

PRYSMIAN AT RIO OIL&GAS 2014 IN RIO DE JANEIRO, BRAZIL.**THE GROUP TO BOOST EXPANSION IN GLOBAL SURF BUSINESS WITH NEW HQ IN HOUSTON, NEW COMMERCIAL OFFICES WORLDWIDE AND QUALIFICATION OF THE 6" FLEXIBLE PIPE.****BRAZIL CONFIRMED AS A STRATEGIC MARKET FOR THE GROUP.**

Milan, September 12, 2014 – Prysmian Group, world leader in the energy and telecom cables and systems industry, will showcase at Rio Oil & Gas Conference and Exhibition 2014 in Rio de Janeiro, Brazil from September 15th to 18th (hall 4 booth V2). The Group will present its comprehensive product portfolio specifically designed for the Oil and Gas industry. The showcased range will focus on solutions for offshore applications, which incorporate a comprehensive portfolio of SURF products (Subsea Umbilicals, Risers and Flowlines), both Steel and Thermoplastic Umbilicals as well as flexible pipes for offshore oil and gas extraction.

Rio Oil & Gas Expo and Conference is the leading oil and gas industry event in Latin America and since its first edition in 1982 it has contributed to build up Rio de Janeiro's reputation of being the "Brazilian oil capital". Rio O&G 2014 comes at very important time for the Group, which is currently launching a new organization aimed at accelerating expansion in the business of Subsea Umbilicals, Risers and Flowlines (SURF) following establishment in early 2014 of new Headquarters in Houston, TX and new commercial offices in Europe, Asean, China and the Middle East under the responsibility of Bob Conners.

Aim of the new organization is to develop its business strategy by expanding the global growth of the Business Unit and by improving market penetration for niche products in the Oil & Gas industry. "Brazil and the long-standing partnership with Petrobras are still within Prysmian's focus" says Bob Conners "at the same time we are targeting a more global expansion also by leveraging our comprehensive offer of products and services for the Oil & Gas industry." The Group can rely also on two plants in North America (Massachusetts and New Jersey) dedicated to Down Hole Technology (DHT) systems, thus proving a broader range of products and technologies and creating interesting cross-selling opportunities.

Over the past years Prysmian has been investing in the development of umbilicals - both Steel Tube and Thermoplastic - and flexible pipes with production in its state-of-the-art plants in Vila Velha and important results have been obtained in order to achieve finalization of the on-going qualification process for 6" flexible pipes and strong engagement is currently dedicated to develop products and technologies for the harsher pre-salt layer. Later in 2013, the Group was awarded by Petrobras new major contracts related to renewals and extensions of frame agreements for Umbilicals (worth approximately \$ 260 Million) and flexible pipes (worth a total of \$ 95 Million) for the Macabu, Junarte and Marlim Leste fields.

Complex and integrated power, control and instrumentation cable systems for the Oil & Gas industry, produced in the Group's Brazil units, will complement the available range on display. "We are ready to face the challenges offered by the Brazilian market by supplying local-to-local with the strong support of our global expertise, track record and reliability" states Marcello Del Brenna, CEO Prysmian Group South America. Prysmian Group boast a long-standing tradition of involvement in some of the most important, strategic and technologically advanced projects in the industry, such as the Kashagan Oil Field in Kazakhstan, the Seadrill, Petrorig and Hull offshore drilling rigs for Jurong Shipyards and Keppel Fels in Singapore and the Shell Nanhai petrochemical complex in China.

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.

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