Exhibit C-1 "Annual Reports"

Attached are Just Energy's two most recent Annual Reports filed with the Canadian Securities and Exchange Commission. Financial data is maintained on a consolidated company basis and therefore cannot be produced to reflect Just Energy Solutions Inc. business only.

Just Energy's Annual Report can be found in electronic format on their investor relations website at: http://justenergygroup.com/FinancialReports/QuarterlyAnnualReports.aspx

All of Just Energy's financial reports and public disclosures can be found at: http://justenergygroup.com/

just energy
CELEBRATING 20 YEARS

ENERGY EVOLVED

ANNUAL REPORT 2017

GROWTH IN
KEY METRICS

At Just Energy, we are guided by a clear vision of the future – of where the energy sector is going, what customers will want next and where market opportunities can be found. What sets us apart from the rest of our industry is the ability to transform that insight into action by developing effective strategies and compelling products that capitalize on change and deliver tangible results and real value to our customers and our investors.

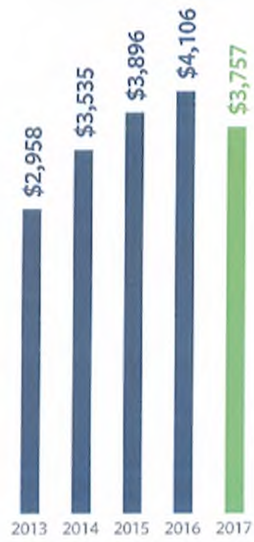
$3,757 MILLION
in sales

$696 MILLION
in gross margin

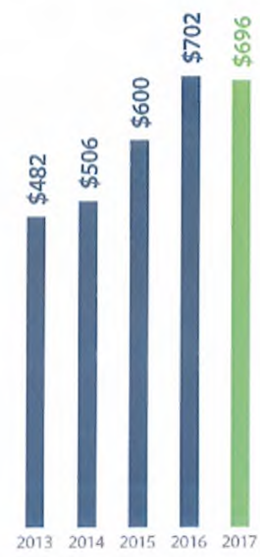
$224 MILLION
Improved Base EBITDA by 8% year over year

Established in 1997, Just Energy (NYSE:JE, TSX:JE) is a leading retail energy provider specializing in electricity and natural gas commodities, energy efficiency solutions, and renewable energy options. With offices located across the United States, Canada, the United Kingdom and Germany, Just Energy serves approximately two million residential and commercial customers, providing homes and businesses with a broad range of energy solutions that deliver comfort, convenience and control. Just Energy Group Inc. is the parent company of Amigo Energy, Green Star Energy, Hudson Energy, Just Energy Solar, Tara Energy and TerraPass.

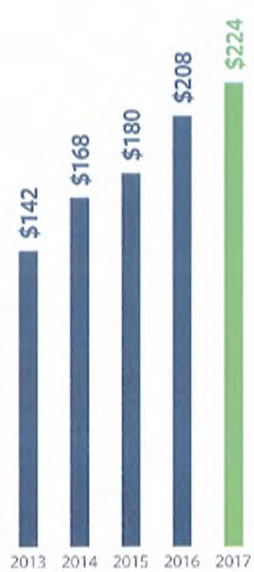
REVENUE
(C$ MILLIONS)



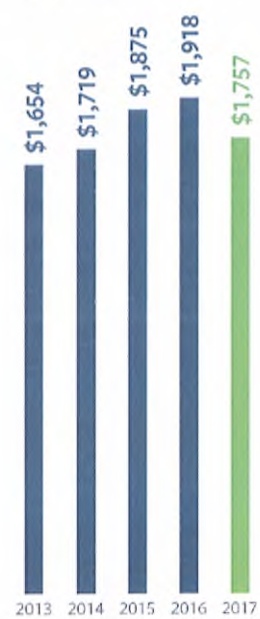
GROSS MARGIN
(C$ MILLIONS)



BASE EBITDA
(C$ MILLIONS)



EMBEDDED
GROSS MARGIN
(C$ MILLIONS)



Market Position

Active in 19 deregulated **utility commodity markets** in North America

3rd largest North American **residential retailer***

11th largest commercial retailer in the U.S.†

* DNV Kema Market Report, June 2015 and April 2016
† DNV GL Market Report, April 2016

AT-A-GLANCE

Just Energy is an energy management solutions provider with a diverse geographic, product and leadership position in green energy sales and product innovation.

CONSUMER

Description

- Targets residential and small commercial customers
- Operations in the U.S., Canada, the U.K. and Germany
- 1,797,000 RCEs

Main Products

- Fixed price
- Flat bill
- Variable price
- Smart thermostats
- Carbon offset solutions
- Green Energy options
- Home energy efficiency products (i.e., air filters, LED light bulbs)

Gross Margin ($ and %)

- $513 million
- 74%

COMMERCIAL

Description

- Targets mid-size commercial customers (15 RCEs or more)
- Operations in the U.S., Canada, the U.K. and Germany
- 2,405,000 RCEs

Main Products

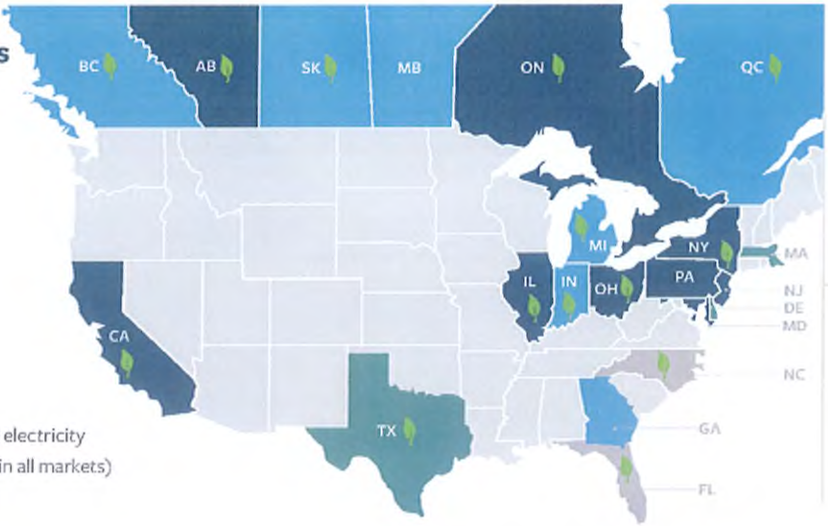
- Fixed price
- Variable price
- Green Energy options
- Carbon offset solutions
- Energy audits

Gross Margin ($ and %)

- $183 million
- 26%

Just Energy measures its energy customer base in residential customer equivalents ("RCEs") based on the average natural gas or electricity consumption of a typical household.

Just Energy Group Markets



- Natural gas
- Electricity
- Both natural gas and electricity
- TerraPass (available in all markets)
- Green available

International Markets

2017 Business Mix

Commercial	57%
Consumer	43%

Commercial brokerage	39%
Online and other	34%
Door-to-door	27%

Electricity	72%
Natural gas	28%

U.S.	71%
Canada	21%
U.K.	8%

Vision and Pillars

Just Energy stands by its vision to be the gold standard in retail energy, delivering value, stability and innovation in every customer, shareholder, employee and community relationship. Our vision serves as the framework for every aspect of our business.

Value

Striving to deliver the highest satisfaction and greatest benefit to every customer, shareholder, employee and community partner.

Stability

Ensuring we consistently deliver dependable, predictable products and services, reliable investor returns and a strong commitment to community.

Innovation

Challenging ourselves daily to explore forward-thinking solutions and progressive options to deliver gold-standard products and services.

Our Brands

just energy · Hudson Energy · Tara Energy · amigo energy · GreenStar energy · terrapass

EXECUTIVE LETTER

ENERGY HAS EVOLVED – SO HAVE WE

Dear Fellow Shareholders,

This is a momentous time for our Company: our 20th anniversary in the retail energy space. What started as a natural gas retailer in Ontario, Canada, in 1997 has successfully grown and transformed into what we are today – the leading independent retailer of energy management solutions with a multinational, customer-centric approach.

As we reflect on Just Energy's 20-year history, what has set us apart has been our ability to identify a clear vision for the future and transform it into action through well-planned strategies, prudent investments, and compelling products that appeal to continuously changing customer preferences.

Today, our team is in the process of successfully executing a global enterprise strategy that is aggressively pursuing profitable growth on a mission to become the world's leading global energy management solutions provider delivering comfort, convenience and control to our customers around the globe.

In the years ahead, we will continue guiding the business toward a clear vision for the future by positioning Just Energy to capitalize on where we see the energy sector heading, what we believe customers will want next, and where we know opportunities for new markets exist.

We enter the new fiscal year as the third largest North American residential retailer and the eleventh largest commercial retailer in the U.S.* This is an extraordinary achievement for our team, especially as a truly independent retailer. In an industry that has undergone significant change, we have weathered challenges that saw the exit of other less-grounded players. There is no other independent retailer in the world with the stability, product depth, sales channel diversity and geographic scope of Just Energy. We believe we can continue disrupting the utility markets with new products and channels while creating deep residential and commercial customer relationships to grow the business.

We have an efficient capital structure in place and a sustainable payout ratio. We're moving forward with a very strong balance sheet and restored financial flexibility. This strength comes at a time when the industry is once again changing, and will allow us to focus our resources and make necessary investments to aggressively pursue our growth strategy.

We believe energy plays a significant role in the changing home ecosystem and we are firmly focused on addressing growth opportunities around the rapidly changing ways that consumers use energy. Our product pipeline to meet the growing market opportunities is robust, continues to improve, and remains a top strategic priority for our organization. From smart thermostats to personalized home consumption insight reports, LED bulbs, furnace filters and smart home irrigation controllers, we are empowering consumers with the tools and information they need to find the comfort, control and convenience they want. We are clearing a path as a trusted advisor providing energy efficiency and water conservation solutions for anyone who uses energy – and that is everyone!

* DNV GL Market Report, April 2016

"Everything we do, we do in the context of the customer experience. Technological advancements give us the ability to process millions of data points, giving us unparalleled insight into how our consumers behave and think."

Everything we do, we do in the context of the customer experience. Technological advancements give us the ability to process millions of data points, giving us unparalleled insight into how our consumers behave and think. Customers are telling us what they want and how they want it – it is changing all the time and the needs are more demanding than ever. Evolving technology and more informed, empowered consumers are the most influential factors in our business today. We must not only keep pace with customer needs, but learn to anticipate the future and deliver unparalleled customer value.

For the past three years we executed on several initiatives that reduced debt, cleaned up the balance sheet and laid out a clear vision for the future. As a management team, we are now moving into a period of executing on our growth strategy, and we believe there is no one better positioned than Just Energy to be the global leader in energy management and efficiency solutions for consumers near and far.

Our commitment to our customers has never wavered, and we thank them for their continued loyalty. We also wish to thank our Board of Directors for their continued support of our mission, as well as all our employees for their tireless dedication. We look forward to the journey ahead and the next 20 years of success.

Sincerely,

Rebecca MacDonald
Executive Chair
(centre)

Deb Merril
Co-Chief Executive Officer
(right)

James Lewis
Co-Chief Executive Officer
(left)

THE TRUSTED ENERGY ADVISOR FOR YOUR HOME AND YOUR BUSINESS

Twenty years ago, Just Energy introduced a new way to purchase energy in a deregulated energy market – one that provided both price security and peace of mind. We followed with green energy options that enabled people to combine energy value with their personal values. Today, we are building on that foundation of economy and innovation by becoming trusted advisors, helping our customers to understand all the options, opportunities and efficiencies now available to them.

Creating stronger relationships

The energy market is becoming increasingly complex. Customers have a growing range of choices in how they buy, what they buy and the kinds of technologies they use. This creates a remarkable assortment of possibilities and opportunities, but it can also be potentially confusing and a little bewildering. Service to customers has always been at the heart of what we do, and is why Just Energy is evolving to become a trusted energy advisor, to help customers – residential and commercial – understand and benefit from this new world of energy opportunities.

Our retail customers have busy lives and are looking for ways to make life simpler, while managing their energy needs more efficiently and economically. We get it. That's why we are continually working to improve the products, services and solutions we offer – from fixed pricing, green energy, energy management tools and systems, to providing rebates and other incentives that encourage reduced consumption and more efficient energy usage.

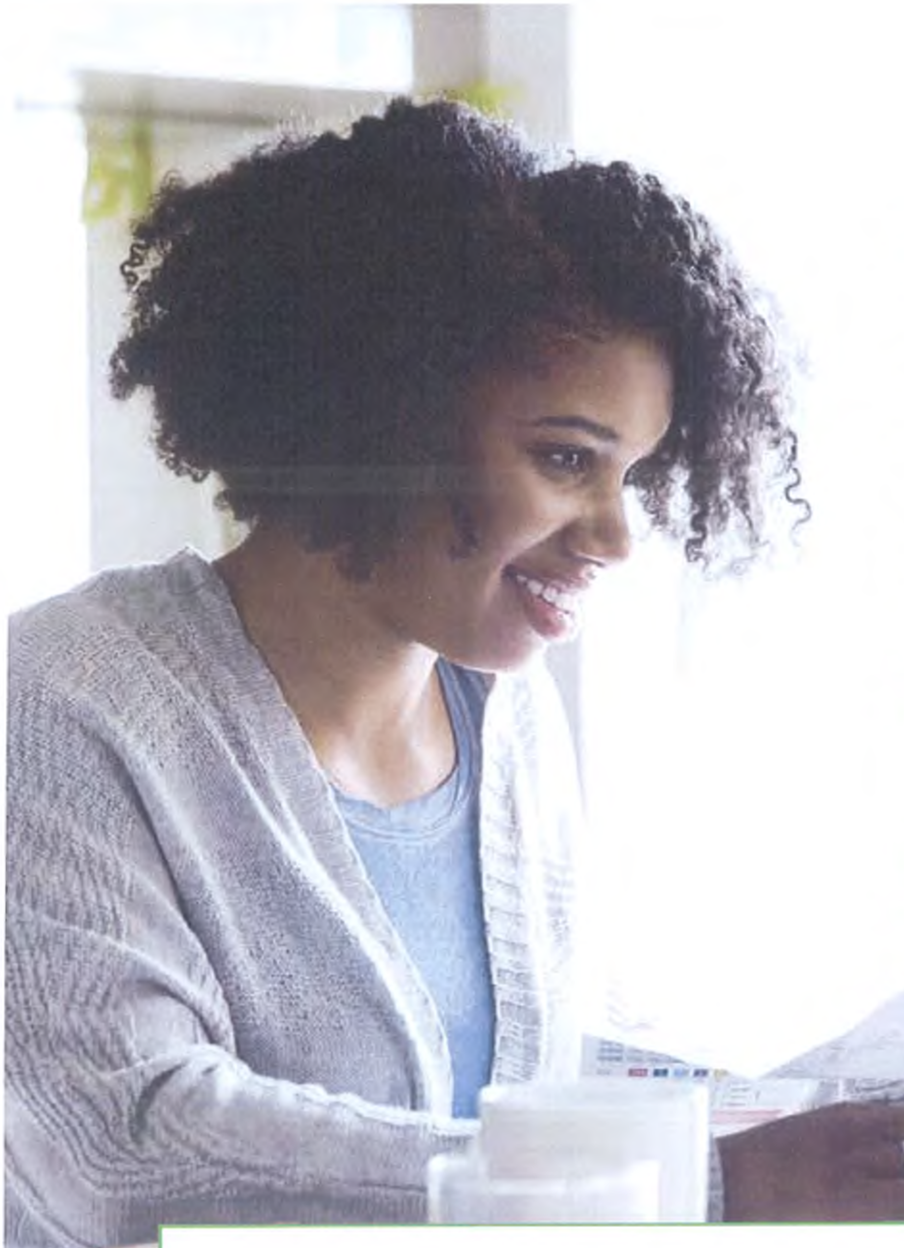
4.2 MILLION
residential customer equivalents (RCEs)

Just Energy Perks

In 2017, we launched Just Energy Perks, a comprehensive rewards program that strengthens our relationship with customers. Through the program, which is aimed at our entire customer base, customers earn points simply by using our services. They can use these points to purchase energy efficient products, such as LED lights and air filters, or they can choose from a range of attractive gift card options from major retailers and restaurants. They can even apply their points to a Visa® cash card, which they can use however they see fit. Customer response to the program has been overwhelmingly positive.

"I am very pleased with our decision to have Just Energy as our supplier. Not only have our bills been consistently lower, but the energy efficient items and other items we can purchase with the points we are awarded is a bonus beyond belief."
— Customer comment left on justenergyperks.com

Just Energy commercial customers are usually small to mid-size businesses and institutions that can benefit from predictable, stable energy pricing. We have become a leader in the commercial market by providing fixed-price offerings and conservation bundles. Because every business is unique, we can also offer "one-off" agreements customized to match a customer's requirements. Products can be either fixed or floating rate, or some combination of both, and typically have terms of less than five years.



Making new connections

To build stronger connections with its customers, Just Energy took several steps in 2017 to expand its retail presence. This included a pilot program in Illinois, where authorized agents market Just Energy products to consumers from wireless stores and kiosks located in malls and shopping centres. Through this approach, Just Energy can connect with customers in an environment where people are comfortable shopping. This highly scalable model proved very successful on launch and we are positioning it to other wireless carriers and resellers.

29% of new residential customers added a renewable energy component to their commodity contract.

52% of customers chose to lock in their rates with fixed-price contracts.

OUR PROMISE TO OUR CUSTOMERS

At Just Energy, we are committed to developing policies and procedures to protect the rights of our customers and ensure we have their best interests at the forefront of everything we do.

As a customer, you have the right to:

- Be treated with respect and integrity.
- Choose your energy supplier without being pressured into signing a contract.
- Take advantage of our competitive rates and innovative products.
- Know what energy program you have signed up for and how it will impact your monthly bills.
- Understand what you will be paying for energy each month with no hidden fees.
- Select green energy alternatives to offset your carbon footprint and contribute to a cleaner environment.
- Request and receive a copy of your contract.
- Address any questions you may have with our knowledgeable Customer Service Representatives.

DELIVERING GROWTH THROUGH INNOVATION

Just Energy is focused on attracting and retaining people who are looking for trusted advisors who can guide them through an expanding array of energy management options. These customers are looking for help in selecting products and services that will provide them with more comfort, more convenience and more control. The key to meeting this goal is innovation. Consequently, we are continually looking for better, more innovative ways to meet our customers' needs and enhance their customer experience.

Unlimited performance

Just Energy's Unlimited Plan, sold in the United Kingdom as the Unlimited Tariff, frees customers from the impact of unpredictable weather, whether it's a cold snap or heat wave, and the concern and worry caused by an unexpected spike in a monthly energy bill. This innovative program provides customers with an unlimited supply of electricity and natural gas for the same price each month. A cornerstone offering for Just Energy, it is representative of a range of products, including energy conservation bundles, which we developed and are continually refining to meet the evolving needs and expectations of our customers.

716%

increase in Unlimited Tariff customers in the U.K. over fiscal 2016

Alexa has the answer

Just Energy is the first energy retailer to provide its customers with the ability to access their account along with a growing assortment of other services through Amazon's Alexa voice service-capable appliances, which include the Amazon Echo, Echo Dot and Tap family of devices. In just minutes, customers can set up their Echo through the free Alexa app on Fire OS, Android, iOS and desktop browser. After the device is set up and connected, customers can simply ask Alexa if they can:

- hear billing details;
- switch between accounts;
- receive an energy fact or energy advice; or
- connect with Just Energy customer service.

Alexa provides Just Energy customers with unparalleled convenience in using and managing their energy services. Moreover, as a cloud-based app, Alexa is always being updated and getting smarter, so customers can look forward to constantly improving services and features. Just Energy's ecobee™ smart thermostat can also control customers' home energy environment without their lifting a finger.

Smart irrigation services

In February 2017, Just Energy announced that it had entered into a partnership with Skydrop, a sector-leading manufacturer of self-regulating smart home irrigation systems. Skydrop's Smart Irrigation Controller lets homeowners control their in-ground sprinkler systems remotely through a wireless network. Working in conjunction with a smartphone app, Skydrop can schedule watering times, and anticipate needs based on neighbourhood-specific weather data and lawn conditions. It can also be programmed to obey local watering restrictions. Like Just Energy's ecobee™ smart thermostat, Smart Irrigation Controllers contribute to significant resource conservation while also saving customers time and money.

Delivering air filters. Improving efficiency.

Just Energy's new partnership with FilterEasy, a subscription-based service that delivers air filters to homes and businesses, provides customers with convenience and a better way to remember, and perform, an often overlooked but important task. After signing up for the service and answering a few basic questions, Just Energy customers will receive the correct-sized filter or filters for their home or business, delivered to their doorstep in accordance with the best-practice maintenance schedule. Regular air filter replacement can help maintain energy efficiency, minimize HVAC repairs and contribute to healthier indoor air quality. This combination of convenience and comfort is what customers want from their trusted energy advisor.

A WORLD OF ENERGY OPPORTUNITY

In 2004, attracted by opportunities created through deregulation in natural gas and energy markets, Just Energy made its initial expansion into the United States, where we now operate in 13 states. Today we are the third largest energy retailer to the residential market in North America and the eleventh largest commercial retailer in the U.S. We entered the U.K. market in 2012, and similarly quickly established a leadership position in the energy sector. In 2017, we expanded into Germany, moving to establish Just Energy as the world's leading global energy management solutions provider. We are also planning further market expansion.

Building on our success in the U.K.

When Just Energy went into the U.K. in 2012, the energy market had been deregulated for many years, but we believed that no organization had effectively made the benefits of deregulation clear to customers. Our success in leveraging the expertise and processes that had served us so well in North America demonstrates that our thesis was correct.

We signed our first deal with a commercial customer in 2012, and in 2013 began to sell energy to residential customers under the Green Star Energy brand. In 2013, we also signed a strategic supply agreement with Shell Energy Europe Limited, which provided us with a secure energy supply and foundation for delivering competitive energy options to the U.K. market. Customers, both residential and commercial, responded enthusiastically to the pairing of clear, economical natural gas and electricity product offerings with outstanding customer service.

At the close of fiscal 2017, we can report a compound annual growth of 198% over the last five years, and U.K. customers now account for 8% of our customer base. MoneyFacts, the U.K.'s leading provider of personal finance data, named Green Star Energy the Energy Provider of the Year in the 2016 Consumer MoneyFacts awards.

HISTORICAL REVENUES BY GEOGRAPHY (C$ MILLIONS)

* 2013 revenues exclude $53 million of National Home Services revenue.

Expanding our reach and potential

On December 12, 2016, Just Energy made its planned entry into continental Europe by acquiring 95% of db swdirekt GmbH ("SWDirekt"), a provider of natural gas and power to consumers in Germany. This move provided Just Energy with instant access to Europe's largest energy market, as well as the support of an experienced local team. Operating under the Just Energy brand and backed by SWDirekt's on-the-ground expertise, the company will seek access to more than 50 million gas and power meters in Germany. In addition to offering secure pricing solutions, we believe there are significant opportunities for introducing new channels and products, while establishing strong residential and commercial customer relationships.

In February 2017, we received our license to operate in Ireland, and our plan is to begin operations there as Just Energy in the second quarter of fiscal 2018. We see particular opportunities in providing energy solutions tailored to meet the needs of the small to mid-size enterprise sector, which we believe is currently underserved.

New markets. New opportunities.

Our entry into Germany and Ireland provides Just Energy with a secure foothold in the European Union – a political and economic union of 28 member states with an estimated population of more than 510 million people. This offers a tremendous opportunity for strategic growth using a proven model, refined over two decades, that continues to deliver profitable growth in Canada, the United States and the United Kingdom.

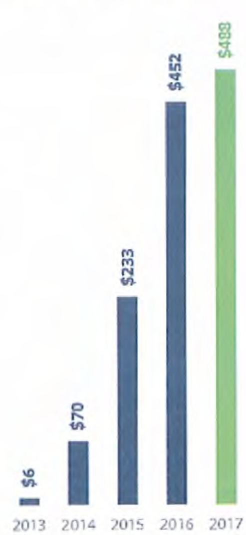
Just Energy is well positioned to pursue opportunities for growth and expansion around the world as it moves to become the world's leading global energy management solutions provider.

198% compound annual growth rate of U.K. sales since 2013

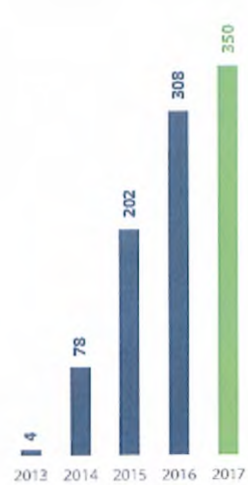
14% year over year growth in U.K. RCEs

8% of the total combined customer portfolio belongs to the U.K.

U.K. SALES (C$ MILLIONS)



U.K. RCEs (THOUSANDS)



A FOUNDATION FOR GROWTH

For some time, Just Energy has been focused on rightsizing our balance sheet – reducing our net debt and strengthening our cash position. Our long-term goal has been to provide Just Energy with the strong foundation and financial flexibility we need to respond rapidly to market opportunities, to pursue expansion and growth on a global basis, and to deliver dependable added value for our customers and our shareholders. In 2017, we made significant progress towards achieving each of these goals.

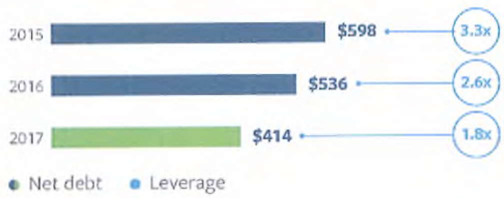
Achieving greater financial flexibility

Just Energy has been clear in recent years about our target of reaching a net debt-to-Base-EBITDA ratio of less than 2.0x. In 2017, we hit that target and reported net debt to Base EBITDA of 1.8x as of March 31, 2017. The achievement demonstrates our commitment to fiscal discipline as well as to the solid fundamentals of our business and our growth strategy. It was made possible through steps that included divesting capital-intensive assets such as National Home Services and lowering Just Energy's dividend payout ratio, while continuing to keep our commitment of paying an annual dividend. Several strategic financial transactions enacted in fiscal 2017 also made a key contribution to our stronger bottom line.

During fiscal 2017, Just Energy used accumulated free cash flow as well as proceeds from the new issuances of the $160 million of 6.75% convertible debentures and $133 million from preferred shares to pay down a portion of our debt through an early redemption of $319 million in 6.0% convertible debentures and the remainder of the $80 million senior unsecured notes. Subsequently, we negotiated with a syndicate of lenders to increase the capacity of our credit facility by C$50 million to C$342.5 million by adding a letter of credit facility, backed by Export Development Canada's (EDC) Account Performance Security Guarantee Program. In addition to enhancing our financial flexibility, EDC's support was a solid validation of Just Energy's strategy and financial strength.

To extend this flexibility and further support our strategy, Just Energy announced a public offering of preferred shares in January 2017. The market's response was positive, and gross proceeds from the offering were US$101 million, most of it earmarked for repurchasing or refinancing debt that is scheduled to mature in 2018 and 2019.

NET DEBT AND LEVERAGE[1]
(C$ MILLIONS)



1 Net debt excludes restricted cash.

Pursuing better margins

In addition to strengthening our balance sheet through disciplined financial management, Just Energy has been working to improve its margins per customer. Better margins make a direct and significant contribution to Base EBITDA; this is especially true of residential margins as those customers are typically engaged in five-year contracts.

To drive better margins, Just Energy is offering a growing range of innovative products and packages that meet and anticipate our customers' needs. Offerings such as our Unlimited Plan and bundled packages, like providing a smart thermostat with a commodity contract, provide customers with greater comfort, convenience and control, and that, in turn, can translate into premium pricing.

Another key to delivering better margins is finding and keeping the best customers. At Just Energy, we are putting an increased emphasis on providing a superior customer experience across every point of customer contact. At the same time, we are using sophisticated analytics to monitor and evaluate all customer interactions, so we can quickly address any challenges while working to foster and maintain strong relationships with our preferred customers.

TRAILING 12-MONTH AVERAGE REALIZED GROSS MARGIN

	Fiscal 2017	Fiscal 2016	% increase
Consumer	**$265/RCE**	$243/RCE	9%
Commercial	**$89/RCE**	$72/RCE	24%

GROWING WITH OUR COMMUNITIES

Everywhere we operate, Just Energy has always believed in contributing to the health and well-being of communities in need. We created the Just Energy Foundation to help support Canadian and U.S. charitable organizations by providing them with resources that, in turn, are shared with an array of worthwhile programs that help people who need help. Just Energy also supports its employees in their efforts to make a positive difference in people's lives.

Sowing the seeds of sustainable progress

On Thursday, October 13, 2016, approximately 50 Just Energy staff from across Canada and the United States were delighted to join with the Just Energy Foundation and Volunteer Houston, along with teachers, staff and students at Brookline Elementary in Houston, to break ground on the first Just Energy Sustainable Garden.

The garden initiative aligns with Volunteer Houston's Sustainable Schoolyards youth education program and also reflects Just Energy's commitment to investing in the environment while adding value to our communities.

Throughout the day, volunteers dug, planted and watered, and together learned first-hand about helping to support environment sustainability. The project was so well received that it became a template that the Foundation will follow through the year, as it plans to help build many more Sustainable Gardens in Canada and the U.S. by the end of fiscal 2017.

Funds donated directly by Just Energy Foundation in fiscal 2017 benefit charitable organizations from all over the Just Energy footprint.

Energizing young scientists

The Just Energy Foundation was proud to present awards to winning students at a special ceremony for the Science and Engineering Fair of Houston (SEFH). The awards, presented by James Lewis, President and Co-CEO of Just Energy, were given to celebrate student achievements in STEM-related disciplines, including robotics, science, engineering and mathematics. Established in 1960, the SEFH is one of America's largest competitive science and engineering fairs. Students in grades seven through 12 get the chance to present their research to the public and to professionals from a variety of scientific fields.

Community Action Grants

MLSE Foundation is our teammate on the Community Action Grants program. Through this initiative, every Maple Leaf Sports and Entertainment sport (hockey, basketball and soccer) makes a $50,000 grant to a charity that gives disadvantaged youth a chance to participate in that sport.

In fiscal year 2017, $50,000 Community Action Grants went to Lady Ballers Camp (April 2016), Woodgreen Community Services (August 2016) and Hockey 4 Youth (March 2017).

3X $50,000

grants awarded to three youth organizations as part of the Community Action Grants program

Giving back at home and away III

At our sales leadership summit in October 2016, more than 200 energy advisors from Canada and the United States joined together to "give back" to the local community. The energy advisors raised $5,800 and Just Energy matched it for a total of $11,600. The funds were donated to two orphanages in Puerto Vallarta – Fundación Corazón de Niña and El Refugio Infantil Santa Esperanza – and had a positive impact on the lives of 80 children ranging in age from six months to 18 years old. The money was used to purchase beds, mattresses, water filtration and security systems, and other much-needed supplies. In addition to direct funds, a group of energy advisors went to a local department store and filled 20 shopping carts with an assortment of useful articles, including school supplies, shoes, clothing and toys. These were distributed evenly between the two orphanages.

Goodwill Ambassador Program

Just Energy is a global company that is proud of its strong regional roots. Everywhere we operate, we look for ways to connect with the communities where our employees live, work and play. The Goodwill Ambassador Program (GAP) gives each Just Energy employee a day off during the year to volunteer at a charity of his or her choice. In 2017, 157 employees made use of this opportunity to donate their time to local organizations such as food banks, shelters, services to the poor, homeless and vulnerable, as well as hospitals and education programs for youth.

Looking forward

The Sustainable Garden we helped build in Houston is emblematic of the initiatives that Just Energy is committed to supporting. It allows us to engage directly with our communities, highlights key aspects of environmental responsibility and sustainability, and provides a forum for young people to gain skills and develop their leadership abilities. Whatever the program, Just Energy will always be interested in those priorities. We are also always interested in giving back to our communities; the Just Energy Foundation is currently looking for the best ways to support charitable and community programs in our new market in Europe.

DIRECTORS AND OFFICERS

Just Energy's Board of Directors and management team believe that good governance supports the Company's long-term success, providing oversight and accountability, strengthening processes, and helping secure the confidence of our many stakeholders. Our corporate governance meets all the recommended standards established by the Canadian Securities Administrators.

Board of Directors

Our Board of Directors comprises the Executive Chair, Chief Executive Officers and a majority of non-management directors. The Board is monitored by a lead independent director. Board committees are composed of external directors only. Corporate governance details can be found in the Just Energy 2017 Management Proxy Circular.

Rebecca MacDonald
Executive Chair
Rebecca MacDonald was a founder of Just Energy Group Inc. and has held the position of Executive Chair since the IPO. From Just Energy's IPO to March 2005, Ms. MacDonald also held the position of Chief Executive Officer.

James Lewis
Co-Chief Executive Officer of Just Energy
James Lewis has been a senior executive of Just Energy since 2007. Mr. Lewis brings to his position as Co-President and Co-Chief Executive Officer of Just Energy more than 20 years of experience in the retail energy industry. Before assuming his latest role, Mr. Lewis served as Chief Operating Officer ("COO") for the Company, with accountability for corporate-wide strategic planning, policy and program development. Mr. Lewis was appointed a director of Just Energy in 2015.

Deb Merril
Co-Chief Executive Officer of Just Energy
Deb Merril is the Co-President and Co-Chief Executive Officer of Just Energy. She has been an officer of Just Energy since 2007. With more than 22 years of experience in the retail energy industry, Ms. Merril was appointed to her current role of Co-President and Co-Chief Executive Officer in April 2014. Prior to this, Ms. Merril led the organization's Commercial business as President of Hudson Energy. Ms. Merril was appointed a director of Just Energy in 2015.

Ryan Barrington-Foote
Managing Director, Accounting, The Jim Pattison Group
Ryan Barrington-Foote is currently the Managing Director, Accounting, at The Jim Pattison Group, where he has worked since 2001 with oversight responsibility for accounting and tax-related functions. From 1996 to 2001, he was associated with KPMG, where he earned his CA ("CPA") designation in 2001. Mr. Barrington-Foote has been a director of Just Energy since 2015.

John A. Brussa
Partner, Burnet, Duckworth & Palmer LLP
John Brussa is a partner in the Calgary-based law firm of Burnet, Duckworth & Palmer, specializing in the area of energy and taxation. He is also a director of a number of energy and energy-related corporations and income funds. Mr. Brussa has been a director of Just Energy since 2001.

R. Scott Gahn
President, Gulf Coast Security Services
Mr. Gahn is currently the President of Gulf Coast Security Services, Inc., a Houston-based security firm. Mr. Gahn has a long history in the deregulated energy industry, having sat on the Texas ERCOT board from 2005 to 2008 and having been involved in the sale of deregulated and regulated electricity and natural gas for 27 years. Mr. Gahn was appointed a director of Just Energy in 2013.

H. Clark Hollands
Corporate Director
H. Clark Hollands is a Chartered Accountant. He obtained his CA designation in 1977 and his FCA designation in 2008. He spent 25 years of his professional career as an international tax partner with KPMG in Vancouver, advising many significant Canadian-based multinational groups and large public companies on their international tax arrangements. Mr. Hollands has been a director of Just Energy since 2015.

Brett A. Perlman
President, Vector Advisors
Mr. Perlman is President of Vector Advisors, a management consulting firm that provides services to telecommunications and energy clients. He is also currently a fellow in the Consortium for Energy Policy Research Initiative at Harvard University, where he is focused on climate change. Prior to this, he served as Commissioner of the Public Utility Commission of Texas from 1999 to 2003, in which role he was responsible for leading the successful restructuring of Texas' $17 billion electric utility industry

Executive Officers (from left to right): Jonah Davids, Executive Vice President, General Counsel and Corporate Secretary; Ash Rajendra, Chief Information Officer; James Lewis, Co-Chief Executive Officer; Rebecca MacDonald, Executive Chair; Deb Merril, Co-Chief Executive Officer; Pat McCullough, Chief Financial Officer; Morgan Smith, Chief Sales Officer; Krishnan Kasiviswanathan, Chief Commercial Officer.

and $4 billion telecommunications industry as these opened to competition. Mr. Perlman has been a director of Just Energy since 2013.

George Sladoje
Principal, Sladoje Consulting
Mr. Sladoje serves as principal, Sladoje Consulting, where he specializes in providing regulatory and compliance consulting to organizations dealing in electricity and gas trading and has provided marketing services to grid operators across the United States. Mr. Sladoje served as CEO of NASDAQ OMX Commodities Clearing Company until 2011. He is also a CPA with previous working experience at a Big 8 accounting firm. Mr. Sladoje has been a director of Just Energy since 2012.

William F. Weld
Principal, Mintz, Levin, Cohn, Ferris, Glovsky and Popeo, P.C.
Mr. Weld is a member of the law firm Mintz, Levin, Cohn, Ferris, Glovsky and Popeo, P.C., specializing in government strategies, corporate governance and compliance, and international business best practices. In addition, Mr. Weld served two terms as Governor of Massachusetts, elected in 1990 and re-elected in 1994. Prior to his terms as governor, Mr. Weld was a federal prosecutor and served as Assistant U.S. Attorney in the U.S. Justice Department. Mr. Weld has been a director of Just Energy since 2012.

Officers

Just Energy's experienced management team is responsible for establishing and implementing the Company's long-range goals, strategies, plans and policies, subject to the Board's direction and oversight. To ensure that management acts in the best interest of shareholders, we mandate high share ownership for all senior managers and align bonuses with strict performance measurements determined by our Board.

Rebecca MacDonald
Executive Chair

James Lewis
Co-Chief Executive Officer

Deb Merril
Co-Chief Executive Officer

Pat McCullough
Chief Financial Officer

Jonah Davids
Executive Vice President, General Counsel and Corporate Secretary

Ash Rajendra
Chief Information Officer

Morgan Smith
Chief Sales Officer

Krishnan Kasiviswanathan
Chief Commercial Officer

MD&A AT-A-GLANCE
2017 HIGHLIGHTS

Sales of $3,757 million, down 8% year over year

Gross margin fell 1% year over year

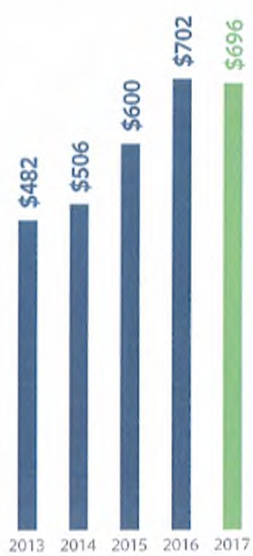
Base EBITDA increased 8% year over year*

Base Funds from Operations down 8% year over year

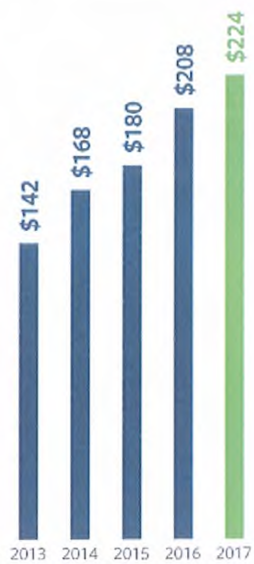
Book value net debt was 1.8x EBITDA at year-end, compared to 2.6x a year earlier

* Includes $29.2 million of prepaid commission expense. Excluding this additional $11.3 million expense item, Base EBITDA increased by 14% to $235.8 million compared to fiscal 2016.

GROSS MARGIN
(C$ MILLIONS)



BASE EBITDA
(C$ MILLIONS)



Customer Aggregation

	April 1, 2016	Additions	Attrition	Failed to renew	March 31, 2017	% increase (decrease)
Consumer Energy						
Gas	661,000	120,000	(131,000)	(39,000)	**611,000**	(8)%
Electricity	1,234,000	335,000	(263,000)	(120,000)	**1,186,000**	(4)%
Total Consumer RCEs	1,895,000	455,000	(394,000)	(159,000)	**1,797,000**	(5)%
Commercial Energy						
Gas	251,000	54,000	(22,000)	(22,000)	**261,000**	4%
Electricity	2,374,000	330,000	(168,000)	(392,000)	**2,144,000**	(10)%
Total Commercial RCEs	2,625,000	384,000	(190,000)	(414,000)	**2,405,000**	(8)%
Total RCEs	4,520,000	839,000	(584,000)	(573,000)	**4,202,000**	(7)%

Customer Aggregation (continued)

Gross customer additions totalled 839,000, a 28% decrease from the 1,158,000 customers added the year before. The decline reflected market conditions in which commodity prices were lower and, therefore, more competitive across all markets, as well as our increased focus on the profitability of a customer, which resulted in fewer customer additions but higher margin contribution from each new customer added. Additionally, the low, stable (no volatility) commodity prices create more competitive pricing across all markets resulting in fewer customers switching between providers.

Attrition

	Fiscal 2017	Fiscal 2016
Consumer	24%	26%
Commercial	7%	9%
Total attrition	15%	16%

The 15% combined attrition rate decreased one percentage point from the prior year. Both the Consumer and Commercial attrition rates decreased by two percentage points as a result of increased competition. The Company continues to focus on maintaining its profitable customers and ensuring that variable rate customers meet base profitability profiles even if this results in higher attrition.

Renewals

	Fiscal 2017	Fiscal 2016
Consumer	79%	74%
Commercial	56%	57%
Total renewals	65%	62%

The overall renewal rate of 65% was up three percentage points from the previous year, with a five percentage point increase in the Consumer rate and a one percentage point decrease in the Commercial rate. The increase reflected a very competitive market for Commercial renewals with competitors pricing aggressively and Just Energy focused on improving retained customers' profitability rather than pursuing low margin growth.

Embedded Gross Margin (millions of dollars)

Management's estimate of the future embedded gross margin is as follows:

	Fiscal 2017	Fiscal 2016	2017 vs. 2016 variance
Energy marketing	$ 1,757.0	$ 1,917.6	(8)%

Management's estimate of the future embedded gross margin within its customer contracts fell by 8% compared to the previous year. This decrease is a result of the 7% decrease in customer base year over year. Embedded gross margin indicates the margin expected to be realized over the next five years from existing customers. As our mix of customers continues to reflect a higher proportion of Commercial volume, the embedded gross margin may, depending on currency rates, grow at a slower pace than customer growth; however, the underlying costs necessary to realize this margin will also decline.

Outlook

Just Energy continues to deploy its strategy to become a world-class consumer enterprise delivering superior value to its customers through a range of energy management solutions and a multi-channel approach. The Company has recently completed a phase of internal transformation centred on repairing its balance sheet and overall debt structure, as well as improving the profitability profile of its customer base.

Just Energy's growth plans centre on customer growth; geographic expansion; channel growth and enhancements; strategic acquisitions; and new products and structures.

Management believes that the Company will deliver fiscal 2018 Base EBITDA in the range of $210 million to $220 million. These expectations reflect continued solid performance in the base business, partially offset by significant investments to seed Just Energy's international operations, to further invest in product and geographic growth initiatives, and to pay upfront commissions related to customer growth in fiscal 2018.

Management foresees continued, sustainable growth that will be driven by an expanded geographical footprint, continued product innovation, and new energy management solutions that align with customer demands.

FINANCIAL TABLE OF CONTENTS

Management's discussion and analysis ("MD&A") – May 17, 2017

The following discussion and analysis is a review of the financial condition and operating results of Just Energy Group Inc. ("JE" or "Just Energy" or the "Company") for the year ended March 31, 2017. It has been prepared with all information available up to and including May 17, 2017. This analysis should be read in conjunction with the audited consolidated financial statements of the Company for the year ended March 31, 2017. The financial information contained herein has been prepared in accordance with International Financial Reporting Standards ("IFRS"), as issued by the International Accounting Standards Board ("IASB"). All dollar amounts are expressed in Canadian dollars. Quarterly reports, the annual report and supplementary information can be found on Just Energy's corporate website at www.justenergygroup.com. Additional information can be found on SEDAR at www.sedar.com or on the U.S. Securities and Exchange Commission's website at www.sec.gov.

Company overview

Established under the laws of Canada, Just Energy is a leading retail energy provider specializing in electricity and natural gas commodities, energy efficient solutions and renewable energy options. Currently operating in the United States, Canada, the United Kingdom and Germany, the Company serves residential and commercial customers, providing homes and businesses with a broad range of energy solutions that deliver comfort, convenience and control. Just Energy's margin or gross profit is derived from the difference between the commodity sale price to its customers and the related purchase price from its suppliers. Just Energy is the parent company of Amigo Energy, Green Star Energy, Hudson Energy, Just Energy Solar, Tara Energy and TerraPass.

For a more detailed description of Just Energy's business operations, refer to the "Operations overview" section on page 24 of this MD&A.

Forward-looking information

This MD&A contains certain forward-looking information pertaining to customer additions and renewals, customer consumption levels, EBITDA, Base EBITDA, Funds from Operations, Base Funds from Operations and treatment under governmental regulatory regimes. These statements are based on current expectations that involve a number of risks and uncertainties, which could cause actual results to differ from those anticipated. These risks include, but are not limited to, levels of customer natural gas and electricity consumption, extreme weather conditions, rates of customer additions and renewals, customer attrition, fluctuations in natural gas and electricity prices, changes in regulatory regimes, decisions by regulatory authorities, competition, the results of litigation, and dependence on certain suppliers. Additional information on these and other factors that could affect Just Energy's operations, financial results or dividend levels is included in the Annual Information Form and other reports on file with security regulatory authorities, which can be accessed on our corporate website at www.justenergygroup.com, or through the SEDAR website at www.sedar.com or at the U.S. Securities and Exchange Commission's website at www.sec.gov.

Key terms

"5.75% convertible debentures" refers to the $100 million in convertible debentures issued by the Company to finance the purchase of Fulcrum Retail Holdings, LLC, issued in September 2011. The convertible debentures have a maturity date of September 30, 2018. See "Debt and financing for operations" on page 39 for further details.

"6.0% convertible debentures" refers to the $330 million in convertible debentures issued by Just Energy to finance the purchase of Hudson Energy Services, LLC. Just Energy completed the early redemption of the 6.0% convertible debentures in fiscal 2017. See "Debt and financing for operations" on page 39 for further details.

"6.5% convertible bonds" refers to the US$150 million in convertible bonds issued in January 2014, which mature on July 29, 2019. Net proceeds were used to redeem Just Energy's outstanding $90 million convertible debentures and pay down Just Energy's line of credit. See "Debt and financing for operations" on page 39 for further details.

"6.75% convertible debentures" refers to the $160 million in convertible debentures issued in October 2016, which have a maturity date of December 31, 2021. Net proceeds were used to redeem Just Energy's outstanding senior unsecured notes on October 5, 2016 and $225 million of its 6.0% convertible debentures on November 7, 2016. See "Debt and financing for operations" on page 39 for further details.

"Preferred shares" refers to the 8.50%, fixed-to-floating rate, cumulative, redeemable, perpetual preferred shares that were initially issued at a price of US$25.00 per preferred share in February 2017. The cumulative feature means that preferred shareholders are entitled to receive dividends at a rate of 8.50% on the initial offer price when, as and if declared by our Board of Directors.

"Attrition" means customers whose contracts were terminated prior to the end of the term either at the option of the customer or by Just Energy.

"Customer" does not refer to an individual customer but instead to an RCE (see key term below).

"Failed to renew" means customers who did not renew expiring contracts at the end of their term.

"Gross margin per RCE" refers to the energy gross margin realized on Just Energy's customer base, including gains/losses from the sale of excess commodity supply.

"LDC" means a local distribution company; the natural gas or electricity distributor for a regulatory or governmentally defined geographic area.

"RCE" means residential customer equivalent, which is a unit of measurement equivalent to a customer using, as regards natural gas, 2,815 m^3 (or 106 GJs or 1,000 Therms or 1,025 CCFs) of natural gas on an annual basis and, as regards electricity, 10 MWh (or 10,000 kWh) of electricity on an annual basis, which represents the approximate amount of gas and electricity, respectively, used by a typical household in Ontario, Canada.

Non-IFRS financial measures

Just Energy's consolidated financial statements are prepared in compliance with IFRS. All non-IFRS financial measures do not have standardized meanings prescribed by IFRS and are therefore unlikely to be comparable to similar measures presented by other issuers.

EBITDA

"EBITDA" refers to earnings before finance costs, taxes, depreciation and amortization. This is a non-IFRS measure that reflects the operational profitability of the business.

BASE EBITDA

"Base EBITDA" refers to EBITDA adjusted to exclude the impact of mark to market gains (losses) arising from IFRS requirements for derivative financial instruments as well as reflecting an adjustment for share-based compensation and non-controlling interest. This measure reflects operational profitability as the non-cash share-based compensation expense is treated as an equity issuance for the purpose of this calculation, as it will be settled in shares and the mark to market gains (losses) are associated with supply already sold in the future at fixed prices.

Just Energy ensures that customer margins are protected by entering into fixed-price supply contracts. Under current IFRS, the customer contracts are not marked to market but there is a requirement to mark to market the future supply contracts. This creates unrealized gains (losses) depending upon current supply pricing. Management believes that these short-term mark to market non-cash gains (losses) do not impact the long-term financial performance of Just Energy and management has therefore excluded them from the Base EBITDA calculation.

FUNDS FROM OPERATIONS ("FFO")

"Funds from Operations" refers to the cash flow generated by operations. Funds from Operations is calculated by Just Energy as gross margin adjusted for cash items including administrative expenses, selling and marketing expenses, bad debt expenses, finance costs, corporate taxes, capital taxes and other cash items. Funds from Operations also includes a seasonal adjustment for the gas markets in Ontario, Quebec, Manitoba and Michigan in order to include cash received from LDCs for gas not yet consumed by end customers.

BASE FUNDS FROM OPERATIONS ("BASE FFO")

"Base Funds from Operations" refers to the Funds from Operations reduced by capital expenditures purchased to maintain productive capacity. Capital expenditures to maintain productive capacity represent the capital spend relating to capital and intangible assets.

BASE FUNDS FROM OPERATIONS PAYOUT RATIO

The payout ratio for Base Funds from Operations means dividends declared and paid as a percentage of Base Funds from Operations.

EMBEDDED GROSS MARGIN

"Embedded gross margin" is a rolling five-year measure of management's estimate of future contracted energy gross margin. The energy marketing embedded gross margin is the difference between existing energy customer contract prices and the cost of supply for the remainder of the term, with appropriate assumptions for customer attrition and renewals. It is assumed that expiring contracts will be renewed at target margin renewal rates.

Embedded gross margin indicates the margin expected to be realized from existing customers. It is intended only as a directional measure for future gross margin. It is not discounted to present value nor is it intended to take into account administrative and other costs necessary to realize this margin.

Financial highlights

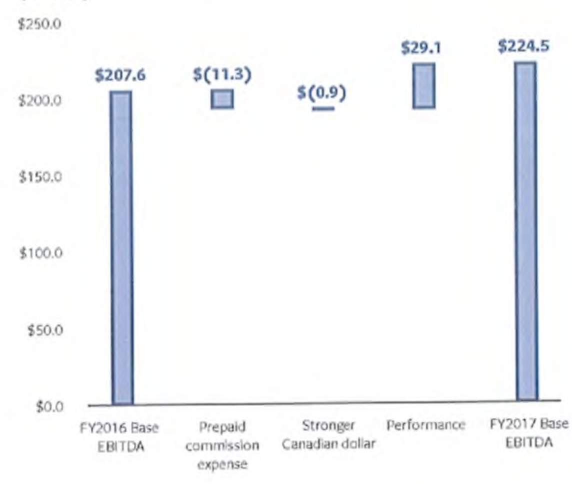
For the years ended March 31
(thousands of dollars, except where indicated and per share amounts)

	Fiscal 2017	**% increase (decrease)**	Fiscal 2016	% increase (decrease)	Fiscal 2015
Sales	**$ 3,757,054**	**(8)%**	$ 4,105,860	5%	$ 3,895,940
Gross margin	**695,971**	**(1)%**	702,288	17%	600,069
Administrative expenses	**168,433**	**(1)%**	170,330	10%	154,222
Selling and marketing expenses	**226,308**	**(12)%**	257,349	14%	225,243
Finance costs (net of non-cash finance charges)	**54,879**	**(4)%**	57,069	(2)%	58,071
Profit (loss) from continuing operations	**470,883**	**NMF[3]**	82,494	NMF[3]	(576,377)
Profit from discontinued operations	**–**	**NMF[3]**	–	NMF[3]	132,673
Profit (loss)[1]	**470,883**	**NMF[3]**	82,494	NMF[3]	(443,704)
Profit (loss) per share available to shareholders – basic	**3.02**		0.44		(4.01)
Profit (loss) per share available to shareholders – diluted	**2.42**		0.43		(4.01)
Dividends/distributions	**76,751**	**3%**	74,792	(14)%	86,723
Base EBITDA[2]	**224,499**	**8%**	207,629	15%	180,426
Base Funds from Operations[2]	**127,758**	**(8)%**	138,199	49%	92,472
Payout ratio on Base Funds from Operations[2]	**60%**		54%		94%
Embedded gross margin[2]	**1,757,000**	**(8)%**	1,917,600	2%	1,874,900
Total customers (RCEs)	**4,202,000**	**(7)%**	4,520,000	(4)%	4,686,000

1 Profit (loss) includes the impact of unrealized gains (losses), which represents the mark to market of future commodity supply acquired to cover future customer demand. The supply has been sold to customers at fixed prices, minimizing any realizable impact of mark to market gains and losses.
2 See "Non-IFRS financial measures" on page 22.
3 Not a meaningful figure.

For the year ended March 31, 2017, gross margin was $696.0 million, 1% lower than the prior year, and Base EBITDA amounted to $224.5 million, 8% higher than fiscal 2016. The Company's reported Base EBITDA for the year ended March 31, 2017 includes $29.2 million of prepaid commission expenses, an increase from $17.9 million included in the prior year. Excluding this incremental $11.3 million of selling expense, Base EBITDA increased by 14% to $235.8 million in comparison to $207.6 million reported for the year ended March 31, 2016. This $28.2 million improvement in Base EBITDA was driven by operational performance led by the margin improvement initiative for new customers signed but offset by a $0.9 million negative impact from foreign exchange. The Company's financial highlights for the year ended March 31, 2017 are shown in the accompanying graph.

FY2017 BASE EBITDA
(MILLIONS)



Operations overview

CONSUMER DIVISION

The sale of gas and electricity to customers with annual consumption equivalent to 15 RCEs and less is undertaken by the Consumer division. Marketing of the energy products of this division is primarily done through online marketing, door-to-door marketing as well as other newly implemented channels such as retail and affinity. Consumer customers make up 43% of Just Energy's customer base, which is currently focused on longer-term price-protected, flat-bill and variable rate product offerings as well as JustGreen products. To the extent that certain markets are better served by shorter-term or enhanced variable rate products, the Consumer division's sales channels also offer these products.

Developments in connectivity and convergence and changes in customer preferences have created an opportunity for Just Energy to provide value added products and service bundles connected to energy. As a conservation solution, smart thermostats are offered as a bundled product with commodity contracts, but were also sold previously as a stand-alone unit. The smart thermostats are manufactured and distributed by ecobee Inc. ("ecobee"), a company in which Just Energy holds a 10% fully diluted equity interest. In addition, Just Energy has also expanded its product offering in some markets to include air filters, LED light bulbs and residential sprinkler systems.

COMMERCIAL DIVISION

Customers with annual consumption equivalent to over 15 RCEs are served by the Commercial division. These sales are made through three main channels: brokers; door-to-door commercial independent contractors; and inside commercial sales representatives. Commercial customers make up 57% of Just Energy's customer base. Products offered to Commercial customers can range from standard fixed-price offerings to "one off" offerings, which are tailored to meet the customer's specific needs. These products can be either fixed or floating rate or a blend of the two, and normally have terms of less than five years. Gross margin per RCE for this division is lower than Consumer margins, but customer aggregation costs and ongoing customer care costs per RCE are lower as well. Commercial customers have significantly lower attrition rates than those of Consumer customers.

ABOUT THE ENERGY MARKETS

Natural gas

Just Energy offers natural gas customers a variety of products ranging from month-to-month variable-price contracts to five-year fixed-price contracts. Gas supply is purchased from market counterparties based on forecasted Consumer and small Commercial RCEs. For larger Commercial customers, gas supply is generally purchased concurrently with the execution of a contract. Variable rate products allow customers to maintain competitive rates while retaining the ability to lock into a fixed price at their discretion. Flat-bill products offer customers the ability to pay a fixed amount per period regardless of usage or changes in the price of the commodity.

The LDCs provide historical customer usage which, when normalized to average weather, enables Just Energy to purchase the expected normal customer load. Furthermore, Just Energy mitigates exposure to weather variations through active management of the gas portfolio, which involves, but is not limited to, the purchase of options including weather derivatives. Just Energy's ability to successfully mitigate weather effects is limited by the degree to which weather conditions deviate from normal. To the extent that balancing requirements are outside the forecasted purchase, Just Energy bears the financial responsibility for fluctuations in customer usage. To the extent that supply balancing is not fully covered through active management or the options employed, Just Energy's realized customer gross margin may be reduced or increased depending upon market conditions at the time of balancing.

Territory	Gas delivery method
Ontario, Quebec, Manitoba and Michigan	The volumes delivered for a customer typically remain constant throughout the year. Sales are not recognized until the customer actually consumes the gas. During the winter months, gas is consumed at a rate that is greater than delivery, resulting in accrued gas receivables, and, in the summer months, deliveries to LDCs exceed customer consumption, resulting in accrued gas payables. Just Energy receives cash from the LDCs as the gas is delivered, which is even throughout the year.
Alberta, British Columbia, New York, Illinois, Indiana, Ohio, California, Georgia, Maryland, New Jersey, Pennsylvania, Saskatchewan, the United Kingdom and Germany	The volume of gas delivered is based on the estimated consumption and storage requirements for each month. Therefore, the amount of gas delivered in the winter months is higher than in the spring and summer months. Consequently, cash flow received from most of these markets is greatest during the third and fourth (winter) quarters, as cash is normally received from the LDCs in the same period as customer consumption.

Electricity

Just Energy services various territories in Canada, the U.S., the U.K. and Germany with electricity. A variety of electricity solutions are offered, including fixed-price, flat-bill and variable-price products on both short-term and longer-term electricity contracts. Some of these products provide customers with price-protection programs for the majority of their electricity requirements. Just Energy uses historical usage data for all enrolled customers to predict future customer consumption and to help with long-term supply procurement decisions. Flat-bill products offer a consistent price regardless of usage.

Just Energy purchases power supply from market counterparties for residential and small Commercial customers based on forecasted customer aggregation. Power supply is generally purchased concurrently with the execution of a contract for larger Commercial customers. Historical customer usage is obtained from LDCs, which, when normalized to average weather, provides Just Energy with an expected normal customer consumption. Furthermore, Just Energy mitigates exposure to weather variations through active management of the power portfolio, which involves, but is not limited to, the purchase of options, including weather derivatives.

The Company's ability to successfully mitigate weather effects is limited by the degree to which weather conditions deviate from normal. To the extent that balancing power purchases are outside the acceptable forecast, Just Energy bears the financial responsibility for excess or short supply caused by fluctuations in customer usage. Any supply balancing not fully covered through customer pass-throughs, active management or the options employed may impact Just Energy's gross margin depending upon market conditions at the time of balancing.

JustGreen

Customers also have the ability to choose an appropriate JustGreen program to supplement their natural gas and electricity contracts, providing an effective method to offset their carbon footprint associated with the respective commodity consumption.

JustGreen programs for gas customers involve the purchase of carbon offsets from carbon capture and reduction projects. Via power purchase agreements and renewable energy certificates, JustGreen's electricity product offers customers the option of having all or a portion of their electricity sourced from renewable green sources such as wind, solar, hydropower or biomass. Additional green products allow customers to offset their carbon footprint without buying energy commodity products and can be offered in all states and provinces without being dependent on energy deregulation.

The Company currently sells JustGreen gas and electricity in eligible markets across North America. Of all Consumer customers who contracted with Just Energy in the past year, 29% took JustGreen for some or all of their energy needs. On average, these customers elected to purchase 87% of their consumption as green supply. For comparison, as reported for the year ended March 31, 2016, 34% of Consumer customers who contracted with Just Energy chose to include JustGreen for an average of 91% of their consumption. As of March 31, 2017, JustGreen now makes up 10% of the Consumer gas portfolio, compared with 12% a year ago. JustGreen makes up 16% of the Consumer electricity portfolio, compared to 21% a year ago.

EBITDA

For the years ended March 31
(thousands of dollars)

	Fiscal 2017	Fiscal 2016	Fiscal 2015
Reconciliation to consolidated statements of income (loss)			
Profit (loss) for the year	**$ 470,883**	$ 82,494	$ (576,377)
Add (subtract):			
Finance costs	**78,077**	72,540	73,680
Provision for (recovery of) income taxes	**43,231**	(318)	(28,889)
Amortization	**25,494**	42,652	76,040
EBITDA	**$ 617,685**	$ 197,368	$ (455,546)
Add (subtract):			
Change in fair value of derivative instruments and other	**(374,791)**	22,803	635,204
Share-based compensation	**6,076**	5,348	7,120
Profit attributable to non-controlling interest	**(24,471)**	(17,890)	(6,352)
Base EBITDA	**$ 224,499**	$ 207,629	$ 180,426

	Fiscal 2017	Fiscal 2016	Fiscal 2015
Gross margin per consolidated financial statements	**$ 695,971**	$ 702,288	$ 600,069
Add (subtract):			
Administrative expenses	**(168,433)**	(170,330)	(154,222)
Selling and marketing expenses	**(226,308)**	(257,349)	(225,243)
Bad debt expense	**(56,041)**	(68,531)	(62,077)
Amortization included in cost of sales/selling and marketing expenses	**2,974**	21,983	30,647
Other income (expenses)	**807**	(2,542)	(2,396)
Profit attributable to non-controlling interest	**(24,471)**	(17,890)	(6,352)
Base EBITDA	**$ 224,499**	$ 207,629	$ 180,426

Base EBITDA amounted to $224.5 million for the year ended March 31, 2017, an increase of 8% from $207.6 million in the prior year. Management had provided guidance of $223 million to $233 million of Base EBITDA for fiscal 2017. The result for fiscal 2017 includes the absorption of $11.3 million in additional deductions related to Commercial customer acquisition costs. The exclusion of this additional expense would have resulted in Base EBITDA growth of 14% for the year ended March 31, 2017, primarily as a result of operational improvements, including strong gross margin contribution from the U.S. Commercial markets.

Sales decreased by 8% for the year ended March 31, 2017. The Consumer and Commercial divisions' sales decreased by 4% and 13%, respectively, due to the 7% decrease in customer base and the decrease associated with foreign currency translation. Gross margin was down 1% and of this $6.3 million decrease in the year, the impact from foreign currency translation was $10.7 million with an offset from margin improvement initiatives of $4.4 million.

Administrative expenses decreased by 1% from $170.3 million to $168.4 million. The decrease over the prior year resulted from lower employee related costs and a decrease in legal provision accruals.

Selling and marketing expenses for the year ended March 31, 2017 were $226.3 million, a 12% decrease from $257.3 million reported in the prior year. The decrease in selling and marketing expenses is due to lower commission costs associated with lower gross customer additions, as well as decreased residual commission expenses.

Bad debt expense was $56.0 million for the year ended March 31, 2017, a decrease of 18% from $68.5 million recorded for the prior year, resulting from fewer write-offs in the Consumer operations in Texas as well as the decrease in sales. For the year ended March 31, 2017, the bad debt expense of $56.0 million represents approximately 2.1% of revenue in the jurisdictions where the Company bears the credit risk, down from the 2.3% of revenue reported for the year ended March 31, 2016, both of which are within management's target range of 2% to 3%.

For more information on the changes in the results from operations, please refer to "Gross margin" on page 34 and "Administrative expenses", "Selling and marketing expenses", "Bad debt expense" and "Finance costs", which are further explained on pages 35 through 36.

For comparative purposes, the table includes the results for the years ended March 31, 2016 and 2015. For the year ended March 31, 2016, gross margin was $702.3 million, an increase of 17% over $600.1 million reported in fiscal 2015, primarily due to higher realized margins per customer and the positive foreign exchange impact on gross margin earned in the U.S. markets compared with fiscal 2015. In fiscal 2016, administrative, selling and marketing, and bad debt expenses amounted to $170.3 million, $257.3 million and $68.5 million, respectively, an increase of 10%, 14% and 10%, respectively. For fiscal 2016, Base EBITDA amounted to $207.6 million, an increase of 15% from $180.4 million in fiscal 2015, reflecting higher gross margin and operating economies of scale within the Company's cost structure.

EMBEDDED GROSS MARGIN

Management's estimate of the future embedded gross margin is as follows:

(millions of dollars)

	Fiscal 2017	Fiscal 2016	2017 vs. 2016 variance	Fiscal 2015	2016 vs. 2015 variance
Energy marketing	**$ 1,757.0**	$ 1,917.6	(8)%	$ 1,874.9	2%

Management's estimate of the future embedded gross margin within its customer contracts amounted to $1,757.0 million as of March 31, 2017, a decrease of 8% compared to the embedded gross margin as of March 31, 2016. This decrease is a result of the 7% decrease in customer base year over year.

Embedded gross margin indicates the margin expected to be realized over the next five years from existing customers. It is intended only as a directional measure for future gross margin. It is not discounted to present value nor is it intended to take into account administrative and other costs necessary to realize this margin. As our mix of customers continues to reflect a higher proportion of Commercial volume, the embedded gross margin may, depending on currency rates, grow at a slower pace than customer growth; however, the underlying costs necessary to realize this margin will also decline.

In fiscal 2016, the embedded gross margin for energy marketing increased 2% to $1,917.6 million due to higher margins earned on customers signed in fiscal 2016 as well as the foreign currency impact of the weaker Canadian dollar.

Funds from Operations

For the years ended March 31
(thousands of dollars)

	Fiscal 2017	Fiscal 2016	Fiscal 2015
Cash inflow from operations	$ 150,451	$ 187,106	$ 96,212
Add (subtract):			
Changes in non-cash working capital	22,756	(18,710)	44,458
Cash flows used in operating activities of discontinued operations	–	–	(20,902)
Profit attributable to non-controlling interest	(24,471)	(17,890)	(6,352)
Tax adjustment	(7,283)	708	(2,845)
Funds from Operations	$ 141,453	$ 151,214	$ 110,571
Less: Maintenance capital expenditures	(13,695)	(13,015)	(18,099)
Base Funds from Operations	$ 127,758	$ 138,199	$ 92,472
Gross margin from consolidated financial statements	$ 695,971	$ 702,288	$ 600,069
Add (subtract):			
Adjustment required to reflect net cash receipts from gas sales	(681)	14,895	(2,698)
Administrative expenses	(168,433)	(170,330)	(154,222)
Selling and marketing expenses	(226,308)	(257,349)	(225,243)
Bad debt expense	(56,041)	(68,531)	(62,077)
Current income tax expense	(27,123)	(13,890)	(8,859)
Amortization included in cost of sales/selling and marketing expenses	2,974	21,983	30,647
Other income (expenses)	807	(2,542)	(2,396)
Financing charges, non-cash	23,198	15,471	15,609
Finance costs	(78,077)	(72,540)	(73,680)
Other non-cash adjustments	(24,834)	(18,241)	(6,579)
Funds from Operations	$ 141,453	$ 151,214	$ 110,571
Less: Maintenance capital expenditures	(13,695)	(13,015)	(18,099)
Base Funds from Operations	$ 127,758	$ 138,199	$ 92,472
Base Funds from Operations payout ratio	60%	54%	94%
Dividends/distributions			
Dividends	$ 75,374	$ 73,449	$ 84,945
Distributions for share-based awards	1,377	1,343	1,778
Total dividends/distributions	$ 76,751	$ 74,792	$ 86,723

Base FFO for the year ended March 31, 2017 was $127.8 million, a decrease of 8% compared with Base FFO of $138.2 million for the prior year. Base FFO decreased although Base EBITDA increased due to higher current income taxes resulting from increased taxable income in Canada and the U.K. coupled with full utilization of loss carryforwards in prior years and an additional one-time finance cost of $2.9 million related to the repayment of the senior unsecured notes.

Dividends and distributions for the year ended March 31, 2017 were $76.8 million, an increase of 3% from fiscal 2016 reflecting the initiation of dividend payments to preferred shareholders following the issuance of preferred shares in February 2017 in the amount of $1.7 million. The payout ratio on Base Funds from Operations was 60% for the year ended March 31, 2017, compared to 54% reported in fiscal 2016, primarily resulting from the lower Base FFO described above.

Selected consolidated financial data from continuing operations

For the years ended March 31
(thousands of dollars, except per share amounts)

Statement of operations	Fiscal 2017	Fiscal 2016	Fiscal 2015
Sales	$ 3,757,054	$ 4,105,860	$ 3,895,940
Gross margin	695,971	702,288	600,069
Profit (loss) from continuing operations	470,883	82,494	(576,377)
Profit (loss) from continuing operations per share – basic	3.02	0.44	(4.01)
Profit (loss) from continuing operations per share – diluted	2.42	0.43	(4.01)

Balance sheet data

As at March 31	Fiscal 2017	Fiscal 2016	Fiscal 2015
Total assets	$ 1,237,955	$ 1,299,789	$ 1,298,441
Long-term liabilities	679,645	954,672	981,962

2017 COMPARED WITH 2016

Sales decreased by 8% to $3,757.1 million in fiscal 2017, compared with $4,105.9 million in the prior fiscal year. The decrease is primarily a result of the 7% decrease in customer base.

For the year ended March 31, 2017, gross margin decreased by 1% to $696.0 million from $702.3 million reported in fiscal 2016 of which foreign currency translation (primarily from the weaker British pound) accounted for a decrease of $10.7 million, offset by a $4.4 million increase from margin improvement initiatives. Gross margin for the Consumer division decreased to $512.9 million, down 5%, while gross margin for the Commercial division increased by 12% to $183.1 million.

The profit for fiscal 2017 amounted to $470.9 million, compared to $82.5 million in fiscal 2016. The profit increased as a result of stronger operational results in fiscal 2017 as well as the year over year increase in the change in fair value of the derivative instruments and other on the Company's supply portfolio, which resulted in a gain of $374.8 million, compared with a loss of $22.8 million in fiscal 2016. Under IFRS, there is a requirement to mark to market the future supply contracts, creating unrealized non-cash gains or losses depending on the supply pricing, but the related future customer revenues are not marked to market (which would create an offsetting gain or loss to the supply gain or loss). Just Energy views Base EBITDA and Base FFO as the better measures of operating performance.

Total assets decreased by 5% to $1,238.0 million in fiscal 2017 primarily as a result of lower impact from foreign exchange on U.K.-based assets. Total long-term liabilities as of March 31, 2017 were $679.6 million, representing a 29% decrease over fiscal 2016. The decrease in total long-term liabilities is primarily a result of the early redemption of the 6.0% convertible debentures with a book value of $311.0 million as at March 31, 2016 and the repayment of the remaining $80 million on the senior unsecured notes, offset by the issuance of the 6.75% convertible debentures with a book value of $145.6 million and a withdrawal of $68.3 million on the credit facility.

2016 COMPARED WITH 2015

Sales increased by 5% to $4,105.9 million in fiscal 2016, compared with $3,895.9 million in the prior fiscal year. The increase is primarily a result of the currency impact of converting U.S. dollar denominated sales into Canadian dollars.

For the year ended March 31, 2016, gross margin increased by 17% to $702.3 million from $600.1 million reported in fiscal 2015 as a result of higher realized margin per customer in fiscal 2016 due to more disciplined pricing performance and the positive foreign exchange impact on gross margin earned in U.S. markets. Gross margin increased by $68.3 million over the prior year as a result of the weaker Canadian dollar, with the remaining $33.9 million of additional gross margin resulting from operational improvements. Gross margin for the Consumer division increased to $538.6 million, up 20%, while gross margin for the Commercial division increased by 9% to $163.6 million.

The profit from continuing operations for fiscal 2016 amounted to $82.5 million, compared to a loss of $576.4 million in fiscal 2015. The profit from continuing operations increased as a result of stronger operational results in fiscal 2016. The increase year over year is further attributable to the change in fair value of the derivative instruments on the Company's supply portfolio, which resulted in a loss of $22.8 million in fiscal 2016 compared with a loss of $635.2 million in fiscal 2015. Under IFRS, there is a requirement to mark to market the future supply contracts, creating unrealized non-cash gains or losses depending on the supply pricing, but the related future customer revenues are not marked to market (which would create an offsetting gain or loss to the supply gain or loss). Just Energy views Base EBITDA and Base FFO as the better measures of operating performance.

Total assets for fiscal 2016 were $1,299.8 million, in line with fiscal 2015. Total long-term liabilities as of March 31, 2016 were $954.7 million, representing a 3% decrease over fiscal 2015. The decrease in total long-term liabilities is primarily a result of the use of cash flow to reduce long-term debt, with $7.0 million of convertible debentures purchased and retired in fiscal 2016 along with the repayment of $25.0 million of senior unsecured notes, both of which were partially offset by the growth in valuation of the Eurobond due to the weakening of the Canadian currency.

Summary of quarterly results for operations

(thousands of dollars, except per share amounts)

	Q4 Fiscal 2017	Q3 Fiscal 2017	Q2 Fiscal 2017	Q1 Fiscal 2017
Sales	$ 947,281	$ 918,536	$ 992,828	$ 898,409
Gross margin	175,412	174,353	183,534	162,672
Administrative expenses	32,448	44,567	46,717	44,701
Selling and marketing expenses	53,727	55,337	59,454	57,790
Finance costs	16,745	25,477	17,882	17,973
Profit (loss) for the period	(38,220)	188,041	(161,608)	482,671
Profit (loss) for the period per share – basic	(0.30)	1.22	(1.13)	3.24
Profit (loss) for the period per share – diluted	(0.30)	0.98	(1.13)	2.51
Dividends/distributions paid	20,344	18,800	18,814	18,793
Base EBITDA	75,018	51,489	56,851	41,141
Base Funds from Operations	28,588	20,940	52,561	25,669
Payout ratio on Base Funds from Operations	71%	90%	36%	73%

	Q4 Fiscal 2016	Q3 Fiscal 2016	Q2 Fiscal 2016	Q1 Fiscal 2016
Sales	$ 1,075,880	$ 1,009,709	$ 1,087,256	$ 933,015
Gross margin	204,289	179,937	167,155	150,907
Administrative expenses	49,504	42,934	40,294	37,598
Selling and marketing expenses	62,259	67,061	65,248	62,781
Finance costs	20,312	17,731	17,641	16,856
Profit (loss) for the period	30,893	10,188	(88,258)	129,671
Profit (loss) for the period per share – basic	0.16	0.04	(0.62)	0.87
Profit (loss) for the period per share – diluted	0.14	0.04	(0.62)	0.71
Dividends/distributions paid	18,730	18,662	18,701	18,699
Base EBITDA	67,345	55,724	45,685	38,875
Base Funds from Operations	43,822	26,783	37,775	29,818
Payout ratio on Base Funds from Operations	43%	70%	50%	63%

Just Energy's results reflect seasonality, as electricity consumption is slightly greater in the first and second quarters (summer quarters) and gas consumption is significantly greater during the third and fourth quarters (winter quarters). Electricity and gas customers currently represent 79% and 21%, respectively, of the customer base. Since consumption for each commodity is influenced by weather, annual quarter over quarter comparisons are more relevant than sequential quarter comparisons.

Fourth quarter financial highlights

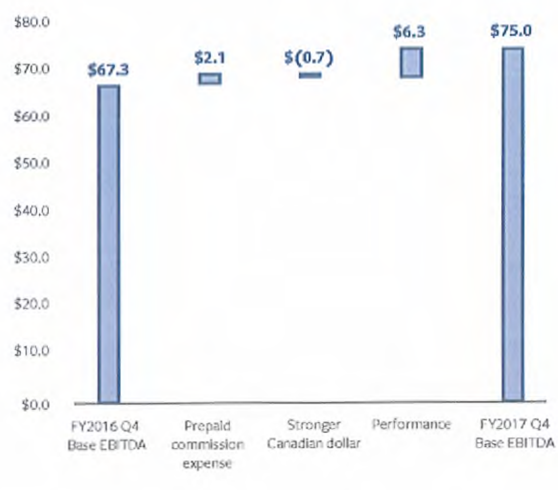
For the three months ended March 31
(thousands of dollars, except where indicated and per share amounts)

	Fiscal 2017	% increase (decrease)	Fiscal 2016
Sales	$ 947,281	(12)%	$ 1,075,880
Gross margin	175,412	(14)%	204,289
Administrative expenses	32,448	(34)%	49,504
Selling and marketing expenses	53,727	(14)%	62,259
Finance costs (net of non-cash finance charges)	12,279	(25)%	16,436
Profit (loss)[1]	(38,220)	NMF[3]	30,893
Profit (loss) per share available to shareholders – basic	(0.30)		0.16
Profit (loss) per share available to shareholders – diluted	(0.30)		0.14
Dividends/distributions	20,344	9%	18,730
Base EBITDA[2]	75,018	11%	67,345
Base Funds from Operations[2]	28,588	(35)%	43,822
Payout ratio on Base Funds from Operations[2]	71%		43%
Total gross customer (RCE) additions	228,000	(10)%	253,000
Total net customer (RCE) additions	(25,000)	47%	(47,000)

1 Profit (loss) includes the impact of unrealized gains (losses), which represents the mark to market of future commodity supply acquired to cover future customer demand. The supply has been sold to customers at fixed prices, minimizing any realizable impact of mark to market gains and losses.
2 See "Non-IFRS financial measures" on page 22.
3 Not a meaningful figure.

For the three months ended March 31, 2017, gross margin was $175.4 million, 14% lower than the prior comparable quarter, and Base EBITDA amounted to $75.0 million, an increase of 11% compared to fiscal 2016. The decrease in gross margin is primarily attributable to the decline in the Consumer gas division's gross margin, partially offset by improvements in the Commercial division's gross margin. The increase in Base EBITDA is a result of a 34% decrease in administrative expenses due to lower employee related expenses, legal provisions, and impact from foreign currency translation. The Company's reported Base EBITDA for the three months ended March 31, 2017 also includes $5.3 million of prepaid commission expenses, a decrease from $7.4 million included in the prior comparable quarter. This $5.6 million improvement in Base EBITDA was driven by operational performance of $6.3 million with an offset of $0.7 million from the negative foreign exchange impact. The Company's financial highlights for the three months ended March 31, 2017 are shown in the accompanying graph.

FY2017 Q4 BASE EBITDA
(MILLIONS)



FOURTH QUARTER GROSS MARGIN PER RCE

	Q4 Fiscal 2017	Number of customers	Q4 Fiscal 2016	Number of customers
Consumer customers added and renewed	$ 192	237,000	$ 217	212,000
Consumer customers lost	196	127,000	211	136,000
Commercial customers added and renewed	88	208,000	90	259,000
Commercial customers lost	83	126,000	69	159,000

For the three months ended March 31, 2017, the average gross margin per RCE for the customers added and renewed by the Consumer division was $192/RCE, compared with $217/RCE in the prior comparable quarter. The decrease in average gross margin per RCE for Consumer customers added and renewed in the quarter is a result of a higher proportion of customer additions in the U.K. signed under 12-month contracts from the switching sites at lower gross margin targets. This was primarily the result of the "Big Six" energy retailers in the U.K. increasing their prices which made the Company's 12-month product much more attractive. While these 12-month contracts carry lower gross margins than the Company's longer-term products, the majority of these customers also selected electronic billing and electronic payment which lowers the Company's costs to serve and improves its cash flow. The average gross margin per RCE for the Consumer customers lost during the three months ended March 31, 2017 was $196/RCE, compared with $211/RCE in the fourth quarter of fiscal 2016. The decrease in gross margin on customers lost is a result of continued efforts to focus on higher margin segments while those with traditionally low margins are allowed to expire.

For the Commercial division, the average gross margin per RCE for the customers signed during the quarter ended March 31, 2017 was $88/RCE, compared to $90/RCE in the prior comparable quarter. Customers lost through attrition and failure to renew during the three months ended March 31, 2017 were at an average gross margin of $83/RCE, an increase from $69/RCE reported in the prior comparable quarter due to the customers being added at higher margins in recent periods. Management will continue its margin optimization efforts by focusing on ensuring customers added meet its profitability targets.

Analysis of the fourth quarter

Sales decreased by 12% to $947.3 million for the three months ended March 31, 2017 from $1,075.9 million recorded in the fourth quarter of fiscal 2016, reflecting the 8% decrease in customer base of the Consumer gas division and lower impact from foreign currency translation, offset by improvements in the Commercial division's customer base.

Gross margin was $175.4 million, a decrease of 14% from the prior comparable quarter. The decrease of $21.3 million is attributable to the decline in the Consumer gas division's customer base and a $9.6 million decrease from the impact of foreign currency, partially offset by gross margin improvement initiatives in the Commercial division.

Administrative expenses for the three months ended March 31, 2017 decreased by 34% from $49.5 million to $32.4 million as a result of lower employee related expenses, a decrease in legal provisions, and impact from foreign currency translation.

Selling and marketing expenses for the three months ended March 31, 2017 were $53.7 million, a 14% decrease from $62.3 million reported in the prior comparable quarter. This decrease is largely attributable to lower commission expense due to a reduction in gross customer additions in the current quarter, as well as a decrease in residual commission costs.

Total finance costs for the three months ended March 31, 2017 amounted to $16.7 million, a decrease of 18% from $20.3 million reported for the three months ended March 31, 2016. The lower finance costs were a result of the 25% decrease in long-term debt.

The change in fair value of derivative instruments and other resulted in a non-cash loss of $99.5 million for the three months ended March 31, 2017, compared to a non-cash loss of $27.0 million in the prior comparative quarter, as market prices relative to Just Energy's future electricity supply contracts decreased by an average of $1.42/MWh, while future gas contracts decreased by an average of $0.11/GJ. The loss for the three months ended March 31, 2017 was $38.2 million, representing a loss per share of $0.30 on a basic and diluted basis. For the prior comparable quarter, the profit was $30.9 million, representing a gain per share of $0.16 on a basic and $0.14 on a diluted basis. Just Energy ensures that customer margins are protected by entering into fixed-price supply contracts. Under current IFRS, the customer contracts are not marked to market but there is a requirement to mark to market the future supply contracts. This creates unrealized gains (losses) depending upon current supply pricing. Management believes that these short-term mark to market non-cash gains (losses) do not impact the long-term financial performance of Just Energy.

Base EBITDA was $75.0 million for the three months ended March 31, 2017, an increase of 11% compared to fiscal 2016. The Company's reported Base EBITDA for the fourth quarter of fiscal 2017 includes $2.1 million less prepaid commission expenses as well as a net decrease of $0.7 million resulting from the impact of foreign currency translation.

Base FFO was $28.6 million for the fourth quarter of fiscal 2017, down 35% compared to $43.8 million in the prior comparable quarter as a result of higher income taxes from the exhaustion of non-capital loss carryforward in both Canada and the U.K.

Dividends/distributions paid were $20.3 million, an increase of 9% compared to $18.7 million paid in fiscal 2016 as a result of the first quarter of dividends paid to preferred shareholders, which amounted to $1.7 million. The payout ratio for the quarter ended March 31, 2017 was 71%, compared with 43% in the prior comparable quarter.

While the gross customer additions for the three months ended March 31, 2017 decreased 10% to 228,000 from a year ago, the net Consumer customer additions for the quarter increased 47% to negative 25,000, compared to negative 47,000 recorded in the prior comparable quarter. The increase in the net customer additions was a result of strong customer additions in the U.K. market.

Segmented Base EBITDA[1]

For the years ended March 31
(thousands of dollars)

			Fiscal 2017
	Consumer division	Commercial division	Consolidated
Sales	$ 2,083,833	$ 1,673,221	$ 3,757,054
Cost of sales	(1,570,914)	(1,490,169)	(3,061,083)
Gross margin	512,919	183,052	695,971
Add (subtract):			
Administrative expenses	(129,882)	(38,551)	(168,433)
Selling and marketing expenses	(142,883)	(83,425)	(226,308)
Bad debt expense	(46,312)	(9,729)	(56,041)
Amortization included in cost of sales	2,974	–	2,974
Other income (expenses)	1,074	(267)	807
Profit attributable to non-controlling interest	(24,471)	–	(24,471)
Base EBITDA from operations	$ 173,419	$ 51,080	$ 224,499

			Fiscal 2016
	Consumer division	Commercial division	Consolidated
Sales	$ 2,177,538	$ 1,928,322	$ 4,105,860
Cost of sales	(1,638,892)	(1,764,680)	(3,403,572)
Gross margin	538,646	163,642	702,288
Add (subtract):			
Administrative expenses	(130,253)	(40,077)	(170,330)
Selling and marketing expenses	(163,153)	(94,196)	(257,349)
Bad debt expense	(59,689)	(8,842)	(68,531)
Amortization included in cost of sales/selling and marketing expenses	2,543	19,440	21,983
Other expenses	(1,853)	(689)	(2,542)
Profit attributable to non-controlling interest	(17,890)	–	(17,890)
Base EBITDA from operations	$ 168,351	$ 39,278	$ 207,629

1 The segment definitions are provided on page 24.

Consumer Energy contributed $173.4 million to Base EBITDA for the year ended March 31, 2017, an increase of 3% from $168.4 million in fiscal 2016. Consumer gross margin decreased 5% as a result of decreased margins from lower consumption reflecting the 5% decrease in the customer base. Consumer administrative costs were consistent with the administrative expenses recorded in fiscal 2016. Consumer selling and marketing expenses were down by 12% due to lower commissions due to lower gross customer additions.

Commercial Energy contributed $51.1 million to Base EBITDA, an increase of 30% from the year ended March 31, 2016, when the segment contributed $39.3 million. The increase in gross margin was offset by higher operating expenses, particularly as a result of the additional $11.3 million of selling and marketing expenses related to the change in classification of prepaid expenses effective fiscal 2016. Excluding the incremental $11.3 million in additional selling costs, Commercial Base EBITDA for the year ended March 31, 2017 would have increased by 59% to $62.4 million as a result of the Company's operational improvement initiatives. The Commercial administrative costs were down 4% in fiscal 2017 due to higher costs required to support customer growth in the U.K., international expansion, as well as efforts relating to new strategic initiatives.

Customer aggregation

	April 1, 2016[1]	Additions	Attrition	Failed to renew	**March 31, 2017**	% increase (decrease)
Consumer Energy						
Gas	661,000	120,000	(131,000)	(39,000)	**611,000**	(8)%
Electricity	1,234,000	335,000	(263,000)	(120,000)	**1,186,000**	(4)%
Total Consumer RCEs	1,895,000	455,000	(394,000)	(159,000)	**1,797,000**	(5)%
Commercial Energy						
Gas	251,000	54,000	(22,000)	(22,000)	**261,000**	4%
Electricity	2,374,000	330,000	(168,000)	(392,000)	**2,144,000**	(10)%
Total Commercial RCEs	2,625,000	384,000	(190,000)	(414,000)	**2,405,000**	(8)%
Total RCEs	4,520,000	839,000	(584,000)	(573,000)	**4,202,000**	(7)%

1 The balance as at April 1, 2016 has been adjusted for customers who have either grown above 15 RCEs (becoming a Commercial customer) or have fallen below 15 RCEs (becoming a Consumer customer) during the fiscal year 2016. At the beginning of each fiscal year, Just Energy will adjust the opening balances to reflect any changes in allocation of customers between the Consumer and Commercial divisions as a result of the increases or decreases in the annual consumption.

Gross customer additions for the year ended March 31, 2017 were 839,000, a decrease of 28% compared to 1,158,000 customers added in fiscal 2016. The customer additions were lower in the current year due to low and stable commodity prices creating more competitive pricing across all markets and fewer customers switching between providers.

Consumer customer additions amounted to 455,000 for the year ended March 31, 2017, a 13% decrease from 523,000 gross customer additions recorded in the prior year. As commodity prices were lower and therefore more competitive across all markets, customer additions decreased. As of March 31, 2017, the U.S., Canadian and U.K. segments accounted for 65%, 24% and 11% of the Consumer customer base, respectively.

Commercial customer additions were 384,000 for the year ended March 31, 2017, a 40% decrease from 635,000 gross customer additions in the prior year as a result of competitiveness in pricing and a more disciplined pricing strategy. Just Energy remains focused on increasing the gross margin per customer added for Commercial customers and, as a result, has been more selective in the margin added per customer. As of March 31, 2017, the U.S., Canadian and U.K. segments accounted for 74%, 19% and 7% of the Commercial customer base, respectively.

Net additions were a negative 318,000 for fiscal 2017, compared with a negative 166,000 net customer additions in fiscal 2016, primarily as a result of the lower customer additions in North America, partially offset by improvements in the attrition and renewal rates. Just Energy continues to actively focus on improving retained customers' profitability rather than pursuing low margin growth.

In addition to the customers referenced in the above table, the Consumer customer base also includes 55,000 smart thermostat customers. These smart thermostats are bundled with a commodity contract and are currently offered in Ontario, Alberta and Texas. Customers with bundled products have lower attrition and higher overall profitability. Further expansion of the energy management solutions is a key driver of continued growth for Just Energy with additional product offerings contributing to lower attrition rates.

For the year ended March 31, 2017, 39% of the total Consumer and Commercial customer additions were generated from commercial brokers, 34% through online and other non-door-to-door sales channels and 27% from door-to-door sales. In the prior year, 52% of customer additions were generated from commercial brokers, 28% from online and other sales channels and 20% using door-to-door sales.

The U.K. operations increased its customer base by 14% to 350,000 RCEs over the past year with strong growth in its Consumer customer base. As of March 31, 2017, the U.S., Canadian and U.K. segments accounted for 71%, 21% and 8% of the customer base, respectively. At March 31, 2016, the U.S., Canadian and U.K. segments represented 71%, 22% and 7% of the customer base, respectively.

ATTRITION

	Fiscal 2017	Fiscal 2016
Consumer	**24%**	26%
Commercial	**7%**	9%
Total attrition	**15%**	16%

The combined attrition rate for Just Energy was 15% for the year ended March 31, 2017, a decrease of one percentage point from the 16% reported in the prior year. Both the Consumer and Commercial attrition rates decreased two percentage points to 24% and 7%, respectively, from a year ago. Both decreases are a result of Just Energy's focus on becoming the customers' "trusted advisor" and providing a variety of energy management solutions to its customer base to drive customer loyalty.

The Company carefully monitors the levels of customer complaints from its Consumer and Commercial divisions. The goal is to resolve all complaints registered within five days of receipt. Our corporate target is to have an outstanding complaint rate of less than 0.05% of customers at any time. As of March 31, 2017, the total outstanding rate was 0.01%.

RENEWALS

	Fiscal 2017	Fiscal 2016
Consumer	79%	74%
Commercial	56%	57%
Total renewals	65%	62%

The Just Energy renewal process is a multifaceted program that aims to maximize the number of customers who choose to renew their contract prior to the end of their existing contract term. Efforts begin up to 15 months in advance, allowing a customer to renew for an additional period. Overall, the renewal rate was 65% for the year ended March 31, 2017, up three percentage points from the renewal rate of 62% reported as of March 31, 2016. The Consumer renewal rate increased by five percentage points, while the Commercial renewal rate decreased by one percentage point to 56%. The decline in Commercial renewal rates reflected a very competitive market for Commercial renewals with competitors pricing aggressively and Just Energy's focus on improving retained customers' profitability rather than pursuing low margin growth.

ENERGY CONTRACT RENEWALS

This table shows the customers up for renewal in the following fiscal years:

	Consumer		Commercial	
	Gas	Electricity	Gas	Electricity
2018	24%	39%	40%	48%
2019	25%	29%	25%	25%
2020	24%	16%	18%	15%
Beyond 2020	27%	16%	17%	12%
Total	100%	100%	100%	100%

Note: All month-to-month customers, which represent 615,000 RCEs, are excluded from the table above.

Gross margin

For the years ended March 31
(thousands of dollars)

	Fiscal 2017			Fiscal 2016		
	Consumer	Commercial	Total	Consumer	Commercial	Total
Gas	$ 161,622	$ 29,976	$ 191,598	$ 172,582	$ 31,632	$ 204,214
Electricity	351,297	153,076	504,373	366,064	132,010	498,074
	$ 512,919	$ 183,052	$ 695,971	$ 538,646	$ 163,642	$ 702,288
Increase (decrease)	(5)%	12%	(1)%			

CONSUMER ENERGY

Gross margin for the year ended March 31, 2017 for the Consumer division was $512.9 million, a decrease of 5% from $538.6 million recorded in fiscal 2016. Gas and electricity gross margins decreased by 6% and 4%, respectively, primarily as a result of the decrease in customer base.

Average realized gross margin for the Consumer division for the year ended March 31, 2017 was $265/RCE, representing a 9% increase from $243/RCE reported in the prior year. The increase is largely due to margin improvement initiatives over the past few years. The gross margin/RCE value includes an appropriate allowance for bad debt expense in applicable markets.

Gas

Gross margin from gas customers in the Consumer division was $161.6 million for the year ended March 31, 2017, a decrease of 6% from $172.6 million recorded in the prior year. The change is primarily a result of the 8% decrease in customer base in North America, offset by an increase from margin improvement initiatives.

Electricity

Gross margin from electricity customers in the Consumer division was $351.3 million for the year ended March 31, 2017, a decrease of 4% from $366.1 million recorded in fiscal 2016. The decrease in gross margin in fiscal 2017 is a result of the 4% decrease in the customer base in North America.

COMMERCIAL ENERGY

Gross margin for the Commercial division was $183.1 million for the year ended March 31, 2017, an increase of 12% from $163.6 million recorded in the prior year. Gas gross margin decreased by 5%, while the electricity gross margin increased by 16%. The overall growth in margin was due to operational improvements in place to increase the margin for new customers added.

Average realized gross margin for the year ended March 31, 2017 was $89/RCE, an increase of 24% from $72/RCE. The GM/RCE value includes an appropriate allowance for bad debt expense in various bad debt markets across North America.

Gas

Gas gross margin for the Commercial division was $30.0 million, a decrease of 5% from $31.6 million recorded in fiscal 2016 due to competitive pricing pressures in certain U.S. gas markets.

Electricity

Electricity gross margin for the Commercial division was $153.1 million, an increase of 16% from $132.0 million recorded in the prior year. The increase in gross margin is a result of increased profitability on new customers, lower balancing charges in the U.S. markets and lower capacity costs.

GROSS MARGIN ON NEW AND RENEWING CUSTOMERS

The table below depicts the annual margins on contracts for Consumer and Commercial customers signed during the year. This table reflects the gross margin (sales price less costs of associated supply and allowance for bad debt) earned on new additions and renewals, including both brown commodities and JustGreen supply.

		Fiscal 2017	**Number of customers**		Fiscal 2016	Number of customers
Annual gross margin per RCE						
Consumer customers added and renewed	**$**	**207**	**881,000**	$	207	888,000
Consumer customers lost		**197**	**552,000**		196	592,000
Commercial customers added and renewed		**84**	**867,000**		84	1,202,000
Commercial customers lost		**79**	**605,000**		66	732,000

For the year ended March 31, 2017, the average gross margin per RCE for the customers added and renewed by the Consumer division was $207/RCE, consistent with the prior year. The average gross margin per RCE for the Consumer customers lost during the year ended March 31, 2017 was $197/RCE, compared to $196/RCE lost on customers in fiscal 2016.

For the Commercial division, the average gross margin per RCE for the customers signed during the year ended March 31, 2017 was $84/RCE, consistent with the margin added in the prior year. Customers lost through attrition and failure to renew during the year ended March 31, 2017 were at an average gross margin of $79/RCE, an increase from $66/RCE reported in the prior year due to the customers being added at higher margins in recent periods. Management will continue its margin optimization efforts by focusing on ensuring customers added meet its profitability targets.

Overall consolidated results

ADMINISTRATIVE EXPENSES

For the years ended March 31
(thousands of dollars)

		Fiscal 2017		Fiscal 2016	% decrease
Consumer Energy	**$**	**129,882**	$	130,253	–
Commercial Energy		**38,551**		40,077	(4)%
Total administrative expenses	**$**	**168,433**	$	170,330	(1)%

Administrative expenses decreased by 1% from $170.3 million to $168.4 million. The Consumer division's administrative expenses were $129.9 million for the year ended March 31, 2017, consistent with the administrative expenses recorded in fiscal 2016. The Commercial division's administrative expenses were $38.6 million for fiscal 2017, a 4% decrease from $40.1 million in fiscal 2016. The overall decrease over the prior year was primarily driven by lower employee related expenses and lower legal provisions.

SELLING AND MARKETING EXPENSES

For the years ended March 31
(thousands of dollars)

	Fiscal 2017	Fiscal 2016	% increase
Consumer Energy	**$ 142,883**	$ 163,153	(12)%
Commercial Energy	**83,425**	94,196	(11)%
Total selling and marketing expenses	**$ 226,308**	$ 257,349	(12)%

Selling and marketing expenses, which consist of commissions paid to independent sales contractors, brokers and independent representatives, as well as sales-related corporate costs, were $226.3 million, a decrease of 12% from $257.3 million in fiscal 2016. This decrease is largely attributable to the 28% decrease in gross customer additions in the current year driving both a decrease in upfront commission expenses as well as residual commission expenses.

The selling and marketing expenses for the Consumer division were $142.9 million for the year ended March 31, 2017, a 12% decrease from $163.2 million recorded in the prior year. The selling expenses decreased due to a 13% decrease in gross customer additions during the current year.

The selling and marketing expenses for the Commercial division were $83.4 million for the year ended March 31, 2017, down 11% from $94.2 million recorded in the prior year. This decrease is a result of 40% lower gross customer additions in the year ended March 31, 2017.

The aggregation costs per customer for Consumer customers signed by independent representatives and Commercial customers signed by brokers were as follows:

	Fiscal 2017	Fiscal 2016
Consumer	**$ 216/RCE**	$ 204/RCE
Commercial	**$ 43/RCE**	$ 38/RCE

The average aggregation cost for the Consumer division increased to $216/RCE for the year ended March 31, 2017 from $204/RCE reported for the year ended March 31, 2016. The increase in cost is a result of the higher allocations of overhead expense on a per RCE basis due to lower customer additions.

The $43 average aggregation cost for Commercial division customers is based on the expected average annual cost for the respective customer contracts. It should be noted that commercial broker contracts are paid further commissions averaging $43 per year for each additional year that the customer flows. Assuming an average life of 2.8 years, this would add approximately $77 (1.8 x $43) to the year's average aggregation cost reported above. As at March 31, 2016, the average aggregation cost for commercial brokers was $38/RCE. The lower cost in the prior year is a function of broker commissions being a percentage of lower margins.

BAD DEBT EXPENSE

In Illinois, Alberta, Texas, Delaware, Ohio, California, Michigan, Georgia and the U.K., Just Energy assumes the credit risk associated with the collection of customer accounts. In addition, for commercial direct-billed accounts in British Columbia, Just Energy is responsible for the bad debt risk. Credit review processes have been established to manage the customer default rate. Management factors default from credit risk into its margin expectations for all of the above-noted markets. During the year ended March 31, 2017, Just Energy was exposed to the risk of bad debt on approximately 72% of its sales, compared with 74% during the year ended March 31, 2016.

Bad debt expense is included in the consolidated income statement under other operating expenses. Bad debt expense for the year ended March 31, 2017 was $56.0 million, a decrease of 18% from $68.5 million expensed for the year ended March 31, 2016. Management integrates its default rate for bad debt within its margin targets and continuously reviews and monitors the credit approval process to mitigate customer delinquency. For the year ended March 31, 2017, the bad debt expense represents 2.1% of relevant revenue, down from 2.3% reported in fiscal 2016.

Management expects that bad debt expense will remain in the range of 2% to 3% of relevant revenue where the Company bears credit risk. For each of Just Energy's other markets, the LDCs provide collection services and assume the risk of any bad debt owing from Just Energy's customers for a regulated fee.

FINANCE COSTS

Total finance costs for the year ended March 31, 2017 amounted to $78.1 million, an increase of 8% from $72.5 million recorded in fiscal 2016. The increase in finance costs was largely a result of the loss of $4.4 million on the redemption of the 6.0% convertible debentures as well as the additional $2.9 million one-time interest cost associated with early redemption of the senior unsecured notes.

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Summary: Application - Renewal Certification Competitive Retail Natural Gas Suppliers - Exhibit C-1 (Part 2 of 7) electronically filed by Mrs. Gretchen L. Petrucci on behalf of Just Energy Solutions Inc.