

Press Release

eircom Announces Price Changes

(Wednesday, 14th January 2015) eircom has announced plans to implement a number of price changes for residential and business customers. The price changes will be reflected in customer bills from mid April onwards and the company is notifying all impacted customers in writing. The changes are across three main areas including monthly subscription fees for bundles, call set up fees and per minute call rates for calls outside of a bundle or for customers who are charged base rates. Line rental is not impacted.

The monthly subscription fee for residential customers including those who have double, triple or quad-play bundles (voice, broadband, mobile and TV) will increase by between €2 and €8 inc VAT, depending on the customer's specific bundle. For business customers, the monthly increase will be between €3 and €10 ex VAT. The increase for each customer will depend on which plan/bundle the customer is on.

The average increase per month to a residential customer's bill is less than €5 and the average increase per month to a business customer's bill is less than €9.

Commenting on the announcement, **Jon Florsheim, Managing Director, eircom Consumer** said "This is the first time in four years that we have announced a price change that impacts the majority of our customers. We are doing more than any other operator in the market to invest in infrastructure, to provide new and innovative services and to offer real value to our customers. Over the last three years we have invested €1 billion of our €1.5 billion investment commitment, and our high speed fibre broadband rollout continues at pace.

A key priority for us is that our services are affordable, accessible and relevant. We have approximately 830,000 fixed line customers across the country and regardless if a customer lives in central Dublin or rural Ireland their business is important to us.

The best way for customers to maximise savings is to bundle their services together. Following today's announcement, we continue to offer the best value triple

play bundles in the market for residential and business customers. We are also the only provider in the market offering a quad play bundle”.

Full details of the price changes are available on the eircom website at www.eircom.ie/pricingupdate and www.eircom.ie/business/pricingupdate. Residential customers can also contact our dedicated free phone number **1800 303 605**. Business customers can contact free phone **1800 428 278** or their dedicated account manager.

ENDS

For further information contact:

Paul Bradley, Director of Corporate Affairs, (01) 600 4281 / (085) 174 4281

Dearbhail Rossiter, Head of Communications, (01) 600 5284 / (085) 174 5284

Note to Editors

Triple Play Pricing (Consumer)

- eircom and Vodafone are currently the only providers who can offer fixed and mobile services in the Irish consumer market
- eircom's broadband, home phone and mobile bundles start from €63 – Standard pricing
- Vodafone's broadband and home phone plans start from €45 and mobile bill pay starts from €35. Total for all 3 services starts from €80 - standard pricing.
- The closest comparison with our triple play offering is set out below:-

Bundle	Standard price	Total Paid 12 months at standard price
eircom Talk Anytime, Unlimited Broadband and eMobile 150	€73	€876
Vodafone Home Essentials and Vodafone Red Essentials	€80	€960

- A customer with broadband, home phone and mobile could save €84 a year by moving all 3 services from Vodafone to eircom (savings may increase if you factor in introductory pricing from eircom available to switchers)

Triple play TV:

- eircom's fibre broadband, home phone and TV bundles start from €63 – Standard pricing
- Sky's fibre broadband, home phone and TV bundles start from €79 – Standard pricing
- UPC's fibre broadband, home phone and TV bundles start from €75 – Standard pricing.
- Comparison shown below is for unlimited eircom broadband with off peak calls and entry level TV.

Bundle	Standard price	Total Paid 12 months at standard price
eircom Talk Off-Peak Unlimited Fibre Broadband and TV	€68	€816
Sky Original Fibre Bundle. Unlimited Broadband and Off-peak calls	€79	€948
UPC Limitless 120Mb Broadband, horizon TV with calls (anytime calls and unlimited Broadband)	€75	€900

- A customer with broadband, home phone and TV could save €84 by moving all 3 services from UPC to eircom or €132 if they move from Sky to eircom (savings may increase if you factor in introductory pricing from eircom available to switchers)

Quad Play Pricing

Quad Play:

- eircom is the only provider in the Irish market that provides a quad play offering.
- Therefore, there is no true “like for like” comparison between our quad play offering and any other bundle on the market.
- Customers can make significant savings by bundling their separate TV, broadband and home phone plans with mobile.
- The closest comparable combination of products with our quad play offering is set out below.

Bundle	TV & mobile plan inclusions	Standard price	Total Paid 12 months at standard price
eircom Talk Off-Peak Unlimited Fibre Broadband, TV and eMobile 150	Over 50 channels Includes 150 texts & calls and 150Mb data	€80	€960
eircom Talk Anytime Unlimited Fibre Broadband, TV and eMobile 150	Over 50 channels Includes 150 texts & calls and 150Mb data	€85	€1020
Sky Original Fibre Bundle. Unlimited Broadband and Off-peak calls Has Vodafone Red Essentials	Over 50 channels Mobile plan (voda Red essentials) includes 100calls and unlimited texts and 1GB data	€114	€1368
UPC Limitless 120Mb Broadband, horizon TV with calls (anytime calls and unlimited Broadband) Has Vodafone Red Essentials	Over 50 channels Mobile plan (voda Red essentials) includes 100calls and unlimited texts and 1GB data	€110	€1320

- A customer with broadband, home phone and TV could save €300 a year by moving all 3 services to eircom from UPC and Vodafone or €408 if they move from Sky and Vodafone (savings may increase if you factor in introductory pricing from eircom available to switchers)

Triple Play (Business)

Small Business Triple Play Bundle			
	eircom	Vodafone	3 Ireland / 02
Voice	Business Talk Unlimited (unlimited local and national calls and calls to mobiles and calls to UK)	Control for Business (unlimited local and national calls and calls to mobiles and calls to UK)	02 Office Complete (unlimited local and national calls and calls to mobiles and calls to UK)
Broadband	Unlimited download allowance – fibre up to 50Mb	Unlimited download allowance – fibre up to 100Mb	Unlimited download allowance – fibre up to 100Mb
Mobile	Small Business Unlimited (unlimited local, national and 15GB data, roaming in EU, UK and USA included in bundles, 250Mb roaming data included)	Vodafone Red Plus (unlimited local, national and 4GB national data, roaming in UK, calls to UK included in bundle)	02 Open Advanced (unlimited local, national and 6GB national data, 120 mins roaming in UK, 120 mins international, calls included)
Contract	Minimum 24 month contract	Minimum 24 month contract	Minimum 24 month contract
	€90	€124.99	€120
eircom saving on triple play bundle versus main competitors		39%	33%

Call Set Up Fee

Call Set Up Fee	Ex VAT	Inc VAT
Existing	7.85c	9.66c
New	16.26	20c

Savings for existing customers who add Mobile or TV:

- Existing eircom customers can move their TV plan from another operator and make significant savings. For example a Sky TV customer paying €29 per

month for Sky Original TV could move TV to eircom eVision Essential - free for the first 6 months then only €15 per month thereafter. **They could save €258 in the first year.**

TV plans - Sky Original TV and eircom eVision Essential

- Existing eircom customers can move their mobile plan from another operator and make significant savings. For example a Vodafone Red mobile customer paying €55 per month for an unlimited plan with a handset can move their mobile to eircom and get unlimited mobile with a handset for €24 per month for the first 6 months then only €39 per month. **They could save €474 over a 24 month standard contract.**

Unlimited mobile plans - Vodafone Red and eMobile Unlimited+data with handset