

PRESS RELEASE

PRYSMIAN GROUP LAUNCHES THE NEW WEBSITE DEDICATED TO ITALIAN OPTICAL FIBRE

SVP VANHILLE: "ITALY, THE LEADER IN OPTICAL FIBRE MANUFACTURING THANKS TO PRYSMIAN"

THE WEBSITE IS AIMED AT PROMOTING ITALIAN EXPERTISE, TECHNOLOGY AND PRODUCTION CAPACITY TO CREATE BROADBAND TELECOMMUNICATIONS NETWORKS

Milan, 3 July 2017 - Prysmian Group, world leader in the energy and telecom cable systems industry, is launching the new website www.fibramadeinitaly.it, featuring a new design and content created in a restyling project carried out as part of the Group's more extensive digital transformation strategy. The new website represents an important pillar for the "Italy shows its true fibre" communications campaign, aimed at promoting the significant and unique expertise that the company can offer Italy in the process of building an ultra-broadband infrastructure.

The new site has been designed and developed to offer a simple, yet compelling user experience accessible and usable from any type of device. The website, which reflects the strategy underlying the communication campaign launched by the Group two years ago and with a focus on innovation, seeks to constantly convey key messages and content relating to optical fibre and telecommunications in general.

"The new site's objective," explains Carlo Scarlata, CCO at Prysmian Italia, "is taking our main partners on an exciting journey to discover the world of fibre spanning all continents. The coating of this fibre bears a special phrase: '100% Made in Italy optical fibre' by Prysmian Group, the only manufacturer of optical fibre in Italy."

"The new site represents an important stage of our Digital Transformation process," stated Philippe Vanhille, Senior Vice President Business Telecom of Prysmian Group. "It is also an opportunity to tell, from a new and different point of view, the story of what we have been doing passionately for many years in the telecommunication and optical fibre fields, further emphasising that Italy has all the expertise and production capacity to develop broadband telecommunications network projects."

The site's new features are not confined to technology and graphics, but also revolve around content that comes to life in the form of stories, interviews and in-depth information in all fields of digital solutions and many other fields where Prysmian Group is able to make a valuable contribution, from technological innovation to manufacturing excellence, sustainability, and high quality of products. The site is intended to serve as an active tool for constant interaction with the Company that also exploits new social media channels in which it is active.

"Our customers have always been a priority. Hence our decision to focus on the digital channel as a way of engaging in dialogue with them and all of our other stakeholders," commented Lorenzo Caruso, Corporate & Business Communications Director, Prysmian Group. "This is why we wanted to revamp and redesign the site to create an innovative experience that uses interesting content to share our values and what makes us a worldwide leader in the telecommunication industry."

In Italy, the Group manufactures 9 million kilometres of optical fibre at its plant in Battipaglia (Salerno), a world-class centre of excellence. Innovation capacities and production process efficiency are the pillars of Prysmian's competitive optical fibre strategy as well. The experience and innovation of its solutions are contributing to Italy's ultra-broadband project, increasing the country's growth potential. This journey to the heart of innovation is the spirit that inspires the new website www.fibramadeinitaly.it.

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.

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