

Ontario Energy
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MAY 29 2015

ONTARIO ENERGY BOARD



Ontario

Application for an Electricity Wholesaler Licence

For Office Use Only	
Application Number	EB - 2015-0195
Date Received	May 29/15

1. The Applicant

Legal Name of the Applicant :

Bullfrog Power Inc.

Name to Appear on Licence:

☒ Indicate if same as above

If not the same as above, the name 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 and on the licence.

Date of formation or incorporation: December 10, 2004

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"/>	Seftel	Ron	E
Other <input type="radio"/>		Title/Position/Company		
		Senior Vice President, Operations		
Licence Primary Contact Address (if RR, give Lot, Concession No. and Township):				
366 Adelaide St W, Suite 701				
City	Province/State	Country	Postal/Zip Code	
Toronto	Ontario	Canada	M5V 1R9	
Phone Number	Fax Number	E-mail Address		
416-360-3464 ext 211	416-360-8385	ron.seftel@bullfrogpower.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		

Licence Primary Contact Address (if RR, give Lot, Concession No. and Township):

City	Province/State	Country	Postal/Zip Code

Phone Number	Fax Number	E-mail Address

3. Application Primary Contact

☒ Indicate if same as above. 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		

Application Primary Contact Address (if RR, give Lot, Concession No. and Township):

City	Province/State	Country	Postal/Zip Code

Phone Number	Fax Number	E-mail Address

4. Application Type

- ☐ New
- ☒ Renewal

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/html/statutes/english/elaws_statutes_90b16_e.htm.)

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

Licensee Name	Licence Number
Bullfrog Power Inc.	EW-2010-0244
Bullfrog Power Inc.	ER-2015-0022
Bullfrog Power Inc.	GM-2011-0064

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

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

Licensee Name	Jurisdiction	Business Activity

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)
Greg Kiessling	Executive Chairman
Peter Melanson	Chief Executive Officer
Ron Seftel	Senior Vice President, Operations

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.oeb.gov.on.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.