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Press note

BATTAINI (PRYSMIAN): "THE UNITED STATES VALUES LOCAL PRODUCTION. EUROPE NEEDS TO DO MORE"

Massimo Battaini, CEO of Prysmian, spoke today at the Italian Energy Summit organized by Il Sole 24 Ore, offering an analysis of the Group's strategies and the challenges facing the energy and digital supply chain, from the role of North America and European competitiveness to renewables.

A favorable environment, driven by investments in innovation
"*Thanks to a series of investments in innovation and production capacity, we are in an ideal position and in a very positive market environment. The pace of our transformation has been extraordinary, demonstrating the strength of our strategy, our ability to execute projects, and our speed in seizing opportunities. We are right at the center of the energy and digital transformation, and we are investing to meet demand.*"

North America and data centers
"*Our focus is on North America, where the conditions for growth are ideal. Over the past 24 months, we have completed three major acquisitions in the United States, which have enabled us to become a major player in the data center and digital markets and, with our latest acquisition, in a component that complements the cable.*" "*The data center market has exploded, and so has demand for fiber. We have four fiber optic and optical cable manufacturing assets in the United States: we did not acquire them by chance; it was a strategic choice that has paid off. Today, if we are one of the leading players in the optical component of data centers, it is thanks to our innovations, such as hollow-core fiber.*"

Europe's competitiveness
"*In Europe, there is a complex issue because the continent is losing competitiveness due to fragmentation and is less attentive than the United States to the penetration of competitors. Competing on a level playing field is one thing; competing with companies that use dumping to enter the European market is another. While the U.S. administration, beyond tariffs, is focused on ensuring the growth of the local market and encouraging investment, Europe is less so.*" "*We are proud to be driving the market in Europe, but we should remember the strategic value of what cables make possible. It is essential to reflect on the long-term security of supply and on who provides it.*"

Renewables as a lever for energy autonomy
"*Moving toward renewables today means energy autonomy, lower costs linked to inflation, and greater security, without depending on foreign markets. And we are able to make the use of renewables more sustainable from a financial perspective as well.*"

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