

PRESS RELEASE

PRYSMIAN GROUP AT THE FTTH - FIBRE TO THE HOME CONFERENCE 2021

P. VANHILLE: "FIBRE OPTIC TECHNOLOGIES DRIVER FOR TELECOM NETWORKS' SUSTAINABILITY"

OPTICAL FIBRE ALLOWS NETWORK STABILITY AND RELIABILITY, TOGETHER WITH INCREASED SECURITY AGAINST CYBER-ATTACKS, AS STATED IN A RECENT WHITEPAPER ISSUED BY THE GROUP

Milan, 14 September 2021 – Fibre optic technologies have an important role to play in the journey towards a greener future, as fibre offers enhanced stability and reliability and has a longer expected network lifetime. These are the key takeaways of a whitepaper issued by Prysmian Group, world leader in the energy and telecom cable systems industry, that will be discussed in the panel "Sustainability strategies: is Fibre the solution, or part of the problem?" taking place during the FTTH Virtual Conference on 15-16 September. The Group will be once again Platinum Sponsor at the online event which will provide unparalleled experience, sharing in-depth knowledge of FTTH and other end-to-end fibre enabled technologies and solutions.

Prysmian will be in the spotlight at this year's conference with **Philippe Vanhille, Executive Vice President Telecom Business at Prysmian Group, taking part in the panel on 16 September**, to discuss how the FTTH eco-system is embracing the fight against climate change, as it is the most carbon-neutral broadband technology and, at the same time, an enabler of solutions for a more sustainable society.

According to Vanhille, "Fibre offers enhanced stability and reliability and has a longer expected network lifetime. Not only does this subsequently save money, but it reduces the environmental impact as less material is being used. Our many years of product development in that direction enable more energy efficient fibre solutions, while still providing the robust digital infrastructure that is required in a connected world. We are making vast improvements in energy efficiency, but this is not a solo effort. The entire ecosystem must come together to make sustainable networks a reality, by looking beyond the very short term benefits and adopting the best available technologies."

As demonstrated in a recent [whitepaper](#) issued by Prysmian, optical fibre helps to reduce energy consumption, with gains made during production and built upon further once the optical fibre has been deployed across networks and used for last mile connectivity. This is due to its use of spectrum, which can be lit on demand, rather than constantly, at each end point. Fibre is also more energy efficient than its rivals, ADSL, PSTN and mobile, thanks to its reliability, longer lifespan and future-proofed capacities, even more so when choosing a high-quality G.657.A2 bend-insensitive fibre.

On its **virtual stand at the conference**, Prysmian Group will showcase its latest innovations for quality, future-proof networks, and will present its extended Sirocco HD range of microduct cables, now including a 576 fibre optic cable. Sirocco HD cables provide world record diameters and fibre densities for blown microduct cables, and the new cable boasts 576 fibres in a diameter of 9.5mm, providing a fibre density of 8.1 fibres per mm². It is installable into a 12mm duct, with benefits in terms of both the total cost of network deployment and environmental footprint.

Prysmian experts will welcome visitors at the online stand, and will be involved in **workshops and the Conference sessions**. The WS 1D workshop, organized with Emelle and Plumettaz, will be held on 15 September on the topic: "Enabling fibre densification with advanced optical cable systems". On 16 September, during the Voice of the Industry Session, Adrian Amezcua, Global Technical Sales Support Manager, will make a presentation about improving TCO and network sustainability with advanced high-density cable systems.

Prysmian Group

Prysmian Group is world leader in the energy and telecom cable systems industry. With almost 140 years of experience, sales of over €10 billion, about 28,000 employees in over 50 countries and 104 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
VP Communication & Non-Financial Reporting
Ph. 0039 02 6449.1
lorenzo.caruso@prysmiangroup.com

Investor Relations

Cristina Bifulco
Chief Sustainability Officer and Group Investor Relations Director
Ph. 0039 02 6449.1
mariacristina.bifulco@prysmiangroup.com