



Shell Energy North America (Canada) Inc.

90 Sheppard Avenue East, Suite 600

Toronto, ON M2N 6Y2

Phone 416-227-7300

Fax 877-382-9869

via courier

December 19, 2014

EB-2014-0583

Board Secretary
Ontario Energy Board
2300 Yonge Street, Suite 2700
Toronto, ON M4P 1E4

PK 29/12/14

RECEIVED
DEC 29 2014
ONTARIO ENERGY BOARD

Attention: Mr. George Dimitropoulos, Project Advisor

**Re: Electricity Retailer Licence Renewal
Shell Energy North America (Canada) Inc. – ER-2010-0031**

Shell Energy North America (Canada) Inc. (“Shell Energy”) submits this application to renew its electricity retailer licence, in response to the Ontario Energy Board (“the Board”) email dated December 1, 2014. Attached, you will find two copies of the renewal form with original signatures and supporting documentation, along with a cheque for the \$200 renewal fee.

Shell Energy has been trading and marketing energy in Ontario for over a decade, and has a longstanding licensing history and positive relationship with the Board. Corporate financial strength and creditworthiness have made it a preferred supplier as well as a respected wholesale and retail market participant. As a privately owned company, financial results are consolidated with its parent, which is relied upon to demonstrate financial viability to customers, with credit ratings of “AA-“ from Standard and Poor’s and “A2” from Moody’s Investor Service (reports attached). Shell Energy is a net creditor of the IESO and so is not required to post prudential. As it has done in the past, Shell Energy requests that the Board consider these strong financial ratings and IESO relationship to satisfy the financial information needs of the renewal.

Sincerely,

Paul Kerr
General Manager, Market Affairs
Shell Energy North America (Canada) Inc.
416-227-7312
paul.kerr@shell.com

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DEC 29 2014

ONTARIO ENERGY BOARD



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
27e étage
Toronto ON M4P 1E4
Téléphone: 1-888-632-6273
Télécopieur: (416) 440-7656

Application for an Electricity Retailer Licence

For Office Use Only	
Application Number	EB - 2014-0383
Date Received	Dec. 29/14

1. The Applicant

Legal Name of the Applicant : Shell Energy North America (Canada) Inc.

Name to Appear on Licence: _____

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.

Business Classification:

- Sole Proprietor
- Partnership
- Corporation
- Other (describe) _____

Date of formation or incorporation: September 5, 1996

Place of formation or incorporation: Calgary

Province/state Alberta

Country Canada

If the applicant is an individual, the applicant must be at least 18 years old.

If the applicant is an individual, is he or she at least 18 years old?

- Yes
- No
- Not applicable - not an individual

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 checked="" type="radio"/>	Mrs. <input type="radio"/>	Last Name	First Name	Initial
Miss <input type="radio"/>	Ms. <input type="radio"/>	Kerr	Paul	B
Other <input type="radio"/>		Title/Position	General Manager, Market Affairs	
		Company Name if different from Name to Appear on Licence		
Licence Primary Contact Address:				
90 Sheppard Avenue East, Suite 600				
City	Province/State	Country	Postal/Zip Code	
Toronto	Ontario	Canada	M2N 6Y2	
Phone Number	Toll Free (if available)	Fax Number	E-mail Address	
416-227-7312		877-397-0413	paul.kerr@shell.com	

If the above address is not in Ontario, the applicant must also provide contact information for service purposes in the province of Ontario. Applicants whose offices are not located in Ontario may provide the address of an agent (an individual who is a resident of Ontario and is at least 18 years old, or a corporation that has its head office or registered office in Ontario) 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 Name if different from Name to Appear on Licence		
Address for Service in Ontario (if different than the Licence Primary Contact Address above)				
City	Province	Postal Code		
	ONTARIO			
Phone Number	Toll Free (if available)	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"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Other <input type="radio"/>	<input type="text"/>	Title/Position		
		<input type="text"/>		
		Company Name if different from Name to Appear on Licence		
		<input type="text"/>		
Application Primary Contact Address:				
<input type="text"/>				
City	Province/State	Country	Postal/Zip Code	
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	
Phone Number	Toll Free (if available)	Fax Number	E-mail Address	
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	

4. Customer Complaint or Inquiries Primary Contact

Provide contact information of the person to whom correspondence or communication regarding customer complaints or inquiries should be addressed. The mailing address should be in Ontario and the telephone number should be listed in Ontario. If the applicant intends to retail electricity to low-volume consumers (annually consuming less than 150,000 kilowatt hours of electricity), the applicant should also provide a telephone number which may be reached by the general public without a charge.

Mr. <input checked="" type="radio"/>	Mrs. <input type="radio"/>	Last Name	First Name	Initial
Miss <input type="radio"/>	Ms. <input type="radio"/>	Kerr	Paul	B
Other <input type="radio"/>	<input type="text"/>	Title/Position		
		General Manager, Market Affairs		
		Company Name if different from Name to Appear on Licence		
		<input type="text"/>		
Customer Complaint or Inquiries Primary Contact Address:				
90 Sheppard Avenue East, Suite 600				
City	Province	Postal Code		
Toronto	ONTARIO	M2N 6Y2		
Phone Number	Toll Free	Fax Number	E-mail Address	
416-227-7312	<input type="text"/>	877-397-0413	paul.kerr@shell.com	

5. Type of Application

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

Licence Number: ER- 2010-0031 Expiry Date: May 4, 2015

6. Trade Names

The electricity retailer licence authorizes the licensee to conduct business using the name under which the licence is held. It also provides for the use of trade names by the licensed electricity retailer.

Does the applicant intend to use trade names?

- Yes, provide a list of trade names the applicant intends to use in the space provided below.
- No, proceed to 7.

7. 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 7(b).

Licensee Name	Relation to the applicant (e.g., applicant itself, affiliate, partner...etc.)	Licence Number
Shell Energy North America (Canada) Inc.	applicant	EW-2011-0032
Shell Energy North America (Canada) Inc.	applicant	GM-2013-0039

(b) Does the applicant, an affiliate of the applicant, or an associated entity (e.g., a partnership or limited partnership) have any other application(s) before the Ontario Energy Board?

Yes, provide details in the table below.

No, proceed to 7(c).

Applicant Name	Type of Application	Ontario Energy Board File Number (if applicable)

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

Yes, provide details of current and expired licences in the table below

No

Company Name	Jurisdiction	Business Activity	Name of Licensing Body	Licence/Registration No.
applicant = SENAC	Alberta	gas marketing	Service Alberta	302005
SENAC	Manitoba	gas marketing	Manitoba PUB	610
SENAC	Nova Scotia	gas marketing	Nova Scotia UARB	NG-SHE-GML-01(01)
Shell Energy North	America (US), L.P.	= parent company, is	licenced in many US	jurisdictions

8. Officers, Directors and Key Individuals

(a) If the applicant is a corporation, provide as a separate attachment a list of all officers and directors, including name and title.

(b) Provide a list of key individuals below. The individuals listed must be the individuals that are responsible for the following functions for the applicant: 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 and proprietors.

Note: Please list a minimum of three key individuals. If unable to provide a minimum of three, please explain.

Name of Key Individual	Title/position within applicant's business (or identify company if not the applicant's business)
Greg Chownyk	Vice President
Alan Cherkas	Vice President
Paul Kerr	General Manager, Market Affairs

9. Intended Services and Markets

(a) Intended Services: please identify which of the following services the applicant intends to offer. You may select as many as applicable.

- to sell or offer to sell electricity to low-volume consumers (annually consuming less than 150,000 kilowatt hours of electricity) in Ontario.
- to sell or offer to sell electricity to large-volume consumers (annually consuming more than 150,000 kilowatt hours of electricity) in Ontario.
- to act as an agent or broker for a retailer with respect to the sale or offering for sale of electricity to large-volume consumers, or as an agent or broker for large-volume consumers with respect to the sale or offering for sale of electricity in Ontario.
- to act as an agent or broker for a retailer with respect to the sale or offering for sale of electricity to low-volume consumers, or as an agent or broker for low-volume consumers with respect to the sale or offering for sale of electricity in Ontario.

Is the applicant currently providing any of the above listed services?

Yes, provide a list of the services the applicant is currently providing.

selling to large volume consumers since market opening in 2002

No, indicate when the applicant intends to provide these services.

(b) Wholesale Market Participation: does the applicant intend to operate in the IESO-administered markets and settle bilateral contracts through the IESO?

Yes

No, please explain how the applicant intends to participate.

(c) Retail Market Participation: does the applicant intend to settle the wholesale market cost of electricity consumed by its customers through a distributor's settlement system?

Yes

No, please explain how the applicant intends to participate.
