



Electricity Wholesaler Licence Application

TransAlta Energy Marketing Corp.

1. Application Type

1. (a) Application Type

New Renewal

1. (b) Licence Number

EW-2021-0095

1. (c) Expiry Date

May 05, 2026

2. The Applicant

2. (a) Legal Name of the Applicant

TransAlta Energy Marketing Corp.

2. (b) Business Classification

Sole Proprietorship Partnership Corporation Other

2. (c) Date of Formation or Incorporation

March 29, 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: Suite 1400, 1100 - 1st Street SE

City: Calgary

Province/State: Alberta

Country: Canada

Postal/Zip Code: T2G 1B1

Website: www.transalta.com

Main Phone Number and Email Address

Phone Number: 403-267-7110

Email Address: regulatory_reporting@transalta.com

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

Power marketing and trading.

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: Mrs.

Last Name: Ohreen

First Name: Paula

Initials: H.

Title/Position: Training and Reporting Analyst, Market Compliance

Company: TransAlta Corporation

Phone Number: 403-267-4751

Email Address: Paula_Ohreen@transalta.com

3. (b) Is the Licence Primary Contact address the same as the Head Office or Business address?

Yes No

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. Trade Names

The electricity wholesaler 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.

5. (a) Does the applicant intend to use trade names?

Yes No

6. Applicant's Licensing Status and History

6. (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
TransAlta Energy Marketing Corp.	Applicant itself	EW-2021-0095
TransAlta (SC) Inc. on behalf of TransAlta (SC) L.P.	Affiliate	ER-2024-0273
TransAlta (SC) Inc. on behalf of TransAlta (SC) L.P.	Affiliate	EG-2009-0287
TransAlta (RC) Inc. on behalf of TransAlta (RC) L.P.	Affiliate	EG-2013-0291
TA Kent Breeze Inc. on behalf of TA Kent Breeze Limited	Affiliate	EG-2015-0220
Canadian Hydro Developers, Inc.	Affiliate	EG-2022-0336
Melancthon Wolfe Wind LP	Affiliate	EG-2023-0076
TransAlta Cogeneration, L.P.	Affiliate	EG-2023-0167

6. (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

6. (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)
TransAlta Cogeneration, L.P.	Affiliate	Alberta	Power Generation	AUC, BCUC - no License/Registration No.
TransAlta Centralia Generation LLC	Affiliate	U.S.	Power Generation	FERC - ER-00-494

Company Name	Relation to the Applicant	Jurisdiction	Business Activity	Name of Licensing Body and Licence/Registration No. (if applicable)
TransAlta Energy Marketing (U.S.) Inc.	Affiliate	U.S.	Power marketing and trading	FERC - ER05-1014
TransAlta Energy Marketing Corp.	Affiliate	Canada	Power marketing and trading	FERC - ER09-884-000
Antrim Wind Energy LLC	Affiliate	U.S.	Power Generation	FERC - ER19-1889-000
Big Level Wind LLC	Affiliate	U.S.	Power Generation	FERC - ER18-1984-000
Lakeswind Power Partners, LLC	Affiliate	U.S.	Power Generation	FERC - ER18-1159-001
TransAlta Wyoming Wind LLC	Affiliate	U.S.	Power Generation	FERC - ER14-963-001
TransAlta Generation Partnership	Affiliate	Alberta	Power Generation	AUC - no License/Registration No.
TA Alberta Hydro Inc.	Affiliate	Alberta	Power Generation	AUC - no License/Registration No.
Keephills 3 Limited Partnership	Affiliate	Alberta	Power Generation	AUC - no License/Registration No.
TA Poplar Creek L.P.	Affiliate	Alberta	Power Generation	AUC - no License/Registration No.
Windrise Wind LP	Affiliate	Alberta	Power Generation	AUC - no License/Registration No.
Kent Hills Wind Inc.	Affiliate	New Brunswick	Power Generation	NBEUB - no License/Registration No.
TransAlta (LN) L.P.	Affiliate	Quebec	Power Generation	Hydro Quebec - no License/Registration No.
Pingston Power Inc.	Affiliate	British Columbia	Power Generation	BCUC - no License/Registration No.
Canadian Hydro Developers, Inc.	Affiliate	Alberta, British Columbia	Power Generation	AUC, BCUC - no License/Registration No.
Heartland Generation Ltd.	Affiliate	Alberta	Power Generation	AUC - no License/Registration No.

Company Name	Relation to the Applicant	Jurisdiction	Business Activity	Name of Licensing Body and Licence/Registration No. (if applicable)
Alberta Power (2000) Ltd.	Affiliate	Alberta	Power Generation	AUC - no License/Registration No.
Garden Plain I L.P.	Affiliate	Alberta	Power Generation	AUC - no License/Registration No.

6. (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
TransAlta Energy Marketing Corp.	Applicant	Energy Trader, Financial Market
TransAlta (SC) L.P.	Affiliate	Generator
TransAlta Cogeneration LP	Affiliate	Generator
Melancthon Wolfe Wind LP	Affiliate	Generator, Centralized Forecasting
TA Kent Breeze L.P.	Affilaite	Centralized Forecasting

7. Officers, Directors and Key Individuals

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

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7. (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:

- List a minimum of 3 key individuals in the table below. Additional information about each key individual is required in Section 13.
- One of the listed key individuals must sign the completed application. See Section 15 for signing authority details.

Name of Key Individual	Email	Title/Position within Applicant's Business (or identify company if not the Applicant's Business)
Nancy Brennan	Nancy_Brennan@TransAlta.com	EVP, Legal and External Affairs for TransAlta Corporation

Name of Key Individual	Email	Title/Position within Applicant's Business (or identify company if not the Applicant's Business)
Joel Hunter	Joel_Hunter@TransAlta.com	EVP, Finance & Chief Financial Officer for TransAlta Corporation
Blain van Melle	Blain_vanMelle@TransAlta.com	EVP, Commercial & Customer Relations for TransAlta Corporation

8. Intended Markets and Services

The [Ontario Energy Board Act, 1998](#), (OEB Act), defines "ancillary services" as services necessary to maintain the reliability of the IESO-controlled grid, including frequency control, voltage control, reactive power and operating reserve services.

Identify the applicant's intended markets and services. Select any that apply.

8. (a) To purchase electricity or ancillary services in the IESO-administered markets.

Yes No

If yes, please select all that apply.

Energy Trader Consumer Other

8. (b) To sell electricity or ancillary services in the IESO-administered markets.

Yes No

If yes, please select all that apply.

Energy Trader Consumer Other

8. (c) Other Markets and Services. Select all that apply.

- To purchase electricity or ancillary services directly from generator.
- To sell electricity or ancillary services to wholesalers.
- To sell electricity or ancillary services to distributors (i.e. standard supply services).
- To sell electricity or ancillary services to electricity retailers.
- To sell electricity or ancillary services to persons outside of the Ontario Market.
- To sell electricity to a consumer, defined as a person who uses for the person's own consumption, electricity that the person did not generate. If the applicant selects this item, the applicant may require a retailer licence. The electricity retailer application form along with information regarding when a retailer licence is required can be found on OEB's [Apply for a licence](#) page. If required, the electricity retailer application should be filed as soon as possible.

CONFIDENTIAL SECTIONS
 Information filed as part of or in support of sections 9 to 13 of this application will be treated as confidential and is not available for public view.

14. 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.