

Annex 1: Evidence referred to in the Notice

NON-CONFIDENTIAL

1. Email to industry@comreg.ie dated 10 October 2025 forwarding an email from marketing@openeir.ie to customers of Eircom (Open eir) dated 9 October 2025, entitled "*FW: open eir €50 Gift Card Promotion*", enclosing leaflet, FAQs and list of Eircodes.
2. Email from Siro dated 15 October 2025 pointing to a Vodafone webpage and copy of the Vodafone webpage
3. Screenshot of the web page at www.openeirrewards.ie.

[REDACTED]

From: [REDACTED]
Sent: Friday 10 October 2025 14:35
To: Industry
Subject: FW: open eir €50 Gift Card Promotion
Attachments: open eir October 2025_FAQs.pdf; open eir Leaflet.pdf; Conf_Reg_Eircodes.csv

Follow Up Flag: Follow up
Flag Status: Flagged

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Good Afternoon,

As a Telecoms Retail operator [REDACTED] would like to lodge a formal complaint with Comreg re the below action/promotion from Wholesale operator OpenEir.

We have several issues with this promotion.

- Lack of adequate industry consultation and notice (promotion starts Monday)
- The branding colours used in the leaflet attached are far removed from the typical OpenEir branding colours per their website and in my view very close to the branding colours used by Eir retail (per there website)
- The sizing of the OpenEir logo is disproportionate to the sizing of the retail logo's
- [REDACTED] logo is incorrect, and we were to my knowledge not consulted on providing an updated one.

Our view is that this promotion will disproportionately benefit Eir retail as consumers will be inclined to do an online search for OpenEir and ultimately land on Eir retail website.

Regards

[REDACTED]

From: Marketing Openeir
Sent: Thursday 9 October 2025 17:04
Subject: open eir €50 Gift Card Promotion

Dear Customer,

We're pleased to let you know about a new promotion designed to help drive fibre broadband take-up on the open eir network; new customers can claim a €50 Gift Card (JustEat, Boots or whoopee) when they connect to fibre-to-the-home broadband. Please see attached the leaflet that will be dropped to the targeted premises.

Key points for you:

- The connection must be activated on the open eir network to qualify for the voucher, the voucher can be claimed after the connection is live.
- There is a dedicated customer care team available to handle all customer queries relating to the promotion (customercare@sweete.ie).
- Attached is an FAQ doc if you would like to share with your teams in case they get any queries.
- No action is required from you; customers manage the process themselves through www.openeirrewards.ie (will go live for launch).
- We are targeting premises that have FTTH available in low penetration areas (list attached).

The promotion runs from 13th October to 23rd November 2025.

This initiative is designed to encourage more customers to make the switch to fibre, helping them access faster, more reliable broadband while rewarding them with a gift card.

If you have any questions, please contact a member of the team.

Thank you for your continued support.

Kind regards,
The open eir Team



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open



Unlock the Ultimate Broadband Experience.

open eir's fibre broadband network gives you the freedom to choose your preferred retail service provider. Retail brands you know and trust provide their broadband services through our fibre broadband network, giving you access to a wide variety of packages at the best value.

How to Claim your €50 Gift Card.

1. Visit www.openeirrewards.ie or scan the QR code below.
2. Register using your Eircode and email address.
3. Order fibre broadband from your retail service provider of choice.
4. Get your fibre broadband installed.
5. After you're connected, log back in to www.openeirrewards.ie
6. Select your preferred Gift Card, which will be delivered to your registered email address.



Terms and Conditions ** Open to residents of ROI only. 18+. Fibre-to-the-home purchase necessary. The connection must be purchased on the open eir fibre broadband network prior to the end of the Promotional Period. Promotion applies from 0000 on 13.10.2025 to 23:59 on 23.11.2025. Qualifying eligible customers must register on www.openeirrewards.ie, purchase a fibre broadband from a retail service provider on the open eir fibre broadband network and pass the qualifying period (e.g. cooling off period) with your retail service provider to receive the gift card reward. Max 1 gift card per household. Gift cards brands are Just Eat, Boots and Whycpee! gift card. Promotion only valid for the Eircode this leaflet was delivered to. Terms and Conditions apply – go to www.openeirrewards.ie for details. Promoter: open eir.





Fibre Broadband Leaflet Campaign

FAQs

Who is eligible for the €50 gift card?

Open to Republic of Ireland residents aged 18+ who connect to fibre to the home broadband on the open eir fibre network using the Eircode this leaflet was delivered to.

How do I claim my €50 gift card?

1. Visit www.openeirrewards.ie or scan the QR code on your leaflet.
2. Register on the site using your Eircode and email address.
3. Order fibre broadband from your chosen retail service provider.
4. Once installation is complete, your service is live, following the qualifying period, log back in to www.openeirrewards.ie.
5. Select your preferred gift card, which will be emailed directly to you.

Do I have to order through a specific provider?

No. You can choose from a wide range of trusted retail service providers who deliver broadband on the open eir fibre network.

What is the "qualifying period"?

You must pass the qualifying period (usually your first billing cycle) before your gift card reward is confirmed.

How long does it take to receive my gift card?

Once you have registered on www.openeirrewards.ie, your fibre broadband is connected and you have passed the providers qualifying period (approx. 14 days), you can login to www.openeirrewards.ie and select your gift card which will be delivered to your registered email address.

Which gift cards can I choose from?

You can pick a €50 gift card from:

- Just Eat
- Boots
- whoopee!

What is a whoopee! gift card?

A whoopee! gift card is a multi-store gift card. If you choose the whoopee! gift card, you then simply go onto www.whoopee!giftcard.com and swap the gift card out for any of the 80+ participating retailers on the site allowing you to choose what brand you prefer. The gift card(s) chosen will be sent to your inbox and will be valid for a minimum of 5 years from the date of issue.

Can I split the €50 across different brands?

No. The full €50 will be issued with the single brand you choose.

If you choose the €50 whoopee! gift card, however, when swapping your whoopee! gift card on the www.whoopee!giftcard.com site you may be able to split this depending on what brands you choose.

How will my gift card be delivered?

Gift cards are issued digitally to the email address you registered with.

Do gift cards have an expiry date?

Yes. Each gift card brand sets its own expiry period. Details will be included with your chosen card.

Can I claim more than one gift card?

No. Only one €50 gift card can be claimed per household.

What if I already have fibre broadband?

The promotion applies to new fibre broadband purchases on the open eir network during the promotional period. Existing fibre connections do not qualify.

What dates is the promotion open?

From 00:00 on 13 October 2025 to 23:59 on 23 November 2025.

Does my fibre broadband have to be connected during the promotional dates in order to qualify for the €50 gift card?

No, but you must register on www.openeirrewards.ie during the promotional period from 00:00 on 13 October 2025 to 23:59 on 23 November 2025.

Is the offer available outside the Republic of Ireland?

No. The offer is only valid in the Republic of Ireland.

What does “purchase necessary” mean?

You must purchase a qualifying fibre broadband connection from a retail service provider on the open eir network to receive your gift card.

 For full terms and conditions, visit www.openeirrewards.ie

[REDACTED]

From: [REDACTED]
Sent: Wednesday 15 October 2025 11:49
To: James Mulholland
Subject: OpenEir €50 Gift Card Promotion

CAUTION: This email originated from outside of the organisation. Do not click links or open attachments unless you recognise the sender and believe the content is safe.

Hi James,

Hope you are well.

Do you know where I can find information regarding this promotion? I don't see it as having been approved on your web site.

I understand it is also geographically targeted due to focussed distribution of the leaflets.

[REDACTED]

Appreciate if you could point me in the right direction.

Best regards,

[REDACTED]

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Open eir €50 Gift Card Promotion for New Customers

Care Experience

Tuesday 14th October

Welcome to Vodafone

Open eir €50 Gift Card Promotion for New Customers (Consumer & Business)

Segments impacted

Consumer Fixed

Business Fixed (SoHo & SME)

Offer Date: 13th October 2025 to 23rd November 2025

KB Page: [Offers & Campaigns](#)

Offer details:

Open eir are offering a €50 Gift Card (JustEat, Boots or whoopee) to new customers when they connect to fibre-to-the-home broadband on the open eir network (of which Vodafone is one of many providers). Please see below the leaflet that will be dropped by open eir to the targeted premises.



open air's fibre broadband network gives you the freedom to choose your preferred retail service provider. Retail brands you know and trust provide their broadband services through our fibre broadband network, giving you access to a wide variety of packages at the best value.

1. Visit www.openairrewards.ie or scan the QR code below.
2. Register using your Bricode and email address.
3. Order fibre broadband from your retail service provider of choice.
4. Get your fibre broadband installed.
5. After you're connected, log back in to www.openairrewards.ie
6. Select your preferred Gift Card, which will be delivered to your nominated email address.



Two authors were responsible for data entry, and a third person checked the data for accuracy. The data were entered into a database and analyzed using SPSS version 16.0 for Windows. The data were analyzed using descriptive statistics, including means, standard deviations, and frequencies. The data were also analyzed using chi-square tests to determine if there were significant differences between groups. The results of the analysis are presented in the following tables.

- The offer is directly managed by Open eir and is available across most service providers, including Vodafone.
- The connection must be activated on the open eir network to qualify for the voucher. The voucher can be claimed after the connection is live.
- There is a dedicated customer care team available to handle all customer queries relating to the promotion (customercare@sweete.ie).
- No action is required from you; customers manage the process themselves through www.openeirrewards.ie

Open to Republic of Ireland residents aged 18+ who connect to fibre to the home broadband on the open eir fibre network using the Eircode this leaflet was delivered to.

1. Visit www.openeirrewards.ie or scan the QR code on your leaflet.
2. Register on the site using your Eircode and email address.
3. Order fibre broadband from your chosen retail service provider.
4. Once installation is complete and your service is live, following the qualifying period, log back in to www.openeirrewards.ie.
5. Select your preferred gift card, which will be emailed directly to you.

Customers must pass the qualifying period (usually their first billing cycle) before your gift card reward is confirmed.

Once customers have registered on www.openeirrewards.ie, their fibre broadband is connected, and they have passed the provider's qualifying period (approx. 14 days). Customers can then login to www.openeirrewards.ie and select their gift card, which will be delivered to their registered email address.

Customers can pick a €50 gift card from: - Just Eat - Boots - whoopee!

Yes. Each gift card brand sets its own expiry period. Details will be included with the chosen card.

If the customer has issues with receiving their gift card via email after claiming it, they need to first check their spam/junk email folder – it may have ended up here. If they still cannot locate the email 1 hour after claiming a gift card, they need to contact the dedicated customer support email for this offer - customercare@sweete.ie

If the customer successfully received a gift card but it is not working when they try to use it, they need to contact the dedicated customer support email for this offer -

customercare@sweete.ie with details of the issue. If they cannot help with the query, customers may need to contact the customer support team associated with the gift card (i.e. Just Eat, Boots, whoopee!)



Screen capture of <http://www.openeirrewards.ie> – 17 October 2025 10:26 am



REGISTER HERE

To claim your €50 Gift Card after installation using your Eircode and Email address

Registered already, connected to fibre broadband and passed the qualifying period?

LOGIN HERE

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