

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 Retailer Licence

For Office Use Only	
Application Number	EB - 2016-0134
Date Received	March 23/16

March

1. The Applicant

Legal Name of the Applicant: Utility Savings Corp.

Name to Appear on Licence: Utility Savings Corp. (TRADE NAME)

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: May 13 2008

Place of formation or incorporation: MAPLE, ON.

Province/state: ONTARIO

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

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ONTARIO ENERGY BOARD

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"/>	KATZ	MICHAEL	
Other <input type="radio"/>		Title/Position		
		PRESIDENT.		
Company Name if different from Name to Appear on Licence				
Licence Primary Contact Address:				
265 Rimrock Rd. Unit 208				
City	Province/State	Country	Postal/Zip Code	
Toronto	Ontario	Canada	M3J 3A6	
Phone Number	Toll Free (if available)	Fax Number	E-mail Address	
1-800-508-1211		1-800-508-1211	KATZ@UTILITYSAVINGS.CA	

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 checked="" type="radio"/>	Mrs. <input type="radio"/>	Last Name	First Name	Initial
Miss <input type="radio"/>	Ms. <input type="radio"/>	IACHETTA	PAT	B
Other <input type="radio"/>		Title/Position	VP. MARKETING.	
		Company Name if different from Name to Appear on Licence	VP. Marketing	
Application Primary Contact Address:				
265 Rimrock Rd.				
City	Province/State	Country	Postal/Zip Code	
Toronto	Ontario	Canada	M3J 3A6	
Phone Number	Toll Free (if available)	Fax Number	E-mail Address	
1-800-508-1211		1-800-508-1211	Pat@utility.savings.ca	

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"/>	Melrose Katz	Michael	
Other <input type="radio"/>		Title/Position	President	
		Company Name if different from Name to Appear on Licence		
Customer Complaint or Inquiries Primary Contact Address:				
265 Rimrock Rd.				
City	Province	Postal Code		
Toronto	ONTARIO	M3J 3A6		
Phone Number	Toll Free	Fax Number	E-mail Address	
1-800-508-1211		1-800-508-1211	Katz@utility.savings.ca	

5. Type of Application

- New licence
- Renewal, please provide the licence number and expiry date of the existing licence
 Licence Number: ER- _____ Expiry Date: _____

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.

(Signature)

(Signature)

UTILITY SAVINGS

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

(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)
UTILITY SAVINGS CORP	Gas Marketer	—

(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.

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)
Michael Katz	President
Marilyn Vasquez	Operations Manager.
Tara Diamond ^{CPA} CUPKA	H.R. Manager

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.

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

once licenced

(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.
