



Gas Marketer Licence Application

Gas Ontario Inc.

1. Application Type

1. (a) Application Type

☐ New ☒ Renewal

1. (b) Licence Number

GM-2018-0282

1. (c) Expiry Date

December 19, 2023

2. The Applicant

2. (a) Legal Name of the Applicant

Gas Ontario Inc.

2. (b) Business Classification

☐ Sole Proprietorship ☐ Partnership ☒ Corporation ☐ Other

2. (c) Date of Formation or Incorporation

December 20, 2002

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: 299 Northfield Drive Suite 2

City: Waterloo

Province/State: Ontario

Country: Canada

Postal/Zip Code: N2K 4H2

Website: www.goenergy.ca

Main Phone Number and Email Address

Phone Number: 519-888-0335

Toll Free: 1-844-999-0335

Email Address: amason@goenergy.ca

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

Gas Ontario purchases and sells Natural Gas directly to clients. In some cases (for large volume customers) we may act as a primary agent on behalf of the client

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: Mason

First Name: Anne

Initials: M

Title/Position: Vice President

Company: Gas Ontario Inc

Phone Number: 519-888-0335

Extension: 229

Toll Free: 1-844-999-0335

Email Address: amason@goenergy.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: Mason

First Name: Anne

Initials: M

Title/Position: Vice President

Phone Number: 519-888-0335

Extension: 229

Toll Free: 1-844-999-0335

Email Address: amason@goenergy.ca

Address for Service in Ontario

Street Address: 299 Northfield Drive E Suite 2

City: Waterloo

Province/State: Ontario

Country: Canada

Postal/Zip Code: N2K 4H2

Website: www.goenergy.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

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: Purvis

First Name: Julie

Title/Position: Senior Operations Manager

Company: Gas Ontario Inc

Phone Number: 519-888-0335

Extension: 233

Toll Free: 1-844-999-0335

Email Address: jpurvis@goenergy.ca

Customer Complaint or Inquiries Primary Contact Address

Street Address: 299 Northfield Drive E Suite 2

City: Waterloo

Province/State: Ontario

Country: Canada

Postal/Zip Code: N2K 4H2

Website: www.goenergy.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.

GO 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
Gas Ontario Inc	applicant itself	GM-2018-0282
Gas Ontario Inc	applicant itself	GM-2013-0261
Gas Ontario Inc	applicant itself	GM-2008-0279
Gas Ontario Inc	applicant itself	GM-2003-0045
Gas Ontario Inc	applicant itself	EB-2022-0146
Gas Ontario Inc	applicant itself	ER-2017-0093
Gas Ontario Inc	applicant itself	ER-2012-0197
Gas Ontario Inc	applicant itself	ER-2007-0085

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

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)
Stephen Sabean	ssabean@goenergy.ca	President
Anne Mason	amason@goenergy.ca	Vice President

8. (c) If unable to provide a minimum of 3 key individuals, please explain.

these are the only officers/directors of the Corporation

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 50,000m³ 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_no) If no, indicate when the applicant intends to provide these services.

NOTE GOenergy DOES NOT market to low volume consumers.

The online application does not allow this section to be skipped or offer a 'NOT APPLICABLE' option, therefore we were forced to select an option.

There has been no change in our business model since our previous applications.

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.

Gas Ontario purchases and sells Natural Gas directly to large clients. In some cases we may act as a primary agent for large client

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.

We have long standing suppliers who we purchase from (i.e. Shell, TD Bank)

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.

Client referrals | Chamber of Commerce | Better Business Bureau | Strategic Partners

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.