

including trains, aircraft, ships, port systems, cranes, mines, the nuclear industry, defence, the electro-medical sector and renewable energy. The products for the petrochemical market include power, instrument and control cables for use in exploration, production, transformation and storage activities. Further solutions are available for the elevator market, including flexible cables with connectors and cabling for elevator shafts, and for the automotive industry where the Group collaborates with the main international manufacturers in the sector. The range of products is completed by network accessories and components for joining cables and other network components.

Telecom

The Telecom Operating Segment comprises the production of cabling systems and connectivity products used in telecommunications networks. The product portfolio includes optical fibre, optical cables, connectivity components and accessories, OPGW (Optical Ground Wire) cables and copper cables.

With centres of excellence in Battipaglia (Italy), Eindhoven (Netherlands) and Douvrin (France) and five factories around the world, the Prysmian Group is one of the leaders in the production of the key component for all types of optical cable: *optical fibre*. A wide range of optical fibres is designed and produced to respond to the vast spectrum of applications demanded by customers, including single-mode, multi-mode and speciality fibres. In addition, the Group possesses all current technologies needed for the production of optical fibre, thus ensuring that solutions for the various applications are optimised. The optical fibres are used in the production of a wide range of optical cables, whether standard or specifically designed for challenging environments where access is difficult: from underground conduits to overhead power lines, and from road and rail tunnels to gas and drainage networks.

The Prysmian Group also provides solutions for passive connectivity, guaranteeing the efficient management of optical fibres within the network. The growing demand for greater bandwidth has brought optical fibre ever closer to the end customer. The Group is extremely active in this rapidly growing sector of the market, known as FTTx, with a systems approach based on a combination of existing technologies and innovative solutions that introduce optical fibres to high-rise buildings and high density housing.

Many of the cables employed in FTTx systems use Prysmian BendBright^{xs}, an optical fibre insensitive to bending that was developed specifically for this application.

The Prysmian Group also produces a wide range of *copper cables* for buried and overhead cabling, as well as for residential and commercial buildings. The product portfolio includes cables of varying capacity, such as xDSL cables for broadband work and those designed for high transmission, low interference and electromagnetic compatibility.

Cabling systems for communications are produced by the Group for the widest variety of applications within buildings, industries and transportation systems: cables for radio, television and cinematic recording studios, cabling for railway environments, such as those buried for long-distance telecommunications, cables for signalling and train diversion systems, as well as antenna cables for mobile telephone systems and cables for communications networks.

A STORY THAT BEGAN TWO CENTURIES AGO

With almost 140 years of combined experience, the history of Prysmian and Draka is marked by numerous successes and ever more ambitious and challenging milestones. Over time, these achievements have enabled the Prysmian Group to consolidate its reputation as a pioneer in the sector, whose paramount objective is to meet the requirements of its customers.

1900

At the start of the 20th century, Pirelli Cavi, part of the Italian Pirelli Group, achieved international recognition thanks to several high profile projects, such as laying 5,150 km of telegraph submarine cable across the Atlantic from Italy to America, linking North Africa with Brazil and installing a telephone line between Brazil and Italy.

1910

Hollandsche Draad en Kabelfabrieken was founded in 1910 and later became Draka.

1900-1950

Both companies expanded by internal growth during the first half of the 20th century, broadening their product ranges and opening factories in such strategic markets as Spain, the United Kingdom, North America, Argentina and Brazil.

1990-2000

The 1990s saw both companies engaged on acquisitions followed by major restructuring work, with a view to expanding their industrial and commercial activities.

2005

Pirelli Cavi was sold by Pirelli and Prysmian was founded.

2007

Prysmian was listed on the Milan Exchange's FTSE MIB.

2010

Prysmian became a public company. The assets and know-how accumulated in more than a century of history allow the company to pursue growth in markets and businesses with a high degree of value added.

2011

The acquisition of Draka by Prysmian gave birth to a new world leader in the cables sector: the Prysmian Group.

2015

Prysmian celebrates its first decade.

VISION

Energy and information facilitate the development of the community. This means they must always be available and offered in an efficient, effective and sustainable manner.

No matter what the business of our customers, where they are located or how difficult their operating environment. We promise to keep them connected. Every day we are able to put our vision into practice, via the work we do. No matter how large or small our individual daily activities, we know that they will grow over time and help give us the strength to achieve our mission.

MISSION

We offer cables and systems for the transportation of energy and for telecommunications. Our strong reputation as seekers of performance and innovation enables us to offer opportunities for sustainable and profitable growth to our customers.

We do not want to be just good suppliers. We aspire to be excellent partners. So our shared values are fundamental for us. The things we do and the approach we take to achieving them gives us the opportunity to demonstrate how much we care about our work.

VALUES

Excellence. Integrity. Understanding.

EXCELLENCE. Doing well is never enough. A rigorous approach and entrepreneurial leadership are combined to offer innovative and complete solutions for every kind of business.

INTEGRITY. When it comes to ethics, no challenge is too great or too small, if the objective is to achieve the best.

UNDERSTANDING. We have great respect for different opinions and ideas, and a lively interest in the needs of our customers.

GLOBAL PRESENCE

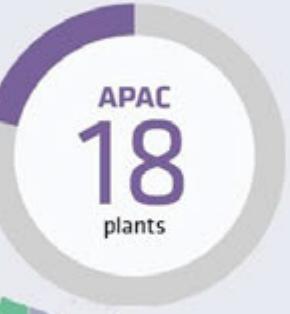
EMEA	Netherlands	APAC
Ivory Coast	Eindhoven	Australia
Abidjan	Delft	Dee Why
Denmark	Amsterdam	Liverpool
Brøndby	Emmen	China
Estonia	Delfzijl	Baoying
Keila	Nieuw Bergen	Tianjin
Finland	Czech Republic	Wuxi
Pikkala	Velke Mezirici	Wuhan
Oulu	Romania	Haixun
France	Slatina	Shanghai
Amfreville	Russia	Suzhou
Angy	Rybinsk	Zhongyao
Charvieu	Slovakia	Philippines
Chavanoz	Presov	Cebu
Gron	Spain	India
Neuf Pré	Vilanova y la Geltrú	Pune
Paron	Santander	Chiplun
Xoulces	Santa Perpetua	Indonesia
Douvrin	Sweden	Cikampek
Calais	Nassjo	Malaysia
Sainte Genevieve	Tunisia	Kuala Lumpur
Germany	Gromballa	Melaka
Neustadt	Turkey	New Zealand
Schwerin	Mudanya	Auckland
Nurnberg	U.A.E.	Thailand
Wuppertal	Fujairah	Rayong
Berlin	UK	
Italy	Aberdare	
Arco Felice	Bishopstoke	
Battipaglia	Wrexham	
Giovinazzo	Washington	
Livorno	Hungary	
Merlino	Balassagyarmat	
Pignataro Maggiore	Kistelek	
Quattordio		
Norway		
Drammen	Argentina	
Oman	La Rosa	
Muscat	Quilmes	
Sohar	Brasil	
	Joinville	
	Sorocaba (2)	
	Santo André	
	Vila Velha	
NORTH AMERICA		
	Canada	
	Prescott	
	Mexico	
	Durango	
	USA	
	Abbeville	
	Lexington	
	North Dighton	
	Bridgewater	
	Claremont	
	Rocky Mount	
	Abbeville	
	Lexington	
SOUTH AMERICA		
	Argentina	
	La Rosa	
	Quilmes	
	Brasil	
	Joinville	
	Sorocaba (2)	
	Santo André	
	Vila Velha	

50 COUNTRIES
 88 PLANTS
 17 R&D CENTRES
 19,000 EMPLOYEES





EMEA
54
plants



APAC
18
plants



KEY EVENTS DURING THE YEAR

- **Prysmian: the first decade**

The tenth anniversary of the founding of the Prysmian Group was celebrated in 2015, representing an ideal occasion to remember the great success achieved over the years.

These celebrations, with various initiatives involving Prysmian's people and stakeholders, also offered a chance to think about and analyse the results delivered during the past decade. Multiple marketing and communications activities were organised throughout 2015 to mark this 10-year milestone: all communications carried a golden logo created especially in honour of the tenth anniversary, while the history of Prysmian over the decade was gathered and recounted in a book, produced for the occasion, that was dedicated and distributed to every employee.

All the activities and initiatives implemented during 2015 sought to further strengthen the Group's brand and identity, as well as to highlight the commitment of the people who together make up the Group and contribute to its success. These initiatives also made the Group's ties with its stakeholders both stronger and closer, thereby consolidating Prysmian's growth and strategic development programmes.

- **Inclusion in the FTSE4Good index**

Prysmian is now included in the FTSE4Good, a prestigious global index comprising firms that stand out for both their ethical and transparent management practices, and the implementation of sustainable policies. The majority of the stringent requirements specified by the FTSE Group were met by Prysmian. In particular, Prysmian received excellent ratings from the Index's commission of experts due to the high standards assured for employees, as exemplified by our Diversity and Inclusion policies. The Group's HR management processes are designed to support the development of individuals and a common identity, via multiple programmes for the management of talent within a highly multi-cultural environment. Additional merit points were awarded for the close attention paid by the Group to the entire supply chain, thanks to the introduction of the Code of Business Conduct that was devised in order to disseminate and assure the adoption of responsible practices by all suppliers.

- **“Italy shows its true Fibre”**

In 2015, Prysmian launched a communication campaign designed to support plans for the development of new, ultra-broadband telecommunications networks in Italy. The fibre, manufactured by Prysmian in Italy and used to link communities around the world, is the result of technology, innovation and experience, as well as an in-depth knowledge of the country. Additionally during the year, the Group completed the investment of almost 30 million euro at the optical fibre centre of excellence in Battipaglia (Salerno), which is now one of the most advanced and competitive in the world.

A YEAR OF AWARDS AND RECOGNITION

- The 18th edition 2014-2015 of the **Combrend Webranking Research**, the leading European survey of corporate websites and the only global classification based on requests from stakeholders, assessed in collaboration with Lundquist the 500 largest European companies in terms of market capitalisation. Prysmian obtained a score of 55 out of 100 and was classified 62nd, compared with 127th in the previous year. Prysmian was also classified among the Top 10 Italian companies included in the Webranking FT Europe 500, moving up from 60th to 10th place.

This research estimates the ability of the largest listed European companies to meet the expectations of their stakeholders, in terms of transparency and dialogue using digital channels. In particular, the research considers the ability of these companies to stand out in an increasingly competitive environment, describing their official positions on corporate matters via digital channels and by involving their stakeholders in social media communications.

- For the second consecutive year, the Prysmian Group place first in Integer Research's "**Top 100 Global Wire & Cable Producer Database 2015**", which ranks the world's 100 largest cable manufacturers with reference to their revenues in the previous year. Strong sales of submarine and fibre optic cables during 2014 helped Prysmian to retain first place in the classification.
- During the year, the Group participated in France in the first "**Innovation Challenge Suppliers 2015**" organised by SPIE Sud-Est, a key French customer and partner in the installation of cables. Prysmian won the "Environmental Impact" prize for its innovative project regarding the new PV1100 AR cable. Devised by the purchasing department of SPIE Sud-Est, this challenge serves to highlight all those new products, concepts, ideas or product innovations that limit the environmental impact of products or improve human safety. In particular, the PV1100 AR presented by Prysmian is a low voltage cable designed for connecting photovoltaic fields. Its double insulation sheath means that the cable can be buried directly, without additional mechanical protection, while still ensuring the safety of the cable. As a result, the adoption of this cable makes installation a quick and easy process, with a smaller environmental impact due to the lower consumption of materials and reduced transportation. A total of 85 firms participated in the first edition of this competition, presenting 150 innovations. Ten prizes were awarded in five categories: safety, environmental impact, ease of implementation, technological innovation and economic impact. As mentioned, Prysmian was selected as the best large firm within the "environmental impact" category.
- The Prysmian Group received the "**Frost & Sullivan 2015 European New Product Innovation Award**" in London, for its BendBright^{XS} fibre optic cable. Each year, Frost & Sullivan, a leading global consultancy in growth strategies and the integrated areas of technological and market research, presents this award to a firm that has developed an innovative product using cutting-edge technology. The award recognises the value added by the product, in terms of characteristics and benefits, including an increased ROI for the customer, thus ensuring an increase in the number of end customers and overall market penetration. The BendBright^{XS} fibre, originally designed for FTTH applications, paves the