

## LINKING PEOPLE, PLACES, PROJECTS AND PASSION

A journey through the Prysmian Group

POSSIBILITIES DRIVING INNOVATION SUPPORTING THE GLOBAL ENERGY AND TELECOMS INFRASTRUCTURES LINKING THE FUTURE COMMITTED TO THE PLANET  
INNOVATION SUPPORTING THE GLOBAL ENERGY AND TELECOMS INFRASTRUCTURES TODAY'S OPPORTUNITIES, TOMORROW'S POSSIBILITIES  
TWO BRANDS APPLYING OUR EXPERIENCE  
LINKING TODAY TO TOMORROW  
PASSION FOR INNOVATION APPLYING OUR EXPERIENCE CABLE SOLUTIONS DRIVING INNOVATION TODAY'S OPPORTUNITIES, TOMORROW'S POSSIBILITIES  
LINKING THE FUTURE  
ENHANCING CUSTOMER PERFORMANCE  
TODAY'S OPPORTUNITIES, TOMORROW'S POSSIBILITIES CABLE SOLUTIONS DRIVING INNOVATION

## LINKING PEOPLE, PLACES, PROJECTS AND PASSION

“The Prysmian Group is committed to helping customers achieve sustainable growth and creating value for stakeholders. With worldwide reach, we support our partners by attaining the highest standards in the industry. We achieve this by remaining true to our mission of providing superior cable solutions based on state-of-the-art technology and consistent excellence in execution.”

**Valerio Battista**  
Chief Executive Officer, Prysmian Group



## CONTENTS

- Linking people, places, projects and passion
- The Group at a glance
- Vision, mission and values
- Keeping customers as our focus
- Utilities
- Industrial
- Trade & Installers
- Telecom
- Our history
- Investing in innovation
- Creating a world-class team

## CONNECTING ENERGY AND INFORMATION TO GLOBAL GROWTH

Prysmian Group is the world leader in the energy and telecom cables and systems industry.

With over 130 years' experience and a presence in 50 countries, and with around 20,000 people and 91 plants, the Group is strongly positioned at the high-tech end of the energy and telecom cable sectors.

The Group was created through the union of Prysmian and Draka, already leaders in their markets for innovation and technological know-how. We are combining the strengths of both and achieving increased investment potential and geographical coverage, as well as offering the most extensive range of products, services, technologies and know-how available on the market.

Prysmian Group is listed on the Milan Stock Exchange in the FTSE MIB index. Being a public company, the Group is particularly focused on creating value for its stakeholders and having a transparent relationship with them.

### The Americas

16 plants, >4,000 people,  
4 R&D centres

### EMEA

56 plants, >12,000 people,  
11 R&D centres

### Asia Pacific

19 plants, >3,000 people,  
2 R&D centres





## SHARING OUR VISION, MISSION AND VALUES

As the worldwide leader in the cable industry, and as a major public company with truly global reach, we embrace our responsibility to be both transparent and consistent in the way we work. How we do this is defined by our brand and the vision, mission and values that underpin it.

### OUR VISION, MISSION AND VALUES

The Prysmian Group's vision and mission provide the fundamental focus of all that we do.

Our shared values define our commitment to our customers and our work – enabling our customers to bring their services to homes, businesses, cities and entire countries.

**Our vision**  
We believe in the effective, efficient and sustainable supply of energy and information as a primary driver in the development of communities.

**Our mission**  
We provide our customers around the world with superior cable solutions based on state-of-the-art technology and consistent excellence in execution, ultimately delivering sustainable growth and profit.

**Our values**  
**Excellence** – every day, we relentlessly pursue excellence in all we do.  
**Understanding** – we listen closely to our customers to really understand their needs.  
**Integrity** – we uphold the highest standards of integrity in our actions.



In the energy sector, Prysmian Group operates in the business of submarine and underground 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.



## KEEPING CUSTOMERS AS OUR FOCUS

The Group has established strong relationships with the major global players in each of the industries in which it operates, often delivering projects designed to specific customer requirements.

Customer centricity, defined as the ability to anticipate and quickly meet customer needs, is a hallmark of the Group's activities and is reflected in its constant presence, from product design through to delivery, and provision of a level of service in line with customer expectations which are constantly monitored using specific, agreed parameters.

Prysmian Group is able to develop solutions that not only meet specific standards but also satisfy precise customer requirements. This is achieved by having a fast, smooth organisation throughout the supply chain, capable of speeding-up decision-making and time to market by adapting itself to the demands of the various industries and continuously investing in innovation.

The Group is always raising the bar, with the aim of being a benchmark in terms of quality of service, speed and flexibility.

## SUPPORTING THE SUSTAINABLE DEVELOPMENT OF THE WORLD'S UTILITY GRIDS

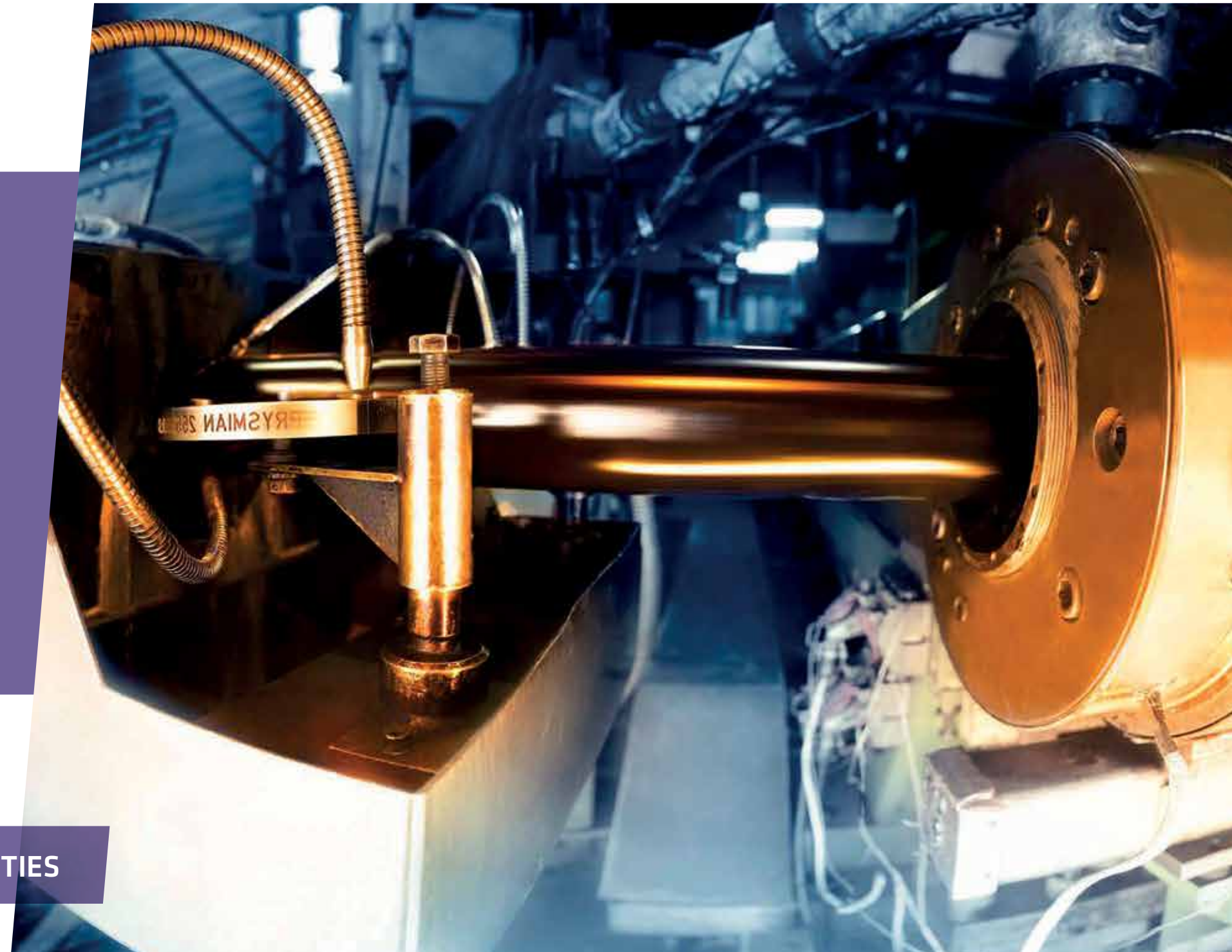
Across the world, the Group's cable solutions are helping utilities transmit and distribute power. Unmatched in our manufacturing capabilities and with an unwavering commitment to R&D, we design, produce and install low, medium, high and extra-high voltage submarine and underground cables and systems, along with network components and value-added engineering services.

From Asia-Pacific to the Americas, and from Europe to the Middle East and Africa, Prysmian cable solutions underpin the development of power grids worldwide, helping major utilities in transmitting and distributing power to their customers.

Always aware of the need to minimise our impact on the planet, we're constantly driving innovation in our industry, aiming to optimise supply chain processes, reduce total cost of ownership for our customers and help them achieve sustainable, profitable growth.



UTILITIES





## LINKING NATIONS BELOW THE WAVES

With a history stretching back over a century, Prysmian Group is the world leader in the most advanced cable technologies for submarine HVDC power transmission systems, carrying out major power interconnection projects for utilities and grid operators in every corner of the planet, many of which have important implications for the more efficient use of energy sources.

Across the United States we are bringing energy to the most populated areas of the country. From San Francisco's Trans Bay project to New York's Neptune and Hudson projects, we are helping replace outdated resources and strengthen the overall reliability of the cities' power supply systems as long-term infrastructure assets.

In Europe, Prysmian Group is carrying out many of the continent's most impressive submarine connections. The SA.PE.I. project, between Sardinia and the Italian mainland is the longest power transmission link ever realised by a single supplier. Similarly, the interconnection link between Sicily

and the Italian mainland is of strategic importance for the development of Italy's entire national power grid.

The Western HVDC Link, a submarine high-voltage direct current interconnector between renewable generation sources in Scotland and the consumption centres in England, also represents a milestone. It will operate at the record voltage level of 600kV, the highest ever reached by an insulated cable, and a rating of 2,200MW – both currently unmatched for long-haul systems.

The Group is involved in many other major power link projects in the rest of the world; from the Middle East, with the first ever submarine power link serving Qatar's capital city of Doha; to Australia, where the Basslink interconnection with Tasmania represents one of the longest HVDC submarine links ever installed. This interconnection means that a rated power of 500MW can now be transported via the long-distance, high-voltage, direct-current transmission link from Tasmania to Victoria, over a distance of about 360km.

### Submarine cable projects





## SHARING POWER AROUND THE WORLD

We've helped create high-voltage power grids in the world's largest cities, including New York, Buenos Aires, London, Paris, Madrid, Milan, Rome, St. Petersburg, Dubai, Singapore, Hong Kong and Shanghai. Notable among those initiatives are: the INELFE power interconnection between France and Spain; support for the development of high-voltage power transmission grids in major Russian cities; and a turnkey 400kV extra high-voltage transmission project in Abu Dhabi.

The Group has also secured its first order in China in this strategic sector, with a 500kV underground link for the China State Grid. The system links the underground and ground Gas Insulated Switchgears in the Xiangshuijian hydroelectric power plant, located in the Anhui Province, between Nanjing and Shanghai, which has a total capacity of 1,000MW.

### Underground cable projects

#### **INELFE power interconnection between France and Spain**

A world record for underground interconnection transmission capacity, with the highest direct-current voltage level ever achieved with cables using extruded technology.

#### **TRANSCO power transmission turnkey project in Abu Dhabi**

The largest 400kV underground cable system in the region and the largest ehV XLPE cable system in the world ever awarded to a single supplier.

#### **500kV underground link for China State Grid**

The group's first ehV underground link in China, with a system located in the Anhui Province, between Nanjing and Shanghai.



## KEEPING THE WHEELS OF INDUSTRY TURNING

### Renewable energy

To meet an ever-growing need for power, the world is increasingly turning to renewable and sustainably sourced wind, wave and solar energy. In response to this demand, our cables are helping businesses in the renewable industry around the globe convert these new opportunities into reality.

### Oil and gas

From drilling, extraction and storage equipment to platform and processing facilities operation, our state-of-the-art cable systems and Subsea Umbilicals, Risers and Flowlines (SURF) support many major customers in the oil, gas and petrochemical industry, along with related businesses.

### Specialties and OEM

On every continent, in applications that range from heavy-duty industries such as mining, tunnel drilling, cranes, nuclear power and defence, our specialist

cable solutions sit at the heart of significant international projects, supporting the work of major customers and the development of economies, with high-performing, durable and safe technology.

### Transport

We have world-leading experience in the support of the automotive, rolling-stock, marine and aviation industries, bringing innovative cable technologies together to meet the stringent demands of customers across the planet.

### Elevator

For more than 35 years, we have built a global reputation for providing quality elevator products including travelling and hoistway cables, trough, wire rope, and accessories. The division offers extensive inventory through a global manufacturing and distribution network, backed by the logistic expertise needed to ensure optimal elevator operation.

INDUSTRIAL



## LINKING GROWTH TO SUSTAINABILITY

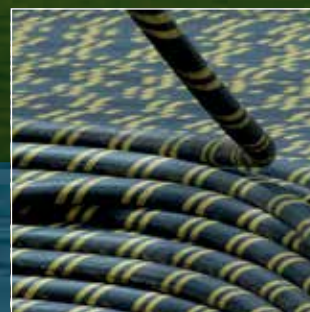
Prominent in the wind and solar markets within the renewable energy sector, Prysmian Group is the world leader in connections for offshore wind farms. It acts as a one-stop supplier to major projects, and has developed state-of-the-art products and technologies that include cables for wind turbines, inter-array cables, and cables for mainland connections.

In addition to its involvement in major projects in recent years throughout Europe, particularly in the United Kingdom, the Group entered a contract with TenneT, an operator of electricity grids in Germany and the Netherlands, for the SylWin1 project to link offshore wind farms in the North Sea to mainland Germany.

The SylWin1 project follows the BorWin2 and HelWin1 projects and it exceeds the significant milestones already set by BorWin2. The project involves a longer DC cable connection and is the highest-ever rated system for VSC technology with a power rating of 864MW operating at the highest commercially available voltage level of  $\pm 320$ kV DC.

Among other projects in which we have been involved in the field of both HVDC power transmission and offshore wind parks are some of the largest developments worldwide, such as Walney, Ormonde, Gunfleet Sands, Thanet and Greater Gabbard in the UK, as well as Alpha Ventus, Deutsche Bucht and DolWin3 in Germany.

### Offshore wind farm cable projects



**Barrow – UK**  
33kV 3x300mm<sup>2</sup> 25km

**Greater Gabbard – UK**  
132kV 3x800mm<sup>2</sup> – 160km

**Gunfleet Sands – UK**  
132kV and 33kV  
various sizes – 46km

**Ormonde – UK**  
33kV various sizes – 27km  
132kV 3x800mm<sup>2</sup> – 43km

**Robing Rigg – UK**  
132kV 3x300mm<sup>2</sup> 28km

**Thanet – UK**  
33kV various sizes – 65km  
132kV 3x630mm<sup>2</sup> and  
3x1,000mm<sup>2</sup> – 51km

**Walney – UK**  
132kV 3x240mm<sup>2</sup> – 54km

**Egmond – The Netherlands**  
33kV various sizes – 76km

**Alpha Ventus – Germany**  
110kV 3x240mm<sup>2</sup> – 66km

**BorWin2 – Germany**  
 $\pm 300$ kV DC various sizes –  
125km + 75km  
155kV AC 3x800mm<sup>2</sup> – 39km

**Deutsche Bucht – Germany**  
155 kV AC – 31 km

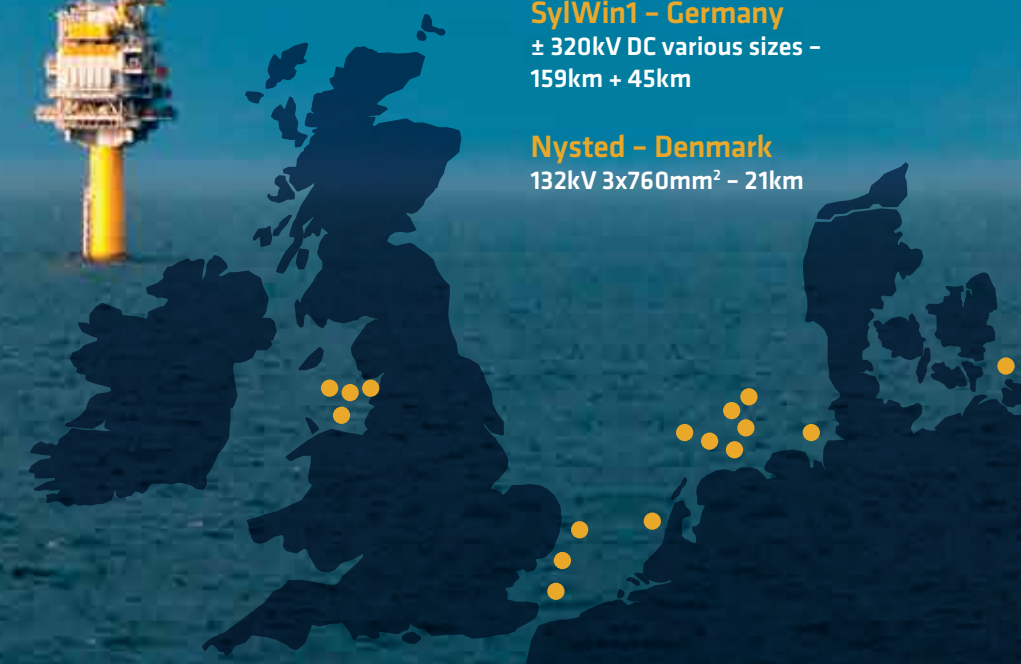
**DolWin3 – Germany**  
 $\pm 320$  kV DC – 78 km + 83 km

**HelWin1 – Germany**  
 $\pm 250$ kV DC various sizes –  
85km + 45km  
155kV AC 3x300mm<sup>2</sup> – 42km

**HelWin2 – Germany**  
 $\pm 320$ kV DC – 85km + 45km

**SylWin1 – Germany**  
 $\pm 320$ kV DC various sizes –  
159km + 45km

**Nysted – Denmark**  
132kV 3x760mm<sup>2</sup> – 21km





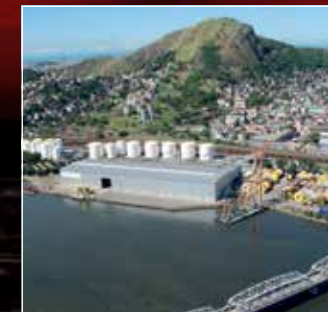
## TACKLING THE PLANET'S HARSHTEST ENVIRONMENTS

Whether they're deployed in Brazil, the Gulf of Mexico, the North Sea or South-East Asia, our products lie at the core of major worldwide development projects in the OG&P industry.

In Brazil, with Petrobras as its main customer, the Group has taken part in several projects designing and supplying high-tech flexible tubes and pipes for offshore oil extraction, reaching 5,000m below the surface.

The addition of flexible pipes to our production of umbilicals has enabled us to offer a comprehensive range of SURF products (Subsea Umbilicals, Risers and Flowlines) to the OG&P industry. In order to enter this new sector, we have made a significant investment, building a new plant in Brazil stretching over 15,000m<sup>2</sup> and capable of producing more than 150km of flexible pipes every year.

### Oil & Gas cable projects



Offshore oil extraction reaching up to 5,000m below the seas

Capacity to produce more than 150km of flexible pipes every year

New production facility in Brazil covers over 15,000m<sup>2</sup>

## POWERING STATE-OF-THE-ART CONSTRUCTION

From stunning resorts to residential and commercial properties, the Group's low-voltage cables and building wires, including low-smoke, zero-halogen (LSOH) and fire-resistant cabling, set new standards in distributing power throughout premises of all types on every continent.

Working in support of both distributors and installers, our cables, notable for their high-performance, safety and compliance with strict international standards, are found in many state-of-the-art developments of global significance.

A continuous commitment to driving innovation and raising safety standards means we enable our trade customers to differentiate themselves in their markets, passing on greater value to their customers and building a sustainable, profitable future for themselves.

**TRADE & INSTALLERS**



## TAKING SAFETY TO NEW HEIGHTS

The Group has installed fire-resistant and LSOH cables all over the world in prestigious, densely populated buildings, where safety is of fundamental importance in the event of fire.

At the Burj Khalifa in Dubai, Prysmian Group has taken safety on each of its 162 floors to new heights. The length of the fire resistant cables, fitted with over 700,000 fire-resistant accessories, is over 1,300 times the height of the tower. The Group has also supplied specially engineered cables to support the performance of elevators within the building that are among the world's fastest.

We have also supplied approximately 350km of high-tech fire-resistant cables for power distribution within the Shard skyscraper, the tallest building in London and Western Europe. Among other installations many stand out, including the Guggenheim Museum in Bilbao, Centre Court at Wimbledon and the Marina Bay Sands in Singapore, the most luxurious casino and hotel ever built and one of the most challenging construction projects ever.

### Construction cable projects



**Guggenheim Museum,  
Bilbao**



**The Shard,  
London**



**Centre Court,  
Wimbledon**



**Marina Bay Sands,  
Singapore**

## LINKING COMMUNICATIONS TO COMMUNITIES

The Prysmian Group's cable solutions are designed to support the development of the world's telecoms infrastructure.

As the world's largest producer of telecoms cables, supporting the infrastructures of many of the world's leading telecoms operators, the Prysmian Group delivers optical fibre and copper cabling solutions that help link communications to communities around the globe.

Our Telecoms business is made up of three business units – Telecom Solutions, Optical Fibre and Multimedia Solutions (MMS).

### Telecoms Solutions

This business covers the main product sectors of optical cable, (for land, overhead and sub-aqueous applications), copper multipair telecom cable (including xDSL technologies) and a full range of optical passive connectivity solutions.

For optical cable Prysmian Group is the world leader in terms of market share and is a main supplier to many of the world's leading telecom operators in Europe, the Americas and the Asian regions including Australia. Similarly, we are one of the world leaders in the supply of copper telecom cable, with the global capability to meet the requirements of major operators in all continents.

In addition to the supply of high-volume cable, generally to national and international specifications, the company has developed a unique range of optical systems – under the *xsNET*

brand – which addresses the particular requirements of the 'last mile', access network. The FTTH market is currently growing rapidly in line with the growth in broadband demand – driven by the current explosion in high bandwidth services and the need to provide more and more megabits to the end user.

### Optical fibre

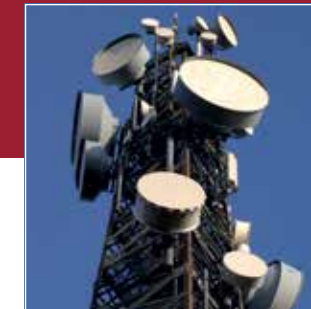
Prysmian Group is also a world leader in this highly specialised field. With production based in Europe, North and South America and using the most sophisticated manufacturing processes, including PCVD (Plasma-activated Chemical Vapor Deposition) and OVD (Outside Vapor Deposition), Prysmian Group is able to supply a wide range of fibre types to suit every application – single-mode, multimode and fibres for special applications.

### MultiMedia Solutions

The cables produced within the Telecom Solutions business are generally for application at national or regional telecom operator level. However, we also produce optical and copper cables for use in other applications, such as studio cables for radio, TV and film; signalling cables for railway network systems; coaxial RF cables; connections between base station and antenna in mobile networks; copper and fibre cables for short/medium distance applications in offices and data centres etc.

All of these types of cable design – and more – are produced within the MultiMedia Solutions (MMS) business unit.

TELECOM





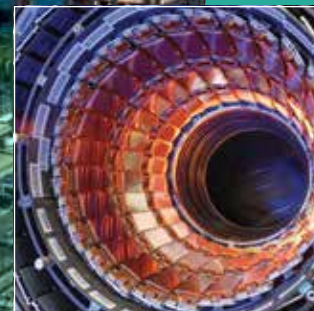
## TELECOMS TECHNOLOGY FOR A CHANGING WORLD

Across the world, economic growth, entertainment, employment, e-learning and e-health depend more and more on fibre networks. Broadband is creating new lifestyle choices and stimulating economies everywhere. Governments and investors are increasingly discovering that access to fast communication networks is vital to homes and businesses in rural and urban communities.

Responding to this demand, Prysmian Group is introducing new cabling technologies that deliver information wherever it's required, connecting communities, countries and continents more closely than ever before.

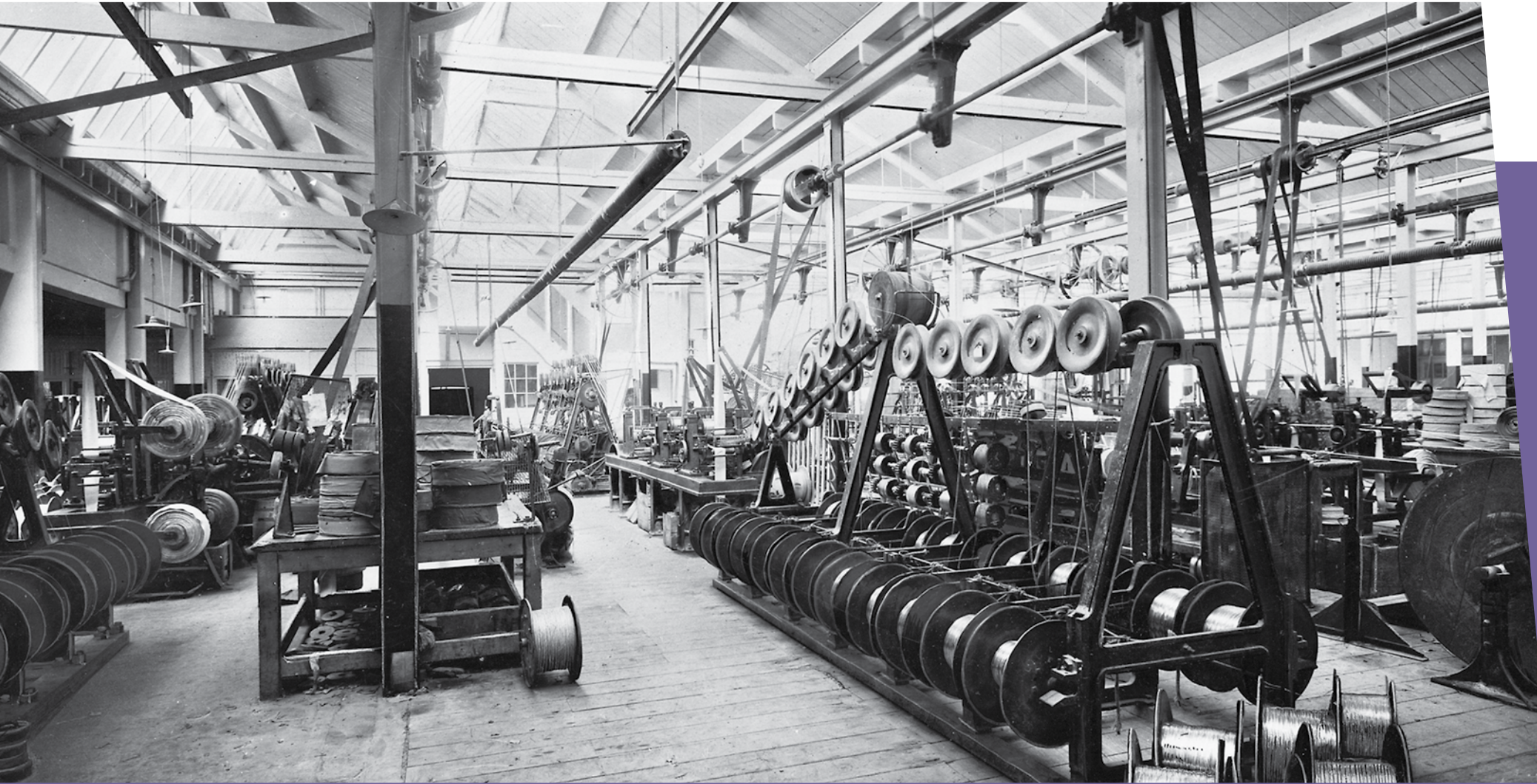
A notable example involves our work with the Australian Government as it is investing in the creation of a Fibre-to-the-Premises network, connecting 93% of Australia's residential and business premises with optical fibre.

After being selected by NBN Co Limited (National Broadband Network), Prysmian Group has partnered the Australian Government in achieving this vision, playing an integral role in the largest national building infrastructure project in Australia's history. The Group contributes through the provision of a wide range of ribbon and multi-fibre, termite resistant, rodent-proof and high strength communication cables.



- Customised wires and cabling for CryoSat observation satellite
- Optical fibre cables for CERN's Large Hadron Collider
- Partnering Verizon in the development of a pan-US FTTH network

Telecom cable projects



## A JOURNEY THAT BEGAN TWO CENTURIES AGO

With over 130 years of combined experience, Prysmian and Draka have a long history and have both always been at the forefront of striving to meet evolving customer needs. The history of our business charts the history of the cable industry itself, marked by many major milestones along the way, which cement our reputation as an early adopter and industry pioneer.

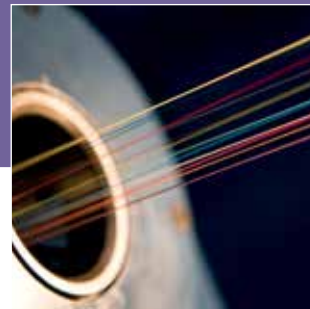
At the beginning of the 20th century, Prysmian's predecessor established itself on the international stage through involvement in major projects such as the laying of 5,150km of transatlantic telegraph cable between Italy and the American continent, the connection between northern Africa and Brazil, and the reinstatement of the submarine telephone line between Italy and Brazil. During the same period, Draka's predecessor was founded in 1910.

Enlargement of the product range and the opening of new manufacturing facilities in strategic markets such as Spain, the UK, North America, Argentina and Brazil resulted in significant organic

growth of both companies between 1900 and 1950. In 1970, a major milestone in the history of Draka occurred, as it was acquired by Philips N.V. and became part of the Wire & Cable division.

With Draka then once again becoming independent, in order to expand their commercial and industrial activities, both companies embarked on acquisition campaigns in the 1990s, followed by radical restructuring processes. Prysmian became a listed company in 2007, with shares quoted in the Blue Chip segment of the Milan Stock Market, and a genuine public company in 2010. The assets and know-how amassed in more than a century of history allowed the new business to embark on a drive for growth in high value-added markets and businesses.

The 2011 merger of Prysmian and Draka, and the combination of the two market-leading companies, culminated in the business we know today, the Prysmian Group.





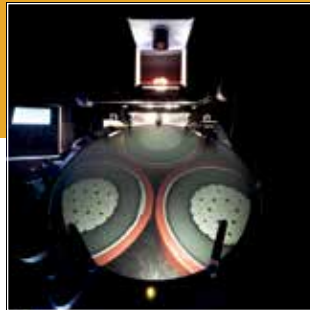
# A COMMITMENT TO INNOVATION

We have always placed critical importance on research and development in meeting and exceeding the needs of our customers. We have 17 R&D centres of excellence around the world, employing more than 500 skilled professionals and having more than 5,000 patents granted or filed.

## Research & Development capabilities

- Innovation, basic research
- Concept identification (process, materials, products, compounds, IT systems)
- Product feasibility
- Prototype realisation
- Industrialisation
- Product range evolution/development
- Network diagnosis
- EMF protection
- International Standardisation Groups

Our far-reaching capabilities, global R&D footprint and continuous investment in innovation demonstrates both a commitment to our customers today and a focus on success long into the future.



17 R&D centres

More than 500 professionals

>5,000 patents

P-Laser eco-sustainable power distribution cable for the utilities sector, developed and produced using innovative technology, has revolutionary high-performance insulation using fully recyclable thermoplastic materials.

Afumex Green, the world's first ecological cable for use in the building industry, replaces part of the petroleum-derived polymer with green polyethylene, a 100% renewable material obtained from sugar cane.

## A PASSION FOR THE PLANET



Acting as a responsible corporate organisation is fundamental to the Group's operations. We're continually investing in sustainable products and looking to increase the number of our plants that carry environmental and safety certifications, such as ISO 14001 and OHSAS 18001.

We're fully committed to working in a way that minimises our impact on the environment, with formalised testing and reporting systems for the energy and water we consume in our production and delivery processes – as well as the quantity of hazardous waste we produce.

With the aim of clearly stating the importance we place on social responsibility, the Group guarantees an account of its ethical and socioeconomic performance with the production of an annual Sustainability Report, inspired by the Global Reporting Initiative's internationally recognised G3 Guidelines for sustainability reporting.

This represents an important step in improving our performance in the Corporate Social Responsibility field, in line with the Group's status as a public company.

The Group also recognises its social responsibility by supporting public interest projects. These initiatives vary in nature and extent, and range from support for cultural and training schemes to the building of infrastructure.

Included among those are the promotion of clean energy alongside 'Friends of the Supergrid' and 'Medgrid'; support for FORCE in the world's largest tidal power generation project; partnership with Worldskills as it promotes education and training in developing countries; and close collaboration with the UMAN Foundation, which is furthering creative innovation in Italy.

In the context of the on-going ISO 14001 certification program, at the end of 2011 the certified units accounted for about 80% of the Prysmian production facilities.



At the end of 2011 about 40% of facilities had obtained the certification against the OHSAS 18001 international standard.



## A BELIEF IN OUR PEOPLE

The Group relies on the expertise of its 20,000 people to provide solutions and services that deliver value to major commercial customers involved in projects on every continent.

Recognising that they're our most valuable asset, we're continuously investing in our people, ensuring that our organisational needs match their individual skills, capabilities and expectations.

In doing so, we're constantly developing and enhancing a team capable of working in close proximity to customers worldwide, meeting and often exceeding their needs.

We view the quality of our human resource management as fundamental to the success of our business.

### HUMAN CAPITAL MANAGEMENT



#### GRADUATE PROGRAMME

To attract high potential graduates and develop them for future managerial and high technical responsibilities.

#### GROUP ACADEMY

To transfer the technical know-how, enhance expertise and to develop managerial skills of our employees.

#### PERFORMANCE MANAGEMENT

To assess our employees on Leadership & Achievements using a global approach.

#### TALENT MANAGEMENT

To discover, manage and retain talent, and to ensure accurate succession planning.



## GETTING IN TOUCH

The Prysmian Group's global operations involve the lives, projects and objectives of customers and stakeholders around the world.

If you have any questions or would like further information on our projects, products and services, or if you would like to discuss a potential initiative you feel we could help with, please don't hesitate to contact us.

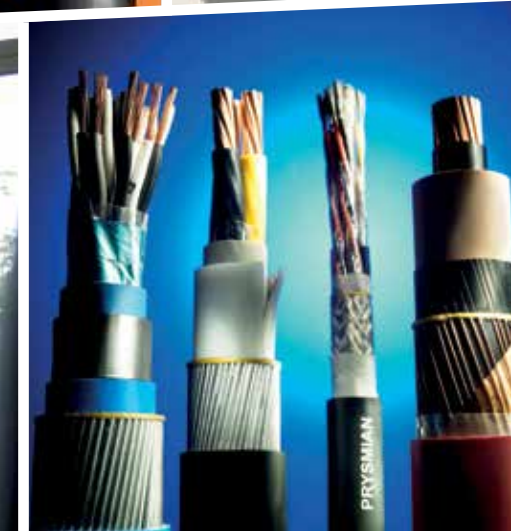
We're always ready to do what we can to meet and exceed the requirements of our stakeholders, wherever and whenever they need us.



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**Prysmian**  
Group



ND S PASSION FOR INNOVATION CABLE SOLUTIONS ENHANCING CUSTOMER PERFORMANCE APPLYING OUR EXPERIENCE TODAY'S OPPORTUNITIES, TOMORROW'S  
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