

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.

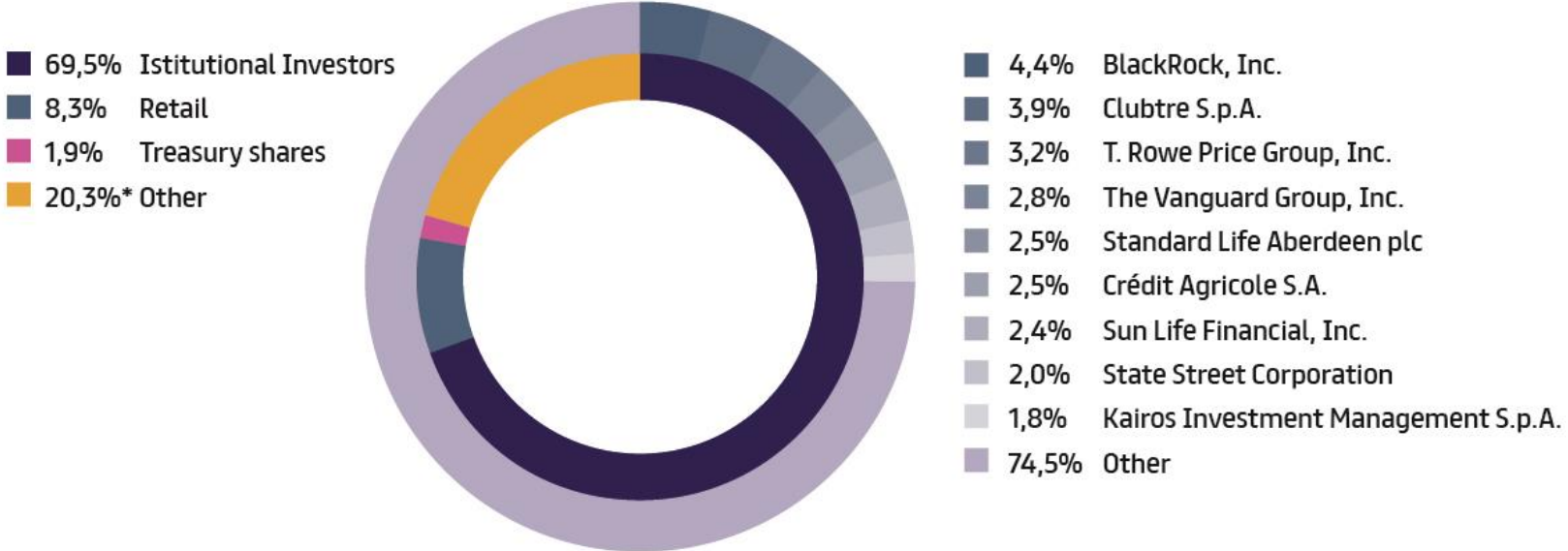
2007
Acquired NSW, an offshore submarine cable supplier and installer in Germany.

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.

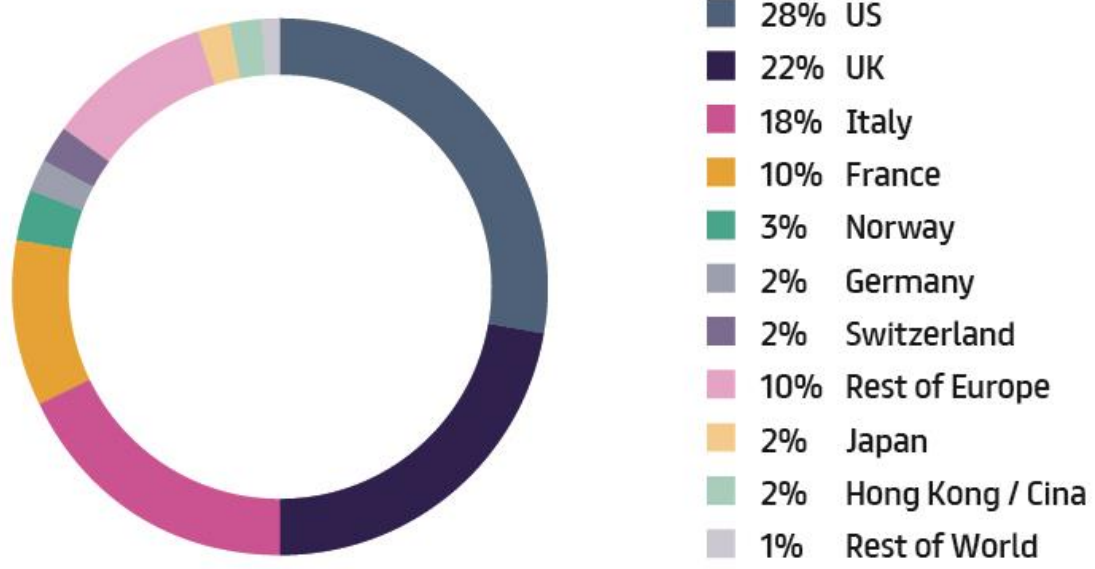
Trust and transparency: Prysmian Group is a true public company

A listed company without a controlling shareholder, with **over 9,200 employees' as investors**, managed on a transparent basis and leveraging its ability to gain and maintain the continued confidence of its stakeholders. Data and charts refer to Prysmian Group without General Cable perimeter.

Ownership structure by main shareholders 268.1 Million shares



Institutional investors by Geography



* Mainly includes shares held by non-institutional investors and shares with third-party custodians held for trading.

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

What is Prysmian Group made of?

Our values

With the merger with General Cable, Prysmian has further **strengthened its leadership of the global cables and systems industry**, assuming an even greater responsibility for managing energy and information flows that make economies grow and develop communities.

DRIVE

We aim to lead the **industry evolution**, combining our ability to **develop people and business**, in a clear direction while **anticipating customer needs**.

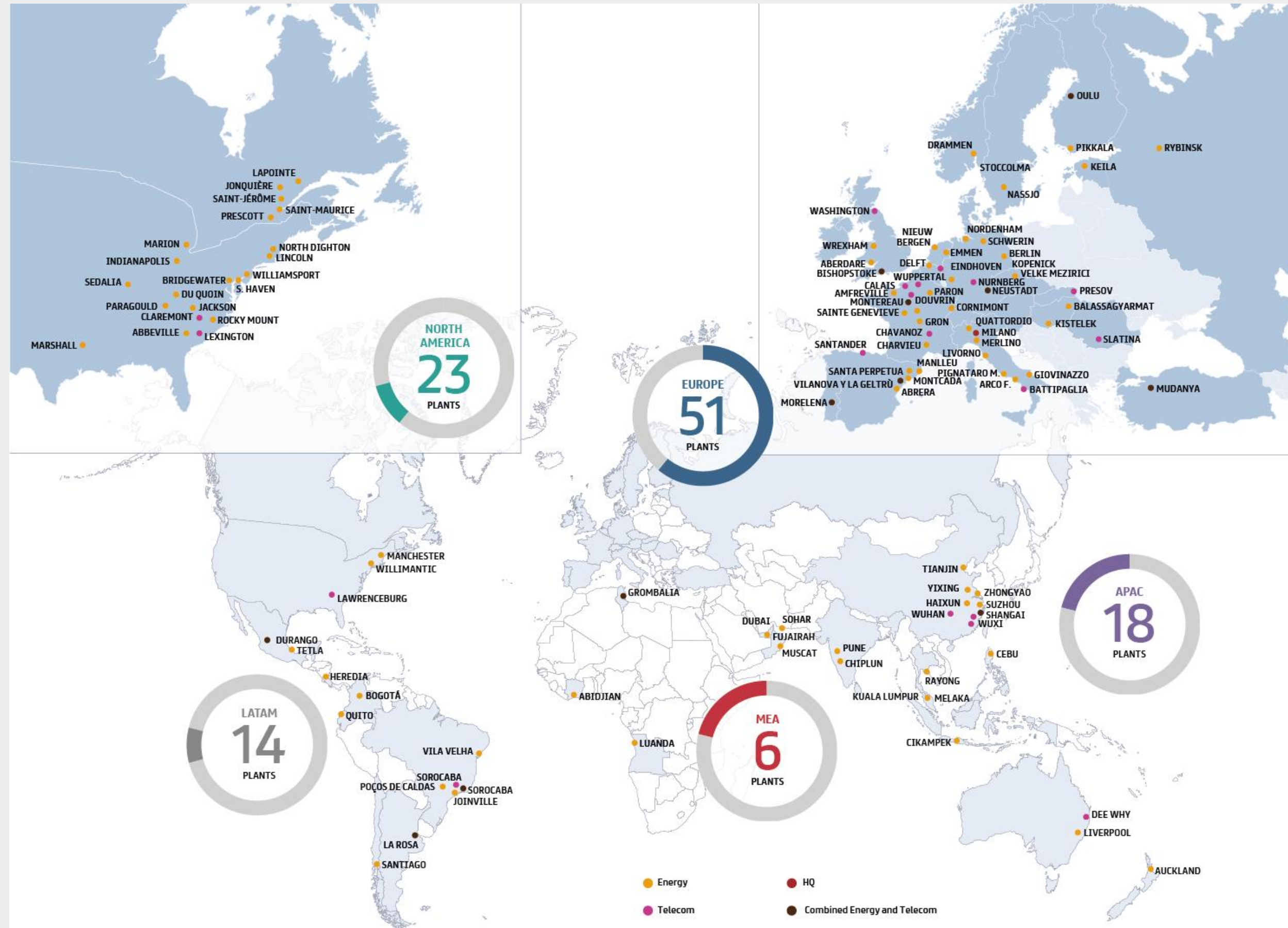
TRUST

We want to create an environment of **trust** that exploits **diversity** and **collaboration**, where people are empowered to make decisions with **integrity**.

SIMPLICITY

We bet to **simplify** anything we can, focusing on **high value generating activities** and **timely decisions** to boost our Company results.

A truly Global Group



+50
COUNTRIES

112
PLANTS

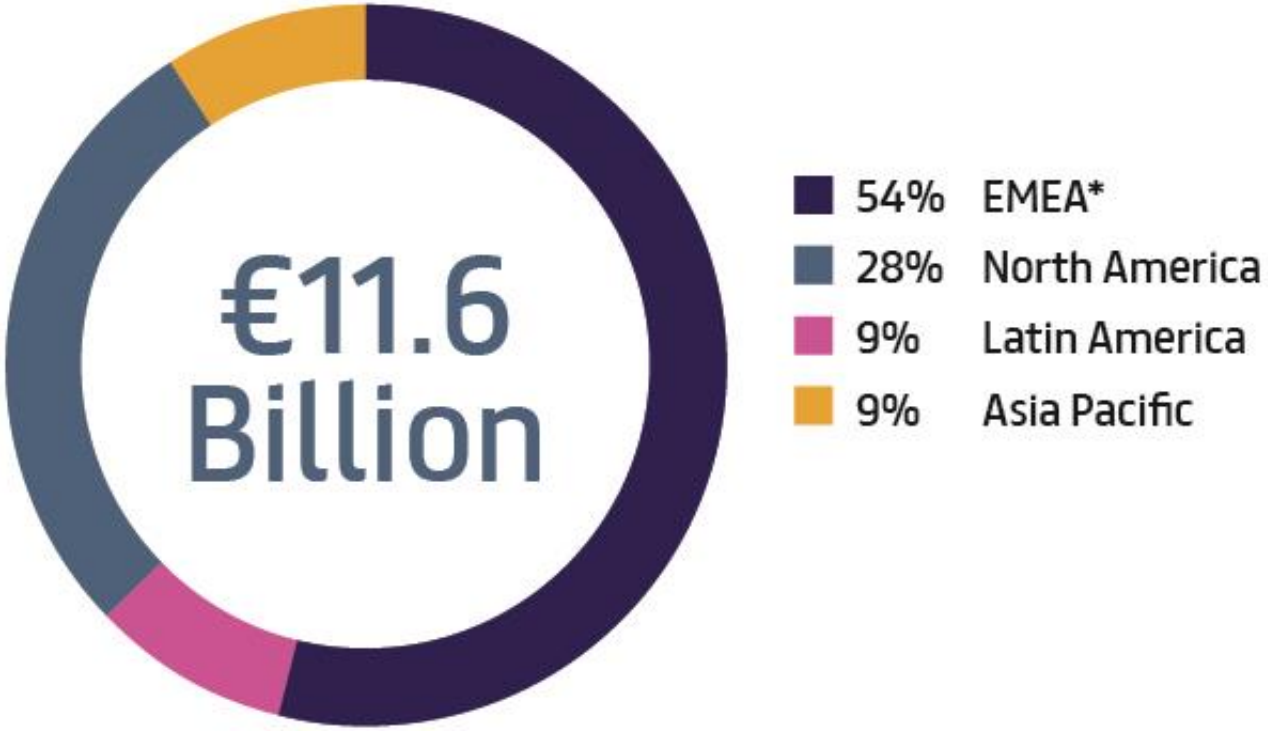
25 R&D
CENTERS

ABOUT **29,000**
EMPLOYEES

OVER **11**
BILLION ANNUAL
SALES ¹

(1) General Cable included in the period
1 January – 31 December

Sales breakdown by Geography¹



(1) General Cable included in the period 1 January – 31 December

* Europe, Middle east, Africa



Regional Focus

NORTH AMERICA

 **23**
PLANTS

 **6 R&D**
CENTERS

LATAM

 **14**
PLANTS

 **3 R&D**
CENTERS

EMEA

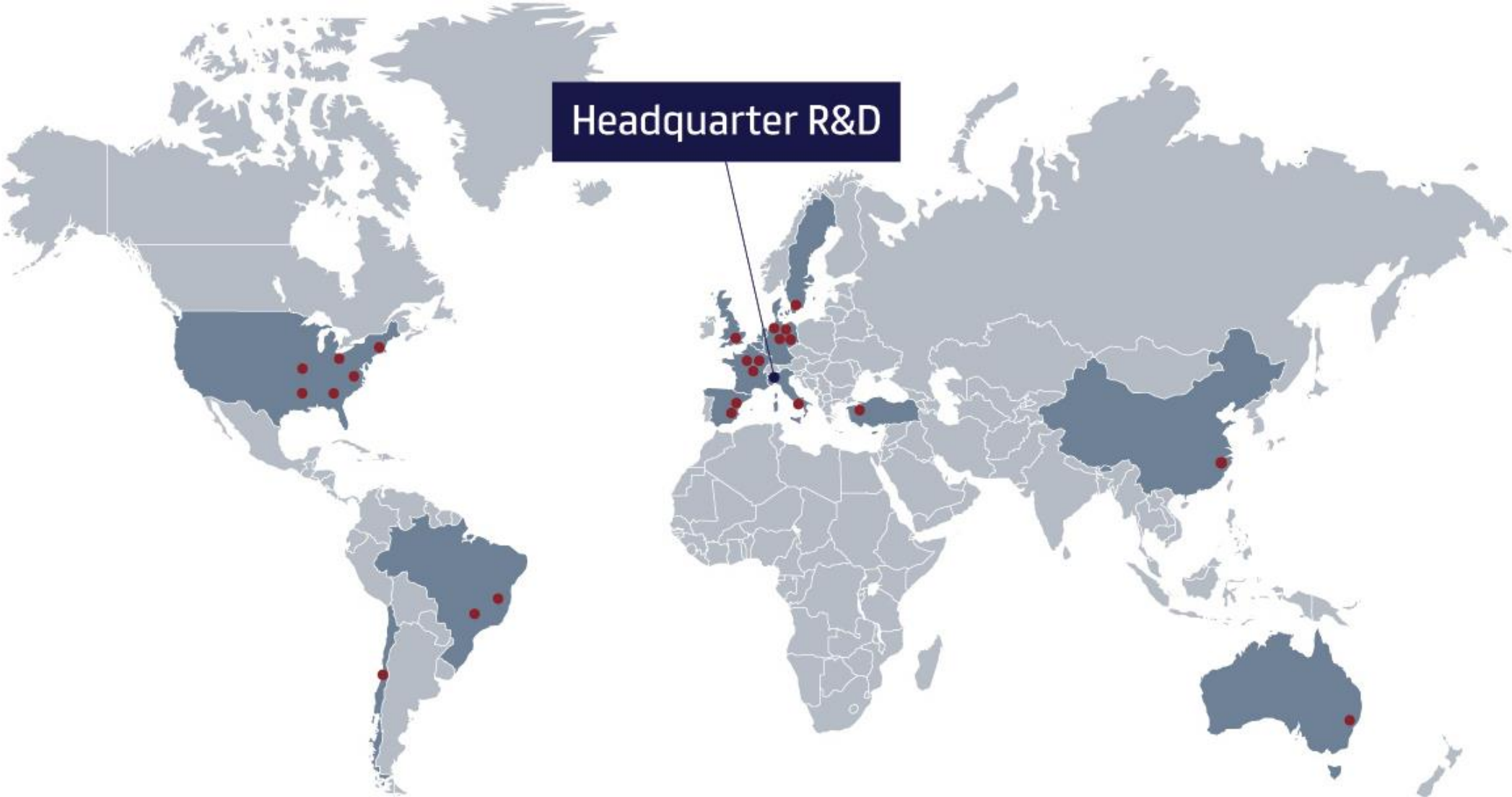
 **57**
PLANTS

 **14 R&D**
CENTERS

APAC

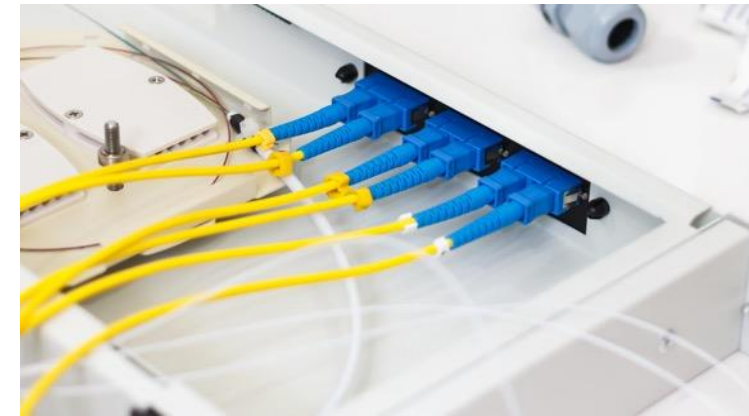
 **18**
PLANTS

 **2 R&D**
CENTERS



● R&D Centers

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**.

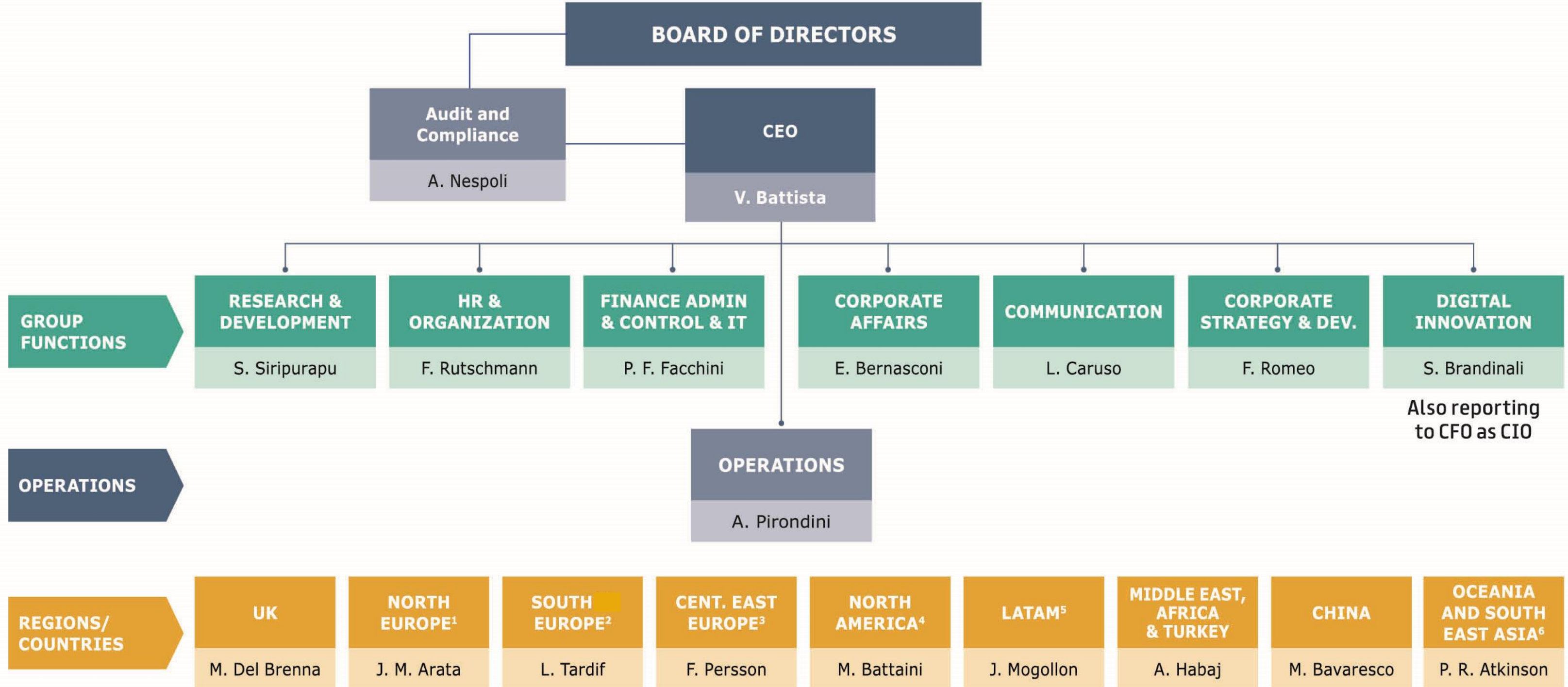
The merger with General Cable drives significant value creation for all stakeholders supported by Prysmian Group's proven execution capabilities.

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



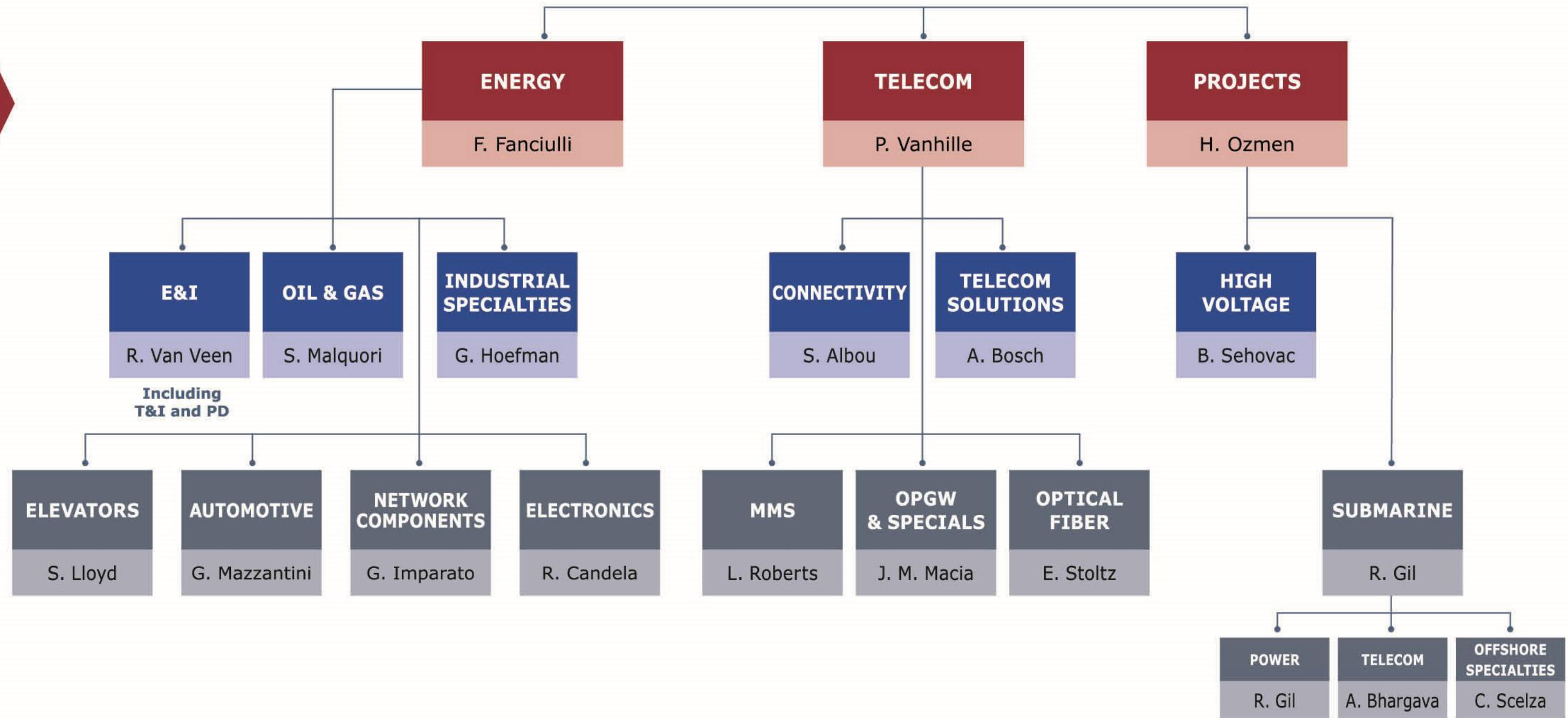
A flexible and efficient organization



1 NORTH EUROPE: Denmark, Estonia, Finland, Norway, Russia, Sweden, Netherlands.
 2 SOUTH EUROPE: Belgium, France, Italy, Spain, Portugal, Tunisia, Ivory Coast and Angola.
 3 CENTRAL EAST EUROPE: Austria, Czech Republic, Germany, Hungary, Poland, Romania, Slovakia.
 4 NORTH AMERICA: Canada, USA.
 5 LATAM: Argentina, Brazil, Chile, Mexico, Perú, Central America, Columbia, Ecuador.
 6 OCEANIA AND SOUTH EAST ASIA: Australia and New Zealand, Indonesia, Malaysia, Philippines, Singapore and Thailand.

Business Areas

BUSINESS AREA



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.



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