



## Gas Marketer 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**

GM-2018-0100

**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 gas marketing 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](mailto: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](mailto: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:** Tamara

**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:** ON

**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. 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](mailto: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 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.

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](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
Summitt Energy Management Inc. on behalf of Summitt Energy LP	Applicant itself	GM-2018-0100
Summitt Energy Management Inc. on behalf of Summitt Energy LP	Applicant itself	GM-2013-0028
Summitt Energy Management Inc. on behalf of Summitt Energy LP	Applicant itself	GM-2005-0542

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	ER-2018-0099

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)

## 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 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.**

Summitt Energy markets natural gas to residential and commercial consumers in Ontario. Summitt Energy offers a variety of products, including but not limited to, fixed and variable natural gas prices.

**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.**

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. (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.**

Summitt's commodity pricing, for both natural gas and electricity, is determined by the commodity market where the cost of purchasing the underlying commodity for the specified term, delivery point, including adjustments for compressor fuel, line losses, operational and overhead costs to serve the customer, including a proportionate profit margin determined at the time of the product offering.

**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.**

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 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.