

## **eir Announces Changes to Management Team**

- **Jon Florsheim to Depart**
- **New Chief Information and Technology Officer Appointed**

(Issued 20 March, 2017) eir has announced two changes to its senior management team today. After three years at eir, Chief Commercial Officer Jon Florsheim has decided to return to the UK later this year for personal reasons.

Jon joined eir in 2014. He initially oversaw eir's fixed line consumer business, including the newly launched eir Vision TV platform, before he was appointed Chief Commercial Officer, where he has led the Consumer Division for the past two years.

During this time, Jon has led many of the company's key initiatives that have driven strategic change for both the Division and the overall eir Group. These initiatives include the rebranding to eir, the acquisition of Setanta Sports Ireland and the subsequent launch of eir Sport. Jon has also overseen the integration of the Small Business segment into the Consumer Division.

Jon's drive and energy has helped the Division hit some important milestones, including delivering an inflection point on revenue and EBITDA in the past financial year, following several years of significant declines. He also refocused the business on households, to take a holistic view of customers across both fixed and mobile propositions.

Jon has been instrumental in evolving eir's consumer business creating a truly converged and customer focussed, fixed, mobile and entertainment platform.

Richard Moat, eir CEO, said, "I want to thank Jon for the significant contribution he has made to the business over the past three years. He has led a range of key initiatives that have shaped the strategic direction of the business, and his drive and energy delivered improved performance and operational milestones.

In a separate development, Paolo Perfetti has been appointed as Chief Information and Technology Officer. He takes up his role at the start of April. Paolo brings significant technical and operational experience, and has worked in telecommunications both in Europe and South America. Most recently, Paolo has been CITO of Tiscali in Italy. Previously, he was CITO of Telecom Argentina where he led innovation in their fixed and mobile networks, and the transformation of IT operations and architecture. He spent his early career in Telecom Italia.

Richard Moat continued, "Paolo brings a wealth of IT and network experience, and I am delighted that he is joining us. He has successfully translated complex network and IT infrastructure into improved customer experience and real competitive advantage for the businesses where he has worked."

**ENDS**

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