

Ontario Energy
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Commission de l'énergie
l'Ontario
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ONTARIO ENERGY BOARD



Application for an Electricity Wholesaler Licence

For Office Use Only	
Application Number	EB- 2016-0174
Date Received	May 4/16

1. The Applicant

Legal Name of the Applicant : TransAlta Energy Marketing Corp.

Business Classification:

☐ Sole Proprietor

☐ Partnership

☒ Corporation

☐ Other (describe) _____

Date of formation or incorporation: March 29, 1985

Place of formation or incorporation:

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

Head Office or Business Address of Applicant

P.O. Box 1900 Station "M", 110-12th Ave SW

City

Calgary

Province/State

Alberta

Country

Canada

Postal/Zip Code

T2P 2M1

Phone Number

(403) 267-7110

Toll Free (if available)

E-mail Address

regulatory_reporting@transalta.com

Website Address

www.transalta.com

2. Application Type

☐ New

☒ Renewal, provide the licence number and expiry date of the current licence.

Licence Number EW-2011-0136

Expiry Date July 27, 2016

3. Licence Primary Contact

The licensee shall designate a person who will act as primary contact with the OEB 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"/>	<u>Fergusson</u>	<u>Kendra</u>	<u>L</u>
Other <input type="radio"/>	<u></u>	Title/Position		
		<u>Trading Compliance Risk Analyst</u>		
		Company Name		
		<u>TransAlta</u>		

Licence Primary Contact Address:

P.O. Box 1900 Station "M", 110-12th Avenue SW

City	Province/State	Country	Postal/Zip Code
<u>Calgary</u>	<u>Alberta</u>	<u>Canada</u>	<u>T2P 2M1</u>

Phone Number	Toll Free (if available)	E-mail Address
<u>403-267-7409</u>	<u></u>	<u>kendra_fergusson@transalta.com</u>

4. Application Primary Contact

☒ Indicate if same as above. Proceed to section 5.

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 OEB will communicate with this person during the course of the application review process 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"/>	<u></u>	<u></u>	<u></u>
Other <input type="radio"/>	<u></u>	Title/Position		
		<u></u>		
		Company Name		
		<u></u>		

Application Primary Contact Address:			
City	Province/State	Country	Postal/Zip Code
Phone Number	Toll Free (if available)	E-mail Address	

5. Trade Names

The electricity wholesaler licence authorizes the licensee to conduct business using the name under which the licence is held (i.e. the applicant's legal name). It also provides for the use of trade names by the licensee.

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 section 6.

6. 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 OEB? (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 6(b).

Licensee Name	Relation to the Applicant (e.g., applicant itself, affiliate, partner...etc.)	Licence Number
see attached		

(b) Does the applicant, an affiliate of the applicant, or an associated entity have any other application(s) before the OEB?

☐ Yes, provide details in the table below.

☒ No, proceed to 6(c).

Applicant Name	Relationship to this Applicant	Type of Application	OEB File Number

(c) Has the applicant, an affiliate of the applicant, or an associated entity ever undertaken energy sector activity in any other jurisdiction within North America?

☒ Yes, provide details in the table below.

☐ No

Company Name	Relation to the Applicant	Jurisdiction	Business Activity	Name of Licensing Body and Licence/Registration No. (if applicable)
See attached				

7. Key Individuals

In the table below, identify the key individuals that are responsible for executing the following functions for the applicant: matters related to regulatory requirements and conduct, financial matters, and technical matters. Key individuals include the Chief Executive Officer, the Chief Financial Officer, other officers and directors, partners or proprietors.

Name of Key Individual	Title/Position within Applicant's Business (or identify company if not the Applicant's Business)
John Kousinioris	Chief Legal & Compliance Officer
Jennifer Pierce	Senior VP, Trading & Marketing
Todd Stack	Managing Director & Treasurer

8. Intended Markets and Services

Identify the applicant's intended markets and services. Select any that apply.

- ☒ 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.