

PRESS RELEASE

PRYSMIAN GROUP TO PLAY MAJOR ROLE AS GOLD SPONSOR AT FTTH CONFERENCE

ON DISPLAY ITS FLEXTUBE[®] TECHNOLOGY PROVIDING FLEXIBILITY AND DURABILITY FOR FTTH NETWORKS

Milan, February 17th, 2014 – Prysmian Group, world leader in the energy and telecom cables and systems industry, is to play a major role as Gold Sponsor at this week's FTTH Council Europe Conference, the world's largest Fibre to the Home event (Stockholmsmässan in Stockholm, 18-20 February). Created by the merger of Prysmian and Draka, Prysmian Group has a wealth of experience across the entire Telecoms sector and will showcase its wide range of products for the Fibre to the Home market.

The FTTH Conference is once again the ideal venue for the Telecoms sector of Prysmian Group to present its innovative solutions for the FTTH markets. The company will be showing its latest range of products on its booth, G18. The display will be focused around Prysmian Group's theme "For every need, every application, in every environment". "This will highlight our company's drive for innovation and vast offering of a complete FTTx portfolio for cables and connectivity for all applications" explains Philippe Vanhille, Executive Vice-President Telecom Business at Prysmian Group. "Due to close cooperation with network operators we are constantly looking for solutions to lower the total costs of installations and build positive business cases. Together with our customers we are constantly developing easier to install, efficient and less costly fibre networks which will further help bringing fast broadband".

Products on display indeed show this passion for innovation and creation of successful business cases. A prime example to the response for the ever increasing need for miniaturization of cables, Prysmian's Flextube[®] Technology, offers numerous advantages for FTTH deployment. Successful applications show that this solution provides significantly easier handling and more rapid access to the fibres, resulting in an installation time that is dramatically reduced. Most of the products are equipped with Prysmian Group bend insensitive G.657.A2 fibre, BendBright^{XS}. Flextube[®] offers significant added value to installers and operators alike-whilest delivering a future proof network. Currently there is widescale adoption of this technology across Europe and the commencement of significant new builds in Latin America and Oceania.

Alessandro Pirri, Director Connectivity and FTTH at Prysmian Group, will give insights on improving the business case of FTTH through unbundling during his presentation on Wednesday 19th, showing how Telecom operators can successfully share all or parts of their networks and how passive component technology is helping to tackle the issue across Europe.

At its booth, Prysmian will also be focusing on how to approach the major challenge represented by the last metre of customer connection. This constitutes usually the most unpredictable, time consuming and costly part of an installation. It can be tackled by installing fibres in Multi Dwelling Unit applications with a tailor-made solution from Prysmian: a pre-connectorized optical riser cable based on G.657.A2 bend-insensitive fibre BendBright^{XS}, Verticasa^{XS} cable with extractable modules and in factory mounted and controlled top quality connectors. This prevents the need for multiple access to the customer premise and allows a direct finishing of the in-house installation. Further advantage is that it highly simplifies the planning procedure for the installer. The cable construction is again based on Flextube[®] micro modules. The advantages of such pre-connectorised riser solutions has been leveraged in a wide variety of environments, within

France, Germany, Spain, Portugal, UK, Benelux and several Eastern European countries among others.

The Telecom Solutions business of Prysmian Group operates in the telecommunications sector with a wide range of cable and system solutions addressing the high bandwidth provision needs of major network operators and service providers. The portfolio covers all areas of the market – including long distance, submarine and metro systems – although the area of greatest activity at present is within the 'last mile' access networks for which Prysmian has developed the xsNet suite of products and systems which will be on show on the company's booth. xsNet addresses the passive access network and provides tailor-made solutions for all parts of the FTTx network – indoor, outside and POP applications.

Prysmian Group will be present at booth G18 with a team of commercial and technical experts available to discuss all aspects of the products and their applications.

Prysmian Group

Prysmian Group is world leader in the energy and telecom cables and systems industry. With over 130 years of experience, sales of some €8 billion in 2012, about 20,000 employees across 50 countries and 91 plants, the Group is strongly positioned in high-tech markets and offers the widest range of products, services, technologies and know-how. In the Energy sector, Prysmian Group operates in the business of underground and submarine power transmission cables and systems, special cables for applications in many different industrial sectors and medium and low voltage cables for the construction and infrastructure industry. In the Telecom sector, the Group manufactures cables and accessories for the voice, video and data transmission industry, offering a complete range of optical fibres, optical and copper cables and connectivity systems. Prysmian is a public company, listed on the Milan 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

Luca Caserta
Investor Relations Director
Ph. 0039 02 6449.1
luca.caserta@prysmiangroup.com