



L-00070184

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May 14, 2015

RECEIVED

Ms. Rosemary Chiavetta, Secretary  
Pennsylvania Public Utility Commission  
Commonwealth Keystone Building  
400 North Street 2<sup>nd</sup> Floor  
Harrisburg, PA 17120

MAY 14 2015

PA PUBLIC UTILITY COMMISSION  
SECRETARY'S BUREAU

**RE: 2014 Power Retail Choice Activity Annual Reports: Direct Energy Business Marketing, LLC & Hess Corporation**

Dear Ms. Chiavetta,

Enclosed please find the Retail Choice Activity Reports for the reporting period of 2014 for the following Direct Energy entities:

- \*\*\*Updated - Direct Energy Business Marketing, LLC (A-2013-2368464) Activity Report for calendar year 2014
- Hess Corporation (A-110005) Activity Report for calendar year 2014. Direct Energy is acting as an authorized agent on behalf of Hess Corporation

In addition, and pursuant to 52 Pa. Code §54.423, Direct Energy hereby requests confidential treatment of the information (retail sales) contained in the reports. The numbers of customer counts by category are not released publicly in any other forum and, among other concerns, could be used to determine Direct Energy's market share and/or used against Direct Energy, to its competitive disadvantage. As such, enclosed are two copies of each confidential and non-confidential report for each entity.

Should you have any questions regarding this submission, or require additional information, please contact me at 713-877-3534.

Respectfully,

Otibo Arthur  
Compliance Operations

Enclosures

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**Form 5. Pennsylvania Retail Electricity Choice Activity Report: Electric Generation Supplier (EGS) Survey**  
**Reported on a Statewide Basis: Small, Medium & Large Non-Residential Classifications**

PA PUBLIC UTILITY COMMISSION  
 SECRETARY'S BUREAU

**EGS Name: Direct Energy Business Marketing, LLC**

**Reporting Period Date: January 1 - December 31, 2014**

<i>Data from EGS: Confidential</i>	<i>Small</i>	<i>Medium</i>	<i>Large</i>	<i>Total</i>
	<i>Non-Residential</i>	<i>Non-Residential</i>	<i>Non-Residential</i>	
<b>1. Total Number of Customer Accounts Served §54.203 (a)(4)(i)</b>				
<b>2. Number of Customer Accounts- Flat Rate* §54.203 (a)(4)(ii)</b>				
<b>3. Number of Customer Accounts- Seasonal Rates* §54.203 (a)(4)(iii)</b>				
Seasonal rates differ in summer/non-summer.				
<b>4. Number of Customer Accounts- Time of Use Rates* §54.203 (a)(4)(iv)</b>				
A retail customer account that is charged a rate that changes at different times of the day or night, or at different times during a 24 hour period or 7 day period but not as frequently as each hour to reflect the costs of serving the customer during different time periods.				
<b>5. Number of Customer Accounts-Hybrid Rate Schedule* §54.203 (a)(4)(v)</b>				
Includes any pricing arrangement which incorporates hourly rates and block rates.				
<b>6. Number of Customer Accounts-Other Categories*</b>				
(Do not include Customers in #2-5 or #8.) Please Specify:				
<b>7a. Number of Customer Accounts in #2-6 on 1 year fixed term contract</b>				
<b>7b. Number of Customer Accounts in #2-6 on 2 year fixed term contract</b>				
<b>7c. Number of Customer Accounts in #2-6 on 3 year fixed term contract</b>				
<b>8. Number of Customer Accounts- Hourly/Real Time Rates* §54.203 (a)(4)(xi)</b>				
Includes any pricing arrangement based on hourly or daily energy prices. Example: LMP based rate or rate based on prior-day announced price.				
<b>9a. Number of Customer Accounts-Mandatory Curtailable §54.203 (a)(4)(viii)</b>				
<b>9b. Number of Customer Accounts-Voluntary Curtailable §54.203 (a)(4)(ix)</b>				
<b>10. Number of Customer Accounts- Green Power §54.203 (a)(4)(vii)</b>				
Defined as electric supply that has been promoted as having greater than required renewable content & exceeds existing minimum renewable content requirements for retail power. Products offered to customer when customer requests specialized service.				
<b>11. Number of Customer Accounts-Supplier Billing §54.203 (a)(4)(x)</b>				
Includes all customers who are not billed by the utility for the supplier's services. Includes customers billed by a billing service other than the utility.				
<b>12. Number of Customer Accounts- Auto Payment §54.203 (a)(4)(x)</b>				
Includes customers indicated in #11 who are billed automatically on credit cards or other automatic payment arrangement. (i.e. bank transfer)				
<b>13. Number of Customer Accounts- Budget Billing §54.203 (a)(4)(x)</b>				

\* Do Not Include A Customer Under More Than 1 Rate Schedule in #2-6 & 8.

Note: Items # 7a,b,c-- Number of fixed term customer accounts by length of the original primary contract, specifying length in number of years.

**Form 5 Attachment**  
**Classification Definitions**

<b>Classifications</b>	<b>Criteria for Inclusion in Classification</b>
Small Non-Residential	0 to 120,450 kWh annual usage (25 kW * %55 load factor * 8760 hours in the year)
Medium Non-Residential	120,451 to 2,409,000 kWh annual usage (500kW * 55%load factor * 8760 hours in the year)
Large Non-Residential	2,409,001 kWh annual usage and greater