Ohio | Public Utilities Commission

Annual Report to the Commission for Competitive Retail Electric Service

☐ **AGGREGATOR**

GOVERNMENTAL AGGREGATOR

☑ **POWER MARKETER**

RETAIL ELECTRIC GENERATION PROVIDER

☑ **POWER BROKER**

Certification No. 12-544E

Annual Report for the Year ending December 31, 2012
of
BRANDED RETAIL ENERGY CO LLC

Address:

2501 N Harwood St
Suite 2500
Dallas, TX 75201

Website URL:

Filed by:
Brennan Williams
(214) 871-5505

Changes: This company did not have any changes in name(s), principal address, legal status, ownership, corporate structure or operations during the 2012 reporting year.

Annual Report filings and instructions are available at:
www.puco.ohio.gov/puco/docketing/

Customer Class	Sales (kWh)	Earnings($)
Residential	0	$0
Commercial	0	$0
Industrial	0	$0
Other	0	$0
Total	**0**	**$0**

Instructions:

This information is used for PUCO annual assessment purposes pursuant to Section 4905.10, Revised Code. The reporting company shall report its intrastate gross earnings for the provision of retail services (e.g. Retail Electric Generation, Broker, Marketer, Governmental Aggregator) for which it is subject to certification by the PUCO under Section 4928, Revised Code. In addition, power providers please provide all corresponding sales of kilowatt hours of electricity. Sales of kilowatt hours of electricity are deemed to occur at the meter of the retail customer.

The reporting company shall maintain supporting and/or subsidiary records to separately record receipts and sales of electricity derived from operations other than in Ohio. Information presented herein is subject to audit by the PUCO.

Submitted Timestamp: 12/13/2013 4:19:05PM

IN ORDER TO ENSURE THAT PUCO CORRESPONDENCE IS DIRECTED TO THE APPROPRIATE PERSON AT THE CORRECT ADDRESS, PLEASE COMPLETE THE FOLLOWING.

Docketing Contact Information

brennanw@brandedretailenergy.com

Email

Brennan Williams | Marketing Coordinator

Name | Title

2501 N Harwood StSuite 2500 Dallas, TX 75201

Address

(214) 871-5505

Phone Number (including Area Code)

Fiscal Contact Information

justinh@brandedretailenergy.com

Email

Justin Helms | CFO

Name | Title

2501 N Harwood StSuite 2500 Dallas, TX 75201

Address

(214) 871-5505

Phone Number (including Area Code)

Ohio | Public Utilities Commission

Affidavit for the Filing of the Annual Report of a Regulated Entity

REQUIRED VERIFICATION:

The Annual Report of a Regulated Entity to the Commission must be verified by an authorized officer of the Reporting Entity, pursuant to Ohio Revised Code Section 4905.14(A)(1).

State of: _____

County of: _____

Affiant's Name: JASON HELMS

Affiant's Title: CEO

Reporting Entity: _____

OATH:

The undersigned, being duly sworn, states that s/he is authorized to file the foregoing Annual Report to the Public Utilities Commission of Ohio on behalf of the above-named Reporting Entity; that to the best of her/his knowledge, information, and belief, all statements of fact contained therein, including any supporting schedules, are true; and that said Annual Report is a correct statement of the business and affairs of the Reporting Entity in respect to each and every matter set forth during the reporting period identified therein.

If applicable, the employee, agent, accounting firm or other third party company indicated below is hereby authorized to electronically file said Annual Report on my behalf.

Filer's Name: BRENNAN WILLIAMS

Filer's Title: MARKETING COORDINATOR

Filer's Company: BRANDED RETAIL ENERGY CO.

_____

(Signature of Affiant)

Sworn and subscribed before me this _____ day of _____, _____.

_____

Signature of Notary

Print name of Notary: _____

My commission expires on: _____

DECLARATION OF FILER:

The above indicated Filer, if applicable, hereby verifies that the Annual Report being electronically filed with the Public Utilities Commission of Ohio on behalf of the above-named Reporting Entity accurately reflects all statements of fact as authorized by the above-named Affiant.

_____

(Signature of Filer)

Submitted Timestamp: 12/13/2013 4:19:05PM