

PRESS RELEASE

**PRYSMIAN GROUP AND AIESEC ANNOUNCE A PARTNERSHIP  
TO SUPPORT GLOBAL YOUTH POTENTIAL THROUGH THE  
"YOUTH FOR GLOBAL GOALS" INITIATIVE**

Milan, July 11 2017 - Prysmian Group, world leader in the energy and telecom cable systems industry, and AIESEC, the world's largest youth-led organization that strives to achieve peace and fulfillment of humankind's potential, today announced a global partnership in support to **"Youth for Global Goals"**, AIESEC's initiative developed in collaboration with the United Nations and aimed at rousing young people towards the implementation of the Sustainable Development Goals.

Thanks to this partnership, Prysmian Group will encourage employees and AIESEC's members to carry out worldwide projects related to social and sustainability issues. On one side, the Group will join **Student Exchange projects**, targeting students from all over the world through its local affiliates as sponsor in order to nourish and enhance leadership skills of the global youth. On the other side, Prysmian will involve its under-30 employees in the **Global Volunteer project** to carry out international projects related to the Group sustainability vision.

The collaboration with AIESEC is strictly connected with the **Prysmian Group's sustainability strategy** based on the **UN Sustainable Development Goals**. The social projects supported will be indeed focused on those goals adopted by the Group in its sustainability plan, such as Industry, Innovation & Infrastructure, Sustainable Cities and communities, Responsible Consumption and Production, and Gender Equality, which represents a key topic in the company's long-term people management strategy.

The latter will be one of the key topics discussed by the Group at the **"Global YouthSpeak Forum"**, the AIESEC annual forum which will take place on July 12th in Cartagena (Colombia), where Prysmian Group will run a workshop and round tables to receive fresh feedbacks by a wide young international audience.

"We are extremely proud of the partnership with AIESEC, with which we share very important values by putting people at the center of our projects" said **Fabrizio Rutschmann**, SVP Human Resources and Organization at Prysmian Group. "Our common goal is to give value to people and their potential. The future of everyone depends on the sharing of different experiences and cultures and on the respect of differences, which represent both a professional and human asset."

"We are very glad to have Prysmian with us in such an important initiative as Youth for Global Goals" said **Niels Caszo**, President of AIESEC International 2016-17. "Prysmian Group, a long time committed company in pursuing sustainability related activities, a culture of respect of all differences and always attentive in giving value to people, represents the ideal partner for us."

**Prysmian Group**

Prysmian Group is world leader in the energy and telecom cable systems industry. With nearly 140 years of experience, sales of over €7.5 billion in 2016, 21,000 employees across 50 countries and 82 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.

**AIESEC**

AIESEC is the world's largest youth-led organization creating opportunities for young people to explore and develop their leadership potential. With offices in more than 122 countries and territories, AIESEC is a non-political, independent, not-for-profit organization run by students and recent graduates of institutions of higher education. Around the world AIESEC partners with more than 2,600 universities and 8000+ organizations to facilitate professional and personal development experiences for young people across the globe.

**Prysmian Group**

Lorenzo Caruso  
Corporate and Business Communications Director  
Ph. 0039 02 6449.1  
lorenzo.caruso@prysmiangroup.com

**AIESEC International**

Tanya Landysheva  
Vice President for Public Relations  
Ph. 0031 10 443 4383  
tanyal@ai.aiesec.org