

Communications in the 21st Century

Dr Philip Nolan
CEO
eircom

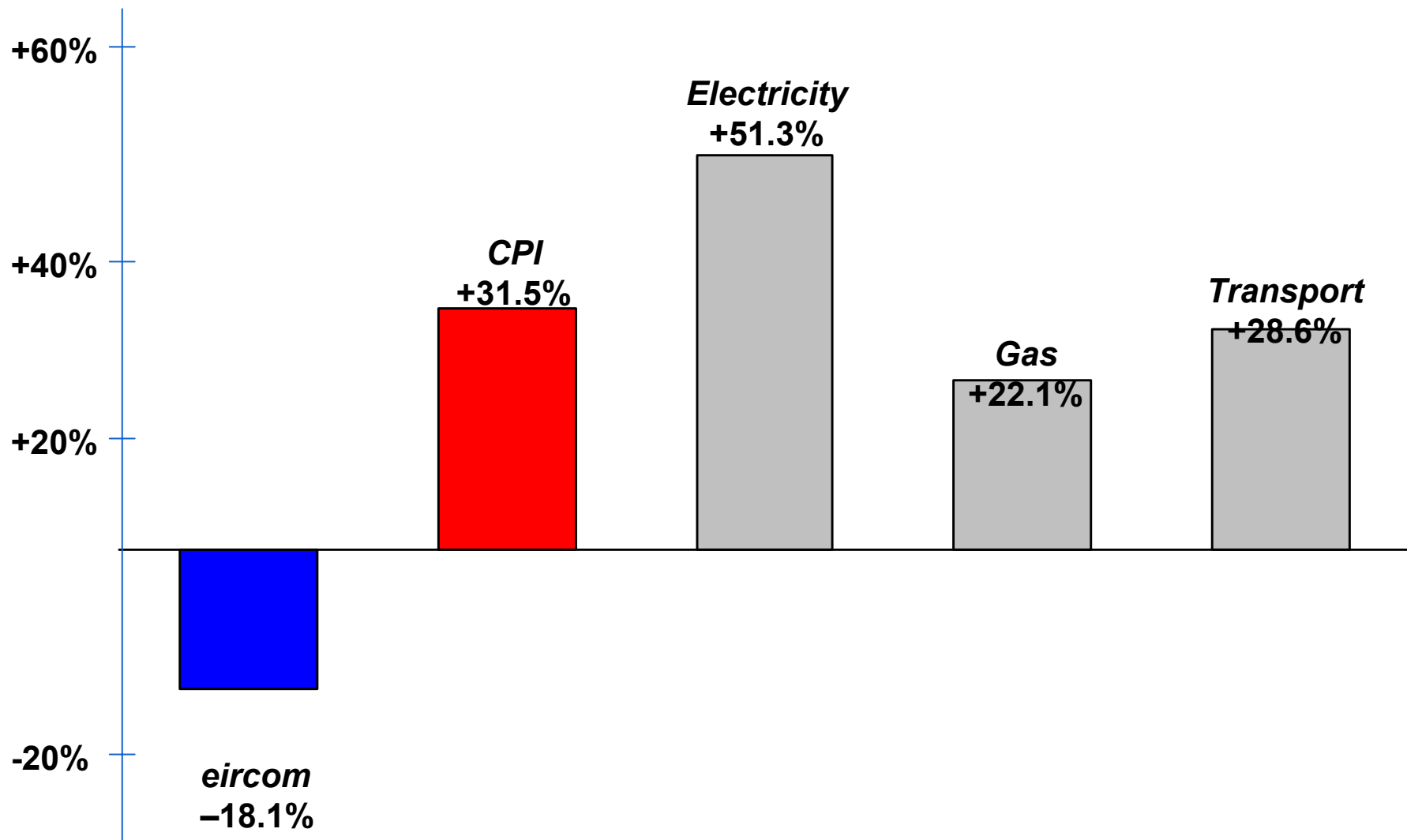
6 October 2005



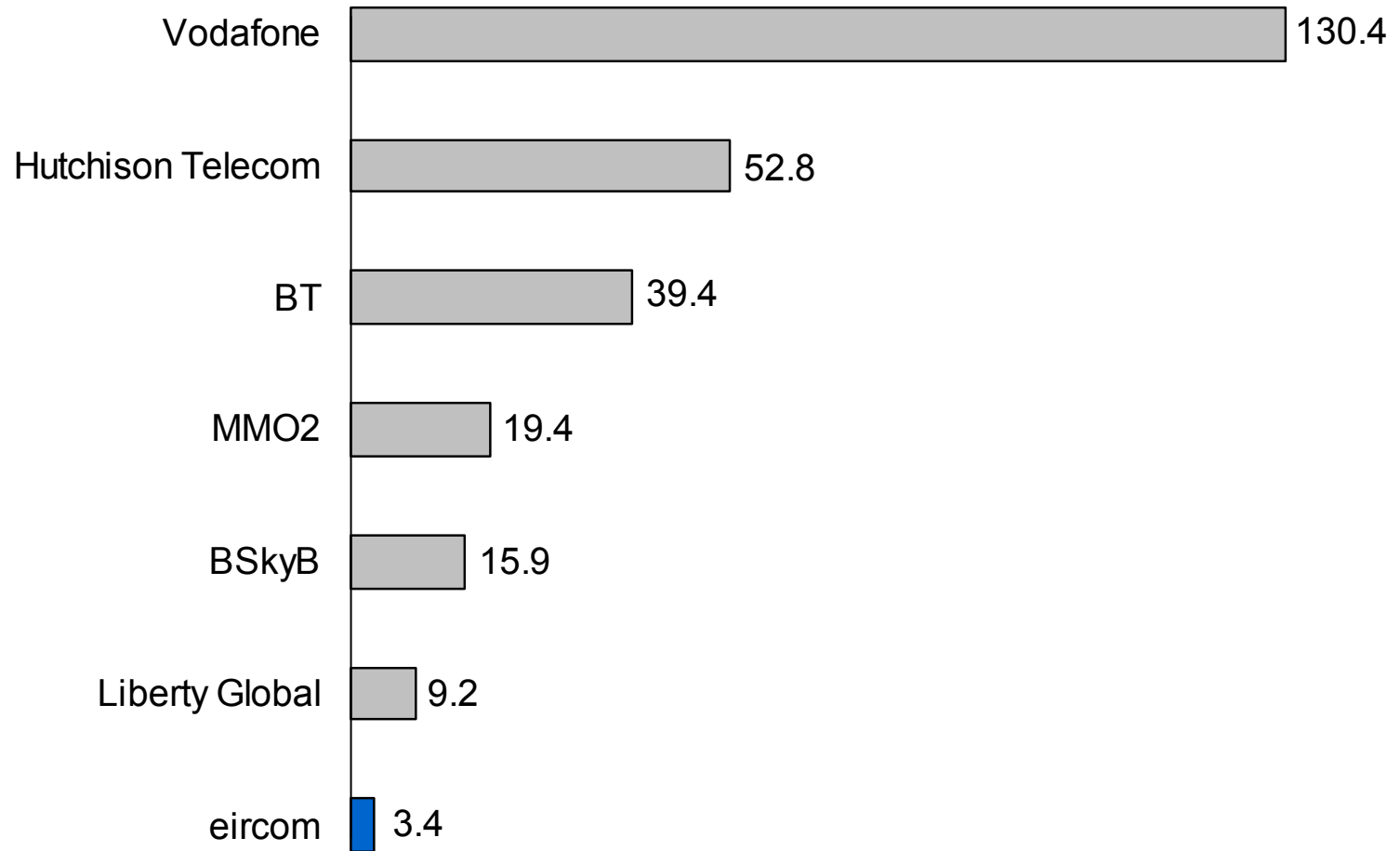
Key Price Indices – Jan 2000 to August 2005



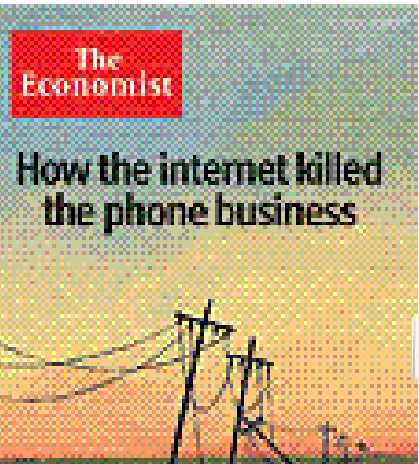
eIRCOM



Main Competitors in the Irish Market - Group Enterprise Values (€Bn)



The dynamic nature of the communications industry has never been so evident



From text to Skype, we are all part of the mobile revolution

Sunday Business Post
25 Sept. 2005

Eircom shareholders back Meteor buy

Irish Independent
29 Sept. 2005

Magnet in €90m move on consumer telecoms

Sunday Tribune
25 Sept. 2005

Magnet feels the time has come to move beyond its fibre-to-the-home business into the 'triple play' area of internet, television and telephone services

Wireless broadband

Why wait for WiMax?

The Economist
Aug 18th 2005

VoIP eats into fixed-line revenue

Sunday Business Post
25 Sept. 2005

3Mbps broadband a reality

Irish Independent
29 Sept. 2005

Vodafone signs €10m network deal

Irish Times
5 Sept. 2005

O₂ evades answer on bid talk

Irish Times
28 Sept. 2005

Metro signs up 1,000

Irish Independent
29 Sept. 2005

E-net deal with ESB and BT

Irish Independent
29 Sept. 2005

Bubble 2.0

A spate of expensive internet deals is creating a sense of déjà vu
The Economist
Sep 22 2005

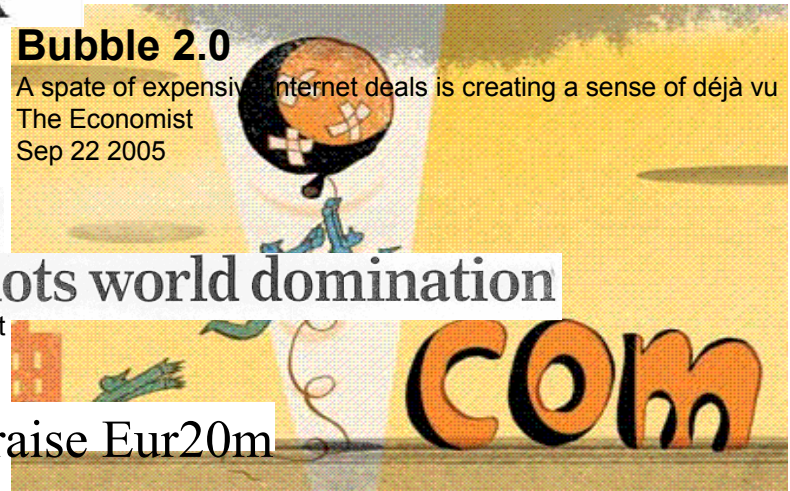
Google plots world domination

Sunday Business Post
25 Sept. 2005

Irish Broadband will raise Eur20m

Sunday Times
5 June 2005

Eircom shares dip when eBa took over Skype, the software threatens wipe out traditional telephony. A sign of things to come perhaps?



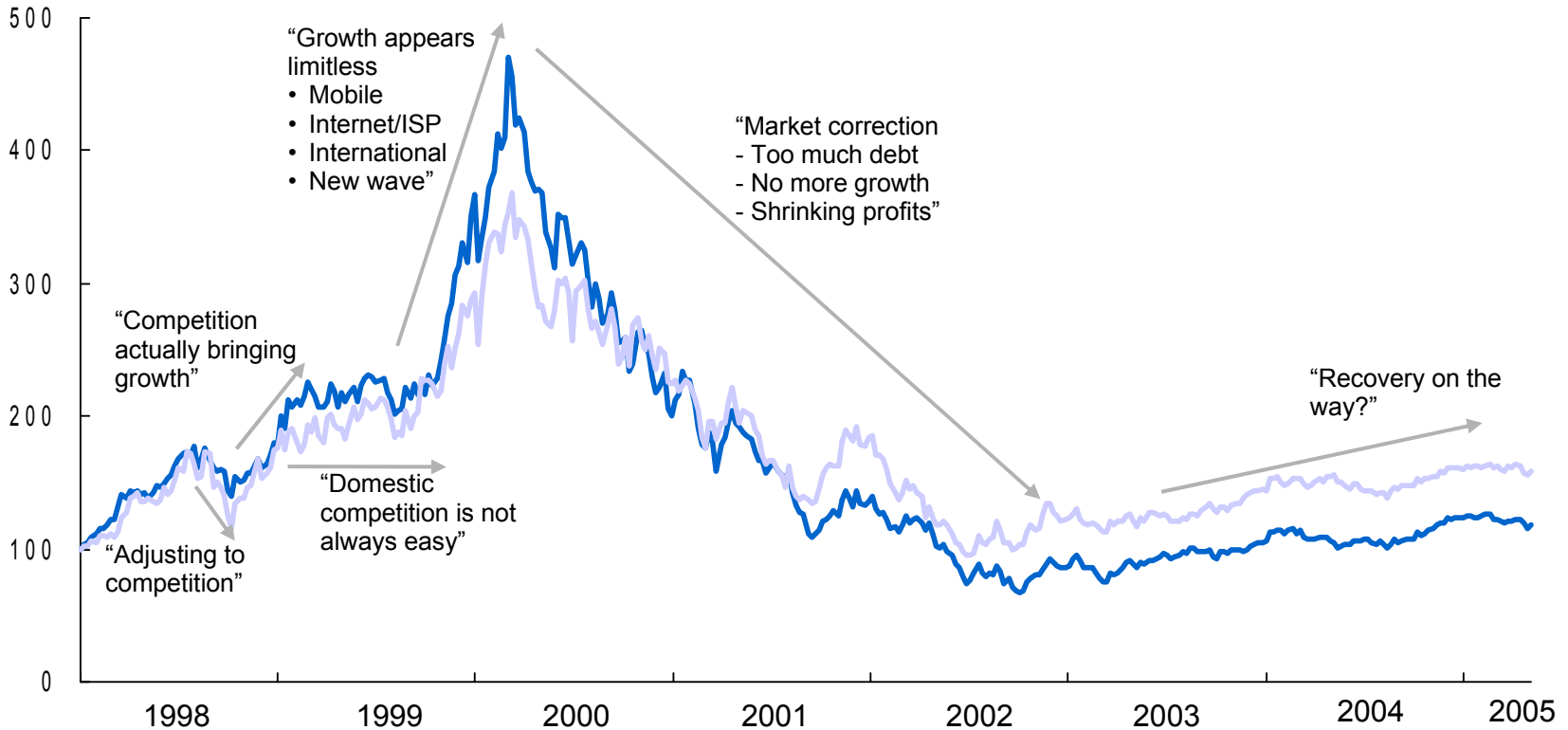
Telecom Sector Share Performance 1998-2005



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TRS for European fixed and mobile telecom operators*

Indexed Jan 1998 = 100



* Operators included in mobile synthetic index: Libertel (acquired by Vodafone and de-listed April 2003), Vodafone, Orange, Telecom Italia Mobile, Cosmote, Telefonica Moviles, Sonacom, mmO2; Operators included in fixed synthetic index: France Telecom, Deutsche Telekom, Telefonica, Telecom Italia, TDC Denmark, Telenor, Portugal Telecom, BT, TeliaSonera

Neelie Kroes, EU Competition Commissioner - 23 September 2005



- “I am convinced that the exercise of market power must be assessed essentially on the basis of its effects on the market”
- “My philosophy on this is fairly simple. First, it is competition, not competitors, that is to be protected. Second, ultimately the aim is to avoid consumer harm.”
- “I like aggressive competition – including by dominant companies – and I don’t care if it may hurt competitors – as long as it ultimately benefits consumers.”

How will the regulatory regime allow for this future?

“We have hit a wall in our ability to regulate the industry.”

Michael Powell, former Chairman FCC
in a statement to the Commerce, Science and Transportation committee
of the US Senate in February 2004

Internet regulation

Why a light touch is best

Telecoms regulators need to treat all
networks alike to ensure fair competition
The Economist
May 26th 2005

“Regulation is like garlic. You use it sparingly and only as much as necessary. Regulators might find themselves irrelevant as technology moved too fast to pin down, or in the position of introducing unintended economic distortions through inappropriate or obsolete rules.”

James Crowe, CEO Level3 Communications

“We're living in a public policy paradox. We're asked to focus on the speedy development of new services but at the same time are facing some profound and unexpected regulatory barriers that hamper the implementation of these new services and networks.”

Kaisu Karvala, GSM Europe Chairperson

New EU Telecom Rules Are Already Out of Date

Wall Street Journal Europe
1 Dec. 2003

“We have, judging from the responses, a clear consensus that the current regulatory approach is unsustainable. That the huge mesh of complex regulation that we have today isn't effective - for competitors, for BT or, therefore, for consumers.”

Ed Richards, Senior Partner, Strategy & Market Developments, Ofcom
Introductory Remarks to Industry Seminar on Equality of Access

24 Feb. 2005



Stand up for the boys in green

eircom & irish soccer
TOTAL FOOTBALL

