



Ontario Energy Board
Commission de l'Énergie de l'Ontario
**Application for Electricity
Retailer Licence**

Ontario Energy Board
2300 Yonge Street
P.O. Box 2319
Toronto, ON M4P 1E4
Telephone: 1-888-
632-6273

Commission de l'Énergie de
l'Ontario
2300 rue Yonge
C.P. 2319
Toronto, ON M4P 1E4
Téléphone: 1-888-632-6273
Télécopieur: (416) 440-7656

EB-2009-0004

Application Instructions

1. Purpose of this form

The purpose of this form is to collect information to enable the Ontario Energy Board to determine whether the Applicant will be granted a licence to sell electricity to consumers in Ontario.

2. Structure of the Application Form

This form contains the following sections:

- A. General Information;
- B. Information about the Applicant;
- C. Corporate and Technical Information;
- D. Information about Key Individuals within the Organization; and
- E. Notice and Consent

RECEIVED

JAN 06 2009

ONTARIO ENERGY BD

Note: The information contained in sections A and B of this application will be considered public. All other information filed as part of this application, with the exception of names and positions held of key individuals, will be considered confidential. Where the Applicant objects to public disclosure of information, the Applicant must follow the Ontario Energy Board's approved Guidelines for Treatment of Filing made in Confidence, effective March 19, 2001.

3. Completion Instructions

PRINT CLEARLY or TYPE all information in BLACK. Please send two copies of the completed application form to:

Board Secretary
Ontario Energy Board
P.O. Box 2319
2300 Yonge Street, 26th Floor
Toronto, ON M4P 1E4

Applications not completed in full will be returned to the applicant.

If you have any questions on completing this application, please contact the Market Operations Hotline at 416-440-7604 or 1-888-632-6273 or email market.operations@oeb.gov.on.ca.

4. Licence Fees:

Application Fees:

A non-refundable application fee of \$800.00, in Canadian funds, is required to process your application. Please enclose a cheque or money order made payable to the **ONTARIO ENERGY BOARD**.

Note: If a licence is issued, the Licensee will be required to pay an annual fee of \$800.00.

5. Important Information:

As a licenced Electricity Retailer, you may be subject to additional obligations as required by a distributor or the Independent Electricity System Operator (IESO) and as established under section 70 of the *Ontario Energy Board Act, 1998*.

REMARQUE: Ce document est disponible en français.

OEB App02A- July/05



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For Office Use Only	
Application Number	EB-2009-0004
Date Received	Jan. 6/09

A. General information

1. Licence Name

Name of Applicant: Ag Energy Co-operative Ltd.

2. Primary Contact for this Application

Mr. ☒ Mrs. ☐	Last Name: <u>Bouk</u>	Full First Name: <u>Michael</u>	Initial: <u>W</u>
Miss ☐ Ms. ☐	Position Held: <u>Executive Director</u>		
Other: _____			
Contact Address (if R.R., give Lot, Concession No. and Township) <u>45 Speedvale Avenue East</u>			
City <u>Guelph</u>	Province/State <u>Ontario</u>	Country <u>Canada</u>	Postal/Zip Code <u>N1H 1J2</u>
Phone Number <u>519-763-3036</u>	FAX Number <u>519-763-5231</u>	E-mail Address <u>mbouk@agenergy.coop</u>	

3. Type of Application

New licence	☐
Renewal	☒

4. Business Classification

Sole Proprietor	☐
Partnership	☐
Corporation	☐
Other (describe):	<u>Co-operative</u>

5. Trade Names

The standard electricity retailer licence authorizes the licensee to conduct business using the company name under which the licence is held. It also provides for the use of trade names by a licensed retailer.

Does your company intend to use trade names? Yes ☒ No ☐

If yes, please provide a list of all trade names your company intends to use in its retailing of electricity.

Firefly Energy

6. Type of Licence

a) Do you intend to retail electricity to small-volume consumers (consuming less than 150,000 kWh/year) in Ontario?	Yes	No
	☒	☐
b) Do you currently have contracts with small-volume consumers?	Yes	No
	☒	☐
c) Do you intend to retail electricity to large-volume consumers (consuming more than 150,000 kWh/year) in Ontario?	Yes	No
	☒	☐
d) Do you currently have contracts with large-volume consumers?	Yes	No
	☒	☐
Note: if no market is indicated, the Applicant will be assumed to be intending to serve both large volume and small volume consumers. If the Applicant indicates an intention to serve large-volume consumers only, a restricted licence may be issued.		
e) Do you intend to act as an Agent?	Yes	No
	☐	☒
f) Do you currently offer contracts to act as an agent?	Yes	No
	☐	☒
g) Does your company intend to market green or alternative power?	Yes	No
	☒	☐

B. Information about the Applicant

7. Applicant

a) Application on behalf of:			
Full Legal Name of Applicant Ag Energy Co-operative Ltd.		Ontario/Other Jurisdiction Corporation Number or Business Registration Number	Date of Formation or Incorporation
b) Business Address (if different from Contact Address in Question 2 above). If R.R., give Lot, Concession No. and Township. 45 Speedvale Avenue East			
City Guelph	Province/State Ontario	Country Canada	Postal/Zip Code N1H 1J2
Phone Number 519-763-3026	FAX Number 519-763-5231	E-Mail Address (if applicable)	
c) Address for service in Ontario (if different from Business Address in 7b above). If R.R., give Lot, Concession No. and Township.			
City	Province	County	Postal Code
Phone Number	FAX Number	E-Mail Address (if applicable)	
d) Please provide contact information of the person to whom correspondence or communication regarding customer complaints or inquiries should be addressed			
Mr. ☐ Mrs. ☐	Last Name: Vieira	Full First Name: Michelle	Initial:
Miss ☐ Ms. ☒	Position Held: Sales and Member Relationship Manager		
Other: _____			
Contact Address (if R.R., give Lot, Concession No. and Township) 45 Speedvale Avenue East			
City Guelph	Province/State Ontario	County Canada	Postal/Zip Code N1H 1J2
Phone Number 519-763-3026	FAX Number 519-763-5231	E-Mail Address m.vieira@agenergy.coop	