

PRYSMIAN GROUP TO UNVEIL ITS WORLD-BEATING FIBRE SOLUTIONS FOR A CONNECTED CONTINENT AT AFRICA COM 2014

THE GROUP TO REINFORCE ITS BRAND IN THE REGION AT AFRICA'S BIGGEST TECHNOLOGY EVENT

Milan, 10 November 2014 - Prysmian Group, world leader in the energy and telecom cables and systems industry, showcases its strength in the African market this week at Africa Com (Cape Town, South Africa, November 11-13) with an extensive display of its wide-ranging cable, connectivity and deployment technology solutions.

The company, which already has a local presence in the South African market, is seeking to enhance and reinforce its brand throughout the Southern African region.

A long-time supplier into the African market, Prysmian Group works with governments and within the prevailing legislative and market conditions in many African countries helping to support local economies. Through its partner, VHFibre, the company is able to add specialist local content to its products, services and solutions, ensuring that it meets the regional economic and trade criteria.

Prysmian has already supplied a variety of energy and telecommunications solutions across the continent including projects in South Africa, Zimbabwe, Zambia, Rwanda, Kenya and Tanzania, and is actively engaged in developing innovative solutions for the telecommunications market.

Under a main theme "From the biggest cities to the smallest communities", Prysmian's booth will once again highlight the company's drive for innovation and vast offering of a complete FTTx portfolio for cables and connectivity to suit all applications. The Company is constantly developing easier to install, efficient and less costly fibre networks which will further help in providing fast broadband.

Prysmian will be using the event this week to specifically promote its state of the art RetractaNet^{XS} and VertiCasa^{XS} solutions. In both aerial and direct buried underground drop solutions, the new RetractaNet^{XS} is designed for 'value innovation', and combines integrated connectivity products and innovative tools to deliver a cost-effective solution for future-proof fibre roll-outs which has been proven consistently through several benchmarks to be lower for the whole project (maintenance and installation) than comparative solutions.

Also on show at Africa Com, Prysmian will present its latest cable and fibre management options including its Sirocco^{XS} portfolio (Sirocco^{XS} and JetNet^{XS}), which covers a comprehensive range of blown fibre and blown cable solutions for external and internal applications, tubing and fibre management options. All these solutions utilise the micro and macro bend-immune fibre BendBright^{XS}, which has been designed to secure the use of fibre's spectral abundance to solve bandwidth bottlenecks.

The company's FlexTube[®] which also uses BendBright^{XS} and provides significantly easier handling and more rapid access to the fibres will also be available to view, together with the pre-connectorised VertiCasa^{XS} cable, its QuickDraw^{XS} pre-connectorised lead, pre-terminated connectivity units and the specialist VerTV^{XS} distribution system during the event.

AfricaCom visitors can discover more about the Prysmian Group range of solutions for the African market and hear about local projects and manufacturing at the Prysmian Group booth A19.

Prysmian Group

Prysmian Group is world leader in the energy and telecom cables and systems industry. With more than 130 years of experience, sales of €7 billion in 2013, about 19,000 employees across 50 countries and 91 plants, the Group is strongly positioned in high-tech markets and offers the widest range of products, services, technologies and know-how. In the Energy sector, Prysmian Group operates in the business of underground and submarine power transmission cables and systems, special cables for applications in many different industrial sectors and medium and low voltage cables for the construction and infrastructure industry. In the Telecom sector, the Group manufactures cables and accessories for the voice, video and data transmission industry, offering a complete range of optical fibres, optical and copper cables and connectivity systems. Prysmian is a public company, listed on the Milan Stock Exchange in the FTSE MIB index.

Media Relations

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

Investor Relations

Cristina Bifulco
Investor Relations Director
Ph. 0039 02 6449.1
mariacristina.bifulco@prysmiangroup.com