

**Aegent**

ENERGY ADVISORS INC.

10 Four Seasons Place, Suite 210  
Toronto, Ontario M9B 6H7  
Phone: 416.622.9449  
Fax: 416.622.9797

**Delivered by Hand**

EB-2016-0287

September 27, 2016

Ms. Kirsten Walli  
Board Secretary  
**Ontario Energy Board**  
P.O. Box 2319  
27<sup>th</sup> Floor  
2300 Yonge Street  
Toronto, Ontario  
M4P 1E4

RECEIVED  
SEP 28 2016  
ONTARIO ENERGY BOARD

Dear Ms. Walli:

**Re: Electricity Retailer Licence Renewal – Aegent Energy Advisors Inc.**

Enclosed please find two copies of the application of Aegent Energy Advisors Inc. to renew its Electricity Retailer Licence as Agent Only for Large Volume Consumers Only. Aegent's current licence, ER-2011-0379, expires January 29, 2017. Also enclosed is a cheque payable to the Ontario Energy Board in the amount of \$200.00.

We believe the application for renewal has been completed in accordance with the Ontario Energy Board's instructions. Should you have any questions or require additional information, please do not hesitate to contact me at 416.622.9449, x104.

Yours truly,



Valerie J. M. Young  
Director, Research and Analysis

Encl.

Ontario Energy Board  
P.O. Box 2319  
2300 Yonge Street  
27<sup>th</sup> 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<sup>e</sup> 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 - 2016-0287 |
| Date Received       | Sept. 28/16    |

### 1. The Applicant

Legal Name of the Applicant: Aegent Energy Advisors Inc.

Name to Appear on Licence: Aegent Energy Advisors Inc.

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ONTARIO ENERGY BOARD

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 28, 2001

Place of formation or incorporation: Toronto

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

## 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 type="radio"/>        | Mrs. <input checked="" type="radio"/> | Last Name  | First Name                                  | Initial |
| Miss <input type="radio"/>       | Ms. <input type="radio"/>             | Young  | Valerie                                     | J M     |
| Other <input type="radio"/>      | _____                                 | Title/Position   | Secretary / Director, Research and Analysis |         |
|                                  |                                       | Company Name if different from Name to Appear on Licence | _____                                       |         |
| Licence Primary Contact Address: |                                       |  |   |         |
| 10 Four Seasons Place, Suite 210 |                                       |  |   |         |
| City                             | Province/State                        | Country  | Postal/Zip Code                             |         |
| Toronto                          | Ontario                               | Canada   | M9B 6H7                                     |         |
| Phone Number                     | Toll Free (if available)              | Fax Number   | E-mail Address                              |         |
| 416-622-9449, x104               |                                       | 416-622-9797   | vyoung@aegent.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 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 type="radio"/>                                | Mrs. <input checked="" type="radio"/> | Last Name      | First Name       | Initial |
| Miss <input type="radio"/>                               | Ms. <input type="radio"/>             | Young          | Valerie          | J M     |
| Other <input type="radio"/>                              | <input type="text"/>                  | Title/Position |                  |         |
| Director, Research and Analysis                          |                                       |                |                  |         |
| Company Name if different from Name to Appear on Licence |                                       |                |                  |         |
| <input type="text"/>                                     |                                       |                |                  |         |
| Customer Complaint or Inquiries Primary Contact Address: |                                       |                |                  |         |
| 10 Four Seasons Place, Suite 210                         |                                       |                |                  |         |
| City   | Province                              | Postal Code    |                  |         |
| Toronto  | ONTARIO                               | M9B 6H7        |                  |         |
| Phone Number   | Toll Free                             | Fax Number     | E-mail Address   |         |
| 416-622-9449, x104                                       | <input type="text"/>                  | 416-622-9797   | vyoung@aegent.ca |         |

## 5. Type of Application

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

Licence Number: ER- 2011-0379      Expiry Date: January 29, 2017

## 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.

|  |
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## 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](http://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<br>(e.g., applicant itself, affiliate, partner...etc.) | Licence Number                   |
|-----------------------------|--|----------------------------------|
| Aegent Energy Advisors Inc. | Applicant itself   | ER-2011-0379 (Expires Jan 29/17) |
| Aegent Energy Advisors Inc. | Applicant itself   | ER-2006-0312                     |
| Aegent Energy Advisors Inc. | Applicant itself   | ER-2002-0234                     |
|                             |  |                                  |
|                             |  |                                  |
|                             |  |                                  |

(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<br>(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. |
|--------------|--------------|-------------------|------------------------|--------------------------|
|              |              |                   |                        |                          |
|              |              |                   |                        |                          |
|              |              |                   |                        |                          |
|              |              |                   |                        |                          |
|              |              |                   |                        |                          |

## 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) |
|------------------------|--|
| John W. Voss           | President  |
| Noel Cheeseman         | Managing Director  |
| Valerie J. M. Young    | Secretary / Director, Research and Analysis  |
|                        |  |

## 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.

Please see attached page.

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- 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.

Please see attached page.

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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.

Please see attached page.

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**8. OFFICERS, DIRECTORS, AND KEY INDIVIDUALS - RESPONSE TO (a)**

**AEGENT ENERGY ADVISORS INC.**

**Renewal Application for Electricity Retailer Licence**

**List of Officers / Key Individuals**

|                    |   |
|--------------------|---|
| John W. Voss       | President                                   |
| Noel Cheeseman     | Managing Director                           |
| Valerie J.M. Young | Secretary / Director, Research and Analysis |



## **9. INTENDED SERVICES AND MARKETS - RESPONSE**

### **(a) - List of current services**

Aegent Energy Advisors intends to continue to act as agent or advisor only to large-volume consumers with respect to the sale or offering for sale of electricity in Ontario.

Aegent provides professional and independent energy management and consulting services to energy end-users. Aegent assists large-volume energy end-users in the commercial, industrial, and institutional sectors, to develop and implement energy supply plans. Aegent supports its clients with advice and analysis about the structure of supply portfolios, the negotiation of supplier contracts, the future direction of prices, and the development of energy supply budgets and purchase targets. Aegent also provides advice on the selection of direct energy delivery mechanisms and on utility regulatory matters. Daily and monthly energy management services include: nominations and on-call support, load balancing, contract compliance, optimization of asset values such as unutilized pipeline capacity, supplier and utility invoice verification, cost reporting and analysis, and energy consumption reporting.

### **(b) and (c) - If the answer to 9 (b) and 9 (c) is "No", explain how the applicant intends to participate**

As noted above, Aegent Energy Advisors intends to continue to act as agent or advisor only. Title to energy will pass directly between a client and the party with whom the client has transacted. Clients will settle directly with their counterparties.

Aegent's focus will remain on acting as agent or advisor for large-volume customers. Some clients, such as school boards, municipalities, and property managers, will have multiple end-use locations. Most of these locations will be large-volume consumers, however, some may be under the small-volume threshold. It should be noted that Aegent does not seek to serve customers who are solely small-volume consumers.