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JUN 16 2015

ONTARIO ENERGY BOARD



Ontario Energy Board
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Téléphone: 1-888-632-6273
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Application for an Electricity Retailer Licence

For Office Use Only	
Application Number	EB - 2015-0202
Date Received	June 16/15

1. The Applicant

Legal Name of the Applicant : Direct Energy Marketing Limited

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: 12/5/1985

Place of formation or incorporation: 3200, 400-4th Avenue, S.W., T2P 0X9

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"/>	Harwell	Ryan	
Other <input type="radio"/>		Title/Position		
		Compliance Manager		
		Company Name if different from Name to Appear on Licence		
		Direct Energy		
Licence Primary Contact Address:				
12 Greenway Plaza, Suite 250				
City	Province/State	Country	Postal/Zip Code	
Houston	TX	United States	77046	
Phone Number	Toll Free (if available)	Fax Number	E-mail Address	
(713)877-5701			ryan.harwell@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. 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 checked="" type="radio"/>	Cooke	Karen	
Other <input type="radio"/>		Title/Position		
		Sr. Manager Gov't & Regulatory Affairs		
		Company Name if different from Name to Appear on Licence		
Address for Service in Ontario (if different than the Licence Primary Contact Address above)				
80 Allstate Parkway				
City	Province	Postal Code		
Markham	ONTARIO	L3R 6H3		
Phone Number	Toll Free (if available)	Fax Number	E-mail Address	
(416)218-7692			karen.cooke@directenergy.com	

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 checked="" type="radio"/>	Farmer	Barbara	
Other <input type="radio"/>		Title/Position	Compliance Analyst	
		Company Name if different from Name to Appear on Licence		
Application Primary Contact Address:				
12 Greenway Plaza				
City	Province/State	Country	Postal/Zip Code	
Houston	TX	United States	77046	
Phone Number	Toll Free (if available)	Fax Number	E-mail Address	
(713)354-4710			barbara.farmer@directenergy.com	

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 type="radio"/>	Mrs. <input type="radio"/>	Last Name	First Name	Initial
Miss <input type="radio"/>	Ms. <input type="radio"/>	Moore	Stacey	
Other <input type="radio"/>		Title/Position	Sr. Customer Solutions Analyst	
		Company Name if different from Name to Appear on Licence		
Customer Complaint or Inquiries Primary Contact Address:				
P.O. Box 5200 Markham Industrial Park				
City	Province	Postal Code		
Markham	ONTARIO	L3R 2PS		
Phone Number	Toll Free	Fax Number	E-mail Address	
855-491-1036	855-491-1036	866-719-9012	-EnergyEscalations@direct.energy.com	

5. Type of Application

- New licence
- Renewal, please provide the licence number and expiry date of the existing licence
 Licence Number: ER- 2010-0045 Expiry Date: September 21, 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.

Direct Energy
Direct Energy Marketing Limited
Direct Energy Business

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
Direct Energy Marketing Limited	Applicant Itself	ER-2010-0045
Direct Energy Marketing Limited	Applicant Itself	EW-2010-0252
Direct Energy Marketing Limited	Applicant Itself	GM-2014-0016
Direct Energy Marketing Inc	Affiliate	EW-2013-0382

(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.
See attachment "A"				

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)
See attachment "B"	

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.

Electricity to low volume consumers

Electricity to large volume consumers

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