

The truth about energy rates.

A guide to compare providers, look beyond promotions, and make a better energy choice.



A WHITEPAPER FROM



ALBERTA
CO-OPERATIVE
ENERGY

Choosing an energy provider should be simple.

Yet many Albertans are faced with a growing number of promotions, gift cards, introductory rates, fixed-rate plans, and limited-time offers. While these promotions can sound attractive, they often make it difficult to answer one important question:

Which provider offers the best long-term value?

This guide highlights a few key things to consider before making a switch.

Look beyond the promotion.



Many energy advertisements focus on a single offer:

- Free months of service
- Gift cards
- Sign-up incentives
- Introductory rates

While promotions can provide short-term value, they don't always tell the full story.

Before choosing a provider, ask:

- What happens when the offer ends?
- What is the ongoing rate?
- Are there contract commitments or fees?
- Am I comparing the total cost over the term I'm signing?

The lowest advertised rate isn't always the lowest overall bill.



Know your current rate.

Before comparing providers, understand what you're paying today.

Where to look on your bill:

- Energy rate
- Administration and retailer fees
- Contract term and renewal date
- Retailer name
- Total monthly cost

Many Albertans haven't reviewed their energy contract in years.

Knowing your current position makes every comparison more meaningful.

Look for clarity, not complexity.

A good energy provider should make it easy to understand:



**What you're
paying.**



**How long your
rate applies.**



**What options
are available.**

If an offer feels confusing or relies heavily on fine print, ask questions.

The best providers build trust through transparency.

Ownership matters.

Most people never ask who owns their energy provider.

Some energy companies are owned by shareholders, where profits are directed to investors. Others operate as cooperatives, where members share in the success of the organization.

That difference may not affect the energy flowing into your home, but it can affect where value is returned.



Patronage Returns are one way co-ops return value.

ACE Patronage Returns are currently being allocated to qualifying members through the Board-approved distribution process. Unlike investor-owned models, a cooperative can return a portion of surplus earnings to eligible members based on their relationship with the co-op.

When the cooperative succeeds, qualifying members can share in the benefit.

Six questions to ask before you switch.

Before making a decision, ask yourself:

1. Do I understand my current rate?
2. Am I comparing the total bill, not just the advertised rate?
3. Is pricing clear and transparent?
4. Does the plan provide the stability I want?
5. Are there exit fees?
6. Can members share in the company's success?

If you can answer these questions confidently, you're already making a more informed decision than most consumers.

How ACE measures up.

ACE's advertised energy rate is only part of the story. In the latest UCA comparison, ACE's 1-year member plan ranked lowest for its estimated overall bill.

Combined with the opportunity for qualifying members to receive Patronage Returns, ACE offers value that goes beyond the advertised rate.

Competitive rates and lower retailer fees.

Current member rates start as low as:

Electricity

- 1-Year Advantage Member Rate: 5.99¢/kWh
- 2-Year Advantage Member Rate: 6.45¢/kWh
- 3-Year Advantage Member Rate: 8.15¢/kWh
- 5-Year Advantage Member Rate: 8.75 ¢/kWh

Natural Gas

- 1-Year Advantage Member Rate: \$3.25/GJ
- 3-Year Advantage Member Rate: \$4.49/GJ

Rates current as of August 1, 2026. Rates are subject to change. Retail energy rates do not include regulated delivery, transmission, distribution, local access fees, taxes, or other applicable charges. Terms and conditions apply.



Member ownership and patronage returns.

ACE is a member-owned cooperative. Eligible members may receive Patronage Returns when the cooperative performs well. Patronage Returns are currently being allocated to qualifying members through the approved distribution process.

Compare your current rate, retailer fees and estimated bill against ACE's options, and learn how qualifying members can share in the cooperative's success through Patronage Returns.



Alberta-based and community focused.

ACE is owned by Albertans and operates with members in mind, not external shareholders.

Compare your total cost with ACE.

Check your current energy rate and retailer fees, then compare your estimated bill against ACE's current plans and member benefits.

Visit acenergy.ca/compare to view current rates, available plans, and cooperative member information.



Make the good choice.

Choosing an energy provider shouldn't be about chasing the latest promotion. It should be about transparency, stability, fairness, and long-term value.

Because making an informed decision is always the good choice.



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