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October 29, 2013

EB-2013-0382

VIA COURIER

Kirsten Walli *R 20/10/13*
Board Secretary
ONTARIO ENERGY BOARD
P.O. Box 2319
2300 Yonge Street, 26th Floor
Toronto ON M4P 1E4

RECEIVED

OCT 30 2013

ONTARIO ENERGY BOARD
OFFICE OF THE BOARD SECRETARY

Dear Ms. Walli:

Re: Electricity Wholesaler Licence Renewal Application – Direct Energy Marketing Inc.

Enclosed please find a renewal application submitted on behalf of Direct Energy Marketing Inc. for an electricity wholesaler license under the *Ontario Energy Board Act, 1998*.

We trust that you will find this application in order.

Should you have any questions, please do not hesitate to contact me at 416 758 4254.

Sincerely,
DIRECT ENERGY
Per:

Joanne Mascioli
Compliance Analyst

Enclosures

Ontario Energy
Board
P.O. Box 2319
2300 Yonge Street
27th Floor
Toronto ON M4P 1E4
Telephone: 1-888-632-6273
Facsimile: (416) 440-7656

Commission de l'énergie
l'Ontario
C.P. 2319
2300, rue Yonge
27^e étage
Toronto ON M4P 1E4
Téléphone: 1-888-632-6273
Télécopieur: (416) 440-7656



Application for an Electricity Wholesaler Licence

For Office Use Only	
Application Number	EB - 2013-0382
Date Received	Oct 30/13

1. The Applicant

Legal Name of the Applicant : Direct Energy Marketing Inc.

Name to Appear on Licence: Direct Energy Marketing Inc.

☒ Indicate if the name to appear on the licence is the same as the legal name.

Please note that if the name to appear on the licence is not the same as the legal name, the name on the licence must include the legal name of the applicant and the legal name must appear first. The "Name to Appear on Licence" will appear on the notice of application and on the licence.

Date of formation or incorporation: February 19, 1987

2. Licence Primary Contact

As a condition of licensing, the licensee shall designate a person who will act as primary contact with the Board on matters related to the licence.

Mr. <input type="radio"/>	Mrs. <input type="radio"/>	Last Name	First Name	Initial
Miss <input type="radio"/>	Ms. <input checked="" type="radio"/>	Mascioli	Joanne	
Other <input type="radio"/>		Title/Position		
		Senior Compliance Analyst		
		Company Name if different from Name to Appear on Licence		
		Direct Energy Marketing Limited		
Licence Primary Contact Address:				
2225 Sheppard Avenue East, Atria III				
City	Province/State	Country	Postal/Zip Code	
Toronto	Ontario	Canada	M2J 5C2	
Phone Number	Fax Number	E-mail Address		
416-758-4254	416-758-4272	joanne.mascioli@directenergy.com		

If the above address is not in Ontario, the applicant must also provide contact information for service purposes in the province of Ontario. Wholesalers whose offices are not located in Ontario may provide the address of an agent as the address of service.

Mr. <input type="radio"/>	Mrs. <input type="radio"/>	Last Name	First Name	Initial
Miss <input type="radio"/>	Ms. <input type="radio"/>			
Other <input type="radio"/>		Title/Position/Company		
Address for Service in Ontario (if different than the Licence Primary Contact Address above)				
City		Province	Postal Code	
		ONTARIO		
Phone Number		Fax Number	E-mail Address	

3. Application Primary Contact

☒ Indicate if same as above. If yes, proceed to section 4.

The primary contact for the licence application may be a person within the applicant's organization other than the licence primary contact noted above. An applicant may also choose to designate a consultant, lawyer, etc. to be the primary contact for the licence application. The Board will communicate with this person during the course of the application but with the licence primary contact after a licence is issued.

Mr. <input type="radio"/>	Mrs. <input type="radio"/>	Last Name	First Name	Initial
Miss <input type="radio"/>	Ms. <input type="radio"/>			
Other <input type="radio"/>		Title/Position		
Company Name if different from Name to Appear on Licence				
Application Primary Contact Address:				
City		Province/State	Country	Postal/Zip Code
Phone Number		Fax Number	E-mail Address	

4. Type of Application

- ☐ New licence
- ☒ Renewal, please provide the licence number and expiry date of the existing licence

Licence Number: EW - 2008-0418 Expiry Date: March 10, 2014

5. Applicant's Licensing Status and History

- (a) Has the applicant, an affiliate of the applicant, or an associated entity (e.g., a partnership or limited partnership) ever been licensed by the Ontario Energy Board? (the *Business Corporations Act* definition for affiliate can be found at www.e-laws.gov.on.ca).

- ☒ Yes, provide details of current and expired licences in the table below.
☐ No, proceed to 5(b).

Licensee Name	Relation to the applicant (e.g., applicant itself, affiliate, partner...etc.)	Licence Number
Direct Energy Marketing Inc.	Applicant	EW-2008-0418
Direct Energy Marketing Limited	Affiliate	GM-2009-0058
Direct Energy Marketing Limited	Affiliate	ER-2010-0045
Direct Energy Marketing Limited	Affiliate	EW-2010-0252

- (b) Has the applicant, an affiliate of the applicant, or an associated entity (e.g., a partnership or limited partnership) ever undertaken energy sector activity in any other jurisdiction within North America?

- ☒ Yes, provide details of current and expired licences in the table below
☐ No

Licensee Name	Jurisdiction	Business Activity
Please see attached		

6. Key Individuals

The individuals listed as key individuals must be the individuals that are responsible for executing the following functions for the applicant: matters related to regulatory requirements and conduct, financial matters, and technical matters. These key individuals may include the Chief Executive Officer, the Chief Financial Officer, other officers, directors, or proprietors. Identify at least two key individuals. (If the applicant has only one key individual in the organization, identify the one key individual.)

Name of Key Individual	Title/position within applicant's business (or identify company if not the applicant's business)
David Brast	Vice President, Supply and Trading
Son Tran	Senior Legal Counsel - Direct Energy Upstream



Section 5

Applicant's Licensing Status and History

b) Has the applicant, an affiliate of the applicant, or an associated entity (e.g. partnerships or limited partnerships) ever undertaken energy sector activity in any other jurisdiction within North America?

Listed below are the North American jurisdictions in which energy sector activity has been undertaken by the applicant, an affiliate of the applicant, or associated entity.

Company Name	Jurisdiction	Business Activity
Direct Energy Marketing Limited	Ontario	Natural Gas and Electricity
Direct Energy Marketing Limited	Manitoba	Natural Gas
Direct Energy Marketing Limited as Managing Partner of Direct Energy Partnership	Alberta	Natural Gas and Electricity
Direct Energy (B.C.) Limited	British Columbia	Natural Gas
Direct Energy Marketing Inc.	Delaware	Electricity Wholesale
Direct Energy Business, LLC	California, USA	Electricity
Direct Energy Business, LLC	Connecticut, USA	Natural Gas and Electricity
Direct Energy Business, LLC	Delaware, USA	Electricity
Direct Energy Business, LLC	District of Columbia, USA	Electricity
Direct Energy Business, LLC	Illinois, USA	Electricity
Direct Energy Business, LLC	Maine, USA	Electricity
Direct Energy Business, LLC	Maryland, USA	Electricity
Direct Energy Business, LLC	Massachusetts, USA	Electricity
Direct Energy Business, LLC	Michigan, USA	Electricity
Direct Energy Business, LLC	New Jersey, USA	Natural Gas and Electricity
Direct Energy Business, LLC	New York, USA	Natural Gas and Electricity
Direct Energy Business, LLC	Ohio, USA	Electricity
Direct Energy Business, LLC	Pennsylvania, USA	Electricity
Direct Energy Business, LLC	Rhode Island, USA	Electricity
Direct Energy Business, LLC	Texas, USA	Electricity
Direct Energy Services, LLC	California, USA	Electricity
Direct Energy Services, LLC	Connecticut, USA	Natural Gas and Electricity
Direct Energy Services, LLC	Delaware, USA	Electricity
Direct Energy Services, LLC	District of Columbia, USA	Electricity
Direct Energy Services, LLC	Illinois, USA	Natural Gas and Electricity
Direct Energy Services, LLC	Maine, USA	Electricity
Direct Energy Services, LLC	Maryland, USA	Natural Gas and Electricity
Direct Energy Services, LLC	Massachusetts, USA	Natural Gas and Electricity
Direct Energy Services, LLC	Michigan, USA	Natural Gas and Electricity
Direct Energy Services, LLC	New Jersey, USA	Natural Gas and Electricity
Direct Energy Services, LLC	New York, USA	Natural Gas and Electricity



Direct Energy Services, LLC	Ohio, USA	Natural Gas and Electricity
Direct Energy Services, LLC	Pennsylvania, USA	Natural Gas and Electricity
Direct Energy Services, LLC	Rhode Island, USA	Natural Gas and Electricity
WTU Retail Energy, LP	Texas, USA	Electricity
CPL Retail Energy, LP	Texas, USA	Electricity
Direct Energy, LP	Texas, USA	Electricity

7. Intended Markets and Services

Please identify the applicant's intended markets and services. You may select as many as are applicable.

- ☒ To purchase electricity or ancillary services in the IESO-administered markets
- ☒ To purchase electricity or ancillary services directly from a generator
- ☒ To sell electricity or ancillary services in the IESO-administered markets
- ☒ To sell electricity or ancillary services to wholesalers
- ☒ To sell electricity or ancillary services to distributors (i.e., standard supply services)
- ☒ To sell electricity or ancillary services to electricity retailers
- ☒ To sell electricity or ancillary services to persons outside of the Ontario market
- ☐ To sell electricity to consumers, defined as a person who uses for the person's own consumption, electricity that the person did not generate. If the applicant selects this item, the applicant may require a retailer licence.
The application form can be found at www.ontarioenergyboard.ca.

Note that applicants who purchase or sell in the IESO-administered markets must comply with the Market Rules and meet the IESO's prudential requirement.