



Electricity Wholesaler Licence Application

Direct Energy Marketing Limited

1. Application Type

1. (a) Application Type

☐ New ☒ Renewal

1. (b) Licence Number

EW-2020-0145

1. (c) Expiry Date

July 22, 2025

2. The Applicant

2. (a) Legal Name of the Applicant

Direct Energy Marketing Limited

2. (b) Business Classification

☐ Sole Proprietorship ☐ Partnership ☒ Corporation ☐ Other

2. (c) Date of Formation or Incorporation

December 05, 1985

2. (d) Province/State of Formation or Incorporation

Alberta

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: 910 Louisiana Street, Suite B200

City: Houston

Province/State: TX

Country: United States

Postal/Zip Code: 77002

Website: <https://www.nrg.com/business/deb-com>

Main Phone Number and Email Address

Phone Number: 713-537-3000

Toll Free: 866-867-8167

Email Address: hello@directenergy.ca

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

The wholesale of electricity within the Province of Ontario.

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: Black

First Name: Nicole

Title/Position: Director, Gov't & Regulatory Affairs

Company: NRG Energy, Inc.

Phone Number: 587-430-1056

Email Address: nicole.black@nrg.com

3. (b) Is the Licence Primary Contact address the same as the Head Office or Business address?

☐ Yes ☒ No

Licence Primary Contact Address

Street Address: 2500-530 8th Ave SW

City: Calgary

Province/State: Alberta

Country: Canada

Postal/Zip Code: T2P3S8

Website: www.directenergy.com

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: Ms.

Last Name: Farmer

First Name: Barbara

Title/Position: Licensing & Reporting Analyst

Company: NRG Energy, Inc.

Phone Number: 713-537-3000

Email Address: Barbara.farmer@nrg.com

Application Primary Contact Address

Street Address: 910 Louisiana Street, Suite B200

City: Houston

Province/State: TX

Country: United States

Postal/Zip Code: 77002

Website: www.directenergy.com

5. Trade Names

The electricity wholesaler 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.

5. (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.

Direct Energy Business
NRG Business

6. Applicant's Licensing Status and History

6. (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
Direct Energy Marketing Limited	Applicant itself	ER-2020-0168
Direct Energy Markeking Inc.	Affiliate	EW-2023--296
XOOM Energy ONT, ULC	Affiliate	ER-2023-0362

Licensee Name	Relation to the Applicant (e.g. applicant itself, affiliate, partner, etc.)	Licence Number
XOOM Energy ONT, ULC	Affiliate	GM-2023-0361
Direct Energy Marketing Limited	Applicant	GM-2013-0382

6. (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

6. (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)
NRG Business Marketing LLC	affiliate	Canadian Energy Regulator	Gas Import Permit	GO-019-2024
Direct Energy Marketing, Inc.	affiliate	Canadian Energy Regulator	Power Export Permit	EPE-439
Direct Energy Marketing Limited	Itself	Canadian Energy Regulator	Gas Export	GO-039-2024
Direct Energy (B.C.) Limited	affiliate	British Columbia Utility Distroct	Natural Gas Marketer	A-3-24
Direct Energy Marketing Limited	Itself	Manitoba Utility Board	Natural Gas Marketer	No. 696
Direct Energy Marketing Limited	Itself	New Brunswick Energy and Utilities Board	Natural Gas Provider	2017 NSUARB 91 M08018
Direct Energy Marketing Limited	Itself	Nova Scotia Utility & Revue Board	Natural Gas Marketer	License dated May 31, 2017
Direct Energy Marketing Limited	Itself	Service Alberta	Natural Gas Marketer	311172
Direct Energy Marketing Limited	Itself	Service Alberta	Electricity Marketer	311173
Direct Energy Marketing Limited	itself	AER/ECRB	Gas Removal Permit	GR-2023-062

Company Name	Relation to the Applicant	Jurisdiction	Business Activity	Name of Licensing Body and Licence/Registration No. (if applicable)
XOOM Energy Canada, LLC	Affiliate	Service Alberta	Natural Gas Marketer	342996
XOOM Energy Canada, LLC	Affiliate	Service Alberta	Electricity Marketer	342997
Direct Energy Marketing Limited	Itself	Saskatchewan	Natural Gas Marketer	No Permit Required
Direct Energy Marketing Limited	Itself	Quebec	Natural Gas Marketer	No Permit Required
A full inventory of	North American	activity is	available	upon request.

6. (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

If yes, please provide information on the IESO market participant(s) below.

Registered IESO Organization Name	Relation to the Applicant	Participant/Program/Service
NRG Energy, Inc.	Parent company	IESO Market Participant

7. Officers, Directors and Key Individuals

7. (a) Please confirm the number of officers, directors and key individuals in your organization.

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7. (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 13.
2. One of the listed key individuals must sign the completed application. See Section 15 for signing authority details.

Name of Key Individual	Email	Title/Position within Applicant's Business (or identify company if not the Applicant's Business)
Lori Armstrong	Lori.armstrong@nrg.com	Vice President & Director
Ryan Sullivan	ryan.sullivan@nrg.com	Assistant Treasurer
Joe Holtman	joe.holtman@nrg.com	Vice President

Name of Key Individual	Email	Title/Position within Applicant's Business (or identify company if not the Applicant's Business)
Natalia Tatrja	natalia.tatrja@nrg.com	Secretary

8. Intended Markets and Services

The [Ontario Energy Board Act, 1998](#), (OEB Act), defines "ancillary services" as services necessary to maintain the reliability of the IESO-controlled grid, including frequency control, voltage control, reactive power and operating reserve services.

Identify the applicant's intended markets and services. Select any that apply.

8. (a) To purchase electricity or ancillary services in the IESO-administered markets.

☒ Yes ☐ No

If yes, please select all that apply.

☒ Energy Trader ☐ Consumer ☐ Other

8. (b) To sell electricity or ancillary services in the IESO-administered markets.

☒ Yes ☐ No

If yes, please select all that apply.

☒ Energy Trader ☐ Consumer ☐ Other

8. (c) Other Markets and Services. Select all that apply.

- ☒ To purchase electricity or ancillary services directly from generator.
- ☒ To sell electricity or ancillary services to wholesalers.
- ☒ To sell electricity or ancillary services to distributors (i.e. standard supply services).
- ☒ To sell electricity or ancillary services to electricity retailers.
- ☒ To sell electricity or ancillary services to persons outside of the Ontario Market.
- ☐ To sell electricity to a consumer, defined as a person who uses for the person's own consumption, electricity that the person did not generate. If the applicant selects this item, the applicant may require a retailer licence. The electricity retailer application form along with information regarding when a retailer licence is required can be found on OEB's [Apply for a licence](#) page. If required, the electricity retailer application should be filed as soon as possible.

CONFIDENTIAL SECTIONS

Information filed as part of or in support of sections 9 to 13 of this application will be treated as confidential and is not available for public view.

14. 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.