



Ontario
Energy
Board | Commission
de l'énergie
de l'Ontario

BY EMAIL

barbara.farmer@nrg.com

May 29, 2025

Barbara Farmer
Regulatory Analyst
Direct Energy Marketing Limited
910 Louisiana Street, Suite B200
Houston, Texas
USA 77002

Dear Ms. Farmer:

**Re: Direct Energy Marketing Limited (DEML)
Application for an Electricity Retailer Licence
File: EB-2025-0170**

The Ontario Energy Board (OEB) received DEML's application for an electricity retailer licence on May 12, 2025. The OEB has commenced processing the application and has assigned it file number EB-2025-0170.

The application will be decided by an employee of the OEB who has been delegated this authority under section 6 of the *Ontario Energy Board Act, 1998* (Delegated Authority). The Delegated Authority intends to make a decision on the application without holding a hearing.

If required, OEB staff will contact you directly to seek clarification regarding the application or to request additional information. Please note that the timely processing of the application depends on the receipt of information within the specified timelines.

DEML is reminded that it is responsible for ensuring that the documents it files with the OEB, such as its evidence, responses to interrogatories and any other supporting documentation, do not include personal information (as that phrase is defined in the *Freedom of Information and Protection of Privacy Act*), unless filed in accordance with rule 9A of the OEB's *Rules of Practice and Procedure*.

Please direct any questions to Natasha Gocool, Advisor, Transmission Policy & Compliance at natasha.gocool@oeb.ca. Please refer to the OEB file number noted above in all future correspondence to the OEB regarding your application.

Yours truly,

John Pickernell
Manager, Applications Administration