Linking energy and information to global growth
A journey that began two centuries ago

1879
Prysmian Group's history has its roots in the history of the Pirelli Group. Società Cavi Pirelli was established in Italy as the cable division of the recently founded company.

1910
Draka was founded under the name of Hollandsche Draad & Kabel Fabriek.

1927
General Cable was originally incorporated in New Jersey bringing together several older companies founded in the 1800s.

1970
The company was acquired by Philips and became part of the Wire and Cable division.

1986
The business became independent under the name of Draka, through a buyout financed by Parcom and Flint Beheer.

1987
Start of a 20-year period of global acquisitions, which included Philips Optical Fibres and Alcatel.

1990
The Company acquired the Carol Cable Company and the industry leading Carol® Brand cord, cordset and automotive product lines.

1998
The company began targeted acquisitions, including the power cable businesses of Siemens, BICC, Metal Manufacturers Ltd and NKF.

2001
The combination of the two market leading companies culminated in Prysmian Group.

2005
Prysmian was founded in July 2005 through the acquisition of the energy and telecom cables and system activities of Pirelli.

2007
Prysmian went public on in the Milan stock exchange after the sale of 46% of the shares held by the Goldman Sachs Group.

2011
General Cable was merged into Prysmian Group.

2016
The Company acquired Stabiloy and NUAL aluminum building wire brands, acquired Procables of Colombia, and acquired Prestolite Wire, serving predominately original equipment manufacturers (OEM) and distributors.
Trust and transparency: Prysmian Group is a true public company

A listed company without a controlling shareholder, with **over 9,200 employees as investors**, managed on a transparent basis and leveraging its ability to gain and maintain the continued confidence of its stakeholders. Data and charts refer to Prysmian Group without General Cable perimeter.

Ownership structure by main shareholders
268.1 million shares

Institutional investors by Geography

*Mainly includes shares held by non-institutional investors and shares with third-party custodians held for trading.*
Relying on our strengths

Everyday we bring to life our purpose inspired by six core pillars

<table>
<thead>
<tr>
<th>1. INNOVATION &amp; SUSTAINABILITY</th>
<th>2. FINANCIAL SOUNDESS</th>
<th>3. ETHICS &amp; INTEGRITY</th>
</tr>
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<tbody>
<tr>
<td>Setting industry standards (P-Laser, FlexTube, Pry-Cam) Sustainability policies</td>
<td>True public company Sound results Reliability</td>
<td>Governance Ethical policies Compliance</td>
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</tbody>
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<tr>
<th>4. OPERATIONAL EXCELLENCE &amp; CUSTOMER INTIMACY</th>
<th>5. PEOPLE &amp; TALENT</th>
<th>6. LEADERSHIP &amp; PRESENCE</th>
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<tbody>
<tr>
<td>Fast Forward project Customer proximity Global footprint</td>
<td>People value Talent programs Employee experience Entrepreneurship Ownership</td>
<td>Global track record Industry milestone projects Strong reputation</td>
</tr>
</tbody>
</table>
What is Prysmian Group made of?

Our values

With the merger with General Cable, Prysmian has further strengthened its leadership of the global cables and systems industry, assuming an even greater responsibility for managing energy and information flows that make economies grow and develop communities.

**DRIVE**

We aim to lead the industry evolution, combining our ability to develop people and business, in a clear direction while anticipating customer needs.

**TRUST**

We want to create an environment of trust that leverages diversity and collaboration, where people are empowered to make decisions with integrity.

**SIMPPLICITY**

We strive to simplify anything we can, focusing on high value generating activities and timely decisions to boost our Company results.
A truly Global Group

+50 COUNTRIES

112 PLANTS

25 R&D CENTERS

ABOUT 29,000 EMPLOYEES

OVER 11 BILLION ANNUAL SALES

(1) General Cable included in the period
1 January – 31 December
Sales breakdown by Geography\(^1\)

€11.6 billion

- 54%  EMEA\(^*\)
- 28%  North America
- 9%   Latin America
- 9%   Asia Pacific

(1) General Cable included for the period 1 January – 31 December

* Europe, Middle East, Africa
Regional Focus

NORTH AMERICA
- 23 PLANTS
- 6 R&D CENTERS

LATAM
- 14 PLANTS
- 3 R&D CENTERS

EMEA
- 57 PLANTS
- 14 R&D CENTERS

APAC
- 18 PLANTS
- 2 R&D CENTERS

R&D Headquarter

R&D Centers
The widest technology offer for the cable industry

**POWER GRIDS**
HV&Submarine / Transmission / Distribution / Offshore
Wind Farms / Power From Shore / Asset Monitoring
Systems / Network Components / Installation
capabilities / Overhead

**CONSTRUCTION & INFRASTRUCTURE**
Power & Control / Multimedia / Railways

**TELECOMS**
Optical Fiber / Telecom Networks / Multimedia &
Enterprise / Networks / Submarine Telecom

**TRANSPORTATION & MOBILITY**
Elevator / Aerospace / Automotive / Trains & Trams / Marine

**ELECTRONICS**
Partial Discharge / Measurements with PRY-CAM /
PFT Solutions / Submarine Cable Solutions

**INDUSTRIES**
Military & Defense / Mining / Crane / Nuclear Plants /
Solar & Photovoltaics / Wind Turbines / Other Plants /
Oil & Gas / Other Industries
The highest installation capabilities

Cable Lay Vessels & Burial Equipment

Best-of-class vessels and equipment providing extended project versatility

Wide ranging track record and global experience

Deep water installation capability up to 2,000m
Shallow water and near shore installation solutions

Giulio Verne

Cable Enterprise

In-house cable protection

Heavy duty plough

Vertical injector

Jetting machines

Hydroplow

Ulisse
Our Business Strengths

- Strong position in **high-tech sectors**
- Advanced proprietary **technologies**
- **Product** innovation
- **Customer** proximity
Partner of the world’s key players

7.6% WORLDWIDE MARKET SHARE
(Source: CRU, April 2018)
Getting stronger. The merger with General Cable drives significant value creation for all stakeholders supported by Prysmian Group’s proven execution capabilities.
A new organization

- **Protect our business**
  The new organization is designed to reflect our go-to-market strategy and combined product portfolio to prevent revenue loss

- **Keep a focus on value creation**
  The combined structure is agile, flexible, and allows us to use capital efficiently and generate strong cash flow from operations

- **Foster accountability**
  The new structure is simple and the model is easy to understand. This means clear accountability, with transparent monitoring of our progress towards business goals and expected results

- **Be sensitive to cultural differences**
  We are aware of different national and company cultures. We are planning for a smooth, mutually beneficial blending of cultures
A flexible and efficient organization

1 NORTH EUROPE: Denmark, Estonia, Finland, Norway, Russia, Sweden, the Netherlands.
2 SOUTH EUROPE: Belgium, France, Italy, Spain, Portugal, Tunisia, Ivory Coast and Angola.
3 CENTRAL EAST EUROPE: Austria, Czech Republic, Germany, Hungary, Poland, Romania, Slovakia.
4 NORTH AMERICA: Canada, USA.
5 LATAM: Argentina, Brazil, Chile, Mexico, Peru, Central America, Columbia, Ecuador.
6 Oceania and South East Asia: Australia and New Zealand, Indonesia, Malaysia, Philippines, Singapore and Thailand.

The organisation chart reflects the organisational structure as from March 2019.
Business Areas

- **ENERGY**
  - F. Fanciulli
  - **E&I**
    - R. Van Veen
  - **OIL & GAS**
    - S. Malquori
  - **INDUSTRIAL SPECIALTIES**
    - G. Hoefman

- **TELECOM**
  - P. Vanhille
  - **CONNECTIVITY**
    - S. Albou
  - **TELECOM SOLUTIONS**
    - A. Bosch

- **PROJECTS**
  - H. Ozmen
  - **HIGH VOLTAGE**
    - B. Sehovac

- **ELEVATORS**
  - S. Lloyd

- **AUTOMOTIVE**
  - G. Mazzantini

- **NETWORK COMPONENTS**
  - G. Imparato

- **ELECTRONICS**
  - R. Candela

- **MMS**
  - L. Roberts

- **OPGW & SPECIALS**
  - J. M. Macia

- **OPTICAL FIBER**
  - E. Stoltz

- **SUBMARINE**
  - R. Gil

- **POWER**
  - R. Gil

- **TELECOM**
  - A. Bhargava

- **OFFSHORE SPECIALTIES**
  - C. Scelza

**Business Areas**

**Included BU**

**Intermediate BU**
Our Corporate Purpose

We drive the flow of energy and information everywhere to enable and sustain human achievement everywhere.

General Cable joins Prysmian and Draka, operating as the Group’s third commercial brand.

While the Prysmian Group Corporate Brand embodies global leadership in the cable industry, the commercial brands champion customer proximity.

Our Corporate purpose represents a new way to approach the market: from a cable producer supplying to several industries, to a technology enabler making progress happen.
Thank you.