



eir announces appointment of four new directors to board of eircom Holdings (Ireland) Limited

New appointments further increase the gender balance of eir's board.

eir today announces the appointment of four new members to the Board of Directors of eircom Holdings (Ireland) Limited, bringing the total number of board directors to thirteen. With these new appointments, 30% of the board is now composed of female directors, furthering eir's stated goal of embedding diversity and inclusion within the organisation.

The four new directors are: Aoife Beirne, Chief Transformation Officer and Director of plastics company Mergon Group; Miriam Hughes, former CEO of communications firm DDFH&B Group; Pierre-Emmanuel Durand, of telco investor NJJ; and Alexandre Wauquiez, former CEO of SFR Business, and also a member of NJJ.

Richard Moat and Pádraig Ó Ríordáin have both retired from the board following completion of their respective three-year terms.

Carolán Lennon, eir CEO, commented:

"I am delighted to welcome four new directors to eir's board. Each director brings with them a wealth of knowledge and experience from a range of industries and professions. I would also like to thank Richard Moat and Pádraig Ó Ríordáin for their enormous contribution to eir over these last three years of major transformation.

"As the first Irish telco to issue a gender pay gap report in March this year, eir is committed to increasing gender balance in leadership positions and building a business that is more reflective of Irish society. At eir our purpose is to connect for a better Ireland and we know, as we have a gender balanced senior management team, that a more balanced board will better serve our business, long into the future."

David McRedmond, eir Chairman, commented:

"Businesses like eir have a fundamental role to play in creating more inclusive workplaces that better serve the needs of their customers. I would like to welcome the four new appointments to eir's Board of Directors. They bring with them great experience and the clarity of vision that I know will help drive forward eir's goal of connecting for a better Ireland.

"I am proud to see strong female board representation at eir and I welcome the talent and experience that these new appointees will bring to eir as the business continues on its ambitious journey of building world class networks and a world class care offering to serve two million customers across Ireland."

New appointments to the Board of Directors:

Aoife Beirne

Aoife Beirne is the Chief Transformation Officer and Director at Mergon Group, leading the strategic transformation across the organisation, and focusing on long-term strategy, culture and growth of the organisation. Aoife was formerly Chief of Staff at An Post, working alongside the CEO and management board delivering the strategy which transformed the organisation from loss-making to profitability and growth. Aoife also spearheaded and launched the first An Post gender pay gap report in 2019. Aoife holds an MBA from UCD Smurfit Business School, a Diploma in Psychology from DBS, a Higher Diploma in Quality Assurance from NUI Galway, and a BSC Double Honours in Science from NUI Maynooth.



Pierre-Emmanuel Durand

Pierre-Emmanuel Durand joined NJJ in 2018, focusing primarily on financial controlling and financing, M&A, and business development activities, and is also a member of the Board of Directors of Salt Mobile. Pierre-Emmanuel started his career at KPMG Deal Advisory in Paris, in the Transaction Services department, working on financial due diligence for numerous corporate clients and private equity firms. Pierre-Emmanuel holds a Master's degree in Corporate Finance and a Bachelor's degree in Economics and English.

Miriam Hughes

Miriam Hughes has over 30 years of experience in marketing, brand reputation and communications. She is the former CEO of DDFH&B Group, one of the largest communication groups in Ireland and has also held a number of senior client marketing roles in blue-chip Irish companies. Miriam has also held senior management roles in Nestlé, Bank of Ireland, Smith & Nephew, and AIB. Miriam is the Chair of the Board of Directors of Barnardo's Ireland, a mentor on the Enterprise Ireland panel, a non-executive director at both Bus Éireann and Pluto. Miriam is a Chartered Director from the IOD, a graduate of UCD, and holds a BComm and MBS in marketing.

Alexandre Wauquiez

Alexandre Wauquiez is a specialist of B2B markets in the telecommunications industry. He began his career in the telecom division of the Vivendi Group, before joining the Louis Dreyfus Group in 1999 as Business Development Vice President for its telecommunications subsidiary, Neuf Cegetel, which merged in 2008 with SFR, the second largest operator in France. After various positions in marketing and strategy at SFR, Alexandre was appointed CEO of SFR Business, the B2B division of SFR, until 2019, when he then joined NJJ. Alexandre is a graduate of Ecole Centrale Paris, Engineering School.

Composition of the Board of Directors:

Following the new appointments, the composition of the Board of Directors of eircom Holdings (Ireland) Limited will be as follows:

1. David McRedmond (Chairman)
2. Alexandre Wauquiez
3. Aoife Beirne
4. Fiona Tierney
5. Franck Brunel
6. Michael Golan
7. Miriam Hughes
8. Olivier Rosenfeld
9. Paddy Browne
10. Pierre Alain Allemand
11. Pierre-Emmanuel Durand
12. Rose Hynes
13. Xavier Niel

ENDS

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About eir

eir is the largest provider of fixed line telecommunications services in Ireland, offering broadband, voice, TV, data services as well as networking, security and managed 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. The Group generated total revenue of more than €1.2 billion and adjusted EBITDA of €600 million for the year ended 30 June 2020.

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.

eir is investing €1 billion to transform and expand its fixed and mobile network, delivering world class infrastructure informed by the needs of its customers, now and into the future.

To date, eir has connected more than 800,000 premises nationwide with superfast broadband, built and maintains 48,000km of fibre cable and is rolling out Ireland's Fibre Network at-pace. Once completed, eir's fibre network will reach more than 84% of the total premises in Ireland, covering 1.8 million homes and businesses nationwide.

eir has built and continues to expand the largest 5G network in Ireland with more than 57% population coverage, complemented by eir's 4G network, which covers 99% population of Ireland.