

**PRESS RELEASE**

**PRYSMIAN GROUP ANNOUNCES CREATION OF A NEW REGIONAL CENTER OF EXCELLENCE IN BRAZIL WITH INVESTMENTS OF €45 MILLION**

**ONCE FULLY OPERATIONAL, IT WILL BE A COMPETITIVE HUB TO SERVE THE LOCAL WIRE AND CABLE MARKET, AND WILL INCREASE PRODUCT EXPORTS IN THE REGION**

Milan - São Paulo, 10 April 2017 - Prysmian Group, world leader in the energy and telecom cable systems industry, announces the creation of its new global Center of Excellence for Latin America. The project, launched worldwide this month and involving a total investment of €45 million, is the confirmation of the longstanding trust of the company in the region. After almost 100 years of successful presence, Prysmian is preparing at its best for the upcoming growth of the Brazilian and South American energy and telecommunications markets.

Once fully operational, it will be a competitive hub serving the local wire and cable market, and will consolidate the company presence in the whole region. "The investments in these new facilities show Prysmian's commitment to the Brazilian and South American markets and the willingness to pursue growth in these regions" said Marcello Del Brenna, Prysmian's South American CEO.

Prysmian's Worldwide Center of Excellence in Brazil will be built within the company's plant in Sorocaba (São Paulo) and is expected to start operating by the end of 2018.

The new center will house the entire structure of the unit located in Santo André (São Paulo) and will be one of Prysmian Group's most modern factories and offices facilities in the world.

"The investment in Brazil is part of the company's strategic investment plan to further strengthen our global presence with a solid vision of long term economic, social and environmental sustainability" stated Andrea Pirondini, Chief Operating Officer Prysmian Group.

**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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