

PRESS RELEASE

**PRYSMIAN GROUP DRIVES THE DEBATE ON BROADBAND DEPLOYMENT IN EUROPE:
QUALITY INFRASTRUCTURE IS KEY TO ENSURE A LONG-LASTING DIGITAL NETWORK**

Brussels, 2 July 2015 – Prysmian Group, world leader in the energy and telecom cable systems industry, on 2 July organized a roundtable discussion in the European Parliament, co-hosted by MEP Dominique Riquet, Chair of the Long-term Investment and Reindustrialization Intergroup. The event welcomed high-level speakers from the European Investment Bank, the European Commission, the European Parliament, the Ambassador of Italy to the European Union as well as telecom operators and ICT industries*. Panelists shared views on the challenges and opportunities for the development of Europe's high speed broadband infrastructure, the path towards further digitization in Europe, and the increased growth and competitiveness that results from investment in quality technologies.

"The panel of high-level experts and policymakers reflected on new ways to attract private finance to strong added value projects in the ICT sector. Reliable high speed broadband, like other energy and transport infrastructures, are key to increasing our growth potential and thus boosting Europe's real economic competitiveness in a globalized market", commented MEP Dominique Riquet.

Panelists emphasised the role of passive infrastructure in the future Digital Single Market and engaged in a lively exchange on the challenges related to building a high-speed, secure and trustworthy ICT infrastructure as the backbone for the European digital economy. They considered EU policy makers and financial institutions key to creating the necessary conditions for innovation, investment and competition.

"Economic operators who design and implement fibre-based, ultra-high-speed access network technologies, have a unique role in helping meet the 2020 targets of the Digital Agenda for Europe," said Philippe Vanhille, Senior Vice President of Telecom Business for the Prysmian Group.

Throughout the discussion, panellists questioned what type and quality of technology is most effective for a robust digital infrastructure. "Choosing the right products that optimize the overall capital expenditure and minimize the future maintenance is essential. The future-proof solution optical fibre cables provided for broadband networks is precisely the type of investment which instils confidence in private investors and encourages them to accept the associated longer term risks – and benefits." added Mr. Vanhille.

According to the Prysmian Group, we must depart from technology neutrality, abandoning the goal to simply provide broadband regardless of its speed and efficiency, and instead embrace the most advanced fibre technologies. The time has come for Europe to capitalize on its know-how and advanced technologies to progress towards a Digital Single Market.

**Speakers included Dominique Riquet (Member of the European Parliament & Chair of the Long-term Investment and Reindustrialization Intergroup), Paul Rübzig (Member of the European Parliament & Chair of the Science & Technology Options Assessment), Ambassador Marco Peronaci (Deputy Permanent Representative of Italy to the European Union), Anna Krzyzanowska (Head of Unit for Broadband, European Commission DG Connect), Gunnar Muent (Director for innovation & competitiveness, European Investment Bank), Philippe Vanhille (Senior Vice President of Telecom Business, Prysmian Group), Eric Debroeck (Head of Regulatory Affairs, Orange).*

Prysmian Group

Prysmian Group is world leader in the energy and telecom cable systems industry. With more than 130 years of experience, sales of nearly €7 billion in 2014, some 19,000 employees across 50 countries and 89 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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