

PRESS NOTE**GORI (PRYSMIAN): INNOVATION ALSO GROWS THROUGH ACQUISITIONS. WITHOUT INNOVATION, YOU CAN'T BE A LEADER.**

Milan, 11th December 2024 – Thanks to the participation of Francesco Gori, Prysmian Chairman, the company played a leading role during the "CEO Talk – Leader dell'Innovazione e del Cambiamento" event, hosted by RCS Academy and Corriere della Sera. This year, the event was an opportunity for the industrial leaders to share insights and perspectives on development, infrastructure, and innovative industrial projects.

"Innovation comes from a mix of cultures, encounters, and even exchanges facilitated by our acquisitions over the past 20 years. From these discussions and even disagreements, innovation is born, which is our strength while we compete in the market," stated Francesco Gori. "Without innovation, you are destined to lose. The energy and telecommunications market has a strong demand for innovation, driven by the need for sustainability, which requires the search for new solutions compared to the past."

Prysmian's Chairman continued, "Customers ask for the product but also for solutions to the surrounding challenges. The longest cable installed by Prysmian to date extends over 1400 km between Scotland and Denmark, crossing by factories and homes, with the need to find immediate solutions. The issue is not just about production but also about interacting with society and the surrounding environment."

"In this context, even STEM skills must be challenged by new values and non-strictly scientific skills, in order to create a useful debate for innovation and growth. For us, this also means continuing our commitment to reducing the gender gap in the sector. We are certain that in a work team, gender diversity is only an added value," said Francesco Gori.

Prysmian

Prysmian is a global cable solutions provider leading the energy transition and digital transformation. By leveraging its wide geographical footprint and extensive product range, its track record of technological leadership and innovation, and a strong customer base, the company is well-placed to capitalise on its leading positions and win in new, growing markets. Prysmian's business strategy perfectly matches key market drivers by developing resilient, high-performing, sustainable and innovative cable solutions in the segments of Transmission, Power Grid, Electrification and Digital Solutions. Prysmian is a public company listed on the Italian Stock Exchange, with almost 150 years of experience, over 33,000 employees, 109 plants and 27 R&D centres in over 50 countries, and sales of over €15 billion in 2023.

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