

Postal Regulatory Framework

## ComReg 12/81n - Notification and Declaration

Intention to provide a postal service under section 38 of the Communications Regulation (Postal Services) Act 2011

Completed for Leaflet Broker Limited trading as Smart Post. Signature fields are intentionally left blank for the authorised signatory.

### Section 1. Information about undertaking making notification

|                                                                                               |                                                                                                          |
|-----------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|
| 1.1 Name of undertaking*<br>(Name of Legal or Natural Person, e.g. Company's Registered Name) | Leaflet Broker Limited                                                                                   |
| 1.2 Trading Name(s)<br>(if different from above)                                              | Smart Post                                                                                               |
| 1.3 Postal Address*                                                                           | Unit 70, Western Parkway Business Park,<br>Ballymount Drive, Ballymount,<br>Dublin 12, D12 YT62, Ireland |
| 1.4 Undertaking's Telephone Number<br>(inc. dialling code)                                    | (01) 963 0001                                                                                            |
| 1.5 Website address                                                                           | <a href="https://smartpost.ie">https://smartpost.ie</a>                                                  |
| 1.6 Address of Registered Office<br>(*in the case of a body corporate that is a company)      | 33 Roseberry Hill, Newbridge,<br>Co. Kildare, W12 TP49, Ireland                                          |
| 1.7 Company registration Number<br>(*in the case of a body corporate that is a company)       | 553288                                                                                                   |
| 1.8 Other legal or natural persons which are part<br>of the undertaking                       | None / N/A                                                                                               |
| 1.9 Email Address<br>(if available)                                                           | trevor@smartpost.ie                                                                                      |

\* Indicates a mandatory field.

### Section 2. Information about Compliance Officers

|                                |                     |
|--------------------------------|---------------------|
| 2.1 Name of principal contact* | Trevor Carthy       |
| 2.2 Office Phone number*       | (01) 963 0001       |
| 2.3 Mobile Phone number        | 086 388 0068        |
| 2.4 Email address*             | trevor@smartpost.ie |
| 2.5 Name of Deputy contact     | N/A                 |
| 2.6 Office Phone number        | N/A                 |
| 2.7 Mobile Phone number        | N/A                 |
| 2.8 Email address              | N/A                 |

\* Indicates a mandatory field.

## Section 3. Contact Details for postal service users wishing to make a complaint

|                                            |                                                                                                                                                  |
|--------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|
| 3.1 Postal Address*                        | Smart Post / Leaflet Broker Limited,<br>Unit 70, Western Parkway Business Park,<br>Ballymount Drive, Ballymount,<br>Dublin 12, D12 YT62, Ireland |
| 3.2 Telephone numbers (inc. dialling code) |                                                                                                                                                  |
| 3.2.1 Freephone number                     | Not applicable                                                                                                                                   |
| 3.2.2 LoCall number                        | Not applicable                                                                                                                                   |
| 3.2.3 Office Phone number*                 | (01) 963 0001                                                                                                                                    |
| 3.3 Website address                        | <a href="https://smartpost.ie">https://smartpost.ie</a>                                                                                          |
| 3.4 Email address                          | privacy@smartpost.ie                                                                                                                             |

\* Indicates a mandatory field.

## Section 4. Details of services provided and declarations

|                                                                                                                                                                                                                                                                                                                             |                                                                                      |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|
| 4.1 Number of postal services provided by undertaking and described on Schedules attached to this declaration (a separate Schedule must be completed for each service)                                                                                                                                                      | 1                                                                                    |
| 4.2 Number of these Services which are within the scope of the universal postal service                                                                                                                                                                                                                                     | 0                                                                                    |
| 4.3 CONFIRMATION<br>Do you confirm that you will comply with all obligations imposed or under the Communications Regulation (Postal Services) Act 2011 in respect of the provision of postal services, and in particular those imposed by sections 11, 12, 39, 42, 43, 45, 47, 53 and 54?                                   | <input checked="" type="checkbox"/> 1. Yes <input type="checkbox"/> 2. No            |
| 4.4 Do you confirm that you are aware that it is a criminal offence to fail to make a notification or to make a notification or declaration which is false or misleading in any material respect and on summary conviction any offender is liable to a class A fine, the largest fine permissible under the Fines Act 2010? | <input checked="" type="checkbox"/> 1. Yes <input type="checkbox"/> 2. No            |
| Signature                                                                                                                                                                                                                                                                                                                   |  |
| Date                                                                                                                                                                                                                                                                                                                        | 10/9/2026                                                                            |

## Schedule number 1 of 1

### Details of Service Provided

|                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Name of Service</b>                                                                                                                                                                                                                                                                                                                        | Smart Post Addressed Direct Mail and Periodical Delivery                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Nature of items conveyed</b>                                                                                                                                                                                                                                                                                                               | <input checked="" type="checkbox"/> 1. Items of correspondence<br><input checked="" type="checkbox"/> 2. Business documents<br><input type="checkbox"/> 3. Books<br><input checked="" type="checkbox"/> 4. Catalogues<br><input type="checkbox"/> 5. Newspapers<br><input checked="" type="checkbox"/> 6. Periodicals<br><input type="checkbox"/> 7. Merchandise with or without commercial value<br><input checked="" type="checkbox"/> 8. Other: brochures, newsletters, membership communications and similar printed publications |
| <b>Geographical scope (sender)</b>                                                                                                                                                                                                                                                                                                            | Republic of Ireland / National                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Geographical scope (addressee)</b>                                                                                                                                                                                                                                                                                                         | Republic of Ireland / National                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Advertised delivery standards</b>                                                                                                                                                                                                                                                                                                          | Planned campaign delivery, typically within 1-3 weeks depending on volume, geography and campaign specification. The delivery window is agreed with each customer.                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Size limits</b>                                                                                                                                                                                                                                                                                                                            | A5 and A4 publications / flat mail                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Weight limits</b>                                                                                                                                                                                                                                                                                                                          | Maximum 500g per item                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Access arrangements<br/>(Please select only one option)</b>                                                                                                                                                                                                                                                                                | <input type="checkbox"/> 1. Deposited at access point<br><input type="checkbox"/> 2. Collected from senders' premises<br><input checked="" type="checkbox"/> Both                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Legal Basis for contract<br/>(Please select only one option)</b>                                                                                                                                                                                                                                                                           | <input type="checkbox"/> 1. Individually negotiated agreement<br><input checked="" type="checkbox"/> 2. Standard Contract Terms and Conditions and individually negotiated discounts/pricing<br><input type="checkbox"/> 3. Standard Contract Terms and Conditions and non-negotiable tariff                                                                                                                                                                                                                                          |
| <b>The estimated date of commencement for the postal service concerned (if after the signing below)</b>                                                                                                                                                                                                                                       | 10 September 2026                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Declaration</b><br>Do you confirm that this service is within the scope of the universal postal service as defined in section 37(1) of the Communications Regulation (Postal Services) Act 2011?                                                                                                                                           | <input type="checkbox"/> 1. Yes <input checked="" type="checkbox"/> 2. No                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Declaration</b><br>Do you confirm that you are aware that it is a criminal offence to fail to make a notification or to make a notification or declaration which is false or misleading in any material respect and on summary conviction any offender is liable to a class A fine, the largest fine permissible under the Fines Act 2010? | <input checked="" type="checkbox"/> 1. Yes <input type="checkbox"/> 2. No                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Signature</b>                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Date</b>                                                                                                                                                                                                                                                                                                                                   | 10/9/2026                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |

## Additional Service Description

**Smart Post Addressed Direct Mail and Periodical Delivery** is a business-to-business planned bulk delivery service for individually addressed printed communications and publications delivered to specified homes and business premises.

Customers may provide printed items and recipient/address data, or engage Smart Post for associated fulfilment. Smart Post plans and routes the campaign, sorts and allocates items as required, transports them and arranges direct delivery to the specified addresses.

The service is intended for recurring or planned addressed mailings including member or subscriber magazines, newsletters, season brochures, customer communications, catalogues and similar direct-mail items.

Campaign delivery may be GPS tracked and completion reporting may be provided to the customer. Where a delivery location cannot reasonably be identified or accessed, an exception may be recorded and reported.

The service is not represented as a universal postal service. Leaflet Broker Limited declares one postal service and declares zero services within the scope of the universal postal service.

*This page supplements Schedule 1 and is intended to describe the notified service clearly.*