

DECISION AND ORDER

EB-2025-0170

DIRECT ENERGY MARKETING LIMITED

Application for an Electricity Retailer Licence

BY DELEGATION, BEFORE: Brian Hewson
Vice President
Consumer Protection & Industry Performance

July 31, 2025

DECISION AND ORDER

Direct Energy Marketing Limited filed an application on May 12, 2025, with the Ontario Energy Board (OEB) pursuant to section 60 of the *Ontario Energy Board Act* (OEB Act), for an electricity retailer (large volume) licence renewal. The licence will allow the applicant to continue retailing electricity to large volume consumers in Ontario.

This Decision and Order is being issued by the Delegated Authority pursuant to Section 6 of the OEB Act. The Delegated Authority has considered the application without holding a hearing pursuant to section 6(4) of the OEB Act.

After considering the application and assessing technical capability, financial viability and conduct of the applicant, the OEB finds that it is in the public interest to grant the application and issue the electricity retailer (large volume) licence to Direct Energy Marketing Limited.

IT IS ORDERED THAT:

1. The application for an electricity retailer (large volume) licence is granted, on such conditions as are contained in the attached licence.

DATED at Toronto July 31, 2025

ONTARIO ENERGY BOARD

Brian Hewson
Vice President, Consumer Protection & Industry Performance