



eir announces appointment of Oliver Loomes as CEO-designate

Carolán Lennon to depart role after four years of profit growth and capital investment

eir, Ireland's leading telecoms provider, has today announced the appointment of Oliver Loomes as its Chief Executive Officer-designate. Oliver will join the company beginning 1 February 2022.

Following four successful years at the company's helm, Carolán Lennon, CEO since April 2018, informed the Board last summer of her intention to leave in 2022 to pursue further career opportunities. Carolán will work with Oliver to ensure a smooth transition in the months ahead.

Oliver is an experienced corporate leader and has spent 30 years working in consumer-focused industries. He began his career at confectionary company Mars, holding a number of roles in the UK and Ireland. Oliver's most recent position was as Chairman and Managing Director of beverage alcohol company Diageo Ireland. He previously worked across a range of positions at Diageo, including Marketing and Innovation Director in Ireland, where he led the 'Arthur's Day' campaign marking the 250th anniversary of Guinness, as well as Global Brand Director for Guinness. A Dubliner, Oliver holds both a Bachelor of Commerce and an MBS degree from University College Dublin.

Carolán departs eir having led the company over four consecutive financial years of growth in profit, as well as significant expansion of the company's customer bases. Between April 2018 and September 2021, eir's fibre broadband base grew by 30% to 823,000 customers, while its mobile bill-pay base grew by 60% to 869,000 customers. Additionally, more than 500,000 homes and businesses have been passed by eir's ultrafast fibre-to-the-home broadband network during Carolán's tenure overseeing an unprecedented €1 billion capital investment programme to upgrade and expand the company's network infrastructure.

David McRedmond, Chairman of eir, commented:

"Carolán has successfully steered eir through a momentous rebuilding phase that has seen significant expansion of both its customer base and network reach. She and her team have built the platform for future success. The large-scale investment that eir's shareholders have made in the company positions it as not only Ireland's leading telecoms provider, but one that is future-proofed to navigate pace of technological change. This investment serves one clear purpose: to provide our customers with the world-class products and services they need.

"eir is part of the fabric of Irish life, its purpose is to connect for a better Ireland. With this in mind, our objective was to appoint an Irish CEO who truly understands eir's significance. With decades of experience in leading iconic brands, Oliver Loomes is the ideal person to lead eir's next phase, focused on developing a world-class customer experience and a brand that Ireland can be proud of."

Xavier Niel, Board Director of eir and Chairman of NJJ Holdings, majority owner of eir, commented:

"When NJJ and Iliad acquired a majority stake in eir in 2018, we saw an urgent need to transform the company to become a true market leader, not only by providing our customers with superb choice and value, but by investing to build the foundations for the long-term success and future growth of the company.

"Carolán's four years as CEO have been marked by extraordinary progress on this journey, not just in terms of financial results and customer growth, but in innovation. She has been responsible for, among many other developments, the launch of eir's market-leading 5G network, the creation of eir's revolutionary GoMo mobile



brand, the merger last year of eir Business and Evros and its rebranding to eir evo to create Ireland's number one enterprise ICT solutions provider, and the bringing back in-house of eir's customer service delivery, involving the insourcing of 1,200 customer care roles. Carolan's dedication has driven eir to its strongest position yet, and the company owes her a great gratitude for her tireless commitment and superb leadership.

"The story of eir's growth journey will now continue under Oliver's stewardship. eir is part of Ireland's national fabric, connecting families, friends, and communities for generations, and Oliver's success in fostering storied brands and products which are so part of Ireland's national consciousness positions him well to take eir to the next level."

Carolan Lennon, outgoing eir CEO, commented:

"It has been a true privilege to lead eir over these last four years – years which have seen us invest, grow, innovate, and tackle unprecedented challenges without ever slowing our pace of progress. I am proud to have been part of eir's story and I have enjoyed each day working alongside an inspiring team.

"As we emerge from the pandemic our country has endless opportunities for growth. Ireland is one of the most innovative countries in the world. We are educated, ambitious, and adaptable, but we can only realise our full potential if we have world-class connectivity infrastructure in place. That is what eir makes possible and that is what eir is building on every day. I look forward to seeing what the next stage of eir's transformation will bring."

Oliver Loomes, incoming eir CEO, commented:

"eir is a company with both a long and rich history, and a fantastic culture of creativity and investment that is unrivalled in the market. I am excited to build on Carolan's success and continue to expand eir's vision for future growth.

"The last two years have only accelerated our reliance on the digital world, be that keeping in touch with family and friends, learning or working from home, or playing or shopping online. eir has been innovating in telecoms for decades, and its continued ambition to give its customers the tools they need to connect in an ever-changing digital world underlines its commitment to remaining at the forefront of the market. I look forward to helping bring the latest technology to our networks and advancing eir's position as Ireland's leading telecoms provider."

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For queries please contact:

Press Office

pressoffice@eir.ie

Investor Relations

investor.relations@eir.ie

About eir

eir is the largest provider of fixed line telecommunications services in Ireland, offering broadband, voice, TV, and data services to residential, small business, enterprise and government segments. eir is the third largest mobile operator in Ireland in terms of revenue and customers. The company operates the eir mobile and GoMo services.

eir's wholesale division, open eir, is the largest wholesale telecommunications operator in Ireland, providing products and services to national and international wholesale customers across a range of regulated and unregulated markets. The Group generated total revenue of €1.225 billion and adjusted EBITDA of €624 million for the twelve months to 30 June 2021.