

PRYSMIAN ACCELERATES INTEGRATION WITH GENERAL CABLE IN SOUTH AMERICA

NEW HEADQUARTERS AND EXPANSION OF THE SOROCABA FACILITY

FOCUS ON BROADBAND NETWORKS, RENEWABLE ENERGY AND OVERHEAD POWER LINES

Milan, 11 July 2019 – Prysmian Group, world leader in the energy and telecom cable systems industry, is accelerating its integration with General Cable in South America and inaugurating the new Sorocaba regional headquarters in the region of Brazil's São Paulo province.

Prysmian is thus leaving its Santo André facility and integrating the Prysmian and General Cable organisations into the new Sorocaba headquarters, built for an investment of approximately €35 million, which also permitted expansion of the Poços de Caldas production facility.

The new headquarters was inaugurated by Chief Executive Officer Valerio Battista and LATAM Chief Executive Officer, Juan Mogollon, to mark the 90th anniversary of the Group's presence in Brazil during a ceremony attended by the Company's top managers, approximately 400 employees and major local clients and institutions.

“We are proud to celebrate our 90th anniversary in Brazil by inaugurating this new centre of excellence capable of integrating the Group's best practices” commented Valerio Battista, CEO of Prysmian Group. “South America and Brazil are strategic markets where the integration with General Cable has improved our competitiveness, as shown by our positive performance in early 2019. Our investments in the Poços de Caldas and Sorocaba facilities will allow us to serve our clients even more effectively and take advantage of the opportunities that we believe the demand for broadband networks and renewable energy will present.”

In particular, the investments in the Sorocaba facility were aimed at building a new headquarters, replacing the previous Santo André facility, and expanding production capacity. Inspired by the same principles that guided the construction of the Group's global headquarters in Milan, the building is noteworthy for its strong sustainability standards and high level of innovation and digitalisation. The expansive interior spaces, designed to take advantage of the benefits of natural light, support the wellbeing and integration of the approximately 340 employees who work there and who represent the new organisation, formed by bringing together the best of what Prysmian and General Cable have to offer.

Considerable efforts have been made in Sorocaba to upgrade and increase the production capacity of the power cables, optical and metal data transmission cables and special automotive industry cables lines. A new distribution centre has also been built in the new area, which extends over a total of approximately 23,000 square metres. The presence of a cutting-edge R&D centre will also help support Sorocaba in becoming one of the Group's international centres of excellence.

Prysmian Group

Prysmian Group is world leader in the energy and telecom cable systems industry. With almost 140 years of experience, sales of over €11 billion, about 29,000 employees in over 50 countries and 112 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