



Electricity Retailer Licence Application

Bullfrog Power Inc.

1. Application Type

1. (a) Application Type

☐ New ☒ Renewal

1. (b) Licence Number

ER-2020-0088

1. (c) Expiry Date

May 06, 2025

2. The Applicant

2. (a) Legal Name of the Applicant

Bullfrog Power Inc.

2. (b) Business Classification

☐ Sole Proprietorship ☐ Partnership ☒ Corporation ☐ Other

2. (c) Date of Formation or Incorporation

December 10, 2004

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: 30 St. Patrick Street, Suite 600

City: Toronto

Province/State: Ontario

Country: Canada

Postal/Zip Code: M5T 3A3

Website: www.bullfrogpower.com

Main Phone Number and Email Address

Phone Number: 416.360.3464

Toll Free: 1.800.360.3464

Email Address: elizabeth.wong@bullfrogpower.com

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

Bullfrog Power launched in Ontario in 2005 offering the only exclusively 100% green electricity choice for consumers. In addition, Bullfrog currently provides a 100% green electricity choice to everyone in British Columbia, Alberta, Nova Scotia, New Brunswick and Prince Edward Island by selling green electricity certificates. Bullfrog's electricity and green electricity certificates come exclusively from wind and hydro facilities that have been certified as low impact by Environment Canada under its EcoLogoM program.

Bullfrog Power ensures that as much renewable electricity purchased by our customers is being injected into the Ontario electricity grid and the associated environmental benefits are being retired on their behalf.

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: Ms.

Last Name: Wong

First Name: Elizabeth

Title/Position: Manager, Operations & Partnerships

Company: Bullfrog Power

Phone Number: 416.360.3464

Extension: 216

Toll Free: 1.800.360.3464

Email Address: elizabeth.wong@bullfrogpower.com

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

Address for Service in Ontario

Province/State: Ontario

Country: Canada

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. 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: Ms.

Last Name: Wong

First Name: Elizabeth

Title/Position: Manager, Operations & Partnerships

Company: Bullfrog Power

Phone Number: 416.360.3464

Toll Free: 1.800.360.3464

Email Address: elizabeth.wong@bullfrogpower.com

Customer Complaint or Inquiries Primary Contact Address

Street Address: 30 St. Patrick Street, Suite 600

City: Toronto

Province/State: Ontario

Country: Canada

Postal/Zip Code: M5T 3A3

Website: www.bullfrogpower.com

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.

Bullfrog Power

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.

Licensor Name	Relation to the Applicant (e.g. applicant itself, affiliate, partner, etc.)	Licence Number
Bullfrog Power	applicant itself	ER-2005-0288
Bullfrog Power	applicant itself	EW-2005-0481
Bullfrog Power	applicant itself	EW-2015-0195
Bullfrog Power	applicant itself	ER-2020-0088

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

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.

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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)
Suha Jethalal	suha.jethalal@bullfrogpower.com	President

Name of Key Individual	Email	Title/Position within Applicant's Business (or identify company if not the Applicant's Business)
Andrew Yang	andrew.yang@bullfrogpower.com	Director, Market Strategy & Innovation
Elizabeth Wong	elizabeth.wong@bullfrogpower.com	Manager, Operations & Partnerships

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.

sell or offer to sell electricity to low-volume consumers

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.

Bullfrog maintains bilateral contracts with renewable power generators outside of the IESO-administrated markets

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.

Bullfrog also maintains some existing customer settlement through Retailer Consolidated Billing.

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.