

PRESS RELEASE

PRYSMIAN PRESENTS ITS INNOVATIVE SOLUTION FOR INTEGRATED POWER-TELECOM NETWORKS

LOWER COSTS, MORE CAPILLARITY AND BETTER PERFORMANCE FOR ULTRA-BROADBAND NETWORKS

PRYSMIAN IS WORLD LEADER IN OPTICAL CABLES, WITH STATE-OF-THE-ART FACILITIES WORLDWIDE FOR THE PRODUCTION OF CABLES AND FIBRES

"WE HAVE THE KNOW-HOW, TECHNOLOGY AND PRODUCTION CAPABILITY TO CREATE ULTRA-BROADBAND NETWORKS WORLDWIDE"

Milan, 10 March 2016 - Prysmian Group, world leader in the energy and telecom cable systems industry, presents its innovative solution to create integrated power-telecom networks. In its R&D laboratories, the Group has developed a new cabling system able to bring power and ultra-broadband voice and data connection into homes. The solution, developed in particular for power utilities, allows both power and an ultra-broadband digital connection up to 1 Gb/second to be delivered by the same cable.

"This is a very important innovation we're talking about, which represents an extremely effective and efficient solution to offer ultra-broadband connections to a number of users in certain areas, rapidly and at low cost," said Marcelo Andrade, R&D Director at Prysmian Group. "Since its creation, Prysmian has been one of the main players involved in the most important innovations in the cable industry, and we're now proud to offer the result of our efforts in a field that affects the quality of life of all of us."

The system consists of a cable for the transport of energy, within which fibre optics are inserted, and passive connectivity. The system can also include an active electronic switch to allow transmission of information to the power cabinet and then to the substation, and a component to ensure the ultra-broadband connection.

There are many advantages of the integrated power-telecommunications system. Firstly, there is a strong reduction in network costs and implementation time, as trenching and civil works are reduced and potentially avoided. Then, the systems performance is excellent and can even reach a connection speed of 1 Gb/sec or more, depending on the network configuration.

Prysmian is the worldwide leader in the production of optical cables, producing around 30 million km of optical fibre every year in the five centres of excellence in Italy, France, The Netherlands, North America and Brazil. The Group owns the only European technology for the production of optical fibre and is completing an investment plan of over 100M € with the aim of further improving its competitiveness in the market. The Group has also recently announced the construction of a new factory in Mexico for the production of optical cables.

"Prysmian's Douvrin factory is the largest factory for the production of optical fibre in Europe, and with our help, we believe Europe can boost its leadership in this strategic and highly technological sector," said Philippe Vanhille, Executive Vice President Telecom Business at Prysmian Group. "We can offer Europe and the rest of the world our know-how and technologies for ultra-broadband cabling projects, like in Australia where we are helping bring faster and more reliable broadband to 90% of fixed line customers".

Innovation and efficiency in production processes are the pillars of Prysmian's competitive strategy in optical fibre. The Group's most recent innovations include, DrakaElite, the family of fibre dedicated to special applications (medical, maritime, oil and gas sectors), and BendBright^{XS} 200µm, the new small diameter bend-insensitive fibre. In the system innovation field, the Group is constantly developing new cable and connectivity technologies to bring information wherever it is required.

Prysmian Group

Prysmian Group is world leader in the energy and telecom cables and systems industry. With almost 140 years of experience, sales of about €7.5 billion in 2015, over 19,000 employees across 50 countries and 88 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.

Media Relations

Lorenzo Caruso
Corporate and Business Communications Director
Ph. 0039 02 6449.1
lorenzo.caruso@prysmiangroup.com

Investor Relations

Cristina Bifulco
Investor Relations Director
Ph. 0039 02 6449.1
mariacristina.bifulco@prysmiangroup.com