



June 23, 2016

Market Surveillance Administrator
Suite 500, 400 – 5th Avenue SW
Calgary AB T2P 0L6

RE: Publication of Retail Market Statistics – Feedback

Dear Mr. Nozdryn-Plotnicki,

Consistent with previous feedback, it is Encor's view that competitive retail data should be held confidential and not be published since it is commercially sensitive. The release of competitive data will cause harm because it will enable competitors to gain insight into the effectiveness and potential future direction of Encor's marketing strategies.

The retail statistics that are currently provided in spreadsheet format should continue to be posted. It is helpful to understand in aggregate the size of the market by Load Settlement Zone, number of switched sites and historical changes in the market.

In terms of the specific aspects of proposed changes in the MSA's reporting, retailers should not be named in the monthly reporting, regardless of market share. With the retailer name masked, then a graphical presentation of data would be appropriate, with a delay of at least 3 months.

Thank you for the opportunity to provide feedback regarding the publication of Retail Market Statistics.

Sincerely,

Chantelle Kuchma
Senior Manager, Commercial Products
Encor by EPCOR