



## Gas Marketer Licence Application

Planet Energy Corp.

### 1. Application Type

#### 1. (a) Application Type

☐ New ☒ Renewal

#### 1. (b) Licence Number

GM-2018-0151

#### 1. (c) Expiry Date

November 07, 2023

### 2. The Applicant

#### 2. (a) Legal Name of the Applicant

Planet Energy Corp.

#### 2. (b) Business Classification

☐ Sole Proprietorship ☐ Partnership ☒ Corporation ☐ Other

#### 2. (c) Date of Formation or Incorporation

December 19, 2006

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

Ontario

#### 2. (e) Country of Formation or Incorporation

Canada

#### 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

**Street Address:** 1202 - 5775 Yonge Street

**City:** Toronto

**Province/State:** Ontario

**Country:** Canada

**Postal/Zip Code:** M2M4J1

**Website:** www.planetenergy.ca

**Main Phone Number and Email Address**

**Phone Number:** 416-250-7117

**Toll Free:** 1-877-755-9559

**Email Address:** customerrelations@planetenergy.ca

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

The applicant offers to sell and sells natural gas and electricity commodity products to low volume and large volume consumers in the Province of Ontario. The applicant will continue to sell to low-volume consumers via on-line enrollments. Planet Energy purchased its natural gas and electricity supply requirement from Shell Energy North America (Canada) Inc. Planet Energy forecasts supply requirements based on its marketing levels and enters into long term natural gas and electricity purchases with Shell for the full term of the requirements. If and to the extent that supply requirements fluctuate (based on factors such as customer attrition), Planet Energy will purchase or sell additional or excess natural gas and electricity such that its supply portfolio continues to match forecasted supply requirements under its customer contracts. The applicant has strict controls in place related to risk management.

### 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**

**Salutation:** Mr.

**Last Name:** Small

**First Name:** Jordan

**Initials:** JS

**Title/Position:** VP, Regulatory Affairs, Compliance & Distrib Relations

**Company:** Planet Energy (Ontario) Corp.

**Phone Number:** 416-250-7117

**Extension:** 3151

**Email Address:** jsmall@planetenergy.ca

**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**

**Salutation:** Mr.

**Last Name:** Small  
**First Name:** Jordan  
**Initials:** JS  
**Title/Position:** VP, Regulatory Affairs, Compliance & Distrib Relations  
**Company:** Planet Energy (Ontario) Corp.  
**Phone Number:** 416-250-7117  
**Extension:** 3151  
**Email Address:** jsmall@planetenergy.ca

**Address for Service in Ontario**

**Street Address:** 1202 - 5775 Yonge Street  
**City:** Toronto  
**Province/State:** Ontario  
**Country:** Canada  
**Postal/Zip Code:** M2M 4J1  
**Website:** www.planetenergy.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**

**Salutation:** Ms.  
**Last Name:** Hack  
**First Name:** Nadia  
**Initials:** NH  
**Title/Position:** Office Manager  
**Company:** Planet Energy (Ontario) Corp.  
**Phone Number:** 416-250-7117  
**Extension:** 3084  
**Email Address:** nhack@planetenergy.ca

**Application Primary Contact Address**

**Street Address:** 1202 - 5775 Yonge Street

**City:** Toronto

**Province/State:** Ontario

**Country:** Canada

**Postal/Zip Code:** M2M4J1

**Website:** www.planetenergy.ca

## 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. The applicant should also provide a toll-free phone number for the general public to use.

### 5. (a) Customer Complaint or Inquiries Primary Contact

**Salutation:** Mr.

**Last Name:** Small

**First Name:** Jordan

**Initials:** JS

**Title/Position:** VP, Regulatory Affairs, Compliance & Distrib Relations

**Company:** Planet Energy (Ontario) Corp.

**Phone Number:** 416-250-7117

**Extension:** 3151

**Email Address:** jsmall@planetenergy.ca

### Customer Complaint or Inquiries Primary Contact Address

**Street Address:** 1202 - 5775 Yonge Street

**City:** Toronto

**Province/State:** Ontario

**Country:** Canada

**Postal/Zip Code:** M2M 4J1

**Website:** www.planetenergy.ca

## 6. Trade Names

The gas marketer 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.

ReliaBILL

ReliaBILL natural gas

ReliaBILL 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](http://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
Planet Energy (Ontario) Corp.	Applicant	GM-2018-0151
Planet Energy (Ontario) Corp.	Applicant	ER-2021-0332

**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)
Planet Energy (B.C.) Corp	Affiliate	British Columbia	Natural Gas	15-142006
Planet Energy (Manitoba) Corp.	Affiliate	Manitoba	Natural Gas	No. 609
Planet Energy (Alberta) Corp.	Affiliate	Alberta		N/A
Energie Planete Inc.	Affiliate	Quebec	Natural Gas	963346563
Planet Energy (Maryland) Corp.	Affiliate	Maryland	Gas & Power	IR-2121 & IR-2133
Planet Energy (Pennsylvania) Corp.	Affiliate	Pennsylvania	Gas & Power	A-2010-2216375 & A-2011-2223534

Company Name	Relation to the Applicant	Jurisdiction	Business Activity	Name of Licensing Body and Licence/Registration No. (if applicable)
Planet Energy (Ohio) Corp.	Affiliate	Ohio	Gas & Power	13-333G(1) & 13-761E (1)
Planet Energy (New York) Corp.	Affiliate	New York	Gas & Power	N/A

## 8. Officers, Directors and Key Individuals

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

3

**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)
Nino C. Silvestri	nsilvestri@planetenergy.ca	Chief Executive Officer
Jordan Small	jsmall@planetenergy.ca	VP, Regulatory Affairs, Compliance & Distrib Relations
Jason Wong	jwong@planetenergy.ca	VP, Sales and Customer Care

## 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 gas to low-volume consumers (consuming 50,000m<sup>3</sup> or less of natural gas per year) in Ontario.
- ☐ To act as an agent or broker for a gas marketer with respect to the sale or offering for sale of natural gas to low-volume consumers in Ontario.
- ☐ To act as an agent or broker for low-volume consumers with respect to the sale or offering for sale of natural gas 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.**

sell/offer natural gas to low-volume and large-volume consumers

**9. (c) Please describe in detail the applicant's 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.**

Planet Energy sells only fixed priced natural gas products for terms of up to five years based on prevailing market prices

**9. (d) Describe how the applicant purchases, or intends to purchase, its commodity supply, including source(s) of supply, pricing terms, hedging mechanisms and timing of purchase relative to customer supply.**

Planet Energy purchases its natural gas supply exclusively from Shell North America. Planet Energy purchases up to five year natural gas supply at fixed prevailing market prices. Planet Energy hedges 100% of its customers' forecast natural gas load and does not take any positions.

**9. (e) Describe in detail the applicant's intended approach to customer acquisition. Please include a detailed description of the marketing/advertising campaign that has been planned to begin customer acquisition and list all sales channels intended to be used.**

Planet Energy acquires customers exclusively via online enrolments.

**9. (f) Does the applicant intend to acquire any services from the third-party 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.