



Introducing eir: the changing face of Ireland's largest telecommunications company

Launches 1,000Mb per second - Ireland's Fastest Broadband

First to introduce 24/7 Broadband and TV Technical Support

Ireland's largest rebrand in 20 years

(Wednesday 16' September, 2015) Introducing eir... the new name for Ireland's largest telecommunications company. Heralded with events across the country, the eir launch reflects the dynamism and confidence of our company – one of Ireland's most recognisable brands. The creation of this distinctive brand is a major milestone for the company, revitalising and modernising the look and feel of the Group, whose €1bn investment has already transformed its network capabilities.

Unveiling the brand at the national launch today, eir CEO Richard Moat, said, "We have changed and our customer focus is changing. The evolution of the products and services that we offer to our customers continues at pace. The speed of our on-going network investment brings the people of Ireland closer to each other and brings Ireland closer to the world.

"The new eir identity is dynamic and modern. It reflects our real ambition to become just that, a dynamic and progressive Irish organisation providing the high quality infrastructure and services the country needs and deserves. We are proud of our history and our origins, but the time is right to modernise. Changing our brand is part of that evolution. This is the logical next stage in our evolution as we establish an identity that better reflects the company that we are today. The marketplace has changed, technologies have changed, eircom as a company has changed and we have to continue to evolve, to maintain our relevance and lead a very dynamic market."

Key to the company's rebrand is the launch of Ireland's fastest broadband. Richard Moat continued: "From today, we offer the fastest broadband in Ireland with speeds of up to 1,000Mb per second. This allows customers to download a high definition video in seven seconds. It is the latest in a growing list of achievements – the first to launch 4G in Ireland, the operator of Ireland's largest fibre network, a compelling TV service and the only provider of a 'quad play' of services that combines broadband, TV, mobile and landline. No one is doing more in telecommunications in Ireland for consumers, families, sole traders, small businesses, large enterprises and the public sector. We are fully aligned with and supportive of Ireland's digital agenda.

"With 1,000Mb per second broadband, we are making a bold statement about our ambition - not just in the sector but as one of Ireland's largest companies that has touch points in every community. The eir network enables Irish lives, businesses and communities, connecting everyone and everything"



“We are also committed to improved customer care. In the coming weeks, we will be the first company in Ireland to introduce 24/7 broadband and TV technical support so our customers can speak to an agent anytime day or night to resolve any broadband or TV issues. It is all part of our desire to improve the experience for our customers, making it easier to interact with us digitally or over the phone. Our aim is to ensure that, when our customers contact us, their query is always resolved quickly and effectively.”

The change to eir will not impact Meteor, which will remain as a standalone brand within the eir Group. The consumer and business divisions will operate under the new eir brand, respectively, while the wholesale and network business units will operate separately under ‘Open eir’, reflecting our commitment to an open access network. The e-suite of products, including eMobile, eVision and eFibre has now been replaced by eir Mobile, eir Vision and eir Fibre respectively.

At an estimated cost of €16 million, this is the largest rebranding in Ireland in the past twenty years. The brand palette includes 20 different colours and more than 100 agencies worked on all aspects of the rebrand, bringing the new identity, new culture and behaviours to life. Customers will immediately begin to see the change as almost 1,500 technicians will don a new uniform from today with 160 rebranded vans on the road. In total, the eir fleet of 1,500 vehicles will be rebranded over the coming months. All 63 stores nationwide will reveal the new identity on launch day, with a further 53 to get an internal refit in the coming days and weeks. There will be 6,000 TV ads, 4,500 radio ads, 2,100 outdoor posters and 80 million impressions online which will display the new eir brand and demonstrate the new direction for the business. Richard Moat says that the phenomenal scale of the rebrand was a natural step.

For more information see www.eir.ie

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Notes to Editor:

In 1999 the eircom name and brand was launched as part of the privatisation of Telecom Eireann. The company is the principal provider of fixed-line and mobile telecommunications services in Ireland with more than 2.3 million fixed and mobile connections provided directly through the eir and Meteor brands and indirectly through Open eir to other operators. It has the most extensive network across the country both in terms of capacity and geographic reach.

The company is spending close to €2.5 billion on capital investment over ten years to enhance Ireland’s network fixed and mobile, the largest investment programme of any provider in the country. It will deliver better quality broadband and data services for consumers and businesses of all sizes right across the country. Fibre broadband is now available to 1.3m homes and businesses today. Rollout will reach 1.9 million by 2020.



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