



Electricity Retailer Licence Application

TFS Energy Solutions LLC (ER)

1. Application Type

1. (a) Application Type

☐ New ☒ Renewal

1. (b) Licence Number

EB-2018-0265

1. (c) Expiry Date

January 21, 2023

2. The Applicant

2. (a) Legal Name of the Applicant

TFS Energy Solutions LLC (ER)

2. (b) Business Classification

☐ Sole Proprietorship ☐ Partnership ☐ Corporation ☒ Other

If other, please describe.

Limited Liability Corporation

2. (c) Date of Formation or Incorporation

March 03, 2006

2. (d) Province/State of Formation or Incorporation

Delaware

2. (e) Country of Formation or Incorporation

United States

2. (f) If the applicant is an individual, are they at least 18 years old?

If the applicant is an individual, the applicant must be at least 18 years old.

☐ Yes ☐ No ☒ Not Applicable

2. (g) Head Office or Business Address of the Applicant

<u>STREET ADDRESS</u>	<u>CITY</u>	<u>PROVINCE/STATE</u>	<u>COUNTRY</u>	<u>POSTAL/ZIP CODE</u>
9 West Broad Street, 9th Floor	Stamford	CT	USA	06902

WEBSITE

www.traditionenergy.com

Main Phone Number and Email Address

<u>PHONE NUMBER</u>	<u>TOLL FREE</u>	<u>EMAIL ADDRESS</u>
203-205-9650	877-51-POWER	brian.mcdermott@traditionenergy.com

2. (h) Please describe the applicant's current or intended line of business and business activities.

Applicant provides energy management solutions (which include supply management and procurement; data management and reporting; and market research and intelligence) to its customers. Applicant works with its customers to solicit bids from energy suppliers; assist in the selection of an energy supplier; and manage its continuing energy costs and needs. Applicants procurement and supply management services may also include the following services: supplier vetting and management; customized requests for proposals (RFPs); tariff and tax analysis; contract and credit negotiation; contract management; demand response; utility tax consulting and negotiation; market research and intelligence; strategic risk management; and data management and reporting. Applicant currently provides brokering services to large commercial and industrial electricity and/or natural gas customers in 18 States as well as in the Province of Ontario.

3. Licence Primary Contact

The licensee shall designate a person who will act as a primary contact with the Ontario Energy Board (OEB) on matters related to the licence.

3. (a) Licence Primary Contact

<u>SALUTATION</u>	<u>LAST NAME</u>	<u>FIRST NAME</u>	<u>TITLE/POSITION</u>
Mr.	McDermott	Brian	Managing Director and Head of Operations

<u>COMPANY</u>	<u>PHONE NUMBER</u>	<u>TOLL FREE</u>	<u>EMAIL ADDRESS</u>
TFS Energy Solutions, LLC	203-205-9650	877-51-POWER	brian.mcdermott@traditionenergy.com

3. (b) Is the Licence Primary Contact address the same as the Head Office or Business address?

☒ Yes ☐ No

NOTE: If the Licence Primary Contact Address is not in Ontario, the applicant must also provide the contact information for service purposes in Ontario. The applicant 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 contact for service.

3. (c) Contact Information for Service in Ontario

<u>SALUTATION</u>	<u>LAST NAME</u>	<u>FIRST NAME</u>	<u>TITLE/POSITION</u>	<u>COMPANY</u>
Ms.	Cardoso	Kelly	Clerk	ESC Corporate Services LTD.

<u>PHONE NUMBER</u>	<u>TOLL FREE</u>	<u>EMAIL ADDRESS</u>
800-361-5744	800-361-5744	kcardoso@crac.com

Address for Service in Ontario

<u>STREET ADDRESS</u>	<u>CITY</u>	<u>PROVINCE/STATE</u>	<u>COUNTRY</u>	<u>POSTAL/ZIP CODE</u>
445 King Street West, 4th Floor	Toronto	Ontario	Canada	ON M5V 1K4

WEBSITE

https://www.oeb.ca/ [oeb.ca]

4. Application Primary Contact

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.

4. (a) Is the Application Primary Contact the same as the Licence Primary Contact?

☐ Yes ☒ No

4. (b) Application Primary Contact

<u>SALUTATION</u>	<u>LAST NAME</u>	<u>FIRST NAME</u>	<u>TITLE/POSITION</u>	<u>COMPANY</u>
Mrs.	Zinman	Lauren	General Counsel	TFS Energy Solutions, LLC
<u>PHONE NUMBER</u>	<u>EMAIL ADDRESS</u>			
203-391-2253	lauren.zinman@tradition.com			

Application Primary Contact Address

<u>STREET ADDRESS</u>	<u>CITY</u>	<u>PROVINCE/STATE</u>	<u>COUNTRY</u>	<u>POSTAL/ZIP CODE</u>
9 West Broad Street, 9th Floor	Stamford	CT	USA	06902

WEBSITE

www.traditionenergy.com

5. 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 phone 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 toll-free phone number for the general public to use.

5. (a) Customer Complaint or Inquiries Primary Contact

<u>SALUTATION</u>	<u>LAST NAME</u>	<u>FIRST NAME</u>	<u>TITLE/POSITION</u>	<u>COMPANY</u>
Ms.	Cardoso	Kelly	Clerk	ESC Corporate Services LTD.
<u>PHONE NUMBER</u>	<u>TOLL FREE</u>	<u>EMAIL ADDRESS</u>		
800-361-5744	800-361-5744	kcardoso@crac.com		

Customer Complaint or Inquiries Primary Contact Address

<u>STREET ADDRESS</u>	<u>CITY</u>	<u>PROVINCE/STATE</u>	<u>COUNTRY</u>	<u>POSTAL/ZIP CODE</u>
445 King Street West, 4th Floor	Toronto	Ontario	Canada	ON M5V 1K4

WEBSITE

https://www.oeb.ca/[oeb.ca]

6. Trade Names

The electricity retailer 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.

6. (a) Does the applicant intend to use trade names?

☒ Yes ☐ No

If yes, please provide a list of trade names the applicant intends to use.

Tradition Energy

7. Applicant's Licensing Status and History

7. (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?

☒ Yes ☐ No

The *Business Corporations Act* definition for "affiliate" can be found at www.e-laws.gov.on.ca.

If yes, please provide current and expired licences.

Licensee Name	Relation to the Applicant (e.g. applicant itself, affiliate, partner, etc.)	Licence Number
TFS Energy Solutions, LLC	Applicant itself	EB-2018-0265
TFS Energy Solutions, LLC	Applicant itself	EB-2013-0340

7. (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 OEB?

☐ Yes ☒ No

7. (c) Has the applicant, an affiliate of the applicant, or an associated entity (e.g. a partnership or limited partnership) ever undertaken energy sector activity in any other jurisdiction within North America?

☒ Yes ☐ No

If yes, please provide information about activities in other jurisdictions.

Company Name	Relation to the Applicant	Jurisdiction	Business Activity	Name of Licensing Body and Licence/Registration No. (if applicable)
TFS Energy Solutions, LLC d/b/a Tradition Energy	Itself	US	Energy Broker	States of Connecticut; Delaware; District of Columbia; Illinois; Maine; Maryland; Massachusetts; New Hampshire; New Jersey; Ohio; Pennsylvania; Rhode Island; Texas and Virginia

7. (d) Is the applicant, an affiliate of the applicant, or an associated entity (e.g. a partnership or limited partnership) an Independent Electricity System Operator (IESO) market participant?

☐ Yes ☒ No

8. Officers, Directors and Key Individuals

8. (a) Please confirm the number of officers, directors and key individuals in your organization.

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8. (b) 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.

NOTES:

1. List a minimum of 3 key individuals in the table below. Additional information about each key individual is required in Section 17.
2. One of the listed key individuals must sign the completed application. See Section 19 for signing authority details.

Name of Key Individual	Email	Title/Position within Applicant's Business (or identify company if not the Applicant's Business)
Alan Kurzer	alan.kurzer@tradition.com	Chief Executive Officer
Brian McDermott	brian.mcdermott@traditionenergy.com	Managing Director and Head of Operations
Bob Wooten	bob.wooten@traditionenergy.com	Executive Director

9. Intended Markets and Services

9. (a) Identify the applicant's intended markets and services. Select all that apply.

- ☐ 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 sell electricity generated by a renewable generation facility under a Power Purchase Agreement (i.e. retail contract) to a low-volume consumer who will be entering into a net metering arrangement with their distributor. To learn more, click [here](#).
- ☐ To sell electricity generated by a renewable generation facility under a Power Purchase Agreement (i.e. retail contract) to a large-volume consumer who will be entering into a net metering arrangement with their distributor. To learn more, click [here](#).
- ☒ 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.
- ☒ 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.

9. (b) Is the applicant currently providing any of the above listed services?

☒ Yes ☐ No

9. (b_yes) If yes, provide a list of the services the applicant is currently providing.

Applicant current provides electricity brokering services to commercial and industrial customers in Ontario.

9. (c) Wholesale Market Participation: Does the applicant intend to operate in the IESO-administered markets and settle bilateral contracts through the IESO?

☐ Yes ☒ No

9. (c_no) If no, please explain how the applicant intends to participate.

Applicant intends to act as a broker by soliciting bids from energy suppliers; assisting in the selection of any energy supplier and managing its customers' energy costs. Applicant will never take title to or supply electricity.

9. (d) 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

9. (d_no) If no, please explain how the applicant intends to participate.

Applicant intends to act as a broker by soliciting bids from energy suppliers; assisting in the selection of any energy supplier and managing its customers' energy costs. Applicant will never take title to or supply electricity.

9. (e) Describe in detail the applicant's current or intended business model and product offering(s). Include details of all products the applicant intends to offer to its customers and explain how the commodity pricing will be determined for each of the applicant's product offering.

Applicant is an experienced energy management consultant serving commercial, industrial and governmental clients ranging from Fortune 500 global companies to medium-sized businesses to local municipalities. It assists its clients in managing their energy price risk exposure and in developing and implementing risk management strategies to control and reduce their electricity and natural gas expenditures. Applicant optimizes energy procurement by working with over 140 rigorously vetted energy suppliers globally, to help its client receive competitive rates, terms and supply arrangements available in each market. Applicant's procurement and supply management services include the following services: supplier vetting and management; customized requests for proposals (RFPs); tariff and tax analysis; contract and credit negotiation; contract management; demand response; utility tax consulting and negotiation; market research and intelligence; strategic risk management; and data management and reporting. The commodity price for each energy supply agreement Applicant's clients enter into is determined by each applicable supplier Applicant's clients' select.

9. (f) Does the applicant intend to acquire any services from the third-party service providers (e.g. customer service, call centre, settlement services)?

☐ Yes ☒ No

CONFIDENTIAL SECTIONS

Information filed as part of or in support of sections 10 to 17 of this application will be treated as confidential and is not available for public view.

18. Notice

The OEB is authorized, under section 4.14 of the [OEB Act](#), to collect personal information for the purpose of carrying out its duties and exercising its powers under the OEB Act or any other Act.

The information provided both on this form and attached to this form is being collected by the OEB for the purpose of determining whether the applicant is qualified to receive the licence for which it is applying.

In order to verify the information on this form and/or determine whether the applicant is qualified to receive the licence for which it is applying, it may be necessary for the OEB to collect additional information from some or all of the following sources: federal, provincial/state, or municipal governments; licensing bodies; law enforcement agencies; credit bureaus; and banks. Only information relevant to the application or the OEB's determination of the application will be collected by the OEB.

The public official who can answer questions about the collection of the information is:

Registrar

Ontario Energy Board

P.O. Box 2319

2300 Yonge Street, 27th Floor

Toronto, ON M4P 1E4

Tel: 416-481-1967 or 1-888-632-6273

Applicants are reminded that the OEB is subject to the [*Freedom of Information and Protection of Privacy Act*](#) (FIPPA). FIPPA addresses circumstances in which the OEB may, upon request, be required to release information that is in its custody or under its control, and generally prohibits the OEB from releasing personal information. "Personal Information" has the meaning given to it under FIPPA.