



NOTICE TO MARKET PARTICIPANTS AND STAKEHOLDERS

Date: April 16, 2014

Re: Annual Retail Statistics Report

In 2013, the MSA began publishing retail statistics on its web site at www.AlbertaMSA.ca comprising the percentage of customers on competitive contracts as opposed to being on regulated prices for both electricity and natural gas.

It was always contemplated that the MSA would prepare an annual report of retail market statistics likely published early in the year. The report is here: [Annual Retail Statistics Report – 2014](#).

In addition to data we collect from the various load settlement agents in Alberta, with the cooperation of the competitive retailers, we were able to obtain data from them on dual fuel contracts and green energy contracts.

The data included in this report are:

- Market shares by customer class and by settlement zone, each retailer being denoted by a letter
- Churn rates by settlement zone for customers on regulated rates and competitive rates
- Statistics on residential dual fuel contracts green energy contracts.

The MSA is working on more analyses in the retail market sector and will be informing stakeholders of the details in due course.

Yours truly,

“Original Signed”

Market Surveillance Administrator

Per: Mike Nozdryn-Plotnicki
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