

PRESS RELEASE

PRYSMIAN GROUP LAUNCHES NEW CORPORATE WEBSITE

CREATED WITH SOFTEC, IT FOCUSES ON STORYTELLING AND BRANDED CONTENT TO BE THE VOICE OF THE INDUSTRY

Milan, 17 May 2017 - Prysmian Group, world leader in the energy and telecom cable systems industry, is launching the new corporate website www.prysmiangroup.com, featuring a new design and content created in a restyling project carried out as part of the Group's more extensive **digital transformation** strategy.

The new website, which brings with it a legacy of approximately six million pageviews a year and features versions customised by country, with over 30 multilingual sites, has been designed and developed to offer a **simple, yet compelling user experience** accessible and usable from any type of device.

The site, which reflects the Group's strategy focused on innovation, takes a customer-centric approach thanks to its internal search function, which indexes approximately **1,700 products**, and to the apps, services and digital tools offered to provide access to personalised solutions. In addition, the **"Investor" and "Media"** sections contain **interactive widgets** and a library of presentations, press releases and financial content specifically conceived for investors, whereas in the **"Careers"** section visitors may view open positions at the global level and access the CV submission platform.

*"The new site represents an important stage of our Digital Transformation process", stated **Stefano Brandinali**, CIO of Prysmian Group. "It is also an opportunity to tell, from a new and different point of view, the story of what we have been doing passionately for 140 years, thanks to our large international projects, putting people at the centre of our stories."*

The site's new features are not limited to technology, but also revolve around content that comes to life in the form of stories, interviews and in-depth information in all fields of knowledge where Prysmian Group is able to make a valuable contribution, from technological innovation to manufacturing excellence, sustainability, talent development, ethical practices and international business experience. Storytelling and branded content will be a constant focus, not just for the over 140,000 monthly visitors to the Group's sites, but also for those who interact with Prysmian through the various social channels in which it is active.

*"Our customers have always been a priority. Hence our decision to focus on the digital channel as a way of engaging in dialogue with them and all of our other stakeholders," commented **Lorenzo Caruso**, Corporate & Business Communications Director, Prysmian Group. "This is why we wanted to revamp and redesign the site to create an innovative experience that uses interesting content to share our values and what makes us the worldwide leaders of our industry."*

*"A highly user-centric design approach and high-quality content in line with the needs of users and corporate storytelling: the aim is to reinforce the digital identity and support the business development of the Prysmian Group" states **Luca Spotti**, Vice President and Managing Director of Softec. "We have worked in a co-design environment with the internal stakeholders, who have shared all the design phases with us, from digital strategy to the going-live of the new website, through workshops and brainstorming sessions."*

Prysmian Group

Prysmian Group is world leader in the energy and telecom cable systems industry. With almost 140 years of experience, sales exceeding €7.5 billion in 2016, 21,000 employees across 50 countries and 82 plants, the Group is strongly positioned in high-tech markets and offers the widest possible range of products, services, technologies and know-how. It operates in the businesses of underground and submarine cables and systems for power transmission and distribution, of special cables for applications in many different industries and of medium and low voltage cables for the construction and infrastructure sectors. For the telecommunications industry, the Group manufactures cables and accessories for voice, video and data transmission, offering a comprehensive range of optical fibres, optical and copper cables and connectivity systems. Prysmian is a public company, listed on the Italian Stock Exchange in the FTSE MIB index.

Softec

Softec SpA, listed on AIM Italia and part of the Fullsix Group, is a leading company in Italy able to provide comprehensive coverage of the needs of the digital communication market, thanks to 4 highly specialised business lines (Experience Design, Conversion Marketing, Strategic Technology and Digital Platform), proprietary tools and exclusive partnerships with the market's main operators.

Prysmian Group

Lorenzo Caruso
Corporate and Business Communications Director
Ph. 0039 02 64491
lorenzo.caruso@prysmiangroup.com

Softec

Luca Spotti
Vice President and Manager Director
Ph. 0039 02 89968329
luca.spotti@softecspa.it