

PRESS RELEASE

PRYSMIAN: ELECTRIFYING MILANO... because Milan l'è un gran Milan**PRYSMIAN, BORN AND PROUDLY AT HOME IN MILAN FOR OVER 100 YEARS, CELEBRATES THIS CHRISTMAS TOGETHER WITH ITS HOMETOWN WITH A DOUBLE LIGHT INSTALLATION AND A VIDEO.**

Milan, 27th November 2024 - This Christmas, Prysmian pays homage to Milan, its home, with a message in which all Milanese can recognize: 'Milan l'è un gran Milan'. This phrase, inspired by a famous Milanese song, gave its name to the innovative campaign dedicated to the Milanese city. A double installation, "Electrifying Milano", the lighting of a tree in Piazza San Fedele and "Lighting the Road to Bicocca ", 4 km of lights along Viale Fulvio Testi and on the Prysmian tower overlooking the Bicocca district, with the aim of connecting the company headquarters with the city centre.

Massimo Battaini, CEO of Prysmian: "Milan is our home, which is why we are particularly in tune with this city. We are both ambitious, international, with a rigorous mindset. This Christmas we wanted to celebrate our bond with Milan, connecting the beating heart of the center with our historic headquarters in Bicocca. This district is home to Prysmian's headquarters and our global R&D centre, from which we drive innovation for the energy transition and digital transformation around the world. We hope that the Milanese can be proud of our history, because it is also their history. Without any doubt, we are proud to be Milanese."

The "Great Milan" has always been able to welcome people from all over the world to offer them the opportunity to believe in a future. A cosmopolitan city that also from the point of view of companies has become the reference point for multinationals that have decided to "set up home" in Milan.

Among these is Prysmian, founded in the Bicocca - Milan district over a hundred years ago, listed on the Milan Stock Exchange - second in terms of market cap among all companies with registered offices in the Lombard capital - world leader in providing solutions at the service of electrification, energy transition and digitalization. Prysmian not only has its headquarters in Milan, but also its global research and development center, where continuous innovation makes the energy and digital transition possible. Prysmian has a global presence in more than 50 countries, with over 33 thousand employees, 109 plants and 27 research and development

centres. This year Prysmian wants to celebrate the city in which it "lives" by focusing on the great connections that only a cosmopolitan city like Milan can give to the people and companies it welcomes in its territory. And nowhere else is this more evident than in the Bicocca district, where Prysmian has always found its home. The goal of this project is to give voice and "light" to the entire city territory, through a conceptual installation consisting of three "works":

- "Electrifying Milano", a Light Minimal Chic Christmas tree, located in the central Piazza San Fedele;

- "Lighting the Road to Bicocca", illuminations that will cross Viale Fulvio Testi for 4 km, until they illuminate the tower of the Prysmian headquarters in Bicocca, symbolically connecting the district with the city center;

- "Let the world say it, but Milan l'è un gran Milan", the title of a video that takes inspiration from the famous Milanese saying "Milan is always a great Milan", present in the 1939 song by Giovanni D'Anzi and Alfredo Bracchi.

"Let the world say no, but Milan l'è un gran Milan" reads the iconic song, a phrase that over the years has become the symbol of the city's hospitality and its ability to offer anyone who arrives in the Milanese capital a life full of opportunities. Milan has always had a forward-looking, ambitious and international mentality. In addition, thanks to its hospitable spirit, it has become a city that is increasingly open to innovation and inclusion.

With this project, Prysmian wants to celebrate and connect the central role of the Milanese suburbs, which have become real hubs of international realities and symbols of productivity. This is why, on the occasion of the current Christmas holidays, Prysmian wanted to create a symbolic link between the heart of the city and the surrounding districts, recalling that it is thanks to this connection that 'Milan will increasingly be a great Milan'.

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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