



Electricity Retailer Licence Application

Summitt Energy Management Inc. on behalf of Summitt Energy LP

1. Application Type

1. (a) Application Type

☐ New ☒ Renewal

1. (b) Licence Number

ER-2018-0099

1. (c) Expiry Date

June 20, 2023

1. (d) If the licence has already expired, please advise why the applicant failed to renew the licence before expiry.

There was a ~1 week delay in obtaining access to this portal, as the former contact person (Jeff Donnelly) is no longer employed and we had to establish a new contact person and subsequent user access.

1. (e) Has the applicant conducted any electricity retailing activities after the licence expiry?

☐ Yes ☒ No

2. The Applicant

2. (a) Legal Name of the Applicant

Summitt Energy Management Inc. on behalf of Summitt Energy LP

2. (b) Business Classification

☐ Sole Proprietorship ☐ Partnership ☒ Corporation ☐ Other

2. (c) Date of Formation or Incorporation

January 01, 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: 608-100 Milverton Drive

City: Mississauga

Province/State: Ontario

Country: Canada

Postal/Zip Code: L5R 4H1

Website: <https://www.summitt.ca/>

Main Phone Number and Email Address

Phone Number: 905-366-7000

Toll Free: 1-877-222-9520

Email Address: cs@summittenergy.ca

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

Summitt, a company incorporated and in good standing under the Canada Business Corporations Act, currently offers retail electricity and natural gas contracts in Ontario to residential and commercial customers.

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: Mrs.

Last Name: Sinson-Banton

First Name: Tamara

Initials: TSB

Title/Position: Senior Director, Customer Relations & Regulatory Compliance

Company: Summitt Energy

Phone Number: 905-366-7037

Email Address: tsinson@summittenergy.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: Mrs.

Last Name: Sinson-Banton

First Name: Sinson-Banton

Initials: TSB

Title/Position: Senior Director, Customer Relations & Regulatory Compliance

Company: Summitt Energy

Phone Number: 905-366-7037

Email Address: tsinson@summittenergy.ca

Address for Service in Ontario

Street Address: 608-100 Milverton Dr

City: Mississauga

Province/State: Ontario

Country: Canada

Postal/Zip Code: L5R 4H1

Website: <https://www.summitt.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: Mr.

Last Name: Farmer

First Name: Alex

Initials: AF

Title/Position: Manager, Regulatory Affairs and Audits

Company: Summitt Energy

Phone Number: 905-366-4461

Email Address: afarmer@summittenergy.ca

Application Primary Contact Address

Street Address: 608-100 Milverton Drive

City: Mississauga

Province/State: Ontario

Country: Canada

Postal/Zip Code: L5R 4H1

Website: <https://www.summitt.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. 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

Salutation: Mrs.

Last Name: Sinson-Banton

First Name: Tamara

Initials: TSB

Title/Position: Senior Director, Customer Relations & Regulatory Compliance

Company: Summitt Energy

Phone Number: 905-366-7037

Email Address: tsinson@summittenergy.ca

Customer Complaint or Inquiries Primary Contact Address

Street Address: 608-100 Milverton Dr

City: Mississauga

Province/State: Ontario

Country: Canada

Postal/Zip Code: L5R 4H1

Website: <https://www.summitt.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.

MyRate 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
Summitt Energy Management Inc. on behalf of Summitt Energy LP	Applicant itself	ER-2018-0099
Summitt Energy Management Inc. on behalf of Summitt Energy LP	Applicant itself	ER-2010-0368
Summitt Energy Management Inc. on behalf of Summitt Energy LP	Applicant itself	ER-2005-0541

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

If yes, please provide other applications.

Applicant Name	Relation to the Applicant	Type of Application	OEB File Number
Summitt Energy Management Inc. on behalf of Summitt Energy LP	Applicant itself	Renewal	GM-2018-0100

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)
Summitt Energy BC LP	affiliate	British Columbia	Retail energy	British Columbia Utilities Commission (A-7-21)
Family Energy Inc	affiliate	New York	Retail energy	Public Service Commission (N/A)
SFE Energy Pennsylvania Inc	affiliate	Pennsylvania	Retail energy	Public Service Commission (A-2013-2346185)

Company Name	Relation to the Applicant	Jurisdiction	Business Activity	Name of Licensing Body and Licence/Registration No. (if applicable)
SFE Energy Maryland, Inc	affiliate	Maryland	Retail energy	Public Service Commission (IR-3220)
SFE Energy NJ, Inc	affiliate	New Jersey	Retail energy	Board of Public Utilities (GSL-0138/ESL-0157)
SFE Energy California Inc	affiliate	California	Retail energy	Public Utilities Commission(CTA0015)
SFE Energy Massachusetts Inc	affiliate	Massachusetts	Retail energy	Department of Public Utilities (CS-119/GS-057)
SFE Energy Ohio, Inc	affiliate	Ohio	Retail energy	Public Utilities Commission (16-1047E)
SFE Energy Illinois Inc	affiliate	Illinois	Retail energy	Illinois Commerce Commission (18-1085)
SFE Energy Texas Inc	affiliate	Texas	Retail energy	Public Utilities Commission (N/A)
StateWise Energy Ohio LLC	affiliate	Ohio	Retail energy	Public Utilities Commission (17-577G/17-1180E)
StateWise Energy California LLC	affiliate	California	Retail energy	Public Utilities Commission (CTA0036)
StateWise Energy Illinois LLC	affiliate	Illinois	Retail energy	Illinois Commerce Commission (19-0288)
StateWise Energy Maryland LLC	affiliate	Maryland	Retail energy	Public Service Commission (IR-4035/IR-4033)
StateWise Energy Pennsylvania LLC	affiliate	Pennsylvania	Retail energy	Public Service Commission (A-2018-3003471/A-2018-3003351)

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.

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)
Gerry Haggarty	ghaggarty@summittenergy.ca	Co-Founder and Managing Partner
Jeff Borg	jborg@summittenergy.ca	Co-Founder and Managing Partner
Samir Kareem	skareem@summittenergy.ca	Chief Technology and Operations Officer

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.

Summitt plans to offer fixed price contracts for residential customers as well as fixed and variable priced contracts for low-volume commercial customers, based on market prices.

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.

Summitt uses financial instruments outside the IESO to hedge.

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. (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.

Summitt's strategy for utilizing the sales channels it currently uses (as identified in Summitt Energy's self-certification for Electricity Retailer License and Gas Marketer License) or intends to use in the future are as follows:

1. In Person Channels

- a) Retailer/Marketer's place of business with Customer initiated and/or scheduled appointments
- b) Door to Door Marketing in accordance with section 5.1 of O Reg 389/1 For renewal of existing Large Volume customer agreements and Low

Volume residential and commercial customer agreements In person at commercial customers place of business

2. Direct Mail For renewal of existing Large Volume customer agreements and Low Volume residential and commercial customer agreements.

3. Internet For Large Volume customers and Low Volume residential and commercial customers' enrollments.

4. Telephone Renewals For renewal of existing Large Volume customer agreements and Low Volume residential and commercial customer agreements.

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.