

PRESS RELEASE

PRYSMIAN LAUNCHES AN INNOVATIVE NEW LINE OF OPTICAL CABLES IN AUSTRALIA

BREAKTHROUGH IN CABLE INNOVATION TO REVOLUTIONISE NBN DELIVERY

Milan, 6 April 2016 – Prysmian Group, world leader in the energy and telecom cables and systems industry, launched today an innovative new line of optical cables that will halve the cost of joining cables, as the NBN rollout continues across Australia.

The Italian-designed Prysmian FlexTube® line will be produced in Australia for the first time at the company's world-class telecommunications facility at Dee Why on Sydney's Northern Beaches, which has the capacity to produce more than 600,000 fibre kilometres of the cabling each year, which is almost a third of the entire standard optical fibre market in Australia.

Prysmian CEO Australia & New Zealand Frederick Persson said the innovative cabling would transform the face of Australia's telecommunication networks.

"We expect FlexTube® to become the stranded optical cable of choice in the Australian telecom industry within the next three years, with the Dee Why factory's capacity on track to exceed one million fibre kms by early 2019," Mr Persson said. "The introduction of the FlexTube® is another first for Prysmian, as we brought ribbon fibre manufacturing to Australia in 2012, as the major supplier of fibre optic cables for the NBN".

The FlexTube® cable is not intended as a direct replacement for ribbon fibre cables but its features will give network builders an innovative alternative, as it enables more fibres and closures to fit in the ever diminishing and increasingly costly remaining space in today's underground duct networks.

"The FlexTube® line will provide more options for network providers, as it significantly lowers the cost of building and owning networks," Mr Persson added. "With the cabling manufactured right out of Sydney, local network builders will have a dedicated in-region plant, and the ability to quickly meet the demand of providers".

Prysmian Group is worldwide leader in the production of optical cables, and one of the main producers of optical fibre. This addition to its manufacturing capabilities confirms the Group's commitment to become the partner of choice for the main telecom operators, supporting them in the realization of some of their most important projects where quality of products and innovative cabling solutions are fundamental.

Prysmian Group

Prysmian Group is world leader in the energy and telecom cables and systems industry. With almost 140 years of experience, sales of about €7.5 billion in 2015, over 19,000 employees across 50 countries and 88 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.

Media Relations

Lorenzo Caruso
Corporate and Business Communications Director
Ph. 0039 02 6449.1
lorenzo.caruso@prysmiangroup.com

Investor Relations

Cristina Bifulco
Investor Relations Director
Ph. 0039 02 6449.1
mariacristina.bifulco@prysmiangroup.com