



## Gas Marketer Licence Application

Just Energy Ontario L.P.

### 1. Application Type

#### 1. (a) Application Type

☐ New ☒ Renewal

#### 1. (b) Licence Number

GM-2020-0121

#### 1. (c) Expiry Date

July 08, 2025

### 2. The Applicant

#### 2. (a) Legal Name of the Applicant

Just Energy Ontario L.P.

#### 2. (b) Business Classification

☐ Sole Proprietorship ☒ Partnership ☐ Corporation ☐ Other

#### 2. (c) Date of Formation or Incorporation

July 26, 2005

#### 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:** 7025 Langer Drive Suite 200

**City:** Mississauga

**Province/State:** Ontario

**Country:** Canada

**Postal/Zip Code:** L5N 0E8

**Website:** www.justenergy.com

## Main Phone Number and Email Address

**Phone Number:** 905-670-4440

**Email Address:** Regulatory\_Administration@justenergy.com

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

Just Energy Ontario L.P. a retailer of electricity and a marketer of natural gas, is part of Just Energy (U.S.) Corp., one of the leading energy retailers in North America. Just Energy provides residential and business customers with electricity and natural programs that reduce or eliminate their exposure to change in the price of these essential commodities ; as well as environmentally friendly energy solutions

## 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:** Anesetti- Parra

**First Name:** Vanessa

**Title/Position:** Vice President, Regulatory

**Company:** Just Energy Ontario L.P.

**Phone Number:** 416-272-5914

**Toll Free:** N/A

**Email Address:** vanesetti@justenergy.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

**Salutation:** Ms.

**Last Name:** Anesetti- Parra

**First Name:** Vanessa

**Title/Position:** Vice President, Regulatory

**Company:** Just Energy Ontario L.P.

**Phone Number:** 416-272-5914

**Toll Free:** N/A

**Email Address:** vanesetti@justenergy.com

**Address for Service in Ontario**

**Street Address:** 7025 Langer Drive Suite 200

**City:** Mississauga

**Province/State:** Ontario

**Country:** Canada

**Postal/Zip Code:** L5N 0E8

**Website:** www.justenergy.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:** Arrazola

**First Name:** Lucia

**Title/Position:** Sr. Manager, Regulatory administration

**Company:** Just Energy Ontario L.P.

**Phone Number:** 289-804-9457

**Email Address:** Regulatory\_Administration@justenergy.com

**Application Primary Contact Address**

**Street Address:** 7025 Langer Drive Suite 200

**City:** Mississauga

**Province/State:** Ontario

**Country:** Canada

**Postal/Zip Code:** L5N 0E8

**Website:** www.justenergy.com

#### 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:** Ms.

**Last Name:** Kiura-George

**First Name:** Roseanne

**Title/Position:** Manager, Compliance

**Company:** Just Energy Ontario L.P.

**Phone Number:** 289-675-1630

**Email Address:** ON\_customerfeedback@justenergy.com

#### Customer Complaint or Inquiries Primary Contact Address

**Street Address:** 7025 Langer Drive Suite 200

**City:** Mississauga

**Province/State:** Ontario

**Country:** Canada

**Postal/Zip Code:** L5N 0E8

**Website:** www.justenergy.com

## 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.

"Just 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 |
|------------------------------|-----------------------------------------------------------------------------|----------------|
| Universal Energy Corporation | affiliate                                                                   | ER-2021-0291   |
| Universal Energy Corporation | affiliate                                                                   | GM-2021-0274   |
| Just Energy Ontario L.P.     | applicant itself                                                            | GM-2020-0121   |

| Licensee Name              | Relation to the Applicant (e.g. applicant itself, affiliate, partner, etc.) | Licence Number |
|----------------------------|-----------------------------------------------------------------------------|----------------|
| Just Energy Ontario L.P.   | affiliate                                                                   | ER-2020-0120   |
| Hudson Energy Canada Corp. | affiliate                                                                   | ER-2020-0117   |
| Hudson Energy Canada Corp. | affiliate                                                                   | GM-2020-0118   |
| Just Energy Solutions Inc. | affiliate                                                                   | EW-2021-0127   |
| Just Energy New York Corp. | affiliate (Inactive)                                                        | EW-2019-0108   |
| National Energy Corp.      | affiliate (Inactive)                                                        | ER-2008-0256   |
| National Energy Corp.      | Affiliate (Inactive)                                                        | GM-2008-0257   |

**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 |
|----------------------------|---------------------------|--------------------------------------|-----------------|
| Just Energy Ontario L.P.   | Affiliate                 | Electricity Retailer License         | ER-2020-0120    |
| Hudson Energy Canada Corp. | Affiliate                 | Electricity Retailer License Renewal | ER-2020-0117    |
| Hudson Energy Canada Corp. | Affiliate                 | Gas Marketer License Renewal         | GM-2020-0118    |

**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)                                           |
|---------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|
| Note: Attaching the list of affiliates of the applicant within North America for Q7 in 11a as advised by OEB. | Note: Attaching the list of affiliates of the applicant within North America for Q7 in 11a as advised by OEB. | Note: Attaching the list of affiliates of the applicant within North America for Q7 in 11a as advised by OEB. | Note: Attaching the list of affiliates of the applicant within North America for Q7 in 11a as advised by OEB. | Note: Attaching the list of affiliates of the applicant within North America for Q7 in 11a as advised by OEB. |

## 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) |
|------------------------|-------------------------|--------------------------------------------------------------------------------------------------|
| Michael Carter         | Mcarter@justenergy.com  | President and Chief Executive Officer                                                            |
| Scott Fordham          | Sfordham@justenergy.com | Chief Operating Officer                                                                          |
| Greg Wiks              | Gwilks@justenergy.com   | Chief Financial 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.**

We currently offer to sell natural gas and electricity to low volume consumers and large volume consumers.

**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.**

Just Energy markets gas and electricity products through multiple channels, offering Fixed, Variable, Index, and Flat Bill pricing options for power and gas customers. Pricing is determined by evaluating cost components, along with future market costs assumptions. Flat Bill product is only available to existing customers, priced based on the customers historical usage.

**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.**

Just Energy Ontario L.P. is managed by Just Energy Trading. These entities have supply purchase agreements with a variety of counterparties and exchanges, including Shell, Macquarie, Mercuria and NGX. Supply is purchased at prevailing market rates using a combination of physical and financial products.

**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.

Just Energy intends to acquire new customers through Online, Telephonic, and Retail sales channels.

**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

**9. (f\_ yes) If yes, please provide the following information:**

- I. Describe functions to be provided by the third-party service providers and reasons for outsourcing these functions.
- II. Provide detailed information on the third-party service providers.
- III. Explain how the applicant's ability to comply with its legal and regulatory obligations will not be negatively impacted by using third-party service providers?
  1. Just Energy Ontario L.P. utilizes third-party service providers for Customer Service and Transaction Management Services. Outsourcing these functions provides expertise, scalability, cost savings, and improved customer experiences, enabling Just Energy Ontario L.P. to focus on core operations and strategic growth.
  2. These providers handle functions such as responding to customer inquiries, resolving issues, managing account-related requests, and facilitating transactions efficiently. Transaction management facilitates the secure and automated exchange of transactional information between Just Energy Ontario L.P. and LDC's.
  3. Using third-party service providers does not negatively impact Just Energy Ontario L.P. ability to comply with its legal and regulatory obligations because of appropriate oversight and controls, including adhering to detailed contracts and SLAs and undergoing regular audits.

#### 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.