



# Linking energy and information to global growth

Prysmian Group Company Presentation

**Prysmian**  
Group



# A journey that began two centuries ago



**1879**  
Prysmian Group's history has its roots in the history of the Pirelli Group. Società Cavi Pirelli is established in Italy as the cable division of the recently founded company.

**1998**  
The company begins targeted acquisitions, including the power cable businesses of Siemens, BICC, Metal Manufacturers Ltd and NKF.

**2005**  
Prysmian is founded in July 2005 through the acquisition of the energy and telecom cables and system activities of Pirelli.

**2007**  
Prysmian becomes a listed company quoted in the Milan stock exchange after the sale of 46% of the shares held by the Goldman Sachs Group.

**Prysmian Group**

**2011**  
The combination of the two market leading companies culminated in Prysmian Group.



**1910**  
Draka is founded under the name of Hollandsche Draad & Kabel Fabriek.

**1970**  
The company is acquired by Philips and became part of the Wire and Cable division.

**1986**  
The business became independent through a buyout financed by Parcom and Flint Beheer. The name Draka was born.

**1987**  
A spree of global acquisitions over a 20 year period followed including Philips Optical Fibres and Alcatel.

**2018**  
General Cable joins Prysmian Group.



**1927**  
Originally incorporated in New Jersey bringing together several older companies founded in the 1800s.

**1990**  
Acquired the Carol Cable Company and the industry leading Carol® Brand cord, cordset and automotive product lines.

**2005**  
Acquired Silec, a leading energy and industrial business, and Helix/HiTemp, a manufacturer of high-end enterprise network products.

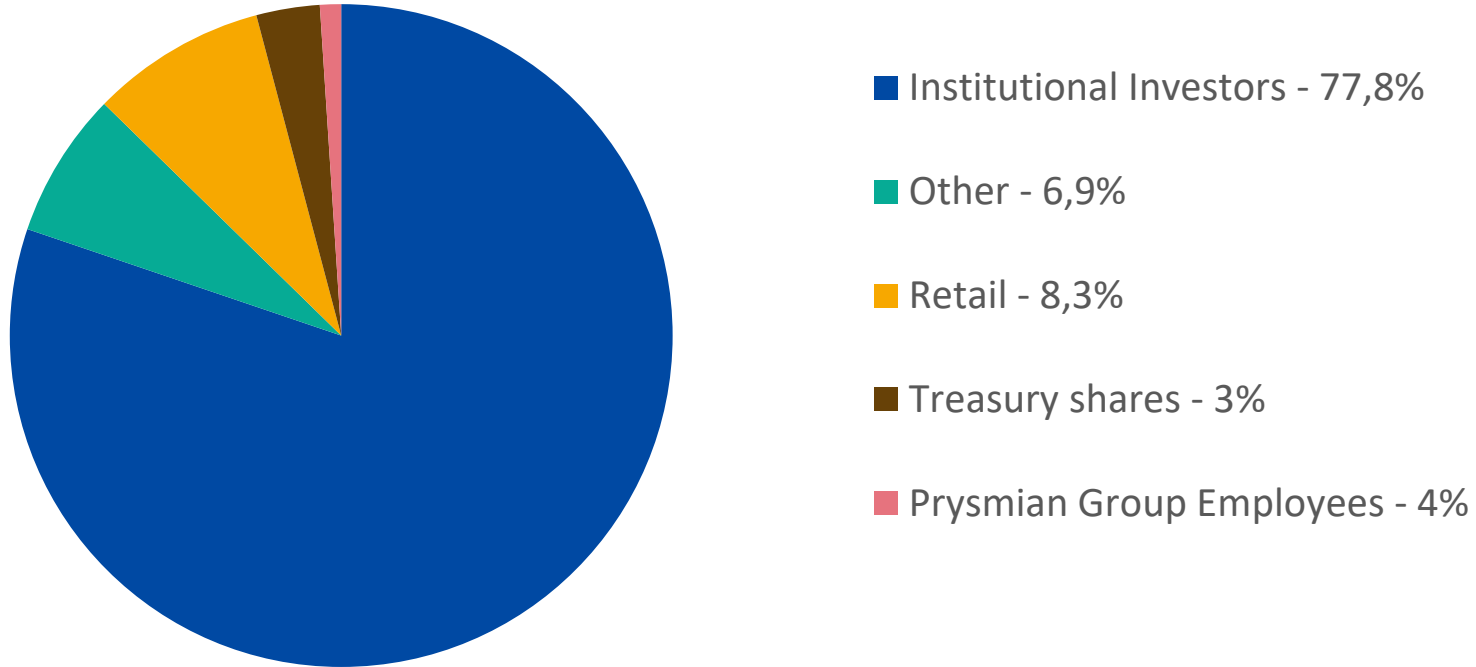
**2007**  
Acquired NSW, an offshore submarine cable supplier and installer in Germany.

**2012**  
Acquired Stabiloy and NUAL aluminum building wire brands, acquired Procables of Colombia, and acquired Prestolite Wire, serving predominately original equipment manufacturers (OEM) and distributors.

# Trust and transparency: Prysmian Group is a public company

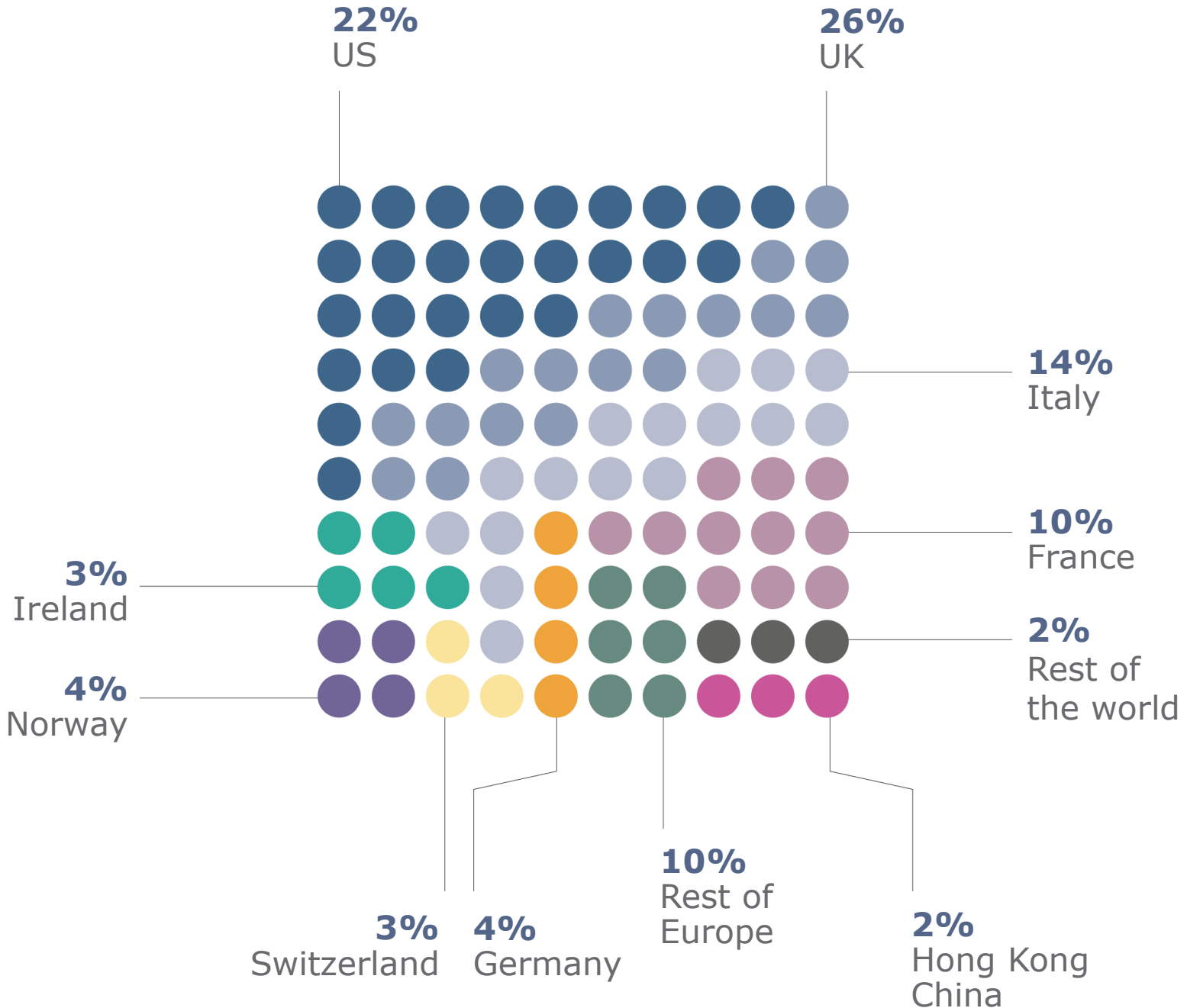
A listed company without a controlling shareholder, with **over 7,400 employees' as investors**, managed on a transparent basis and leveraging its ability to gain and maintain the continued confidence of its stakeholders.

## Ownership structure by main investors 235,5 Million shares



Date: 22nd May 2018

## Institutional investors by Geography



# Relying on our strengths

Everyday we bring to life our purpose inspired by six core pillars

## 1. INNOVATION & SUSTAINABILITY

Setting industry standards (P-Laser, FlexTube, Pry-Cam)  
Sustainability policies

## 2. FINANCIAL SOUNDNESS

True public company  
Sound results  
Credibility

## 3. ETHICS & INTEGRITY

Governance  
Ethical policies  
Compliance

## 4. OPERATIONAL EXCELLENCE & CUSTOMER INTIMACY

Fast Forward project  
Customer proximity  
Global footprint

## 5. PEOPLE & TALENT

People value  
Talent programs  
Employee experience  
Entrepreneurship  
Ownership

## 6. LEADERSHIP & PRESENCE

Global track record  
Industry milestone projects  
Strong reputation

# A truly Global Group

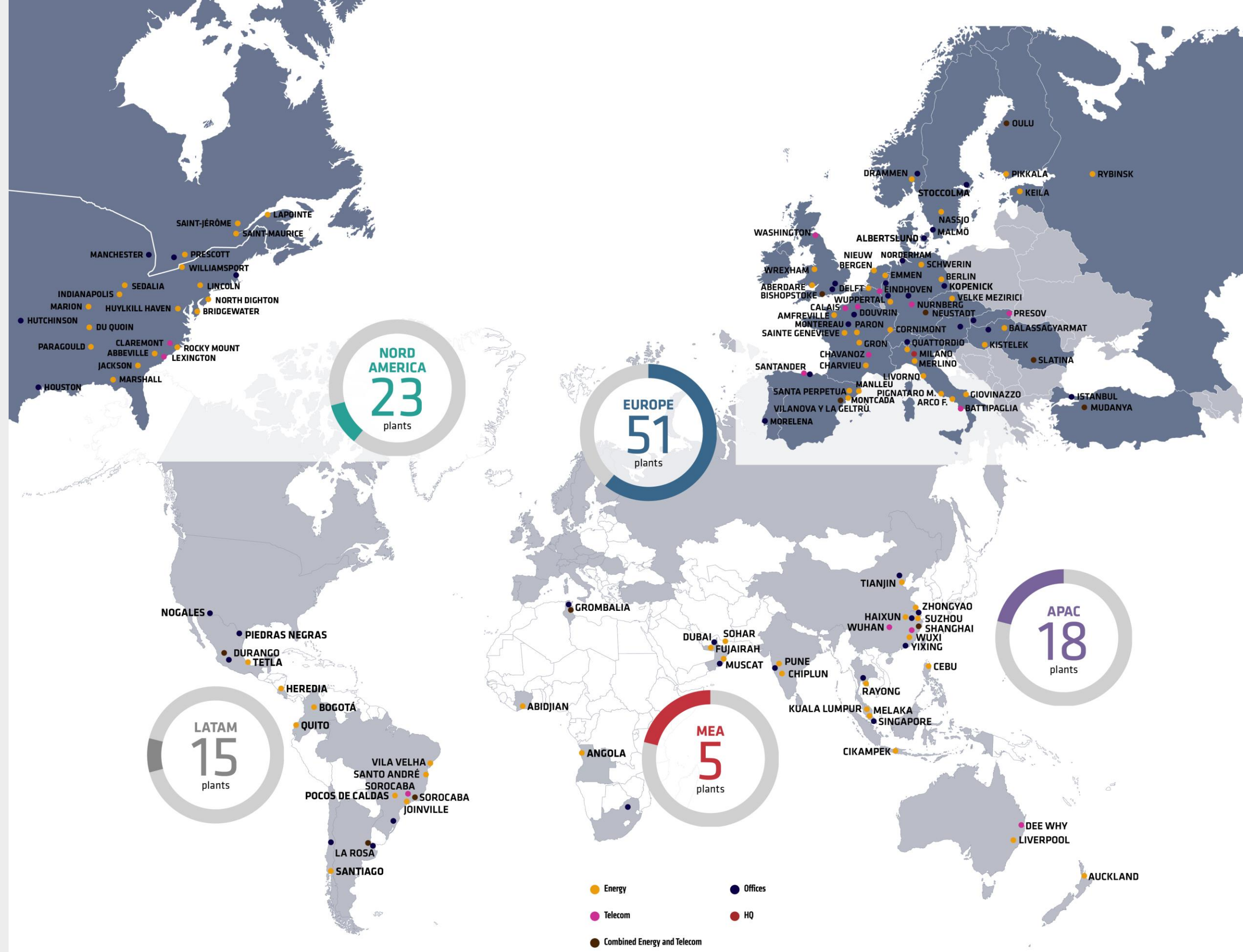
 **+50**  
COUNTRIES

 **112**  
PLANTS

 **25 R&D**  
CENTERS

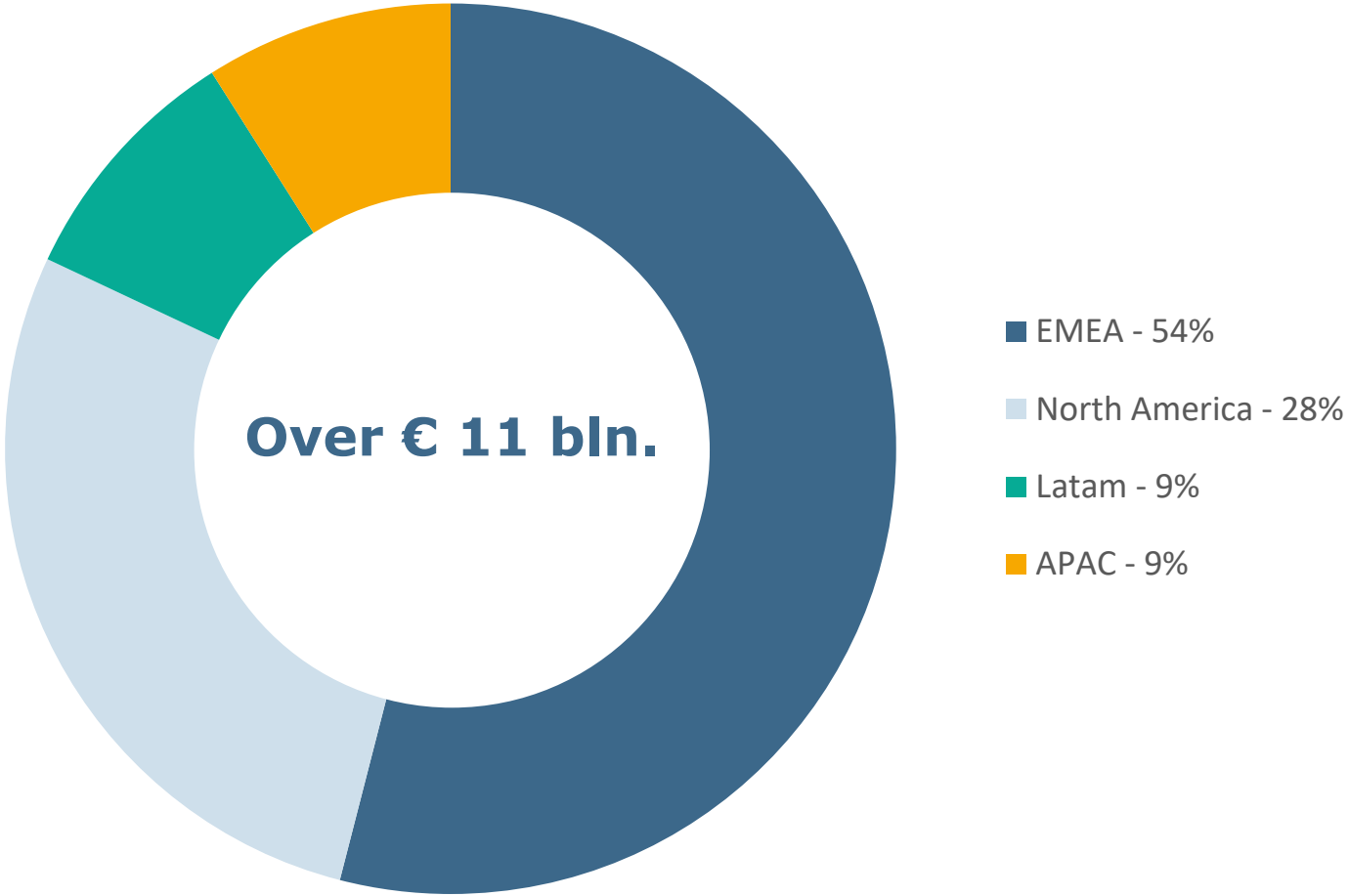
 ABOUT **30,000**  
EMPLOYEES

 OVER **11**  
BILLION ANNUAL  
SALES





# Sales breakdown by Geography



# Regional Focus



## NORTH AMERICA



**23**  
PLANTS



**6 R&D**  
CENTERS



OVER **5,800**  
EMPLOYEES

## LATAM



**15**  
PLANTS



**3 R&D**  
CENTERS



OVER **4,200**  
EMPLOYEES

## EMEA



**56**  
PLANTS



**14 R&D**  
CENTERS



OVER **16,000**  
EMPLOYEES

## APAC



**18**  
PLANTS



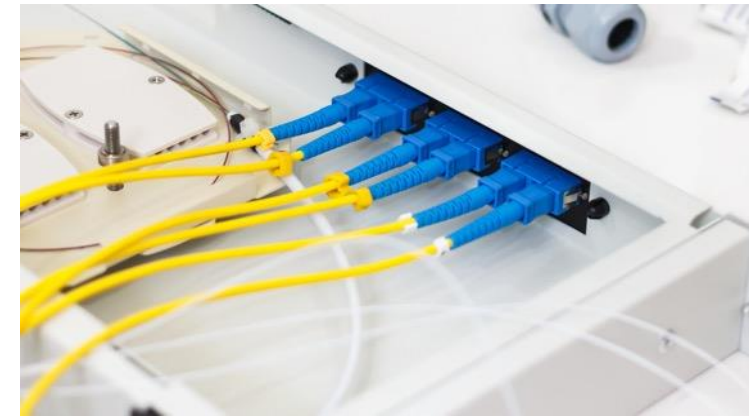
**2 R&D**  
CENTERS



ABOUT **3,000**  
EMPLOYEES



# The widest cable technology offer worldwide



## **POWER GRIDS**

HV&Submarine / Transmission / Distribution / Offshore Wind Farms / Power From Shore / Asset Monitoring Systems / Network Components / Installation capabilities

## **OIL & GAS**

Exploration & Production / Pipelines & LNG / Refineries & Petrochemical / Services

## **TELECOMS**

Optical Fiber / Telecom Networks / Multimedia & Enterprise / Networks / Submarine Telecom

## **ELECTRONICS**

Partial Discharge / Measurements with PRY-CAM / PFT Solutions / Submarine Cable Solutions



## **CONSTRUCTION & INFRASTRUCTURE**

Power & Control / Multimedia / Railways

## **TRANSPORTATION & MOBILITY**

Elevator / Aerospace / Automotive / Trains & Trams / Marine

## **INDUSTRIES**

Military & Defense / Mining / Crane / Nuclear Plants / Solar & Photovoltaics / Wind Turbines / Other Plants / Other Industries

## **OVERHEAD**



# The highest installation capabilities

## Cable Lay Vessels & Burial Equipment

**Best of class vessels and equipment**  
providing extended project versatility

Wide ranging **track record and global experience**

Deep water installation capability **up to 2,000m**  
**Shallow water and near shore installation solutions**

## In-house cable protection



Heavy duty plough



Vertical injector



Jetting machines



Hydroplow



Giulio Verne



Cable Enterprise



Ulisse



# Our Business Strengths



Strong position  
in **high-tech sectors**



Advanced proprietary  
**technologies**



Innovation  
in **product**



**Customer** proximity





# Partner of the world's key players



**7,6% WORLDWIDE MARKET SHARE**  
 (Source: CRU, April 2018)

# Getting stronger. The merger with General Cable

Enhances Prysmian Group's **worldwide leadership**.

Ensures extended **worldwide presence**.

Provides **wider product portfolio** and solutions.

Combines **management expertise** and **best practices** leveraging on human capital talents.

Increases capability to **exploit global trends**.

**The merger with General Cable drives significant value creation for all stakeholders supported by Prysmian Group's proven execution capabilities.**



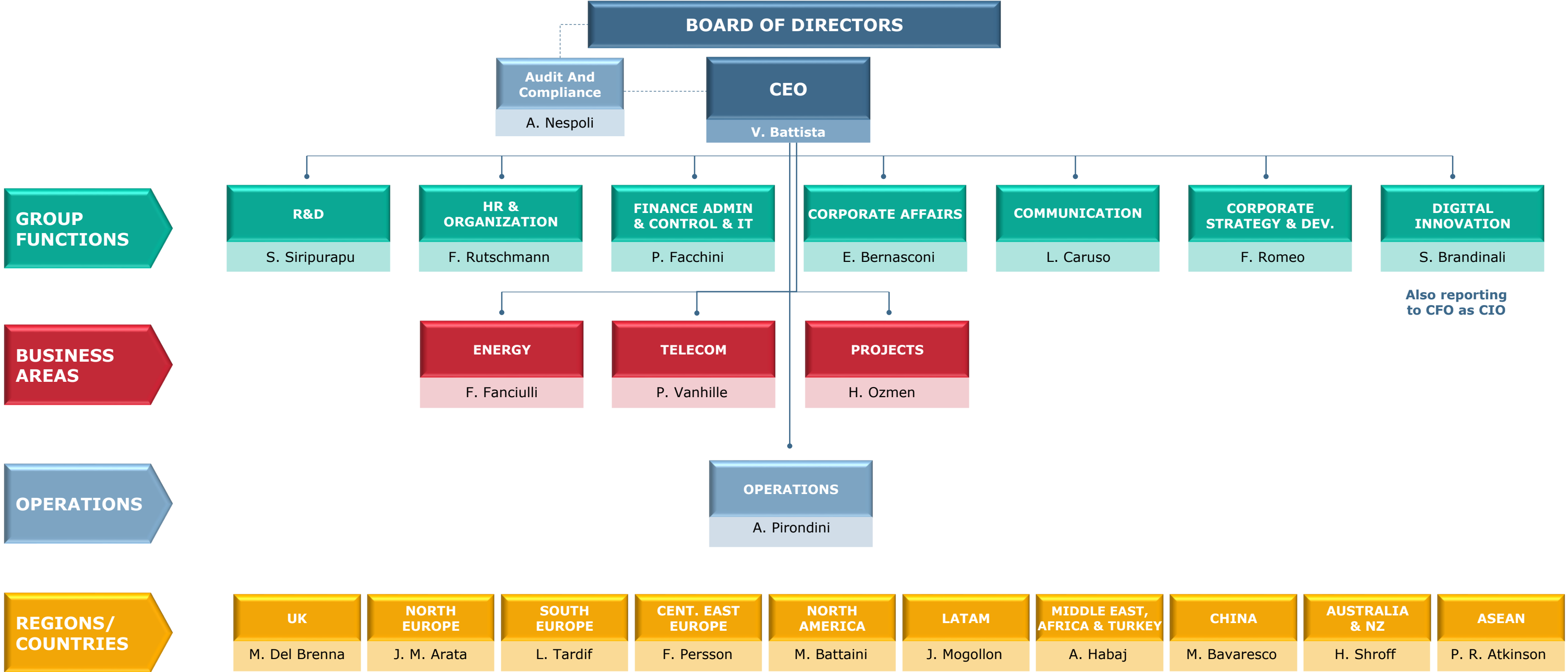
# A new organization

- **Protect our business**  
The new organization is designed to reflect our go-to-market strategy and combined product portfolio to prevent revenue loss
- **Keep a focus on value creation**  
The combined structure is agile, flexible, and allows us to use capital efficiently and generate strong cash flow from operations
- **Foster accountability**  
The new structure is simple and the model is easy to understand. This means clear accountability, with transparent monitoring of our progress towards business goals and expected results
- **Be sensitive to cultural differences**  
We are aware of different national and company cultures. We are planning for a smooth, mutually beneficial blending of cultures





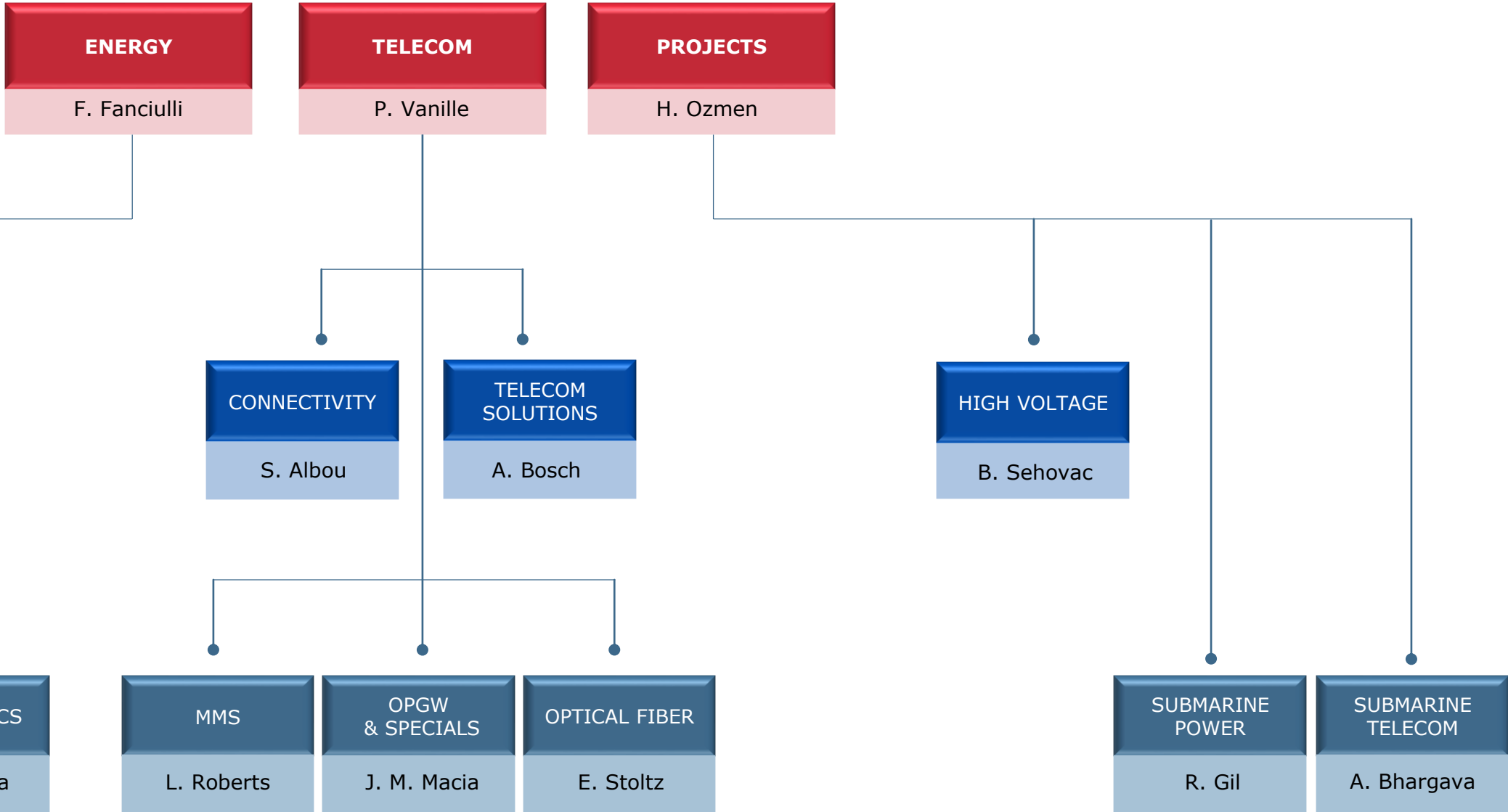
# A flexible and efficient organization





# Business Areas

**BUSINESS AREAS**



Integrated BU
  Intermediate BU

# Our Corporate Purpose

**We drive the flow of energy and information everywhere to enable and sustain human achievement everywhere.**

General Cable joins Prysmian and Draka, operating as the Group's third commercial brand.

While the Prysmian Group Corporate Brand embodies global leadership in the cable industry, the commercial brands champion customer proximity.

Our Corporate purpose represents a new way to approach the market: from a cable producer supplying to several industries, to a technology enabler making progress happen.

# Prysmian Group

CORPORATE BRAND



COMMERCIAL BRANDS



PRODUCT BRANDS



# Thank you.



[prysmiangroup.com](https://prysmiangroup.com)

**Prysmian**  
Group