

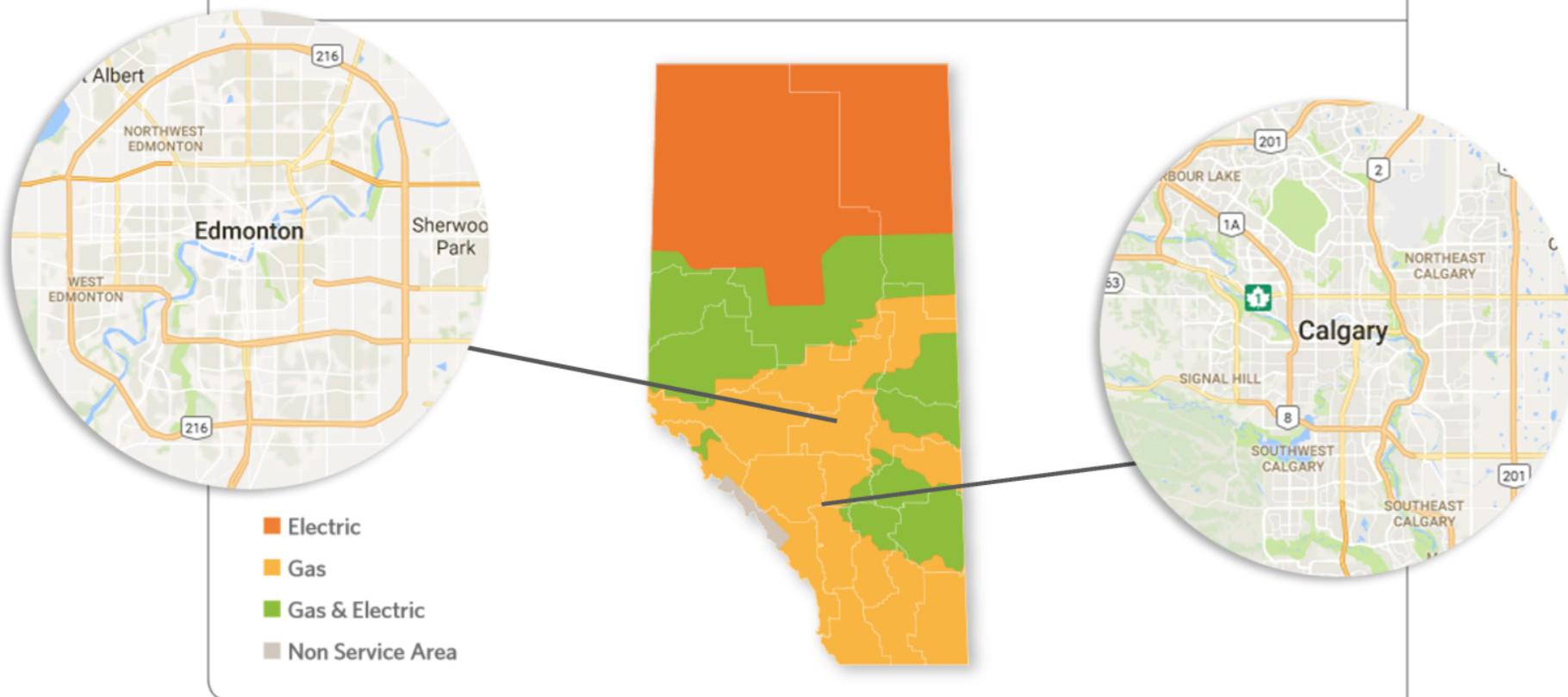


# **ALBERTA Market Profile November 2017**

Presented By:  
Doug Parker  
Executive Consultant



## Ambit Energy Canada Service Area: **Alberta**



### 1.4 Million Potential Customers

Ambit Energy Canada is an Independent Retail Electricity and Natural Gas provider, whose rates are not regulated by a provincial or municipal government or agency. We are not affiliated with, or endorsed by, any local utility or the Government of Alberta.

# ALBERTA – Market Summary

Market	Phone No.	SITE ID used for enrollment	Elec/ Gas	Resi/ Comm	Rescission Period	Switch Timeframe	How is Free Energy Paid?
ATCO Electric	Customer Service: (800) 668-2248  Outage: (800) 668-5506	13-digit SITE ID Number begins with '0010'.	E	Both	10 Calendar Days	1-5 Business Days	N/A
ATCO Gas	Customer Service: (888) 511-7550  Outage: For Edmonton Area – (780) 420-5585 For Calgary Area – (403) 24-7222 All other areas – (800) 511-3447	13-digit SITE ID Number begins with: <ul style="list-style-type: none"> <li>• ATCO Gas North SITE ID Numbers begin with '0001'.</li> <li>• ATCO Gas South SITE ID Numbers begin with '0003'.</li> </ul>	G	Both	10 Calendar Days	1-5 Business Days	N/A

# ALBERTA – Market Summary

## Ambit Energy Canada is known as:

- **Electric**: Competitive Marketer or Competitive Retailer
- **Gas**: Competitive Marketer or Competitive Retailer

## Invoicing:

- Invoices come directly from Ambit Energy Canada.
- There will be no changes to the Customer's regular billing cycle.
- Dual Commodity Customer's will receive a single bill for each commodity. *Ex: Customer enrolled in both Electric and Gas will receive a separate Electric invoice and a separate Gas invoice from Ambit Energy Canada.*
- The invoice will be divided into three parts:
  - Supply Charge (Ambit Energy Canada)
  - Delivery Charge (ATCO)
  - Taxes
- Customers who did not enroll in Pre-Authorized Payment at time of enrollment can make a payment via:
  - Online – [www.ambitenergycanada.ca](http://www.ambitenergycanada.ca) or at [www.my.ambitenergycanada.ca](http://www.my.ambitenergycanada.ca)
  - With an agent – (877) 282-6248

# ALBERTA – Market Summary

## ATCO Electric:

- In the event of an emergency (such as power outages, meter issues, downed power lines, etc.), Customer should contact ATCO Electric at (800) 668-5506.
- For information via web, go to <http://www.atcoelectric.com/>

## ATCO Gas:

- In the event of an emergency (such as power outages, meter issues, downed power lines, etc.), Customer should contact ATCO Gas:
  - Edmonton Area at (780) 420-5585.
  - Calgary Area (403) 245-7222.
  - All other areas (800) 511-3447.
- For information via web, go to <http://www.atcogas.com/>

**\*\*NOTE\*\*** Please contact Ambit Energy Canada for all billing inquiries regarding both Supply and Delivery portion of the invoice before contacting ATCO Electric or ATCO Gas.

# ALBERTA – Residential Product

Alberta	ATCO Electric	
Electric Product Plan(s)	Rate	Early Exit Fee
Alberta Select Variable Plan	Variable	No
Alberta Select – 12 Month Term Plan*	Term	\$75
Alberta Select – 24 Month Term Plan*	Term	\$100
Alberta Select – 36 Month Term Plan*	Term	\$125

Alberta	ATCO Gas	
Gas Product Plan(s)	Rate	Early Exit Fee
Alberta Select Variable – Natural Gas Plan	Variable	No
Alberta Select – 12 Month Term Natural Gas Plan*	Term	\$75
Alberta Select – 24 Month Term Natural Gas Plan*	Term	\$100
Alberta Select – 36 Month Term Natural Gas Plan*	Term	\$125

\*For Customers on a term plan, the rate will remain the same throughout the term selected. A Term Expiration Notification is mailed out 35 days prior to the term plan expiration date. Unless a new plan is selected prior to the term plan expiring, Customers will automatically roll to a 12-Month Term Plan.

All fees displayed are in Canadian Dollar (CAD)

**Residential Customer Flyers with rates for each incumbent are available in PowerZone:**

Located in the Business Tools Tab > Advertising Tool Kit > Customer Flyers

# ALBERTA – Residential Product

## Is defined as a Residential Customer whose usage is:

- **Electric:** available for use by a single and separate household through a single-phase service at secondary voltage through a single meter.
- **Gas:** no more than 1,200 gigajoule (GJ) per year. *Ex: 1 Therm = 0.1055056 GJ. Therefore, 1200 GJ annually would equal 11,383 Therms annually (949 Therms per month)*

## Residential SITE ID rules:

- A Customer can enroll only 1 Residential SITE ID at the time of signing up for both electric and gas at the same SITE ID service address.
- We cannot sign up Customers in the City of Medicine Hat service area; municipality is not deregulated

## General Information:

- Alberta Residential Customers are not eligible for Free Energy or Travel Rewards
- Alberta Microgeneration (Net-Metering) Residential Customers are not eligible for Ambit Energy Canada services.
- Alberta REA (Farm/Irrigation) Residential Customers are not eligible for Ambit Energy Canada services.
- Consolidated billing is not available

# ALBERTA – Commercial Product

Alberta	ATCO Electric	
Electric Product Plan(s)	Rate	Early Exit Fee
AB Small Commercial Variable Plan	Variable	No
AB Small Commercial 12 Month Term Plan*	Term	\$250 **

Alberta	ATCO Gas	
Gas Product Plan(s)	Rate	Early Exit Fee
AB Small Commercial Variable – Natural Gas Plan	Variable	No
AB Small Commercial – 12 Month Term Natural Gas Plan*	Term	\$250 **

\*For Customers on a term plan, the rate will remain the same throughout the term selected. A renewal notification is mailed out 35 days prior to the term expiration date. Unless a new plan is selected prior to the term plan expiring, Customers will automatically roll to a 12-Month Term Plan.

\*\*Early Exit Fee is a minimum of \$250 CAD, plus the Customer's contracted rate per kWh/GJ (gigajoule) minus Ambit Energy Canada's current offer rate per kWh/GJ, multiplied by the Customer's average monthly usage to date, multiplied by the remaining months in the Term.

All fees displayed are in Canadian Dollar (CAD)

**Commercial Customer Flyers with rates for each incumbent are available in PowerZone:**

Located in the Business Tools > Customer Tools > AB Pricing Flyer



# ALBERTA – Commercial Product

## Is defined as a Commercial Customer whose usage is:

- **Electric:** service is below 500 kilowatts (kW). *Ex: kW x number of hours = kWh*
- **Gas:** 1,200 gigajoule (GJ) per year but no more than 8,000 GJ annually. *Ex: 1 Therm = 0.1055056 GJ. Therefore, 1201-8000 GJ annually would equal 11,383-75,825 Therms annually (949-6319 Therms per month)*

## Commercial SITE ID rules:

- A Customer can enroll only 1 Commercial SITE ID at the time of signing up for both electric and gas at the same SITE ID service address.
- If more than 1 Commercial SITE ID needs to be placed on the account, please fill out the Commercial Enrollment Request form in PowerZone and indicate the AC# of the originally enrolled account.
- PowerZone / Customer Tools / Small Commercial Enrollment Request
- We cannot sign up Businesses in the City of Medicine Hat service area; municipality is not deregulated.

## General Information:

- Alberta Commercial Customers are not eligible for Free Energy or Travel Rewards, at this time.
- Alberta Microgeneration (Net metering) Commercial Customers are not eligible for Ambit Energy Canada services.
- Alberta REA (Farm/Irrigation) Commercial Customers are not eligible for Ambit Energy Canada services.
- Consolidated billing is not available

# ALBERTA – Credit Check / Deposit

## **A soft credit check is required before electric and/or natural gas service is established**

- A Customer's Energy Credit Score is obtained through TransUnion (credit reporting agency) and determines if a deposit is necessary.
- Deposit amount must be paid in full when applying for service to avoid cancellation of an application for enrollment. Customer will be given the option of paying their deposit in full by bank draft or in-person at one of the five (5) financial institutions during the enrollment process. *Split deposit option is not available, at this time.*
- Deposits from a Residential Customer for the supply of electricity and/or natural gas will be no more than 30% of the Customer's yearly bill, as estimated by the marketer. If it is determined the deposit amount collected is greater than the 30% allowable amount, then Ambit Energy Canada will issue a credit to the Customer's next invoice.
- Customers without a Social Insurance Number (SIN) or whose SIN cannot be verified on the second attempt will be assessed the max deposit.

## **Deposit Refunds are issued after 12 consecutive months of on-time payments**

- The deposit refund will be refunded within 15 days following the end of 12 months or if service cannot be fulfilled or if the Customer cancels their Contract.
- If the Customer cancels service, the deposit will be applied to the account balance and any remaining credit will be applied to the Customer's final invoice due date.

# ALBERTA – Deposit Waivers

**Residential Customers have the option to submit a Utility letter of Credit reference to replace a deposit requirement, at time of enrollment.**

- The letter must be on the Customer's previous utilities letter head, must clearly indicate invoice has been paid on time for twelve (12) consecutive months and the full name on the letter of credit from the utility company must match the enrollment application Ambit Energy Canada has on file.
- If we do not receive the Customer's letter of credit within 30 days from the enrollment date, then the enrollment request will be canceled.
- Customers will not go into 'Pending' status until the Deposit requirement has been satisfied.

**Customers can fax the letter to (877) 534-7988 or email to [careaction@ambitenergycanada.ca](mailto:careaction@ambitenergycanada.ca). Customers can call us at (877) 282-6248 to speak to a Customer Care representative for details.**

# ALBERTA – Deposit Pay In-Person

**A Customer will have the option to pay their deposit payment In-Person or via Online Bill Payment.**

- The Customer will need to have their Ambit Energy Canada account number (ACXXXXXXX) and invoice available when making a payment at any of these bank's branch locations:
  - Royal Bank of Canada
  - CIBC
  - Toronto Dominion
  - Scotia Bank
  - Bank of Montreal (early 2018)
- If we do not receive the Customer's deposit payment In-Person or via Online Bill Payment within 30 days from the enrollment date, then the enrollment request will be canceled.
- Customers will not go into 'Pending' status until the Deposit requirement has been satisfied.

**Customers can call us at (877) 282-6248 to speak to a Customer Care representative for more details.**

# ALBERTA – Third Party Verification (TPV)

## Third Party Verification:

Third Party Verification (TPV) is a process that confirms the Customer's request to switch their service to Ambit Energy Canada. TPV is required for each SITE ID service address enrolled and **must** be completed by the primary account holder. Customers can wait to be contacted by a TPV agent or they can call in to (800) 506-3151. TPV must be completed in order for the switch request to generate. Customers will not go into 'Pending' status until their TPV and Deposit (if applicable) requirement has been satisfied.

## Verification Process:

The TPV agent (live agent) will verbally verify the following information with the Customer:

- **Caller's Name:** Must be the primary account holder
- **Date and Time:** Verify the current date and time (yes/no)
- **Date of Birth:** The DOB entered during the enrollment
- **Last 4 of Social Insurance Number (SIN)/ Business Number (BIN):** The Customer will need to confirm the last 4 of the SIN or BIN on the account
- **SITE ID Service Address:** The location that is switching to Ambit Energy Canada
- **Billing Address:** The location that will receive Ambit Energy Canada correspondence
- **Product Plan:** TPV will confirm the rate, term length and plan selected during the enrollment
- **Rescission Period:** Verify the customer has right to cancel without penalty within 10 calendar days
- **Authorization:** "Do you understand that Ambit Energy will be the supplier of your electric and/or natural gas service?"

## Rescission:

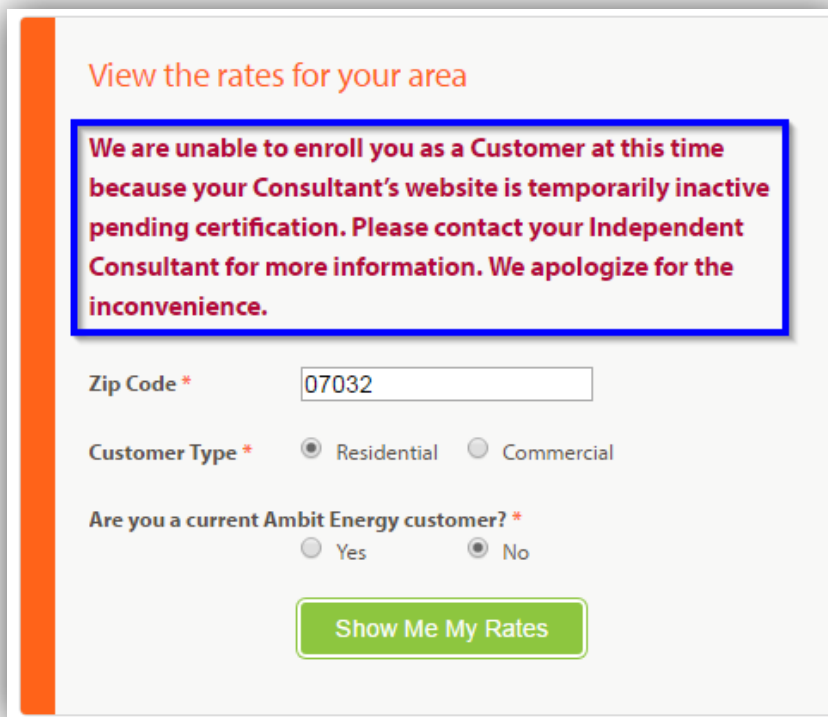
Customers have the right to cancel their Agreement without penalty within ten (10) calendar days upon receipt of the Marketing Contract (Terms and Conditions and Product Sheet). If a Customer cancels service with Ambit Energy Canada without choosing a new Retailer, the Customer will be returned to their Regulated Rate Provider. Customers will not go into 'Pending' status during the ten (10) calendar day rescission period.

# ALBERTA – Certification Requirement

## What is it?

- Created by Ambit Energy Canada to ensure our Consultants are aware of Ambit Energy Canada policies and procedures as well as province regulatory requirements.
- Consultants must take a quick 40 question quiz covering Ambit Energy Canada products, as well as policy and regulatory information crucial to the Alberta market.
- Consultants must execute the Network Sellers Joint Election form.
- Consultants must execute the Canada Badge ID requirement.
- While the system will allow 1 Customer enrollment through an uncertified Consultant's website, any additional enrollments will be blocked until certification is complete.

The error message below will display when attempting to enroll a new Customer through an uncertified Consultant's website:



**View the rates for your area**

**We are unable to enroll you as a Customer at this time because your Consultant's website is temporarily inactive pending certification. Please contact your Independent Consultant for more information. We apologize for the inconvenience.**

Zip Code \*

Customer Type \* ☒ Residential ☐ Commercial

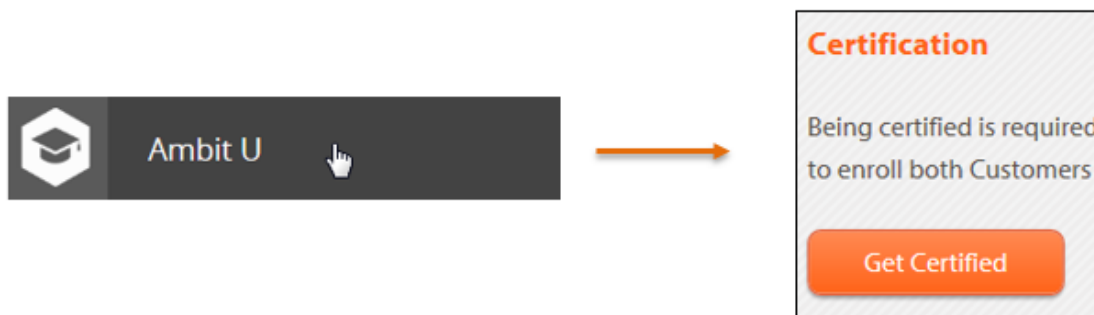
Are you a current Ambit Energy customer? \* ☐ Yes ☒ No

[Show Me My Rates](#)

# ALBERTA – Certification Requirement

## How do I get Certified?

- Log in to PowerZone and follow the links to the Certification page within AmbitU.



- Consultants may prepare for the Quiz by:
  - Reviewing the Market Profiles for each market.
  - Watching the “Build Your Business the Right Way!” video.
- Take the Quiz!
- All questions must be answered correctly, but don’t worry, the system will advise of incorrect answers before allowing Consultants to move on.
- Consultants are allowed as many opportunities as needed to successfully complete the quiz.

# ALBERTA – Certification Requirement

## Network Sellers Joint Election – What is it?

- The Canada Revenue Agency (CRA) has created the Network Sellers Method for Goods and Services Tax (GST) compliance. Under this method, Independent Consultants do not include their network commissions and revenues in their calculation to determine whether they are small suppliers for GST registration purposes. Consequently, most sales representatives do not need to register for GST purposes.
- Ambit Marketing Canada, ULC is approved by the CRA to use the Network Sellers' Method and is required to have this joint election on file for all Independent Consultants that may earn a commission or residual payment in Canada.
- Consultants must execute the Network Sellers Joint Election form. Don't worry, the form is easy to navigate!
- Please keep a copy of your executed Joint Network Sellers Election form for your records.
- To revise or submit new copies, go to the Customer Tools section in PowerZone

### Network Sellers Method (NSM)

#### Joint Election

The Canada Revenue Agency (CRA) has created the Network Sellers Method for Goods and Services Tax (GST) compliance. Under this method, Independent Consultants do not include their network commissions and revenues in their calculation to determine whether they are small suppliers for GST registration purposes. Consequently, most sales representatives do not need to register for GST purposes. Ambit Marketing Canada, ULC is approved by the CRA to use the Network Sellers' Method and is required to have this joint election on file for all Independent Consultants that may earn a commission or residual payment in Canada.

#### Information on Network Seller

Business Number	72475 3124	GST 72475 3124 RT0001
Legal Business Name	Ambit Marketing Canada, ULC	
Contact Person	Molly Butts	
Title	Vice President, Corporate Tax	

#### Information on Independent Consultant \* Indicates Required Field

Business Number	RT
Legal Business Name	
Authorized Representative	
*Independent Consultant Name	
*Telephone Number	

By signing this document, we jointly elect to have the NSM rules apply to network commissions at all times when an approval granted to the network seller is in effect. We understand that this election is not valid if the application by the network seller to use the NSM is refused.

#### CERTIFICATION - NETWORK SELLER

I hereby certify that the information given in this election, and any document attached, is true, correct and complete to the best of my knowledge and that I am authorized to sign on behalf of the Network Seller.

	Chief Executive Officer
Signature of Authorized Representative of Network Seller	Title of Authorized Representative
Jere Thompson, Jr.	2017-11-01
Printed Name	Date (YYYY-MM-DD)

#### CERTIFICATION - INDEPENDENT CONSULTANT OR AUTHORIZED REPRESENTATIVE

I hereby certify that the information given in this election, and any document attached, is true, correct and complete to the best of my knowledge and that I am authorized to sign on behalf of the Independent Consultant.

e-Signature of Independent Consultant or Authorized Representative	Title of Independent Consultant or Authorized Representative
	2017-09-20
Printed Name	Date (YYYY-MM-DD)



PLEASE KEEP THIS DOCUMENT FOR YOUR RECORDS



# ALBERTA – Certification Requirement

## Badge ID – What is it?

- Before you contact prospective Customers in person for the purpose of selling Ambit Energy Canada services, you must always wear your Ambit Energy Canada badge displaying your identification to identify yourself as an Ambit Energy Canada Independent Consultant. This is a requirement set out by the Province of Alberta.
- Your badge ID must be worn on the outer layer of your clothing, on your chest or in a similar location open to view. It's also important to fill out the time and date you visited with the Customer on the business cards you hand out.
- Familiarize yourself with Badge/Business Card Guidelines for Alberta Consultants. Go to the Customer Tools section in PowerZone
- To create your Badge ID or print new copies, go to the Customer Tools section in PowerZone



# ALBERTA – Certification Requirement

## Congratulations! You are Certified!

- Upon successful completion of the quiz, Consultants will be Certified!
- Customers can now be enrolled in any Alberta market.
- A certificate can be printed for the Consultant's records.



# ALBERTA – Important Things to Know

## Important Things to Know:

- As in all markets, telemarketing and door-to-door campaigning are prohibited.
- When speaking to a potential Customer, for the purpose of selling Ambit Energy Canada services, you must always wear your Ambit Energy Canada badge displaying your identification card to identify yourself as an Ambit Energy Canada Independent Consultant and have your business cards handy. This is a requirement set out by the Province of Alberta.
- If asked, Consultants should advise potential Customers that Ambit Energy Canada is an Independent Retail Electricity and Natural Gas provider, whose rates are not regulated by a provincial or municipal government or agency. We are not affiliated with, or endorsed by, any local utility or the Government of Alberta.
- When speaking to potential Customers, Ambit Energy Canada Consultants may only use Ambit Energy Canada approved marketing materials. If you have a marketing idea and would like authorization, send a descriptive E-mail to [marketingteam@ambitenergy.com](mailto:marketingteam@ambitenergy.com).
- Under no circumstances should a Consultant contact the provincial or municipal government or regulatory agency for Consultant or Customer needs. Please direct your questions to Consultant Support for resolution.
- Best advice... When in doubt, contact Consultant Support.

# ALBERTA – Regulatory

## Utility Consumer Advocate (UCA)

- The Office of the Utilities Consumer Advocate (UCA) was established in October 2003. The UCA's responsibilities are outlined in the Government Organization Act, Schedule 13.1 and the Utilities Consumer Advocate Regulation. The UCA has a mandate to educate, advocate, and mediate for Alberta's residential, farm, and small business electricity and natural gas consumers:
  - They **EDUCATE** through a wide range of outreach and engagement activities
  - They **ADVOCATE** by representing the interests of residential, farm, and small business consumers in regulatory proceedings
  - They **MEDIATE** disputes between consumers and utility companies and have a team of mediation officers who provide advice and information on energy-related issues like energy choice and charges on a utility bill.
- <https://ucahelps.alberta.ca/default.aspx>

## Alberta Utility Commission (AUC)

- The Alberta Utilities Commission regulates the utilities sector, natural gas and electricity markets to protect social, economic and environmental interests of Alberta where competitive market forces do not. They do not regulate Competitive Marketers or Competitive Retailers.
- **All inquiries should be directed to Ambit Energy Canada and not to the AUC.**
- <http://www.auc.ab.ca/Pages/Default.aspx>

**Please share this information with  
your organizations and potential  
Customers.**

**Thank you for your help in  
building the Alberta Market!**

