

PRESS RELEASE

Just Energy Expands International Footprint with Launch into Japan

Company Secures First Customers in the World's Largest Deregulated Energy Market

TORONTO, ONTARIO - - November 21, 2017 - -

Just Energy Group Inc. (TSX:JE; NYSE:JE) (“Just Energy” or the “Company”), a leading retail energy provider specializing in electricity and natural gas commodities, energy efficiency solutions, and renewable energy options, today announced that the Company has officially launched operations in Japan under the Just Energy brand.

The Company successfully launched its selling operations in Japan and now has access to the largest deregulated energy market in the world. In line with the Company’s growth strategy, Just Energy intends to expand its presence in Japan through its growing suite of value-add products and long-term loyalty programs. The launch in Japan marks Just Energy’s first expansion into Asia, and is the Company’s third new geographic launch outside of North America over the past twelve months.

James Lewis, Co-CEO of Just Energy, said: “This is an exciting new milestone in our geographic brand expansion strategy and a tremendous growth opportunity as we now have access to the largest deregulated energy market in the world. We are confident in our ability to bring our core competencies, experience, and depth of product offering to this high-growth market as we seek access to the over 85 million gas and power meters in Japan. In line with our growth strategy, we believe we can continue to disrupt the utility markets with new channels and products while creating strong residential and commercial customer relationships. In addition, this provides further opportunities to diversify our business model and improve our risk profile in a market where we see additional potential to grow our global platform.”

Mr. Lewis added, “As a global company with 20 years of experience, and approximately 1.5 million customers across North America, the U.K., Germany, and Ireland, Just Energy is well-positioned to offer Japanese customers energy solutions that deliver comfort, convenience and control, along with flexible product options to meet their unique needs.”

Just Energy expanded beyond North America in 2012 when the Company began marketing electricity to commercial customers in the United Kingdom under its Hudson Energy brand. That followed, in 2013, with the launch of Green Star Energy which markets electricity and natural gas to U.K. residential consumers. Just Energy’s global footprint further expanded in 2016 with its entry into Germany, and most recently expanded into Ireland in September 2017.

About Just Energy Group Inc.

Established in 1997, Just Energy 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, Germany, Ireland and Japan, Just Energy serves approximately 1.5 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, Tara Energy and TerraPass. Visit justenergygroup.com to learn more. Also, find us on [Facebook](#) and follow us on [Twitter](#).

FORWARD-LOOKING STATEMENTS

Just Energy's press releases may contain forward-looking statements including statements pertaining to customer revenues and margins, customer additions and renewals, customer attrition, customer consumption levels, general and administrative expenses, dividends, distributable cash 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, rates of customer additions and renewals, rates of customer attrition, fluctuations in natural gas and electricity prices, changes in regulatory regimes 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.

Neither the Toronto Stock Exchange nor the New York Stock Exchange has approved nor disapproved of the information contained herein.

FOR FURTHER INFORMATION PLEASE CONTACT:

Pat McCullough
Chief Financial Officer
Just Energy
713-933-0895
pmccullough@justenergy.com

or

Michael Cummings
Investor Relations
Alpha IR Group
617-461-1101
michael.cummings@alpha-ir.com