

CORPORATE CITIZENSHIP AND PHILANTHROPY INITIATIVES

The Prysmian Group is committed to building a socially responsible business by supporting, via specific initiatives, the economic, social and cultural development of the areas in which the Group is present.

Relations with local communities represent the starting point for the creation of value around Prysmian. These communities are the source of numerous competitive advantages, which motivate the Group to cultivate an active role in relations with them, and to participate closely in projects and initiatives carried out in the public interest.

During 2014, the Prysmian Group pursued its commitment to be socially responsible by supporting, via specific initiatives, the economic, social and cultural development of the areas in which it is present.

In addition to direct economic contributions and donations in kind when allowed by the new Corporate Citizenship and Philanthropy Policy, the Prysmian Group also helps to support social projects via the hours paid to employees involved in the charitable activities.

The main activities during the year involved various areas and were concentrated in the following countries: Italy, Turkey, Spain, China, Finland, Germany, Australia and Thailand.



CORPORATE CITIZENSHIP AND PHILANTHROPY POLICY

With a view to defining common, shared rules within the Group for identifying corporate citizenship and philanthropy initiatives correlated with business operations, during 2014 Prysmian decided to update our policy regarding activities that benefit local communities.

The Group believes that access to energy and telecommunications is a prerequisite for the economic and social development of local communities and countries. For this reason, the corporate citizenship and philanthropy activities promoted by the Group must be principally intended to support initiatives that facilitate access to energy and telecommunications by local communities, with particular reference to those in developing countries.

The Group considers initiatives for the benefit of the community as those relating to:

- Communities: long-term initiatives that aim to mitigate socio-environmental issues in the communities in which the Group does business;
- Charitable gifts: short-term initiatives, or one-off donations to non-governmental organisations and supranational and local non-profit organisations;
- Commercial initiatives that benefit the community: initiatives that support Prysmian's success directly, conducted in partnership with community-based organisations.



COMMITMENTS FOR THE FUTURE

The Prysmian Group will improve the system for collecting data about Corporate Citizenship and Philanthropy initiatives during 2015, striving to promote projects that satisfy a single,

common objective: facilitate access to energy and telecommunications by local communities.

Italy

In Italy, as in 2013 Prysmian continued to donate the cables needed by the new Maria Letizia Verga Centre in Monza for the study and cure of childhood leukaemia. On completion of the project - expected in 2015 - the hospital will extend over four floors, with total surface area of 7,700 sq.m., becoming a centre of excellence specialised in research into childhood leukaemia and its treatment. The Centre will comprise a new and much larger centre for research into childhood leukaemias and blood disorders, a new bone-transplant centre, long-stay wards with single rooms, out-patient centre, surgeries and more welcoming common areas and services for patients and their families, designed to improve the quality of life during stays and the treatment period.

By this initiative, Prysmian contributes to the well-being and future of new generations. In particular, the Prysmian Group has decided to collaborate by donating various types of low voltage cable for residential applications.

Again in the area of health, Prysmian has provided financial support to the ONLUS LILT charity, for two important projects in the battle against cancer. With a view to defeating this serious illness, LILT is active in Milan and the surrounding province by providing various services intended to improve the quality of life of patients.

In particular, Prysmian has assisted two key projects. The first, called "Therapies' accompanying", is a service for patients unable to travel on their own, accompanying them between their homes and hospital whenever they need care. The second, called "Coming Home", contributes to the creation and installation of technical control systems in the homes of patients, to enable them to look after themselves directly.

Lastly, in the education area and collaboration with the Human Foundation, active in the social innovation sector, the Group has promoted a competition among undergraduate dissertations entitled "Technology for human beings",

targeting the students of three and five-year degree courses at the engineering and physics faculties of Italian universities. In particular, the competition involved student discussion of the applicability of new technologies to sustainable development, and analysis of the technical and applicability issues in developing contexts and emerging countries. In promoting this competition, the Group decided to spotlight innovative studies of sustainable technologies linked to fields of application relevant to its businesses, giving concrete economic and training opportunities to young people. The award ceremony held in February 2015 assigned cash prizes to the six winning dissertations, as well as a six-month Prysmian internship for the first-place winners in each category. In total, 26 undergraduate dissertations were presented for consideration.

Spain

In Spain, Prysmian participated in the Intermón Oxfam-Trailwalker in Girona, the largest team challenge in the world that is organised to combat poverty. Oxfam Intermón, which organised the event, is the Spanish NGO affiliated with the international Oxfam confederation that strives to eliminate poverty and injustice, so that all human beings can exercise their rights in full and benefit from a dignified life.

With a view to gathering funds for charitable works in developing countries, 356 teams took part in the event, which was considerably more than those that attended the previous edition in 2011. The Prysmian Group combined passion for the race and for sport in general with our commitment to good causes, confirming the care and attention dedicated to the fight against poverty and our support for the charities concerned.

In addition, during 2014 the Group loaned a building to Caritas in Vilanova, which will use for more than four years as a centre for the distribution of food to individuals and families.



The six young winners of the contest Technology for Human Beings receive the prizes from Prysmian Group and Human Foundation

China

In China, Prysmian organised two charitable initiatives in the education sector during the year. The first involved the Social Welfare Center in the Xiangcheng District of Suzhou, which was built as a home for orphans, most of whom have disabilities. Group employees were able to contribute to the renovation of the internal environments, in close contact with the children there. The second initiative benefited children at the Beijiing kindergarten in Shanghai, which takes the offspring of migrant workers. In order to create a better learning environment, volunteers from the Prysmian Group donated toys and other materials to optimise the facilities available to the school.

Turkey

With regard to schooling in Turkey, Prysmian has contributed to the cultural development of the country by providing study grants to the children of Group employees. In particular, Prysmian Turkey distributed 23 study grants during the 2013-2014 school year, followed in 2014-2015 by a further 26 for upper school and university students.

Finland

In Finland, Prysmian has made cash donations to the Mannerheim League for Child Welfare, which is the largest research foundation that takes care of children in Finland. Prysmian has also made installation cables and instruments available in support of Taitaja, the famous national skills championship.

Germany

In Germany, Prysmian has made cash donations to various initiatives promoting health, the arts and culture, economic development and welfare.

The funds available to the Group were allocated, for example, to supporting local communities via direct donations and grants to associations in the municipality of Neustadt. Among the various initiatives supported by Prysmian, the «Signal und Draht Patenschaftsabos» project gave the students involved free copies of the “Signal und Draht” newspaper, enabling them to learn more about the railways sector.

Australia

In Australia, Prysmian has also made cash donations to various initiatives promoting health. In particular, the Group has financed two events to assist needy and sick children: the first, known as «Circus Quirkus» is an annual event that attracts the attention of numerous children around the country. Prysmian sponsorship of this initiative enabled many of them to participate.

The second, called the «Special Children’s Christmas Party», is a Christmas celebration in Sydney that gives all children great opportunity for fun. Here too, Prysmian sponsorship of the initiative enabled vast numbers of children to take part. Lastly, the Group allocated part of its funds to financing the «Liverpool Relay For Life 2014», an initiative that collects funds for the Cancer Council.

Thailand

In Thailand, Prysmian has contributed to the «Nongkrub Hospital Development» project in the local community situated in the Rayong region. The objective of this initiative, involving all Prysmian employees, is to help renovate the community hospital



EVERY ONE: A NEW MILESTONE REACHED

The Prysmian Group has been working with Save the Children over the past three years on the “Every One” project, a global campaign to eradicate infant mortality and contribute to achievement of the 4th Millennium Objective. Save the Children is the largest independent international organisation that works to improve in a concrete manner the lives of children in Italy and the world.

The Prysmian Group has chosen to collaborate with the project to offer quality health services to mothers and children in Ethiopia, and to strengthen and improve the healthcare and nutritional services available to them.

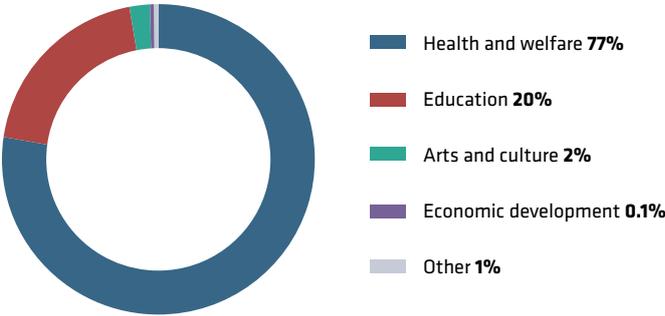
In particular, during 2014 Prysmian and Save the Children progressed their collaboration on the Enaate project, which

has taken them to the SNNPR (Southern Nations, Nationalities, and Peoples’ Region) area in the south of Ethiopia. The precious contribution made by Prysmian resulted in completion during 2014 of the construction, started in 2013, of two new Health Posts in Kereda and Shafule, which are villages in the remote districts of Burji and Amaro. This has enabled the communities concerned to access basic medical care. The opening ceremony for the two Health Posts was attended by the entire local community, public officials, healthcare workers trained by Save the Children and the managers of the new facilities. About 1,000 children below the age of 5 and their mothers can now receive care, vaccines and help in the event of malnutrition, and women about to give birth can obtain expert assistance from personnel trained by the NGO.

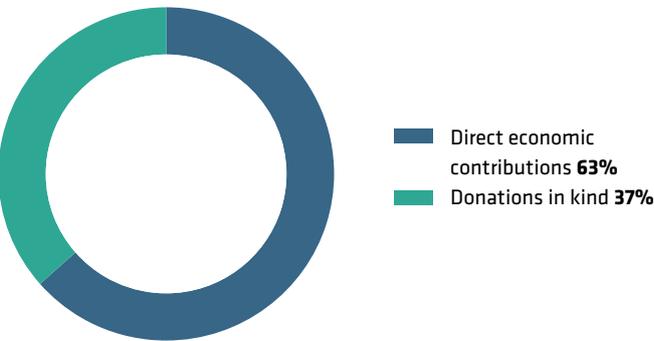
CORPORATE CITIZENSHIP AND PHILANTHROPY INITIATIVES

Among the main Corporate Citizenship and Philanthropy initiatives undertaken by the Group during 2014, the large majority, 77%, relate to support for health and welfare. 63% of the initiatives involved making direct economic contributions, while 37% comprised donations in kind. In addition, as shown by the charts, almost all the initiatives took the form of help for communities and charitable donations.

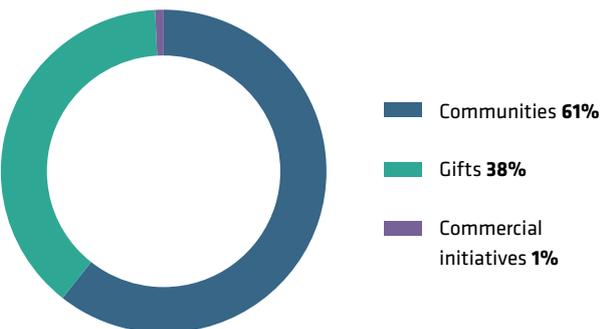
Contribution by subject



Type of contribution



Type of initiative



One of the Health Posts set up in Ethiopia with Prysmian's support, as part of Save the Children's Every One campaign.

