



Gas Marketer Licence Application

Onit Energy Ltd.

1. Application Type

1. (a) Application Type

☐ New ☒ Renewal

1. (b) Licence Number

GM-2020-0064

1. (c) Expiry Date

June 24, 2025

2. The Applicant

2. (a) Legal Name of the Applicant

Onit Energy Ltd.

2. (b) Business Classification

☐ Sole Proprietorship ☐ Partnership ☒ Corporation ☐ Other

2. (c) Date of Formation or Incorporation

March 01, 2015

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: 2700-2 Bloor St. West

City: Toronto

Province/State: Ontario

Country: Canada

Postal/Zip Code: M4W 3E2

Website: www.ontariowholesaleenergy.com

Main Phone Number and Email Address

Phone Number: 1-844-604-7283

Toll Free: 1-844-604-7283

Email Address: info@ontariowholesaleenergy.com

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

ONIT Energy provides retail gas services to small and medium-sized commercial businesses in 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: Mr.

Last Name: Carey

First Name: Greg

Title/Position: CFO

Company: ONIT Energy Ltd.

Phone Number: 416.479.7432

Toll Free: 1-844-604-7283

Email Address: greg.carey@owenergy.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: Mr.

Last Name: Shulman

First Name: Morley

Title/Position: Director of Compliance & Service Excellence

Company: ONIT Energy Ltd.

Phone Number: 416-304-2474

Toll Free: 1-844-604-7283

Email Address: morley.shulman@owenergy.com

Address for Service in Ontario

Street Address: 2700-2 Bloor St. West

City: Toronto

Province/State: Ontario

Country: Canada

Postal/Zip Code: M4W 3E2

Website: www.ontariowholesaleenergy.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: Mr.

Last Name: Shulman

First Name: Morley

Title/Position: Director of Compliance & Service Excellence

Company: ONIT Energy Ltd.

Phone Number: 416-307-2474

Toll Free: 1-844-604-7283

Email Address: morley.shulman@owenergy.com

Application Primary Contact Address

Street Address: 2700-2 Bloor St. West

City: Toronto

Province/State: Ontario

Country: Canada

Postal/Zip Code: M4W 3E2

Website: www.ontariowholesaleenergy.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: Mr.

Last Name: Shulman

First Name: Morley

Title/Position: Director of Compliance & Service Excellence

Company: ONIT Energy Ltd.

Phone Number: 416-307-2474

Toll Free: 1-844-604-7283

Email Address: morley.shulman@owenergy.com

Customer Complaint or Inquiries Primary Contact Address

Street Address: 2700-2 Bloor St. West

City: Toronto

Province/State: Ontario

Country: Canada

Postal/Zip Code: M4W 3E2

Website: www.ontariowholesaleenergy.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.

Ontario Wholesale Energy Gas & Electric

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
ONIT Energy Ltd.	Applicant	GM-2020-0084
ONIT Energy Ltd.	Applicant	GM-2015-0158
ONIT Energy Ltd.	Applicant	GM-2013-0076

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

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)
Western Wholesale Energy Gas & Electric Inc. Energy Gas	Applicant	Manitoba	Gas Marketing	Public Utilities Board of Manitoba - License #694
Western Wholesale Energy Gas & Electric Inc.	Applicant	Saskatchewan	Gas Marketing	SaskEnergy - No license #
American Wholesale Energy	Applicant	Ohio	Gas Broker	24-132747G

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)
Tim Mulcahy	tim.mulcahy@owenergy.com	CEO
David Balaban	david.balaban@owenergy.com	President/COO, Emeritus
Greg Carey	greg.carey@owenergy.com	CFO
Morley Shulman	morley.shulman@owenergy.com	Director of Compliance & Service Excellence

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_yes) If yes, provide a list of the services the applicant is currently providing.

ONIT Energy currently provides gas retail services to small and medium-sized commercial businesses

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.

ONIT Energy Ltd. is a gas marketer servicing commercial customers in Ontario through our fixed-rate program. The commodity price contracts (known as our "PriceLock" product) are based on a specific and fixed numerical rate as outlined in the customer contract.

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.

Applicant purchases natural gas from Shell Energy North America at Empress, AECO, Dawn and Parkway delivery points in accordance with its utility delivery obligations. Most contracts are transacted at fixed prices for terms ranging between 1-5 years in length based upon weekly review of aggregate portfolio and expected adjustments based upon new customers, attrition and weather.

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.

ONIT Energy Ltd. employs full-time employees and independent contractors to market our services. Inside Sales Agents will usually book an appointment for an outside Sales Agent to meet with a prospective customer at a mutually agreed upon date and time and discuss our program with the prospect.

Other times, the outside Sales Agent will approach businesses on their own and attempt to present our program to the respective Account Holder.

Please note that ONIT Energy Ltd. does NOT market to any residential consumers.

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?
 - I. We currently employ Voysus Connection Experts to perform all third-party verification calls. They are employed strictly to perform third-party verification services as required by Ontario Regulation 241/16.
 - II) Their address is 5900 Finch Avenue East, Suite 200B, Scarborough, Ontario M1B 5P8. Their telephone # (416) 805-8293
 - III) We must use a third-party as required by law.

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.