

# STAKEHOLDERS AND ENGAGEMENT ACTIVITIES

The sustainability strategy adopted by the Prysmian Group is marked by the importance recognised to the numerous stakeholders in the Group. In pursuing our corporate objectives, it is fundamental for Prysmian to develop forms of constant dialogue and interaction with both the internal and external stakeholders, in order to understand the various needs, interests and expectations (social, economic, professional, human) of all the actors involved. In particular, against a background that is dynamic, competitive and subject to major changes, being able to foresee changes and identify emerging trends enables the Group to generate constant and shared value added over the long term. To this end, Prysmian makes daily efforts to establish relationships of trust with our stakeholders, founded on the principles of transparency, openness and listening.

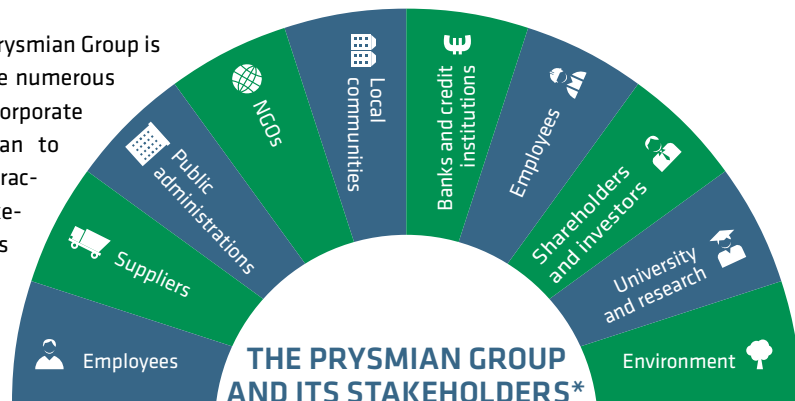
The engagement of our stakeholders has become an integral part of the work performed by the various organisational units and, consequently, important for the daily management of the business, as well as for the definition and implementation of future strategies.

The approach used by the Group to communicate with stakeholders has evolved steadily over time, involving various initiatives intended to make best use of the multiple channels available to the various business functions for establishing constant dialogue with the Group's stakeholders. The traditional methods of interaction have changed steadily and, in 2014, Prysmian took an important step along the road to sustainability by organising in Milan its first multi-Stakeholder Engagement event on sustainability matters.

The Group firmly believes in the importance of the role played by stakeholders in strengthening the responsible commitment of Prysmian, while also consolidating our ability to generate value for the benefit of all. This value represents, in fact, the fruit of our ability to recognise the expectations of those stakeholders that, directly or indirectly, influence the activities of the Group or that, in turn, are influenced by us. Having understood these expectations, the ability of the Group is demonstrated by promoting and implementing specific actions designed to satisfy them.

The multi-Stakeholder Engagement event was organised in pursuit of the following objectives:

- Listen to the ideas and inspirations of stakeholders regarding Prysmian's business, in order to improve the Group's approach to sustainability;



- Maintain an interactive and forward-looking approach to dialogue with our stakeholders.

The initiative enabled the representatives of stakeholders to participate actively in open discussions and workshops, during which they were free to express and exchange ideas, opinions and views on a variety of topics related to sustainability and corporate social responsibility. In particular, the event made it possible to compare the needs and priorities of six categories of external stakeholder: customers; suppliers; local communities; universities and research centres; investors; NGOs, public administrations and organisations working to protect the environment.

The open dialogue resulted in extensive discussion about Prysmian's approach to sustainability, drawing out the commitments and subject areas considered priority and crucial by the stakeholders, in order to guide the Group towards new and ever broader horizons. In addition, during the discussions, participants made a significant contribution to identifying the main effects of Group activities on the various stages of the value chain, highlighting the relevance and perceived importance of each sustainability-related matter. The main matters identified can be grouped into four areas: supply chain, natural resources and raw materials, logistics and transportation, and markets and products. Lastly, the stakeholders suggested possible initiatives and sustainability challenges that the Group should implement over the long term, in order to continue along the road towards sustainable development.

**During 2015, Prysmian will continue the stakeholder engagement activities commenced last year. In particular, a new multi-Stakeholder Engagement event will be organised in a country in which the Group is active.**

\* The categories of Group stakeholder were identified from an internal analysis, updated periodically, with reference to the AA 1000 and GRI standards.