **APPLICANT'S PRESENT OPERATIONS:** *(select and complete the appropriate statement)*

Definitions

- Supplier – an entity that sells electricity to end-use customers utilizing the jurisdictional transmission and distribution facilities of an EDC.
- Aggregator - an entity that purchases electric energy and takes title to electric energy as an intermediary for sale to retail customers.
- Broker/Marketer - an entity that acts as an intermediary in the sale and purchase of electric energy but does not take title to electric energy.

The Applicant is presently doing business in Pennsylvania as a

- municipal electric corporation
- electric cooperative
- local gas distribution company
- provider of electric generation, transmission or distribution services
- broker/marketer engaged in the business of supplying electricity services
- Other; Identify the nature of service being rendered.

**or**

The Applicant is not presently doing business in Pennsylvania.

b. **APPLICANT'S PROPOSED OPERATIONS:** The Applicant proposes to operate as a (*may check multiple*):

- Generator of electricity
- Supplier of electricity
- Aggregator engaged in the business of supplying electricity
- Broker/Marketer engaged in the business of supplying electricity services
  - Check here to verify that your organization will not be taking title to the electricity nor will you be making payments for customers.
- Electric Cooperative and supplier of electric power
- Other (Describe):

c. **PROPOSED SERVICES:** Describe in detail the electric services or the electric generation services which the Applicant proposes to offer.

***E7 Power LLC will provide electricity brokering services, connecting customers with electricity suppliers through websites developed by E7 Power LLC. On these platforms, retail customers will be able to explore the electricity plans available in their area of interest, learn in detail about their characteristics and choose the most convenient one according to their needs. E7 Power LLC will receive a commission from the electricity suppliers when a customer enrolls in one of its plans, but will not be taking title to the electricity nor will be making payments for customers.***

d. **PROPOSED SERVICE AREA:** Check the box of each Electric Distribution Company for which the Applicant proposes to provide service.

- Citizens' Electric
- Duquesne Light
- Met-Ed
- PECO
- Penelec
- Penn Power

- Pike
- PPL
- UGI Utilities
- Wellsboro
- West Penn

Entire Commonwealth of PA

e. **CUSTOMERS:** Applicant proposes to provide services to:

- Residential Customers
- Small Commercial Customers - (25 kW and Under)
- Large Commercial Customers - (Over 25 kW)
- Industrial Customers
- Governmental Customers

All of above

Other (Describe):

Residential and Small Commercial Customers in a Mixed Meter Capacity -

This customer class reflects situations in which a large commercial, industrial, and/or governmental customer account also contains features of residential and/or small commercial customers. In this instance, the residential and/or small commercial portion must be an incidental portion of the larger account. **This customer class alone does not allow marketing targeted directly to residential and/or small commercial customers.** Further information may be found in the Requirements Applicable to Mixed Meter Scenarios Secretarial Letter served March 25, 2011, at Docket No. M-2009-2082042.

f. **START DATE:** Provide the approximate date the Applicant proposes to actively market within the Commonwealth.

***E7 Power LLC seeks to begin operations in the Commonwealth starting in the first quarter of 2024.***

## **5. COMPLIANCE**

a. **CRIMINAL/CIVIL PROCEEDINGS:** State specifically whether the Applicant, an affiliate, a predecessor of either, or a person identified in this Application, has been or is currently the defendant of a criminal or civil proceeding within the last five (5) years.

Identify all such proceedings (active or closed), by name, subject and citation; whether before an administrative body or in a judicial forum. If the Applicant has no proceedings to list, explicitly state such.

***E7 Power LLC declares to not have any proceedings to list.***

- b. **SUMMARY:** If applicable; provide a statement as to the resolution or present status of any such proceedings listed above.

***Not applicable.***

- c. **CUSTOMER/REGULATORY/PROSECUTORY ACTIONS:** Identify all formal or escalated actions or complaints, in the Commonwealth of Pennsylvania or any state, filed with or by a customer, regulatory agency, or prosecutory agency against the Applicant, an affiliate, a predecessor of either, or a person identified in this Application, for the prior five (5) years, including but not limited to customers, Utility Commissions, and Consumer Protection Agencies such as the Offices of Attorney General. **Applicant should also include if it had a Pennsylvania PUC EGS or NGS license previously cancelled by the Commission.** If the Applicant has no actions or complaints to list, explicitly state such.

***E7 Power LLC declares to not have any actions or complaints to list.***

- d. **SUMMARY:** If applicable; provide a statement as to the resolution or present status of any actions listed above.

***Not applicable.***

## **6. PROOF OF SERVICE**

***Required of ALL Applicants regardless of operating as a supplier, broker, marketer, or aggregator.  
(Example Certificate of Service is attached at Appendix C)***

- a. **STATUTORY AGENCIES:** Pursuant to Section 5.14 of the Commission's Regulations, 52 Pa. Code §5.14, provide proof of service of a signed and verified Application with attachments on the following:

Bureau of Investigation & Enforcement  
Pennsylvania Public Utility Commission  
Commonwealth Keystone Building  
400 North Street, 2 West  
Harrisburg, PA 17120

Office of the Attorney General  
Bureau of Consumer Protection  
Strawberry Square, 14th Floor  
Harrisburg, PA 17120

Office of Consumer Advocate  
5th Floor, Forum Place  
555 Walnut Street  
Harrisburg, PA 17120

Department of Revenue  
Bureau of Compliance  
PO Box 281230  
Harrisburg, PA 17128-1230

Office of the Small Business Advocate  
Commerce Building, Suite 202  
300 North Second Street  
Harrisburg, PA 17101

***Please see attachment 7.***

b. **EDCs:** Pursuant to Sections 1.57 and 1.58 of the Commission's Regulations, 52 Pa. Code §§1.57 and 1.58, provide Proof of Service of the Application and attachments upon each of the Electric Distribution Companies the Applicant proposed to provide service in. Upon review of the Application, further notice may be required pursuant to Section 5.14 of the Commission's Regulations, 52 Pa. Code §5.14. Contact information for each EDC is as follows.

**Pike County Light & Power Company:**  
Vice President – Energy Supply  
Corning Natural Gas Holding Corporation  
330 West William Street  
Corning, NY 14830

**West Penn:**  
Legal Department  
West Penn Power d/b/a Allegheny Power  
800 Cabin Hill Drive  
Greensburg, PA 15601-1689

**PECO:**  
Manager Energy Acquisition  
PECO Energy Company  
2301 Market Street  
Philadelphia, PA 19101-8699

**Duquesne Light:**  
Regulatory Affairs  
Duquesne Light Company  
411 Seventh Street, MD 16-4  
Pittsburgh, PA 15219

**PPL:**  
Office of General Counsel  
Attn: Kimberly A. Klock  
PPL  
Two North Ninth Street (GENTW3)  
Allentown, PA 18101-1179

**Met-Ed, Penelec, and Penn Power:**  
Legal Department  
First Energy  
2800 Pottsville Pike  
Reading PA, 19612

**UGI:**  
UGI Utilities, Inc.  
Attn: Rates Dept. – Choice Coordinator  
1 UGI Drive  
Denver, PA 17517

**Citizens' Electric Company:**  
Citizens' Electric Company  
Attn: EGS Coordination  
1775 Industrial Boulevard  
Lewisburg, PA 17837

**Wellsboro Electric Company:**  
Wellsboro Electric Company  
Attn: EGS Coordination  
33 Austin Street  
P. O. Box 138  
Wellsboro, PA 16901

***Please see attachment 7.***

## 7. FINANCIAL FITNESS

a. **BONDING:** In accordance with 66 Pa. C.S. Section 2809(c)(1)(i), the Applicant is required to file a bond or other instrument to ensure its financial responsibilities and obligations as an EGS. Therefore, the Applicant is...

- Furnishing the **ORIGINAL** of an initial bond, letter of credit or proof of bonding to the Commission in the amount of \$250,000.
- Furnishing the **ORIGINAL** of another initial security for Commission approval, to ensure financial responsibility, such as a parental guarantee, in the amount of \$250,000.
- For Marketers and Brokers** - Filing for a modification to the \$250,000 requirement and furnishing the **ORIGINAL** of an initial bond, letter of credit or proof of bonding to the Commission in the amount of \$10,000. Applicant is required to provide information supporting an amount less than \$250,000. Such supporting information must include indication that the Applicant will not take title to electricity and will not pay electricity bills on behalf of its customers. Further details for modification may be described as well.

***Based on its business model, E7 Power LLC requests a modification to the \$250,000 bonding requirement and instead proposes to furnish the original of an initial **CONTINUOUS BOND** in the amount of \$10,000.***

***E7 Power LLC will provide electricity brokering services, connecting customers with electricity suppliers through websites developed by E7 Power LLC.***

***E7 Power LLC will enter into contracts with electricity suppliers to offer these suppliers' plans. Through E7 Power LLC's websites customers will be able to learn about and enroll in available electricity plans in their area of interest.***

***As a broker, E7 Power LLC will merely connect potential customers with electricity suppliers. When a customer enrolls in an electricity provider's plan, E7 Power LLC will receive a commission from that supplier. Customers will arrange payment for their electricity directly with the electricity suppliers and under no circumstances will E7 Power LLC take title to the electricity or pay electricity bills on behalf of its customers.***

### **CRITICAL BONDING NOTES:**

Applicant is required to maintain a bond or other financial instrument the entire time it maintains an EGS license with the Commonwealth of Pennsylvania. If Applicant's security instrument is not continuous, Applicant **MUST** submit a Rider, Amendment, or Continuation Certificate annually based on the expiration date of its security instrument.

At least sixty days (60) prior to the security instrument's expiration date, Applicant should contact Stephen Jakab at [sjakab@pa.gov](mailto:sjakab@pa.gov) to determine the appropriate bonding amount based on a percentage of Applicant's gross receipts resulting from the sale of generated electricity consumed in Pennsylvania. Once the amount has been determined, Applicant should overnight the updated security instrument(s) at least thirty (30) days prior to the expiration date to ensure adequate time for staff review and approval of the security instrument(s).

Template versions of a continuous bond, fixed-term bond, continuous letter of credit, and parental guarantee are attached at Appendix E, F, G, & H, respectively. Applicant's security must follow language from these examples, and must include the unmodified language outlined in Appendix D. Any deviation from these examples must be identified in the application and may not be acceptable to the Commission.

**b. FINANCIAL RECORDS, STATEMENTS, AND RATINGS:** Applicant must provide sufficient information to demonstrate financial fitness commensurate with the service proposed to be provided. Examples of such information which may be submitted include the following:

- Actual (or proposed) organizational structure including parent, affiliated or subsidiary companies.
- Published Applicant or parent company financial and credit information (i.e. 10Q or 10K). (SEC/EDGAR web addresses are sufficient)
- Applicant's accounting statements, including balance sheet and income statements for the past two years.
- Evidence of Applicant's credit rating. Applicant may provide a copy of its Dun and Bradstreet Credit Report and Robert Morris and Associates financial form, evidence of Moody's, S&P, or Fitch ratings, and/or other independent financial service reports.
- A description of the types and amounts of insurance carried by Applicant which are specifically intended to provide for or support its financial fitness to perform its obligations as a licensee.
- Audited financial statements exhibiting accounts over a minimum two year period.
- Bank account statement, tax returns from the previous two years, or any other information that demonstrates Applicant's financial fitness.

***Please see attachments 3 and 4.***

**c. SUPPLIER FUNDING METHOD:** If Applicant is operating as anything other than **Broker/Marketer only**, explain how Applicant will fund its operations. Provide all credit agreements, lines of credit, etc., and elaborate on how much is available on each item.

***E7 Power LLC will operate solely as a broker/marketer. Not applicable.***

**d. BROKER PAYMENT STRUCTURE:** If applicant is a broker/marketer, explain how your organization will be collecting your fees.

***E7 Power LLC will enter into contracts with electric suppliers to offer these suppliers' plans to potential customers on websites developed by E7 Power LLC.***

***Using E7 Power LLC's websites, customers will learn about the electricity plans available in their area of interest. Upon selecting a particular plan, customers will be able to enroll directly from the E7 Power LLC platform or complete their enrollment with a referral code on the respective electric supplier's website.***

***When a customer enrolls in a supplier's plan, either from an E7 Power LLC website or referred by E7 Power LLC on an electric supplier's website, E7 Power LLC will receive a commission from that supplier. That commission may include a one-time flat fee and/or a residual fee for electricity consumption for as long as the customer remains enrolled in that plan.***

- e. **ACCOUNTING RECORDS CUSTODIAN:** Provide the name, title, address, telephone number, FAX number, and e-mail address of Applicant's custodian for its accounting records.

**Name: Paul Honeysuckle**

**Title: Accountant**

**Address: 7524 Glen Albens Cir, Dallas, TX 75225**

**Telephone number: 214-471-5421**

**Fax number: N/A**

**E-mail address: phoneysuckle@e7inv.com**

- f. **TAXATION:** Complete the TAX CERTIFICATION STATEMENT attached as Appendix I to this application.

*All sections of the Tax Certification Statement must be completed. Submitting N/A on either the Sales Tax License Number or the Employer ID Number (items 7A and 7B) shall be accompanied by supporting documentation or an explanation validating the absence of such information.*

*Items 7A and 7C on the Tax Certification Statement are designated by the Pennsylvania Department of Revenue. Item 7B on the Tax Certification Statement is designated by the Internal Revenue Service.*

## **8. TECHNICAL FITNESS:**

To ensure that the present quality and availability of service provided by electric utilities does not deteriorate, the Applicant shall provide sufficient information to demonstrate technical fitness commensurate with the service proposed to be provided.

- a. **EXPERIENCE, PLAN, STRUCTURE:** such information may include:

- Applicant's previous experience in the electricity industry.
- Summary and proof of licenses as a supplier of electric services in other states or jurisdictions.
- Type of customers and number of customers Applicant currently serves in other jurisdictions.
- Staffing structure and numbers as well as employee training commitments.
- Business plans for operations within the Commonwealth.
- Documentation of membership in PJM, ECAR, MAAC, other regional reliability councils, or any other membership or certification that is deemed appropriate to justify competency to operate as an EGS within the Commonwealth.
- Any other information appropriate to ensure the technical capabilities of the Applicant.

**Please see attachment 5.**

b. **PROPOSED MARKETING METHOD** (check all that apply)

- Internal – Applicant will use its own internal resources/employees for marketing
- External EGS – Applicant will contract with a PUC **LICENSED EGS** broker/marketer
- Affiliate – Applicant will use a **NON-EGS** affiliate marketing company and or individuals.
- External Third-Party – Applicant will contract with a **NON-EGS** third party marketing company and or individuals
- Other (Describe):

***E7 Power LLC will furthermore advertise its services via marketing campaigns on online sites and platforms relevant to the energy market.***

c. **DOOR TO DOOR SALES:** Will the Applicant be implementing door to door sales activities?

- Yes
- No

If yes, will the Applicant be using verification procedures?

- Yes
- No

If yes, describe the Applicant's verification procedures.

d. **OVERSIGHT OF MARKETING:** Explain all methods Applicant will use to ensure all marketing is performed in an ethical manner, for both employees and subcontractors.

***E7 Power LLC is committed to conducting all marketing activities in an ethical, transparent, and compliant manner. As an energy broker operating in Pennsylvania, we have a vested interest in upholding the integrity and fair competition within the state's electricity market. This commitment is demonstrated by our strict adherence to the Uniform Standards of Conduct and Disclosures set forth by the Pennsylvania Public Utility Commission.***

**Description of External Third-Party Non-EGS Subcontractors:**

***Google Ads (Formerly Google Adwords) is recognized as the gold standard in digital marketing. It allows E7 Power LLC to utilize pay-per-click (PPC) strategies to enhance the visibility of our services on Google's platform. This ensures our marketing efforts are targeted and efficient, reaching potential customers actively searching for energy solutions.***

***For our marketing initiatives in the Commonwealth, we will utilize this digital platform and consistently abide by their Terms of Service, which by its very nature forbids E7 Power LLC and its employees from misleading customers in any way, or to engage in dishonest, unlawful, or otherwise malicious activities.***

***E7 Power LLC will present all relevant information pertaining to each plan in a clear and comprehensible manner. This will include a thorough disclosure of all plan features, rates, any associated penalties, and other relevant details to prevent any possibility of misleading our customers and assist them in making informed decisions.***

### **Description of verification procedures (external):**

**After conducting a review of a subcontractor's reputation, operational history, certifications, and adherence to legal standards and marketing practices, E7 Power LLC will implement verification procedures to ensure that our marketing efforts are conducted within regulatory and ethical guidelines. These procedures include:**

- 1. Regular audits and compliance checks of subcontractor activities, ensuring ongoing adherence to both our internal standards and external legal requirements. This includes reviewing campaign materials, data handling practices, and customer interactions for compliance with ethical marketing principles.**
- 2. The usage of feedback mechanisms, including customer surveys and feedback channels, to gather insights into the customer experience with our marketing efforts. This allows us to identify any areas where subcontractors may not be meeting our ethical standards.**

**In cases of noncompliance, E7 Power LLC will take immediate action ranging from corrective measures to contract termination. In cases where noncompliance poses a significant ethical or legal concern, E7 Power LLC reserves the right to pursue legal action against the subcontractor to uphold our standards of integrity and protect the interests of our customers and the market at large.**

### **Description of verification procedures (internal):**

**In tandem with the external procedures, E7 Power LLC implements an internal framework to ensure that our own operations also adhere to ethical and regulatory standards. Initially, all E7 Power LLC employees undergo training on our Code of Conduct (attachment 8) and marketing practices as a preventive measure to instill a foundation of integrity and compliance from the very start.**

**Every marketing campaign developed by E7 Power LLC is subject to an approval process to ensure that all marketing materials align with ethical guidelines and legal requirements before dissemination, which serves as an additional preventive measure against poor practices.**

**Continuous monitoring of employee activities and marketing efforts is performed to ensure ongoing adherence to our ethical standards and legal regulations. This includes the scrutiny of data handling practices, customer interactions, and campaign executions, and serves as our main method of internal verification.**

**Upon identifying any deviations from compliance standards, E7 Power LLC takes immediate remediation steps to address the issue. This includes corrective training, revising marketing materials, or, in severe cases, disciplinary actions up to and including termination of employment. These remediation actions are designed to promptly rectify any compliance failures and prevent recurrence, thereby upholding our commitment to transparency, ethical conduct, and full regulatory compliance.**

**Through these external and internal preventive, verificative, and remedial measures, E7 Power LLC ensures that our marketing efforts remain transparent, ethical, and fully compliant with all relevant regulations.**

- e. **OFFICERS:** Identify Applicant's chief officers, and include the professional resumes for any officers directly responsible for operations. All resumes should include date ranges and job descriptions containing actual work experience.

**Please see attachment 6.**

- f. **FERC FILING:** Applicant has:

- Filed an Application with the Federal Energy Regulatory Commission to be a Power Marketer.
- Received approval from FERC to be a Power Marketer at Docket or Case Number \_\_\_\_\_.
- Not applicable

## **9. DISCLOSURE STATEMENTS:**

**Disclosure Statements:** If proposing to serve Residential and/or Small Commercial (under 25 kW) Customers, provide a Residential and/or Small Commercial disclosure statement. A sample disclosure statement is provided as Appendix J to this Application.

- Electricity should be priced in clearly stated terms to the extent possible. Common definitions should be used. All consumer contracts or sales agreements should be written in plain language with any exclusions, exceptions, add-ons, package offers, limited time offers or other deadlines prominently communicated. Penalties and procedures for ending contracts should be clearly communicated.

***Not applicable for an applicant applying for a license exclusively as a broker/marketer.***

***E7 Power LLC will operate solely as a broker/marketer. Not applicable.***

## **10. VERIFICATIONS, ACKNOWLEDGEMENTS, AND AGREEMENTS**

- a. **PJM LOAD SERVING ENTITY REQUIREMENT:** As a prospective EGS, the applicant understands that those EGSs which provide retail electric supply service (i.e. takes title to electricity) must provide either:
  - proof of registration as a PJM Load Serving Entity (LSE), or
  - proof of a contractual arrangement with a registered PJM LSE that facilitates the retail electricity services of the EGS.

The Applicant understands that compliance with this requirement must be filed within 120 days of the Applicant receiving a license. As well, the Applicant understands that compliance with this requirement may be filed with this instant application.

(Select only one of the following)

- AGREED - Applicant has included compliance with this requirement in the instant application, labeled in correspondence with this section (10).
- AGREED - Applicant will provide compliance with this requirement within 120 days of receiving its license
- ACKNOWLEDGED - Applicant is not proposing to provide retail electric supply service at this time, and therefore is not presently obligated to provide such information**

b. **STANDARDS OF CONDUCT AND DISCLOSURE:** As a condition of receiving a license, Applicant agrees to conform to any Uniform Standards of Conduct and Disclosure as set forth by the Commission. Further, the Applicant agrees that it must comply with and ensure that its employees, agents, representatives, and independent contractors comply with the standards of conduct and disclosure set out in Commission regulations at 52 Pa. Code § 54.43, as well as any future amendments.

**AGREED**

c. **REPORTING REQUIREMENTS:** Applicant agrees to provide the following information to the Commission or the Department of Revenue, as appropriate:

- Retail Electricity Choice Activity Reports: The regulations at 52 Pa. Code §§ 54.201--54.204 require that all active EGSs report sales activity information. An EGS will file an annual report reporting for customer groups defined by annual usage. Reports must be filed using the appropriate report form that may be obtained from the PUC's Secretary's Bureau or the forms officer, or may be down-loaded from the PUC's internet web site.
- Reports of Gross Receipts: Applicant shall report its Pennsylvania intrastate gross receipts to the Commission on a quarterly and year to date basis no later than 30 days following the end of the quarter.
- The Treasurer or other appropriate officer of Applicant shall transmit to the Department of Revenue by March 15, an annual report, and under oath or affirmation, of the amount of gross receipts received by Applicant during the prior calendar year.
- Net Metering Reports: Applicant shall be responsible to report any Net Metering per the Standards on [http://www.puc.pa.gov/consumer\\_info/electricity/alternative\\_energy.aspx](http://www.puc.pa.gov/consumer_info/electricity/alternative_energy.aspx). Scroll down to the Net Metering Standards Section.
- Applicant shall report to the Commission the percentages of total electricity supplied by each fuel source on an annual basis per 52 Pa. Code § 54.39(d).
- Applicant will be required to meet periodic reporting requirements as may be issued by the Commission to fulfill the Commission's duty under Chapter 28 pertaining to reliability and to inform the Governor and Legislature of the progress of the transition to a fully competitive electric market.

**AGREED**

- d. **TRANSFER OF LICENSE:** The Applicant understands that if it plans to transfer its license to another entity, it is required to request authority from the Commission for permission prior to transferring the license. See 66 Pa. C.S. Section 2809(D). Transferee will be required to file the appropriate licensing application.

AGREED

- e. **ANNUAL FEES:** The Public Utility Code authorizes the PUC to collect an annual fee of \$350 from suppliers, brokers, marketers, and aggregators selling electricity in the Commonwealth of PA, and an annual supplemental fee based on annual gross intrastate revenues, applicable to suppliers only.

ACKNOWLEDGED

- f. **FURTHER DEVELOPMENTS:** Applicant is under a continuing obligation to amend its application if substantial changes occur to the information upon which the Commission relied in approving the original filing. See 52 Pa. Code § 54.34.

AGREED

- g. **FALSIFICATION:** The Applicant understands that the making of false statement(s) herein may be grounds for denying the Application or, if later discovered, for revoking any authority granted pursuant to the Application. This Application is subject to 18 Pa. C.S. §§4903 and 4904, relating to perjury and falsification in official matters.

AGREED

- h. **NOTIFICATION OF CHANGE:** If your answer to any of these items changes during the pendency of your application or if the information relative to any item herein changes while you are operating within the Commonwealth of Pennsylvania, you are under a duty to so inform the Commission, within twenty (20) days, as to the specifics of any changes which have a significant impact on the conduct of business in Pennsylvania. See 52 Pa. Code § 54.34.

AGREED

- i. **CEASING OF OPERATIONS:** Applicant is also required to officially notify the Commission if it plans to cease doing business in Pennsylvania, 90 days prior to ceasing operations.

AGREED

- j. **Electronic Data Interchange:** The Applicant acknowledges the Electronic Data Interchange (EDI) requirements and the relevant contacts for each EDC, as listed at Appendix M.

AGREED

- k. **FILING FEE:** The Applicant has enclosed or paid the required, non-refundable filing fee by **CERTIFIED CHECK OR MONEY ORDER** in the amount of \$350.00 payable to the Commonwealth of Pennsylvania. The Commission does not accept corporate or personal checks for filing fees.

PAYMENT ENCLOSED

**11. AFFIDAVITS**  
**Must be notarized before filing.**

- a. **APPLICATION AFFIDAVIT:** Complete and submit with your filing an officially notarized Application Affidavit stating that all the information submitted in this application is truthful and correct. An example copy of this Affidavit can be found at Appendix A.

***Please see appendix A.***

- b. **OPERATIONS AFFIDAVIT:** Provide an officially notarized affidavit stating that you will adhere to the reliability protocols of the North American Electric Reliability Council, the appropriate regional reliability council(s), and the Commission, and that you agree to comply with the operational requirements of the control area(s) within which you provide retail service. An example copy of this Affidavit can be found at Appendix B.

***Please see appendix B.***

## 12. NEWSPAPER PUBLICATIONS

**Required of ALL Applicants regardless of operating as a supplier, broker, marketer, or aggregator.**

Notice of filing of this Application must be published in newspapers of general circulation covering each county in which the applicant intends to provide service. The newspapers in which proof of publication are required is dependent on the service territories the applicant is proposing to serve.

The chart below dictates which newspapers are necessary for each EDC. For example, an applicant that wants to operate in Penn Power would need to run ads in both The Erie Times-News and the Pittsburgh Post-Gazette. If the applicant is proposing to serve the entire Commonwealth, please file proof of publication in all seven newspapers.

The only acceptable verification of this requirement is with Notarized Proofs of Publication, which may be requested from each newspaper and must be supplied with this application. Applicants do not need a docket number in their publication. Docket numbers will be issued when all criteria on the item 14 checklist (see below) are satisfied.

	Erie Times-News	Harrisburg Patriot-News	Philadelphia Daily News or Philadelphia Inquirer	Pittsburgh Post-Gazette	Scranton Times-Tribune	Williamsport Sun-Gazette	Johnstown Tribune-Democrat
Citizens' Electric						X	
Duquesne				X			
Met Ed		X	X		X		
PECO			X				
Penelec	X	X			X	X	X
Penn Power	X			X			
Pike					X		
PPL		X	X		X	X	
UGI					X		
Wellsboro						X	
West Penn		X		X		X	X
Entire Commonwealth	X	X	X	X	X	X	X

*(Newspaper Publication Templates are provided at Appendices K and L)*

**Please see attachment 7.**

## 13. SIGNATURE

Applicant: E7 Power LLC

By: Maryon Suzuki

Title: Head of Administration

**14. CHECKLIST**

For the applicant's convenience, please use the following checklist to ensure all relevant sections are complete. The Commission Secretary's Bureau will not accept an application unless each of the following sections are complete.

**Applicant: E7 Power LLC**

A p p l i c a n t ' s  U s e	X	<b>Signature</b>		P U C S e c r e t a r y ' s  B u r e a u  U s e
	X	<b>Filing Fee (CERTIFIED CHECK OR MONEY ORDER ONLY)</b>		
	X	<b>Application Affidavit</b>		
	X	<b>Operations Affidavit</b>		
	X	<b>Proof of Publication</b>		
	X	<b>Bond, Letter of Credit, or Parental/Affiliate Guarantee</b>		
	X	<b>Tax Certification Statement</b>		
	X	<b>Commonwealth Department of State Verification</b>		
	X	<b>Certificate of Service</b>		

I, **MARYON SUZUKI**, hereby state that the facts above set forth are true and correct to the best of my knowledge, information and belief, and that I expect to be able to prove the same at a hearing held in this matter. I understand that the statements herein are made subject to the penalties of 18 Pa. C.S. § 4904 (relating to unsworn falsification to authorities).

**Signature**     *Maryon Suzuki*  
**Title**            **Head of Administration**  
**Date**              **02/13/2024**

## Attachments And Appendices Table of Contents

The following attachments and appendices are included:

<b>Referenced section</b>	<b>Identification</b>	<b>Description</b>	<b>Confidential?</b>
2b	Attachment 1-A	CERTIFICATE OF FORMATION - LIMITED LIABILITY COMPANY	NO
2b	Attachment 1-B	CERTIFICATE OF FACT	NO
2b	Attachment 1-C	CERTIFICATE OF REGISTRATION	NO
7a	Attachment 2	CONTINUOUS BOND	YES
7b	Attachment 3 (version 2)	FINANCIAL RECORDS & RECENT BANK STATEMENTS	YES
7b	Attachment 4	ORGANIZATIONAL STRUCTURE	NO
8a	Attachment 5 (version 2)	EXPERIENCE, PLAN, STRUCTURE AND LICENSE	NO
8e	Attachment 6	RESUMES OF OFFICERS RESPONSIBLE FOR OPERATIONS	YES
12	Attachment 7	PROOFS OF PUBLICATION	NO
11	Appendix A	APPLICATION AFFIDAVIT	NO
11	Appendix B	OPERATIONS AFFIDAVIT	NO
6	Appendix C	PROOF OF SERVICE	NO
7a	Appendix I	TAX CERTIFICATION STATEMENT	YES

**Attachment 1-A**  
*In reference to section 2.b*

Secretary of State P.O. Box 13697 Austin, TX 78711-3697 FAX: 512/463-5709  Filing Fee: \$300	 <b>Certificate of Formation Limited Liability Company</b>	Filed in the Office of the Secretary of State of Texas Filing #: 803372638 07/19/2019 Document #: 901772310003 Image Generated Electronically for Web Filing
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**Article 1 - Entity Name and Type**

The filing entity being formed is a limited liability company. The name of the entity is:

**E7 Power LLC**

**Article 2 – Registered Agent and Registered Office**

A. The initial registered agent is an organization (cannot be company named above) by the name of:

OR

B. The initial registered agent is an individual resident of the state whose name is set forth below:

Name:

**John C Shackelford**

C. The business address of the registered agent and the registered office address is:

Street Address:

**9201 N Central Expressway, Fourth Floo Dallas TX 75231-3343**

**Consent of Registered Agent**

A. A copy of the consent of registered agent is attached.

OR

B. The consent of the registered agent is maintained by the entity.

**Article 3 - Governing Authority**

A. The limited liability company is to be managed by managers.

OR

B. The limited liability company will not have managers. Management of the company is reserved to the members.

The names and addresses of the governing persons are set forth below:

Manager 1: **Paul Eaton**

Title: **Manager**

Address: **7524 Glen Albens Cir Dallas TX, USA 75225-75225**

**Article 4 - Purpose**

The purpose for which the company is organized is for the transaction of any and all lawful business for which limited liability companies may be organized under the Texas Business Organizations Code.

**Supplemental Provisions / Information**

## Attachment 1-A (cont.)

[The attached addendum, if any, is incorporated herein by reference.]

### Organizer

The name and address of the organizer are set forth below.

**Paul Honeysuckle      2311 Biscayne Drive Suite 120 Little Rock AR 72227**

### Effectiveness of Filing

A. This document becomes effective when the document is filed by the secretary of state.

OR

B. This document becomes effective at a later date, which is not more than ninety (90) days from the date of its signing. The delayed effective date is:

### Execution

The undersigned affirms that the person designated as registered agent has consented to the appointment. The undersigned signs this document subject to the penalties imposed by law for the submission of a materially false or fraudulent instrument and certifies under penalty of perjury that the undersigned is authorized under the provisions of law governing the entity to execute the filing instrument.

**Paul Honeysuckle**

Signature of Organizer

**Attachment 1-B**  
**In reference to section 2.b**

Corporations Section  
P.O.Box 13697  
Austin, Texas 78711-3697



Jane Nelson  
Secretary of State

**Office of the Secretary of State**

**Certificate of Fact**

The undersigned, as Secretary of State of Texas, does hereby certify that the document, Certificate of Formation for E7 Power LLC (file number 803372638), a Domestic Limited Liability Company (LLC), was filed in this office on July 19, 2019.

It is further certified that the entity status in Texas is in existence.

In testimony whereof, I have hereunto signed my name officially and caused to be impressed hereon the Seal of State at my office in Austin, Texas on June 30, 2023.



A handwritten signature in black ink that reads "Jane Nelson".

Jane Nelson  
Secretary of State

# Attachment 1-C

In reference to section 2.b

## Pennsylvania Department of State

Bureau of Corporations and Charitable Organizations

PO Box 8722 | Harrisburg, PA 17105-8722

T:717-787-1057

[dos.pa.gov/BusinessCharities](https://dos.pa.gov/BusinessCharities)

**Regarding:** E7 Power LLC  
**Request Type:** Certificate of Registration **Issuance Date:** July 24, 2023  
**Request No.:** 019204427 **File No:** 0013527456  
**Receipt No.:** 616947  
**Filing Type:** Foreign Limited Liability Company  
**Filing Subtype:** Limited Liability Company  
**Initial Filing Date:** July 20, 2023  
**Status:** Active

### TO ALL WHOM THESE PRESENTS SHALL COME, GREETING:

I DO HEREBY CERTIFY THAT

E7 Power LLC

is a foreign association duly registered to do business in this Commonwealth as of the issuance date herein.

I DO FURTHER CERTIFY THAT this Certificate of Registration shall not imply that all fees, taxes and penalties owed to the Commonwealth of Pennsylvania are paid.



IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the seal of my office to be affixed, the day and year above written.

**Albert Schmidt**

Secretary of the Commonwealth

**Attachment 4**  
*In reference to section 7.b*

**Federico Rainis**  
*Head of Operations*

**Jesse Foote**  
*Head of REP Marketing*

**Maryon Suzuki**  
*Head of Administration*

**Paul Eaton**  
*Member/Manager*

**Paul Honeysuckle**  
*Accountant*

## **Attachment 5 (version 2)**

*In reference to section 8.a*

*Since 2019, E7 Power LLC has been operating in Texas as an reputable and reliable energy broker for residential consumers. We provide affordable, high-quality energy services to our customers by giving them a platform, <https://www.ladybugenergy.com>, to compare and choose from a wide range of electricity plans. Our operations in Texas are conducted under license No. BR190932.*

*Our platform, which is entirely free to use, facilitates informed decision-making by providing a comprehensive overview of electricity plans from various suppliers in a given area. Customers can compare plans, review in-depth information including pricing, terms, and customer reviews, thereby enabling them to make informed choices aligned with their needs.*

*A substantial investment in technology has enabled direct integration with electrical suppliers for plan enrollment on our site. This streamlines the transition process for customers, reflecting our commitment to comprehensive, transparent service. We earn a commission for each enrollment, paid by the respective supplier. These commissions currently range from \$0 to \$60 and may include a separate residual fee, but do not entail any additional cost for the customer.*

*E7 Power LLC looks forward to the opportunity to bring its expertise to the Pennsylvania market and to further expand its business operations. Our plan includes forming partnerships with local electricity providers to offer competitive pricing to the residents of the Commonwealth.*

*E7 Power LLC boasts a dedicated team of highly skilled and experienced professionals. Each team member brings a wealth of industry knowledge and expertise, enabling us to provide exceptional service and support to our customers.*

*We place a strong emphasis on high service standards and continual professional development. We hold regular quarterly meetings to discuss business operations, industry trends, and customer needs, ensuring our team stays abreast of the latest developments in the energy sector.*

*Our staff:*

**Federico Rainis**

*Head of Operations*

**Jesse Foote**

*Head of REP Marketing*

**Maryon Suzuki**

*Head of Administration*

**Paul Eaton**

*Member/Manager*

**Paul Honeysuckle**

*Accountant*

## **Attachment 5 (cont., version 2)**

*Our partners:*

***Payless Power***

***Energy Texas***

***BKV Energy***

***Rhythm Energy***

***Pulse Power***

***Texpo Energy***

***Summer Energy***

***CleanSky Energy***

# Attachment 5 (cont., version 2)

**E7 Power LLC operates within Texas under the broker license BR190932:**



## Public Utility Commission of Texas Broker Report

### E7 POWER LLC BR190932

Type:	Limited Liability Company, L.L.C
Date Registered:	10/1/2019

DBA Names:

Z7 ENERGY  
LADYBUG ENERGY

Company Information	
Customer Types:	Residential Commercial Industrial
Customer Details:	

Contact Information

*Company / Physical (Mailing Address)*

E7 POWER LLC  
2311 BISCAYNE DR SUITE 120  
LITTLE ROCK, AR 72227  
**Email:** [jfoote@e7power.com](mailto:jfoote@e7power.com)  
**Phone:** 214-247-6049

*Authorized Rep*

E7 POWER LLC  
JESSE FOOTE  
MANAGER  
2311 BISCAYNE DR SUITE 120  
LITTLE ROCK, AR 72227  
**Email:** [jfoote@e7power.com](mailto:jfoote@e7power.com)  
**Phone:** 214-247-6049

*Contact (Complaint)*

E7 POWER LLC  
JESSE FOOTE  
MANAGER  
2311 BISCAYNE DR SUITE 120  
LITTLE ROCK, AR 72227  
**Email:** [jfoote@e7power.com](mailto:jfoote@e7power.com)  
**Phone:** 214-247-6049

---

Docket/Project/Control Numbers

---

49779-1107

**Type:** PROJECT

**Open Date:** 9/18/2019

**Close Date:** 10/1/2019

**Filings:** New

**Note:** BROKER REGISTRATION APPLICATION

49779-1639

**Type:** PROJECT

**Open Date:** 11/9/2020

**Close Date:** 12/15/2020

**Filings:** Amendment

**Note:** BROKER REGISTRATION UPDATE - DBA  
NAME ADDED

49779-3531

**Type:** PROJECT

**Open Date:** 7/12/2023

**Close Date:** 7/12/2023

**Filings:** Amendment

**Note:** BROKER REGISTRATION AMENDMENT -  
3YR RENEWAL

---

*End Report*

***This file and the information within it can be found at the following address:***

[https://www.puc.texas.gov/industry/electric/directories/brk/alpha\\_brk.aspx](https://www.puc.texas.gov/industry/electric/directories/brk/alpha_brk.aspx)

***under the name 'Ladybug Energy'.***

**Attachment 7**  
**In reference to section 12**  
**Williamsport Sun-Gazette**

**WILLIAMSPORT SUN-GAZETTE**

**AFFIDAVIT OF PUBLICATION**

State of Pennsylvania, County of Lancaster, ss:

Laquansay Nickson Watkins, being first duly sworn, deposes and says: That (s)he is a duly authorized signatory of Column Software, PBC, duly authorized agent of Williamsport Sun-Gazette, successor to the Williamsport Sun and the Gazette & Bulletin, both daily newspapers of general circulation, published at 252 West Fourth Street, Williamsport, Pennsylvania, being duly sworn, deposes and says that the Williamsport sun was established in 1870 and the Gazette & Bulletin was established in 1801, since which dates said successor, the Williamsport Sun-Gazette has been regularly issued and published in the County of Lycoming aforesaid, and that a copy of the printed notice is attached hereto exactly as the same was printed and published in the regular editions of said Williamsport Sun-Gazette on the following dates, viz:

Feb. 7, 2024

**NOTICE ID:** tmEA6cWeeTekVzbph1aD  
**PUBLISHER ID:** L1Z001  
**NOTICE NAME:** Williamsport - Ad 3  
**Publication Fee:** 297.00

The affiant is not interested in the subject matter of the aforesaid notice of publication, and that all the allegations in the foregoing statement as to time, place and character of publication are true

(Signed) Laquansay Watkins

**VERIFICATION**

State of Pennsylvania  
County of Lancaster

Commonwealth of Pennsylvania - Notary Seal  
Nicole Burkholder, Notary Public  
Lancaster County  
My commission expires March 30, 2027  
Commission Number 1342120

Subscribed in my presence and sworn to before me on this: 02/07/2024

Nicole Burkholder

Notary Public  
Notarized remotely online using communication technology via Proof.

**PENNSYLVANIA  
PUBLIC UTILITY  
COMMISSION  
NOTICE**

Application of **E7 Power LLC d/b/a Ladybug Energy** for Approval to Offer, Render, Furnish or Supply Electricity or Electric Generation Services to the public in The Commonwealth of Pennsylvania at Docket No. **A-2023-304 4825**.

**E7 Power LLC** has filed an application with the Pennsylvania Public Utility Commission ("PUC") for a license to supply electricity or electric generation services as a **broker/mar keter engaged in the business of supplying electricity services**. **E7 Power LLC** proposes to sell electricity and related services in the **entire Commonwealth of PA** under the provisions of the Electricity Generation Customer Choice and Competition Act.

The PUC may consider this application without a hearing. Protests directed to the technical or financial fitness of **E7 Power LLC** may be filed within 15 days of the date of this notice with the Secretary of the PUC, 400 North Street, Harrisburg, PA 17120. Please include the Docket No. listed above on the protest.

Additionally, please send copies of any protest to **E7 Power LLC** 's attorney at the address listed below.

**Paul Eaton**  
**E7 Power LLC**  
7524 Glen Albens Cir  
Dallas, TX, 75225  
(214) 471-5421  
peaton@e7inv.com  
www.ladybugenergy.com

**Attachment 7 (cont.)**  
Philadelphia Daily News/Inquirer

# The Philadelphia Inquirer

100 S. INDEPENDENCE MALL W, STE 600, PHILADELPHIA, PA 19106

**Affidavit of Publication**

On Behalf of:  
E7 POWER LLC  
7524 GLEN ALBENS CIRCLE  
DALLAS, TX 75225

STATE OF PENNSYLVANIA COUNTY OF PHILADELPHIA:

Before the undersigned authority personally appeared the undersigned who, on oath represented a and say: that I am an employee of The Philadelphia Inquirer, LLC, and am authorized to make this affidavit of publication, and being duly sworn, I depose and say:

1. The Philadelphia Inquirer, LLC is the publisher of the Philadelphia Daily News, with its headquarters at 100 S. Independence Mall West, Suite 600, Philadelphia, PA 19106.
2. The Philadelphia Daily News is an edition of The Philadelphia Inquirer. The Philadelphia Daily News is continuously published and distributed Sunday-Friday in the City of Philadelphia, count and state aforesaid.
3. The printed notice or publication attached hereto set forth on attached hereto was published in all regular print editions of the Philadelphia Daily News on

**Legal Notices**

as published in Daily News Legals in the issue(s) of:

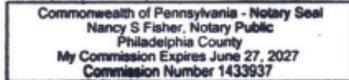
**2/14/2024**

4. Under oath, I state that the following is true and correct, and that neither I nor The Philadelphia Inquirer, LLC have any interest in the subject matter of the aforesaid notice or advertisement.



  
Notary Public

My Commission Expires:



Ad No: 156534  
Customer No: 119434

**COPY OF ADVERTISEMENT**

## PENNSYLVANIA PUBLIC UTILITY COMMISSION NOTICE

Application of **E7 Power LLC d/b/a Ladybug Energy** for Approval to Offer, Render, Furnish or Supply Electricity or Electric Generation Services to the public in The Commonwealth of Pennsylvania at Docket No. A-2023-3044825.

**E7 Power LLC** has filed an application with the Pennsylvania Public Utility Commission ("PUC") for a license to supply electricity or electric generation services as a broker/ marketer engaged in the business of supplying electricity services. **E7 Power LLC** proposes to sell electricity and related services in the entire Commonwealth of PA under the provisions of the Electricity Generation Customer Choice and Competition Act.

The PUC may consider this application without a hearing. Protests directed to the technical or financial fitness of **E7 Power LLC** may be filed within 15 days of the date of this notice with the Secretary of the PUC, 400 North Street, Harrisburg, PA 17120. Please include the Docket No. listed above on the protest.

Additionally, please send copies of any protest to **E7 Power LLC's** attorney at the address listed below.

**Paul Eaton**  
**E7 Power LLC**  
7524 Glen Albens Cir  
Dallas, TX, 75225  
(214) 471-5421  
peaton@e7inv.com  
www.ladybugenergy

**Attachment 7 (cont.)**  
**Johnstown Tribune (folded publication)**

**COMMONWEALTH OF PENNSYLVANIA**  
*Cambria* } **SS**

*(Faint, mirrored text from the reverse side of the page, including names like 'Somerset', 'Forest Hills', 'Housley', etc.)*

*On this 7th day of February A.D. 2024, before me, the subscriber, a Notary Public in and for said County and State, personally appeared Christine Marhefka, who being duly sworn according to law, deposes and says as Advertising Director of the Tribune-Democrat, Johnstown, PA, a newspaper of general circulation as defined by the "Newspaper Advertising Act", a merger September 8, 1952, of the Johnstown Tribune, established December 7, 1853; and of the Johnstown Democrat, established March 5, 1863,*

*published continuously at Johnstown Pa. in the County of Cambria, and Commonwealth of Pennsylvania and that the annexed is a true copy of a notice in the above matter published in said publication in the regular issues of The Johnstown Tribune-Democrat, Johnstown, PA, on February 7, 2024; and that the Affiant is not interested in the subject matter of said notice or advertising and that all of the allegations as to time, place and character of said publication are true.*

*Christine Marhefka*  
**STATEMENT OF ADVERTISING COSTS**

Signed and sworn to before me on  
 7th day of February, 2024  
 by Christine Marhefka making the statement.

57 Lines @ \$2.70 per line	153.90
0.00 Inches @ \$27.00 per inch	0.00
Notary Fee	5.00
Clerical Fee	2.50
<b>Total Cost</b>	<b>161.40</b>



Commonwealth of Pennsylvania - Notary Seal  
 Vivian Ohs, Notary Public  
 Cambria County  
 My commission expires December 6, 2024  
 Commission number 1123017  
 Member, Pennsylvania Association of Notaries

To The Tribune-Democrat, Johnstown, PA  
 For publishing the notice or publication  
 attached hereto on the above stated dates.

**PUBLISHER'S RECEIPT FOR ADVERTISING COSTS**  
*VIVIAN OHS* for publisher of *TRIBUNE-DEMOCRAT*  
 a newspaper of general circulation, hereby acknowledges receipt of the aforesaid  
 and publication costs and certifies that the same has been duly paid.

*TRIBUNE-DEMOCRAT*  
 (Name of Newspaper)  
 By *Juan Ohs*

**Attachment 7 (cont.)**  
**Johnstown Tribune (unfolded publication)**

**COMMONWEALTH OF PENNSYLVANIA** }  
*County of Cambria* } **SS**

**PENNSYLVANIA  
PUBLIC UTILITY  
COMMISSION  
NOTICE**

Application of **E7 Power LLC d/b/a Ladybug Energy** for Approval to Offer, Render, Furnish or Supply Electricity or Electric Generation Services to the public in The Commonwealth of Pennsylvania at Docket No. **A-2023-3044825**.

**E7 Power LLC** has filed an application with the Pennsylvania Public Utility Commission ("PUC") for a license to supply electricity or electric generation services as a broker/marketer engaged in the business of supplying electricity services. **E7 Power LLC** proposes to sell electricity and related services in the entire Commonwealth of PA under the provisions of the Electricity Generation Customer Choice and Competition Act.

The PUC may consider this application without a hearing. Protests directed to the technical or financial fitness of **E7 Power LLC** may be filed within 15 days of the date of this notice with the Secretary of the PUC, 400 North Street, Harrisburg, PA 17120. Please include the Docket No. listed above on the protest.

Additionally, please send copies of any protest to **E7 Power LLC's** attorney at the address listed below.

**Paul Eaton**  
**E7 Power LLC**  
7524 Glen Albens Cir  
Dallas, TX, 75225  
(214) 471-5421  
peaton@e7inv.com  
www.ladybugenergy.com

Commonwealth of Pennsylvania - Notary Seal  
Vivian Ohs, Notary Public  
Cambria County  
Commission expires December 6, 2024  
Commission number 1123017  
Member, Pennsylvania Association of Notaries

publish that the of The interest charac

Johnstown Pa. in the County of Cambria, and Commonwealth of Pennsylvania and y of a notice in the above matter published in said publication in the regular issues mocrat, Johnstown, PA, on February 7, 2024; and that the Affiant is not r of said notice or advertising and that all of the allegations as to time, place and are true.

*On this 7th day of February A.D. 2024, before me, the subscriber, a Notary Public in and for said County and State, personally appeared Christine Marhefka, who being duly sworn according to law, deposes and says as Advertising Director of the Tribune-Democrat, Johnstown, PA, a newspaper of general circulation as defined by the "Newspaper Advertising Act", a merger September 8, 1952, of the Johnstown Tribune, established December 7, 1853; and of the Johnstown Democrat, established March 5, 1863,*

*Christine Marhefka*

**STATEMENT OF ADVERTISING COSTS**

57 Lines @ \$2.70 per line	153.90
0.00 Inches @ \$27.00 per inch	0.00
Notary Fee	5.00
Clerical Fee	2.50
<b>Total Cost</b>	<b>161.40</b>

Signed 7th day by Chri

on the statement.

*[Signature]*

*[Signature]*

To The Tribune-Democrat, Johnstown, PA  
For publishing the notice or publication  
attached hereto on the above stated dates.

**PUBLISHER'S RECEIPT FOR ADVERTISING COSTS**

*VIVIAN OHS* for publisher of *TRIBUNE-DEMOCRAT*

a newspaper of general circulation, hereby acknowledges receipt of the aforesaid and publication costs and certifies that the same has been duly paid.

*TRIBUNE-DEMOCRAT*  
(Name of Newspaper)

By *[Signature]*

**Attachment 7 (cont.)**  
**The Scranton Times**

**The Scranton Times (Under act P.L. 877 No 160. July 9, 1976)**  
Commonwealth of Pennsylvania, County of Lackawanna

Account # 648934  
Order # 82775112  
Ad Price: 277.46

**Ad Number: 82775112**

E7 VENTURES LLC  
MARYON SUZUKI  
120 2311 BISCAYNE DR.  
LITTLE ROCK AR 72227

**PENNSYLVANIA  
PUBLIC UTILITY  
COMMISSION  
NOTICE**

**PUBLIC UTILITY NOTICE**

Jessica Escalante

Being duly sworn according to law deposes and says that (s)he is Billing clerk for The Scranton Times, owner and publisher of The Scranton Times, a newspaper of general circulation, established in 1870, published in the city of Scranton, county and state aforesaid, and that the printed notice or publication hereto attached is exactly as printed in the regular editions of the said newspaper on the following dates:

02/07/2024

Affiant further deposes and says that neither the affiant nor The Scranton Times is interested in the subject matter of the aforesaid notice or advertisement and that all allegations in the foregoing statement as time, place and character or publication are true Jessica Escalante

Sworn and subscribed to before me  
this 7th day of February A.D., 2024

Danielle Campbell  
(Notary Public)

Application of **E7 Power LLC d/b/a Ladybug Energy** for Approval to Offer, Render, Furnish or Supply Electricity or Electric Generation Services to the public in The Commonwealth of Pennsylvania at Docket No. **A-2023-3044825**.

**E7 Power LLC** has filed an application with the Pennsylvania Public Utility Commission ("PUC") for a license to supply electricity or electric generation services as a **broker/marketer engaged in the business of supplying electricity services**. **E7 Power LLC** proposes to sell electricity and related services in the entire Commonwealth of PA under the provisions of the Electricity Generation Customer Choice and Competition Act.

The PUC may consider this application without a hearing. Protests directed to the technical or financial fitness of **E7 Power LLC** may be filed within 15 days of the date of this notice with the Secretary of the PUC, 400 North Street, Harrisburg, PA 17120. Please include the Docket No. listed above on the protest.

Additionally, please send copies of any protest to **E7 Power LLC's** attorney at the address listed below.

**Paul Eaton**  
**E7 Power LLC**  
7524 Glen Albens Cir  
Dallas, TX, 75225  
(214) 471-5421  
peaton@e7inv.com  
www.ladybugenergy.com

Commonwealth of Pennsylvania - Notary Seal  
Danielle Campbell, Notary Public  
Lackawanna County  
My commission expires December 18, 2027  
Commission number 1441244  
Member, Pennsylvania Association of Notaries

# Attachment 7 (cont.) Pittsburgh Post-Gazette

No. \_\_\_\_\_ Term, \_\_\_\_\_

## Proof of Publication of Notice in Pittsburgh Post-Gazette

Under Act No 587, Approved May 16, 1929, PL 1784, as last amended by Act No 409 of September 29, 1951

Commonwealth of Pennsylvania, County of Allegheny, ss D. Rullo, being duly sworn, deposes and says that the Pittsburgh Post-Gazette, a newspaper of general circulation published in the City of Pittsburgh, County and Commonwealth aforesaid, was established in 1993 by the merging of the Pittsburgh Post-Gazette and Sun-Telegraph and The Pittsburgh Press and the Pittsburgh Post-Gazette and Sun-Telegraph was established in 1960 and the Pittsburgh Post-Gazette was established in 1927 by the merging of the Pittsburgh Gazette established in 1786 and the Pittsburgh Post, established in 1842, since which date the said Pittsburgh Post-Gazette has been regularly issued in said County and that a copy of said printed notice or publication is attached hereto exactly as the same was printed and published in the regular editions and issues of the said Pittsburgh Post-Gazette a newspaper of general circulation on the following dates, viz:

**08 of February, 2024**

Affiant further deposes that he/she is an agent for the PG Publishing Company, a corporation and publisher of the Pittsburgh Post-Gazette, that, as such agent, affiant is duly authorized to verify the foregoing statement under oath, that affiant is not interested in the subject matter of the afore said notice or publication, and that all allegations in the foregoing statement as to time, place and character of publication are true.



PG Publishing Company

Sworn to and subscribed before me this day of:  
February 8, 2024



Commonwealth of Pennsylvania - Notary Seal  
Amy McCay, Notary Public  
Allegheny County  
My commission expires January 24, 2026  
Commission number 1323004  
Member, Pennsylvania Association of Notaries

### STATEMENT OF ADVERTISING COSTS

Maryon Suzuki  
2311 Biscayne Drive Suite 120  
Little Rock, Arkansas 72227

To PG Publishing Company

Total ----- \$416.50

### Publisher's Receipt for Advertising Costs

PG PUBLISHING COMPANY, publisher of the Pittsburgh Post-Gazette, a newspaper of general circulation, hereby acknowledges receipt of the aforesaid advertising and publication costs and certifies that the same have been fully paid.

Office  
2201 Sweeney Drive  
Clinton, PA 15026  
legaladvertising@post-gazette.com  
Phone 412-263-1440

PG Publishing Company, a Corporation, Publisher of  
Pittsburgh Post-Gazette, a Newspaper of General Circulation

By \_\_\_\_\_

I hereby certify that the foregoing is the original Proof of Publication and receipt for the Advertising costs in the subject matter of said notice.

Attorney For

### COPY OF NOTICE OR PUBLICATION

#### PENNSYLVANIA PUBLIC UTILITY COMMISSION NOTICE

Application of **E7 Power LLC** d/b/a **Ladybug Energy** for Approval to Offer, Render, Furnish or Supply Electricity or Electric Generation Services to the public in The Commonwealth of Pennsylvania at Docket No. **A-2023-3044825**. **E7 Power LLC** has filed an application with the Pennsylvania Public Utility Commission (PUC) for a license to supply electricity or electric generation services as a **broker/marketer engaged in the business of supplying electricity services**. **E7 Power LLC** proposes to sell electricity and related services in **the entire Commonwealth of PA** under the provisions of the Electricity Generation Customer Choice and Competition Act. The PUC may consider this application without a hearing. Protests directed to the technical or financial fitness of **E7 Power LLC** may be filed within 15 days of the date of this notice with the Secretary of the PUC, 400 North Street, Harrisburg, PA 17120. Please include the Docket No. listed above on the protest. Additionally, please send copies of any protest to **E7 Power LLC's** attorney at the address listed below.

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7524 Glen Albens Cir  
Dallas, TX, 75225  
(214) 471-5421  
peaton@e7inv.com  
www.ladybugenergy.com

# Attachment 7 (cont.) Erie Times-News

## LOCALiQ

Erie Times-News | The Intelligencer  
Bucks County Courier Times  
The Daily American | Beaver County Times  
Pocono Record | Burlington County Times

PO Box 630531 Cincinnati, OH 45263-0531

### **PROOF OF PUBLICATION**

Maryon Suzuki  
E7 Power LLC  
7524 Glen Albens CIR  
Dallas TX 75225-1812

STATE OF PENNSYLVANIA, COUNTY OF ERIE

The Erie Times-News is a newspaper of general circulation, whose principal place of business is at 205 W 12<sup>th</sup> Street, Erie, Pennsylvania. That a copy of the printed notice, hereto attached, is exactly as the same was printed and published in the regular edition of the Erie Times-News, published in the issue dated:

02/07/2024

Sworn to and subscribed before on 02/07/2024

### PENNSYLVANIA PUBLIC UTILITY COMMISSION **NOTICE**

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www.ladybugenergy.com

(2-9039768-NT-7)

Legal Clerk

Notary, State of WI, County of Brown

My commission expires

Publication Cost: \$488.92

Order No: 9826353

Customer No: 974018

PO #:

# of Copies:

1

**THIS IS NOT AN INVOICE!**

*Please do not use this form for payment remittance.*

AMY KOKOTT  
Notary Public  
State of Wisconsin

# Attachment 7 (cont.) The Harrisburg Patriot News



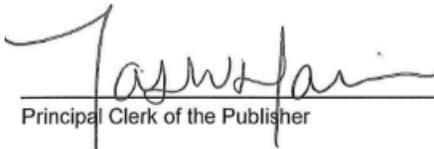
**Patriot News**  
**LEGAL AFFIDAVIT**

AD#: 0010825232

Commonwealth of Pennsylvania,) ss  
County of Cumberland)

Christine Arnold being duly sworn, deposes that he/she is principal clerk of PA Media Group; that Patriot News is a public newspaper published in the city of Mechanicsburg, with general circulation in Cumberland and Dauphin and surrounding counties, and this notice is an accurate and true copy of this notice as printed in said newspaper, was printed and published in the regular edition and issue of said newspaper on the following date(s):

**Patriot News 02/06/2024**

  
Principal Clerk of the Publisher

Sworn to and subscribed before me this 6th day of February 2024

  
Notary Public

Commonwealth of Pennsylvania - Notary Seal  
Crystal B. Rosensteel, Notary Public  
Dauphin County  
My commission expires June 27, 2024  
Commission number 1299212  
Member, Pennsylvania Association of Notaries

### PENNSYLVANIA PUBLIC UTILITY COMMISSION NOTICE

Application of **E7 Power LLC d/b/a Ladybug Energy** for Approval to Offer, Render, Furnish or Supply Electricity or Electric Generation Services to the public in The Commonwealth of Pennsylvania at Docket No. A-2023-3044825.

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## **Attachment 8 (cont.)**

### **Code of Conduct - E7 Power LLC**

This Code of Conduct outlines the standards that all employees and officers within E7 Power LLC are expected to uphold.

**E7 Power LLC** is a residential and commercial electricity broker, offering a digital platform that allows clients to find, select, and enroll in electricity plans for their homes or businesses.

**E7 Power LLC** clearly discloses the total price per kilowatt-hour and the total anticipated cost of each plan on our platform, including all fees or commissions issued by a client's TDU. The electric supply usage estimates for a given plan and region remains consistent across customers to ensure fairness and transparency.

**E7 Power LLC** ensures no officers or employees have conflicts of interest by prohibiting employment with any electric utilities, REPs, or related entities within our service areas.

**E7 Power LLC** is transparent in its role as a broker, disclosing to clients on our platform that we may earn a commission from the client's chosen REP when an enrollment is completed successfully in certain plans.

**E7 Power LLC** prohibits the use of false, misleading, or deceptive materials in our services, platform, communications or marketing materials, with both our clients and partner REPs.

**E7 Power LLC** pledges to present electricity pricing information impartially, favoring no single supplier unless a valid and comprehensive comparison justifies such preference.

**E7 Power LLC**, its officers, and employees pledge to act in good faith and uphold the highest standards of integrity, ensuring all dealings and decisions are made with honesty, transparency, and a steadfast commitment to the best interests of our clients and the broader community.

**E7 Power LLC** will maintain a history of issued communications and marketing material, both digital and/or physical, for a minimum period of three years.



**Appendix B**  
**Operations Affidavit - Notarized**

**OPERATIONS AFFIDAVIT**

State of Texas :

: ss.

County of Dallas :

Paul Eaton Jr., Affiant, being duly [sworn/affirmed] according to law, deposes and says that:

[He/she is the Manager (Office of Affiant) of E7 Power LLC (Name of Applicant);]

[That he/she is authorized to and does make this affidavit for said Applicant;]

That E7 Power LLC, the Applicant herein, acknowledges that [Applicant] may have obligations pursuant to this Application consistent with the Public Utility Code of the Commonwealth of Pennsylvania, Title 66 of the Pennsylvania Consolidated Statutes; or with other applicable statutes or regulations including Emergency Orders which may be issued verbally or in writing during any emergency situations that may unexpectedly develop from time to time in the course of doing business in Pennsylvania.

That E7 Power LLC, the Applicant herein, asserts that [he/she/it] possesses the requisite technical, managerial, and financial fitness to render electric service within the Commonwealth of Pennsylvania and that the Applicant will abide by all applicable federal and state laws and regulations and by the decisions of the Pennsylvania Public Utility Commission.

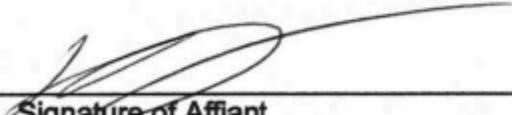
That E7 Power LLC, the Applicant herein, certifies to the Commission that it is subject to , will pay, and in the past has paid, the full amount of taxes imposed by Articles II and XI of the Act of March 4, 1971 (P.L. 6, No. 2 ), known as the Tax Reform Act of 1971 and any tax imposed by Chapter 28 of Title 66. The Applicant acknowledges that failure to pay such taxes or otherwise comply with the taxation requirements of Chapter 28, shall be cause for the Commission to revoke the license of the Applicant. The Applicant acknowledges that it shall report to the Commission its jurisdictional Gross Receipts and power sales for ultimate consumption, for the previous year or as otherwise required by the Commission. The Applicant also acknowledges that it is subject to 66 Pa. C.S. §506 (relating to the inspection of facilities and records).

As provided by 66 Pa. C.S. §2810 (C)(6)(iv), Applicant, by filing of this application waives confidentiality with respect to its state tax information in the possession of the Department of Revenue, regardless of the source of the information, and shall consent to the Department of Revenue providing that information to the Pennsylvania Public Utility Commission.

That E7 Power LLC, the Applicant herein, acknowledges that it has a statutory obligation to conform with 66 Pa. C.S. §506, §2807 (C), §2807(D)(2), §2809(B) and the standards and billing practices of 52 PA. Code Chapter 56.

That the Applicant agrees to provide all consumer education materials and information in a timely manner as requested by the Bureau of Public Liaison or other Commission bureaus. Materials and information requested may be analyzed by the Commission to meet obligations under applicable sections of the law.

That the facts above set forth are true and correct/true and correct to the best of his/her knowledge, information, and belief.

  
\_\_\_\_\_  
Signature of Affiant

Sworn and subscribed before me this 14<sup>th</sup> day of August, 2023.

  
\_\_\_\_\_  
Signature of official administering oath

My commission expires 03/31/2025.

## Appendix C Proof of Service

On this the 26th day of September 2023, I certify that a true and correct copy of the foregoing application form for licensing within the Commonwealth of Pennsylvania as an Electric Generation Supplier and all **NON-CONFIDENTIAL** attachments have been served, as either a hardcopy or a searchable PDF version on a cd-rom, upon the following:

Bureau of Investigation & Enforcement  
Pennsylvania Public Utility Commission  
Commonwealth Keystone Building  
400 North Street, 2 West  
Harrisburg, PA 17120

Office of the Attorney General  
Bureau of Consumer Protection  
Strawberry Square, 14th Floor  
Harrisburg, PA 17120

Office of Consumer Advocate  
5th Floor, Forum Place  
555 Walnut Street  
Harrisburg, PA 17120

Department of Revenue  
Bureau of Compliance  
PO Box 281230  
Harrisburg, PA 17128-1230

Small Business Advocate  
Commerce Building, Suite 202  
300 North Second Street  
Harrisburg, PA 17101

Vice President – Energy Supply  
Corning Natural Gas Holding Corporation  
330 West William Street  
Corning, NY 14830

Legal Department  
West Penn Power d/b/a Allegheny Power  
800 Cabin Hill Drive  
Greensburg, PA 15601-1689

Manager Energy Acquisition  
PECO Energy Company  
2301 Market Street  
Philadelphia, PA 19101-8699

Regulatory Affairs  
Duquesne Light Company  
411 Seventh Street, MD 16-4  
Pittsburgh, PA 15219

Office of General Counsel  
Attn: Kimberly A. Klock  
PPL  
Two North Ninth Street (GENTW3)  
Allentown, PA 18101-1179

Legal Department  
First Energy  
2800 Pottsville Pike  
Reading PA, 19612

UGI Utilities, Inc.  
Attn: Rates Dept. – Choice Coordinator  
1 UGI Drive  
Denver, PA 17517

Citizens' Electric Company  
Attn: EGS Coordination  
1775 Industrial Boulevard  
Lewisburg, PA 17837

Wellsboro Electric Company  
Attn: EGS Coordination  
33 Austin Street  
P. O. Box 138  
Wellsboro, PA 16901



**Maryon Suzuki**  
Head of Administration  
E7 Power LLC