

PRESS RELEASE

WIRED TOGETHER: PRYSMIAN CELEBRATES ITS HISTORIC LINK WITH MILAN'S BICOCCA DISTRICT

Milan, December 18th, 2025 – Prysmian has decided to mark the upcoming holiday season by underlining its historic links with Milan's Bicocca district.

Bicocca, which is the historical heart of Italian industry, has been Prysmian's home for over three centuries, and this link stands today as the neighborhood which hosts Prysmian's global headquarters and its global R&D center of excellence.

Prysmian has marked the occasion by lighting a Christmas Tree in the middle of the Piazza Torre Breda, a place where thousands of residents, office workers and shoppers pass year around.

Prysmian has also illuminated over 4km of road, connecting the centre of the city to Bicocca – Viale Fulvio Testi – with colors and messages to underline the spirit of energy, togetherness and home for visits coming into, and leaving both Milan, and the district, this winter.

To celebrate the ties, Prysmian has also produced a short video: [watch here](#) – which reflects on the district and how it has changed over the years.

Maria Cristina Bifulco, Chief Strategy Officer at Prysmian: *"Milan is a famous city for its fashion, style, culture, food and football, right across the world. But there is another story often missed, outside of the city centre - of pioneering industry and innovation - where neighbourhoods like ours in Bicocca, represent not only a history of achievement, but also modern-day success stories. Bicocca is a place of community, of renewal, of light. And that's why we wanted to spread some cheer and look to the stars in this holiday season."*

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 capitalize on its leading positions and win in new and 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, 107 plants and 27 R&D centers in over 50 countries, and over €17 billion of revenues in 2024.

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