



Electricity Retailer Licence Application

Direct Energy Marketing Limited

1. Application Type

1. (a) Application Type

☐ New ☒ Renewal

1. (b) Licence Number

ER-2020-0168

1. (c) Expiry Date

August 25, 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: www.nrg.com/business/deb-com

Main Phone Number and Email Address

Phone Number: 713-537-3000

Toll Free: 866-867-8167

Email Address: NERetailRegulatory@nrg.com

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

Market to and serve electricity customers in 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, Regulatory Affairs

Company: NRG Energy, Inc.

Phone Number: 403-463-3520

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.nrg.com/business/deb-com

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: Other

If "Other", please enter a Salutation: McCaty Tetrault

Last Name: Black

First Name: Nicole

Title/Position: Director Regulatory Affairs, NRG Energy, Inc.

Company: McCarty Tetrault LLP

Phone Number: 403-463-3520

Email Address: nicole.black@nrg.com

Address for Service in Ontario

Street Address: 66 Wellington St. W #5300

City: Toronto

Province/State: Ontario

Country: Canada

Postal/Zip Code: M5V 1E6

Website: www.nrg.com/business/deb-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: Regulatory Analyst

Company: NRG Energy, Inc.

Phone Number: 8324393321

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.nrg.com/business/deb-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. 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: Mr.

Last Name: Haley

First Name: Robert

Title/Position: Supervisor, Customer Care

Company: NRG Energy, Inc.

Phone Number: 713-537-3000

Email Address: robert.haley@nrg.com

Customer Complaint or Inquiries Primary Contact Address

Street Address: 251 Consumers Road, Suite 1200

City: North York

Province/State: Ontario

Country: Canada

Postal/Zip Code: M2J4R3

Website: www.nrg.com/business/deb-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.

Direct Energy Business

NRG Business

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
Direct Energy Marketing Limited	Applicant	ER-2020-0168
Direct Energy Marketing Limited	Applicant	EW-2020-0145
Direct Energy Marketing Inc.	Affiliate	ER-2023-0362
Xoom Energy ONT, ULC	Affiliate	ER-2023-0362
XOOM Energy ONT, ULC	Affiliate	GM-2023-0361
Direct Energy Marketing Limited	Applicant	GM-2013-0382

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
Direct Energy Marketing Limited	Applicant Itself	Electricity Wholesaler	EB-2025-0105

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)
NRG Business Marketing LLC	Affiliate	Canadian Energy Regulator	Gas Import Permit	GO-019-2024
Direct Energy Marketing, Inc.	Affilaite	Canadian Energy Regulator	Power Export Permit	EPE-439
Direct Energy Marketing Limited	Applicant	Canadian Energy Regulator	Gas Export Permit	GO-039-2024
Direct Energy (B.C.) Limited	Affiliate	British Columbia Utility Commission	Natural Gas Marketer	A-3-24
Direct Energy Marketing Limited	Applicant	Manitoba Utility Board	Natural Gas Marketer	N0. 696

Company Name	Relation to the Applicant	Jurisdiction	Business Activity	Name of Licensing Body and Licence/Registration No. (if applicable)
Direct Energy Marketing Limited	Applicant	New Brunswick Energy and Utilities Board	Natural Gas Provider	2017 NSUARB 91 M08018
Direct Energy Marketing Limited	Applicant	Nova Scotia Utility Revue Board	Natural Gas Marketer	License dated May 31, 2017
Direct Energy Marketing Limited	Applicant	Service Alberta	Natural Gas Marketer	311172
Direct Energy Marketing Limited	Applicant	Service Alberta	Electricity Marketer	311173
Direct Energy Marketing Limited	Applicant	AER / ECRB	Gas Removal Permit	GR-2023-062
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	Applicant	Saskatchewan	Natural Gas Marketer	No Permit Required
Direct Energy Marketing Limited	Applicant	Quebec	Natural Gas Marketer	No Permit Required
A full inventory of	North American	activity is	available	upon request

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

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

8. Officers, Directors and Key Individuals

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

10

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)
Lori Armstrong	lori.armstrong@nrg.com	Director & Vice President
Ryan Sullivan	ryan.sullivan@nrg.com	Assistant Treasurer
Joe Holtman	joe.holtman@nrg.com	Vice President
Natalia Tatrija	natalia.tatrija@nrg.com	Secretary

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.

Providing Electricity to large 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. (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.

DEML currently markets electricity service to large volume consumers and will continue to market to and serve customers in that customer class.

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.