



## Gas Marketer Licence Application

### Chosen Energy Limited

#### 1. Application Type

##### 1. (a) Application Type

☒ New ☐ Renewal

#### 2. The Applicant

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

Chosen Energy Limited

##### 2. (b) Business Classification

☐ Sole Proprietorship ☐ Partnership ☒ Corporation ☐ Other

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

April 29, 2025

##### 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:** 80A MacLennan Avenue

**City:** Hamilton

**Province/State:** Ontario

**Country:** Canada

**Postal/Zip Code:** L8V1X6

**Website:** www.chosenenergylimited.com

##### Main Phone Number and Email Address

**Phone Number:** 647-904-9289

**Toll Free:** 1-888-279-8532

**Email Address:** femi@chosenenergylimited.com

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

Electricity and natural gas retail operations 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:** Oduye

**First Name:** Oluwafemi

**Title/Position:** CEO

**Company:** Chosen Energy Limited

**Phone Number:** 647-904-9289

**Toll Free:** 1-888-279-8532

**Email Address:** femi@chosenenergylimited.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:** Oduye

**First Name:** Oluwafemi

**Title/Position:** CEO

**Company:** Chosen Energy Limited

**Phone Number:** 647-904-9289

**Toll Free:** 1-888-279-8532

**Email Address:** femi@chosenenergylimited.com

**Address for Service in Ontario**

**Street Address:** 80A MacLennan Avenue

**City:** Hamilton

**Province/State:** Ontario

**Country:** Canada

**Postal/Zip Code:** L8V1X6

#### 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

#### 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:** Oduye

**First Name:** Oluwafemi

**Title/Position:** CEO

**Company:** Chosen Energy Limited

**Phone Number:** 647-904-9289

**Toll Free:** 1-888-279-8532

**Email Address:** femi@chosenenergylimited.com

**Customer Complaint or Inquiries Primary Contact Address**

**Street Address:** 80A Maclellan Avenue

**City:** Hamilton

**Province/State:** Ontario

**Country:** Canada

**Postal/Zip Code:** L8V1X6

**Website:** www.chosenenergylimited.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

## 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).

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
CHOSEN ENERGY LIMITED	SAME COMPANY	ELECTRICITY RETAILER	ERLA00057

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)
SUPERIOR ENERGY SERVICES	FORMER EMPLOYER	TEXAS	Natural gas exploration completions	Texas Government

## 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)
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OLUWAFEMI ODUYE	femmylives@gmail.com	CEO
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**8. (c) If unable to provide a minimum of 3 key individuals, please explain.**

I am the only Director of the company for now but as we grow our operations, I will hire more people into key roles.

## 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\_no) If no, indicate when the applicant intends to provide these services.**

July 1, 2025 - start selling

Aug 1, 2025 - start delivering to customers

**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.**

Business model for natural gas will involve selling at Henry Hub Nymex price + Spread (S). Markup will be determined by benchmarking with 5 year trend and prices from Enbridge and other utilities to ensure affordability, competitiveness and maximum value for customers. This strategy will be packaged in 2 products

- Fixed price (F), where  $F = \text{Henry Hub NYMEX} + S$
- Variable price: Price will vary based on Henry Hub NYMEX benchmark. S will remain fixed

**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 is currently engaging with Shell Energy and Squarepoint capital to secure supplies priced via Natural gas purchase agreement at fixed prices below Henry Hub. Gas will be delivered to Dawn Hub as required by Enbridge. Terms will be negotiated as NET 30. Purchase term will be minimum 5 years, as we will aim agreement at long term.

**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.**

Customer acquisition will be done via one on one conversations with sales reps. We will also leverage OEB licensed energy brokers to market our products and help with customer acquisition.

Channels are

- Sales team for outbound sales
- OEB licensed Energy brokers in ontario
- Chosen energy inbound sales via website and social media presence
- Energy education and company initiatives

**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?  
DCB: Distributor consolidated billing will be utilized from utilities in the beginning to help drive focus on customer satisfaction and also to build a strong partnership with utilities in ontario.  
Verification calls: We intend to use a third party call service for this to ensure proper regulatory compliance with zero conflict of interest on our part and also will help with our crucial mission of building trust with our customers.

**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.