

## PRESS RELEASE

### PRYSMIAN GROUP LAUNCHES THE "MAKE IT" AND "SELL IT" INTERNATIONAL RECRUITING PROGRAMMES FOR ENGINEERS AND SALES PROFESSIONALS

#### IN 2017 PRYSMIAN GROUP RECRUITED 150 TALENTED PEOPLE FROM AROUND THE WORLD THROUGH THE "BUILD THE FUTURE", "MAKE IT" AND "SELL IT" SELECTION AND TRAINING SCHEMES

**Milan, 20 February 2018 - Prysmian Group**, world leader in the energy and telecom cables and systems industry, is continuing to run its "Make It" and "Sell It" recruiting programmes to recruit and train talent from around the world, now in their third and second year, respectively.

"**Make It**" is the programme targeted at process, maintenance, planning and quality engineers, as well as other specialist technical staff who have obtained a Bachelor's degree in engineering, or equivalent, and acquired between 3 and 7 years' experience in similar positions, as well as having leadership qualities and a passion for innovation. The four-year programme includes, amongst other things, a one-week induction in the Group's new Milan headquarters, a three-week training in the **Manufacturing Academy** in Mudanya (Turkey) and attendance at the **Prysmian Group Academy**, the Group's corporate university created in 2012 in collaboration with the SDA Bocconi School of Management.

"**Sell It**", on the other hand, is a three-year scheme designed to recruit into the sales area professionals who have obtained a degree in economics, engineering, chemistry or other technical backgrounds, and gained 3-5 years' work experience in sales within the industrial manufacturing or consumer goods sectors. The training programme takes place within the **Prysmian Global Sales Academy** — which works closely with the world's most renowned business schools — to then continue in the Group's key plants through a structured and constantly monitored induction programme that, since its very beginning, allows the attendees to meet all key customers in each business areas. Applicants to both programmes must be fluent in English (written and spoken), even if they will be based in their own countries.

*"In 2017, through the 'Build the future', 'Make It' and 'Sell It' programmes, we recruited 150 talented people from around the world to start an international and in-house tailor-made training process in partnership with the most prestigious scientific institutions and universities,"* announced **Fabrizio Rutschmann, Chief HR Officer of Prysmian Group**. *"We have decided to renew our commitment again this year because we believe that development of people is a key factor for our company's long-term success and to support our growth strategy."*

The new editions of "Make It" and "Sell It" will aim to bring on board more than 100 new talents who will increase the team of the Group.

This year, Prysmian Group is promoting the new programmes with a 100% digital international communication campaign: "**Embrace the Blue**". A campaign that uses the blue concept to express the brand's mission and values — cutting-edge technologies, innovation, digitalisation, smart energies, production excellence, sustainable growth — and showcases the talented people selected in previous years who use the language of storytelling to recount their own experiences.

Applications for the two programmes are open and candidates can apply through the [www.prysmiangroup.com](http://www.prysmiangroup.com) website in the [www.prysmiangroup.com/careers](http://www.prysmiangroup.com/careers) section.

#### **Prysmian Group**

Prysmian Group is world leader in the energy and telecom cables and systems industry. With nearly 140 years of experience, sales of over €7.5 billion in 2016, 21,000 employees across 50 countries and 82 plants, the Group is strongly positioned in high-tech markets and offers the widest possible range of products, services, technologies and know-how. It operates in the businesses of underground and submarine cables and systems for power transmission and distribution, of special cables for applications in many different industries and of medium and low voltage cables for the construction and infrastructure sectors. For the telecommunications industry, the Group manufactures cables and accessories for voice, video and data transmission, offering a comprehensive range of optical fibres, optical and copper cables and connectivity systems. Prysmian is a public company, listed on the Italian Stock Exchange in the FTSE MIB index.

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