PRESS RELEASE

HUDSON ENERGY SUPPLY UK LIMITED WELCOMES ACQUISITION BY SHELL ENERGY RETAIL LIMITED

London, England, 9 October 2019 – On 8 October 2019, Just Energy Group Inc and Shell Energy Retail Limited (“Shell Energy Retail”) signed an agreement for Shell Energy Retail to acquire 100% of Hudson Energy Supply UK Limited (“Hudson Energy”). Hudson Energy supplies around 200,000 UK residential customers with gas and 100% renewable electricity through its residential trading arm, Green Star Energy, as well as providing bespoke gas and 100% renewable electricity contracts to around 2,000 commercial customers.

Paul Hellings, CEO of Hudson Energy, said, “Shell Energy Retail is the perfect partner for our customers. Our priority is to ensure they continue to receive a great deal and great service. Our customers’ existing tariff terms will not change; they will continue to benefit from 100% renewable power at no extra cost, their Perks Rewards, and investment in reforestation and carbon offsetting initiatives that help to set us apart in the UK energy market.”

Colin Crooks, CEO of Shell Energy Retail said, “As part of our ambition to build a significant UK retail energy business, this deal will take the number of Shell Energy Retail’s UK residential customers to just under 1 million and adds to Shell’s presence in the B2B market. Green Star Energy’s customers will enjoy continued security of supply with no change to their current tariff terms and conditions after completion.”

The deal is subject to regulatory approvals and is expected to complete by the end of 2019. Until completion, both companies will continue to operate independently. Under the terms of the deal Hudson Energy Supply UK Limited will continue to operate as a wholly-owned subsidiary of Shell Energy Retail Limited on completion.

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FOR MEDIA ENQUIRIES:

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About Hudson Energy Supply UK Limited

Hudson Energy Supply UK Limited is part of the Just Energy Group Inc. (NYSE:JE, TSX:JE), a consumer company focused on essential needs, including electricity and natural gas commodities; health and well-being, such as water quality and filtration devices; and utility conservation, bringing energy efficient solutions and renewable energy options to consumers. Currently operating in the United States and Canada, Just Energy serves residential and commercial customers. Just Energy is the parent company of Amigo Energy, EdgePower Inc., Filter Group Inc., Green Star Energy, Hudson Energy, Interactive Energy Group, Just Energy Advanced Solutions, Tara Energy, and terrapass.

About Shell Energy Retail Limited

Shell Energy Retail Limited, trading under the Shell Energy brand, supplies 100% renewable electricity, as well as gas, smart home technology and broadband to households across Britain.

The Shell Energy brand is also shared by Shell’s energy marketing and trading business. This separate entity provides more and cleaner energy solutions across a global portfolio of gas, power, environmental products and energy efficiency offers to meet current and future energy needs of Shell’s large-scale customers: energy producers, asset owners, traders, wholesalers, and large industrial customers. For more information, go to www.ShellEnergy.co.uk.

About Shell New Energies

Shell established its New Energies division in 2016. Shell New Energies focuses on two main areas: new fuels for transport, such as advanced biofuels and hydrogen; and power, being involved at almost every stage of the process, from generating electricity, to buying and selling it, to supplying it directly to customers. Shell aims to make electricity a significant part of its business. Shell’s New Energies business is seeking to leverage the company’s strengths in fast-growing and commercial parts of the energy industry. For more information, go to www.Shell.com/NewEnergies.

FORWARD-LOOKING STATEMENTS

This Press Release may contain forward-looking statements including statements regarding Just Energy’s financial outlook. Forward-looking statements in this press release include, but are not limited to, statements and information regarding the completion of the sale of Hudson Energy and the timing for completion thereof, the satisfaction of closing conditions to the sale of Hudson Energy. These statements are based on current expectations and assumptions that are believed to be reasonable, but 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, general economic and market conditions, weather conditions, levels of customer natural gas and electricity consumption, rates of customer additions and renewals, rates of customer attrition, fluctuations in natural gas and electricity prices, changes in regulatory regimes, results of litigation and decisions by regulatory authorities, competition and dependence on certain suppliers. Additional information on these and other factors that could affect Just Energy’s operations, financial results or dividend levels are included in Just Energy’s annual information form and other reports on file with Canadian securities regulatory authorities which can be accessed through the SEDAR website at www.sedar.com, on the U.S. Securities Exchange Commission’s website at www.sec.gov or through Just Energy’s website at www.justenergygroup.com. All of the forward-looking statements in this Press Release are qualified by the foregoing cautionary statements.