

PRYSMIAN GROUP LAUNCHES THE "MAKE IT" AND "SELL IT" INTERNATIONAL RECRUITING PROGRAMMES FOR ENGINEERS AND SALES PROFESSIONALS

IN 2018, PRYSMIAN GROUP RECRUITED 120 TALENTED PEOPLE FROM AROUND THE WORLD THROUGH THE "BUILD THE FUTURE", "MAKE IT" AND "SELL IT" SELECTION AND TRAINING SCHEMES

Milan, 19 March 2019 - Prysmian Group, world leader in the energy and telecom cable systems industry, is continuing to run its **Make It** and **Sell It** recruiting programmes — now in their fourth and third year, respectively — to select and train talent from around the world.

Make It is the programme targeted at process, maintenance, planning and quality engineers, as well as other specialist technical staff who have obtained a Bachelor's degree in engineering, or equivalent, and acquired between 3 and 7 years' experience in similar positions, in addition to showing leadership qualities and a passion for innovation. The four-year programme includes, amongst other things, a one-week induction in the Group's new Milan headquarters, a three-week training in the **Global Manufacturing Academy** in Mudanya (Turkey) and attendance at the **Prysmian Group Academy**, the Group's corporate university created in 2012 in collaboration with the SDA Bocconi School of Management.

Sell It, on the other hand, is a three-year scheme designed to recruit sales professionals who have obtained a degree in economics, engineering or chemistry or have other technical backgrounds, and gained 3-5 years' work experience in sales within the industrial manufacturing or consumer goods sectors. The training programme takes place within the **Prysmian Global Sales Academy** — which works closely with the world's most renowned business schools — to then continue in the Group's key plants through a structured and constantly monitored induction programme that, since its very beginning, allows the attendees to meet all key customers in each business area.

Applicants to both programmes must be fluent in English (written and spoken), even if they will be based in their own countries.

*"In 2018, through the Build The Future, Make It and Sell It programmes, we recruited 120 talented people from around the world who started an international and tailor-made training process at Prysmian, in partnership with the most prestigious scientific institutions and universities," announced **Fabrizio Rutschmann, Chief HR Officer of Prysmian Group**. "We have decided to renew our commitment again this year because we believe that selecting and developing the best talent at international level are a key factor for the Group success".*

The new editions of Make It and Sell It aim at bringing on board around 100 new talented people who will strengthen the Group's workforce, thus confirming the Company's strong international and multicultural vision and the wide range of opportunities offered by Prysmian Group.

This year, Prysmian Group is promoting its new programmes with a 100% digital international communication campaign that expresses the brand's new values (drive, trust and simplicity), which have been identified through a shared process that involved all Group employees following the acquisition of General Cable. The campaign also focuses on topics such as cutting-edge technologies, innovation, digitalisation, smart energies, production excellence, and sustainable growth, and gives a central role to the talented people selected in previous years who use the language of storytelling to recount their own experiences.

Applications for the two programmes are open and candidates can apply through the www.prysmiangroup.com website (www.prysmiangroup.com/careers section).

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 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.

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