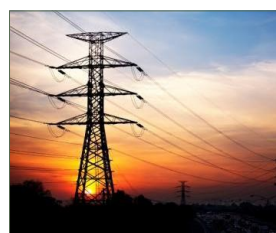


**PUBLIC NOTICE UNDER ARTICLE 10(4) OF THE
ELECTRICITY (NORTHERN IRELAND) ORDER 1992
(the Order)**

For

Activation Energy DSU Limited



About the Utility Regulator

The Utility Regulator is the independent non-ministerial government department responsible for regulating Northern Ireland's electricity, gas, water and sewerage industries, to promote the short and long-term interests of consumers.

We are not a policy-making department of government, but we make sure that the energy and water utility industries in Northern Ireland are regulated and developed within ministerial policy as set out in our statutory duties.

We are governed by a Board of Directors and are accountable to the Northern Ireland Assembly through financial and annual reporting obligations.

We are based at Queens House in the centre of Belfast. The Chief Executive leads a management team of directors representing each of the key functional areas in the organisation: Corporate Affairs; Electricity; Gas; Retail and Social; and Water. The staff team includes economists, engineers, accountants, utility specialists, legal advisors and administration professionals.

Our Mission

Value and sustainability in energy and water.

Our Vision

We will make a difference for consumers by listening, innovating and leading.

Our Values

Be a best practice regulator: transparent, consistent, proportional, accountable, and targeted.

Be a united team.

Be collaborative and co-operative.

Be professional.

Listen and explain.

Make a difference.

Act with integrity.

Abstract

The purpose of this public notice is to bring to the attention of persons likely to be affected by the grant of the proposed licence for Activation Energy DSU Limited and to invite representations or objections in connection with it.

Audience

Persons likely to be affected by the grant the proposed licence referred to above.

Consumer impact

The Authority considers that the grant of the proposed licence would be an appropriate course of action for it to take. Such a grant is in keeping with the Authority's principal statutory objective in that it protects the interests of consumers of electricity supplied by authorised suppliers. This is done, wherever appropriate, by promoting effective competition between persons engaged in, or in commercial activities connected with, the generation, transmission, distribution or supply of electricity.

Pursuant to Article 10(4) of the Order the Northern Ireland Authority for Utility Regulation (the Authority), hereby gives notice as follows:

- 1 It proposes, in accordance with Article 10 (1) of the Order, to grant a licence to generate electricity to Activation Energy DSU Limited, a limited company having its registered office at 70 Sir John Rogerson's Quay, Dublin 2 (the "Proposed Licensee").
- 2 Such licences would enable the Proposed Licensee to operate as a Demand Side Unit Operator in the Single Electricity Market.
- 3 The Authority considers that the grant of the proposed licence would be an appropriate course of action for it to take as such grant is in keeping with the Authority's principal statutory objective in that it protects the interests of consumers of electricity supplied by authorised suppliers, wherever appropriate by promoting effective competition between persons engaged in, or in commercial activities connected with, the generation, transmission, distribution or supply of electricity.
- 4 The Authority further considers that the application made by the Proposed Licensee has been made in the prescribed manner and that the appropriate fee has been submitted.
- 5 The purpose of this public notice is to bring to the attention of persons likely to be affected by the grant of the proposed licence referred to above and to invite representations or objections in connection thereto. Any representations or objections with respect to the proposed licence may be made **on or before 12 June 2015**
- 6 A copy of the proposed Licence can be obtained in electronic form or in hard copy form from the Authority using the contact details below:

The Northern Ireland Authority for Utility Regulation

Queens House

14 Queen Street

Belfast BT1 6ED

Tel: 028 9031 1575

Fax: 028 9031 1740

Email: mary.okane@uregni.gov.uk

Web: www.uregni.gov.uk

Dated this 11 May 2015

Jenny Pyper

For and on behalf of the Northern Ireland Authority for Utility Regulation