

**PRESS RELEASE**

**PRYSMIAN GROUP TO LAUNCH ECO CABLE THE FIRST CERTIFIABLE GREEN PRODUCT LABEL IN THE CABLE INDUSTRY FOR THE ENERGY TRANSITION**

**BASED ON RECOGNIZED AND MEASURABLE CRITERIA, THE ECO CABLE LABEL HELPS UTILITIES AND DISTRIBUTORS STRENGTHEN THEIR GREEN SUPPLY CHAIN AND VALUE PROPOSITION**

Milan, 04 May 2021 - Prysmian Group, world leader in the energy and telecom cable systems industry announces the launch of its ECO CABLE label, the first proprietary green product label in the cable industry, to support utilities and distributors strengthen their green supply chain and value proposition.

"The ECO CABLE product label is aimed at proactively addressing the greener and greener expectations of the market and of all stakeholders", explains Massimo Battaini, Prysmian Group Chief Operating Officer. "With this initiative, the Group aims at strengthening the Group's sustainability strategy and active role as a promoter of a sustainable development as well as at accelerating the Group's race to net-zero CO<sub>2</sub> emissions", he adds.

The ECO CABLE label can be easily cross-referenced and paired with additional certified sustainability protocols like the EPD (Environmental Product Declaration) and the EU Ecolabel (the environmental excellence label for products and services meeting high environmental standards throughout their life cycle).

The ECO CABLE label assignment is based on an automatic calculation system using recognized and measurable criteria derived from the EU Ecolabel Regulation no 66/2010 and in line with the main regulatory frameworks and requirements, with a very specific focus on cable products: Carbon Footprint, Absence of Substances of Very High Concern, Recyclability/Circularity, Recycling input rate, Environmental benefits and Cable transmission efficiency.

Prysmian Group has committed to have 20% of the product range subject to the ECO CABLE criteria assessment by 2022, in line with the Group's Sustainability Scorecard targets. ECO CABLE labelled products for the Energy business will be available in Italy starting from early May and will be available in Q3 in France, Spain, Germany and by year end in the Nordics region.

ECO CABLE is just one of the steps taken by Prysmian Group in its race to net-zero CO<sub>2</sub> emissions and enabled by the Group's innovation capabilities and is part of a broader plan towards a fully automated design-to-sustainability approach that will grant the Group to have 85 % of its cable product families covered by carbon footprint assessment by 2022.

Among the main innovative initiatives leading the Group on its sustainability path are Alesea, IoT solution for smarter and easier cable inventory management to support our partners by helping them improve their performance in terms of operational efficiency and sustainability; P-Laser, the 100% recyclable, eco-sustainable cable technology, deployed to HVDC applications in low carbon projects; and PRY-CAM, a breakthrough technology for the condition assessment of electrical system efficiency.

**Prysmian Group**

Prysmian Group is world leader in the energy and telecom cable systems industry. With almost 140 years of experience, sales exceeding €11 billion, about 29,000 employees in over 50 countries and 106 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.

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