The truth about energy rates.

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



A WHITEPAPER FROM

ACE 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 offer isn't always the lowest long-term cost.



Know your current rate.

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

Where to look on your bill:

- Energy rate
- Administration fee
- Contract term
- Renewal date
- Retailer name

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 total costs, not just promotions?
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 currently offers Alberta's lowest 1-year fixed-term electricity rate. And as a cooperative, Patronage Returns are now being allocated to qualifying members.

That gives Albertans two reasons to compare: a competitive fixed rate today, and a cooperative model designed to return value to members.

Competitive Fixed Rates

Current member rates start as low as:

Electricity

- 1-Year Advantage Member Rate: 5.55¢/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: $2.88/GJ
- 3-Year Advantage Member Rate: $4.49/GJ

Rates current as of November 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 against ACE's fixed-rate 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.

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.



Visit acenergy.energizealberta.com/apply to sign up today!

ACENERGY.CA

1 (888) 865-8750

ALBERTA CO-OPERATIVE ENERGY, P.O. BOX 509
THORHILD, ALBERTA
T0A 3J0