

**PRESS RELEASE**

**PRYSMIAN: ITALY LEADS THE WORLD IN OPTICAL FIBRE CABLES**

**ITALIAN PRIME MINISTER RENZI AT THE CENTRE OF EXCELLENCE FOR OPTICAL FIBRES IN BATTIPAGLIA  
(SALERNO, ITALY)**

**CEO OF PRYSMIAN VALERIO BATTISTA, "IN ITALY WE HAVE THE KNOW-HOW, THE TECHNOLOGY AND THE EXPERIENCE TO PRODUCE THE MOST ADVANCED BROADBAND TELECOMMUNICATION NETWORKS. WE NEED TO INVEST IN ORDER TO MAINTAIN OUR GLOBAL LEADERSHIP"**

Milan, 12 September 2016 – Prysmian Group, world leader in the energy and telecom cables and systems industry, is relaunching [optical fibre production in Italy](#) and is focused on supporting the development plans for the new ultra broadband telecommunication networks. The Group has completed its investment plan of over €30 million in the centre of excellence in Battipaglia (Salerno) to boost its competitiveness and it now has some of the world's most advanced production capability, technology and know-how.

Today, the Prysmian plant Fibre Ottiche Sud received the visit of Italian Prime Minister Matteo Renzi.

Prysmian Group is world leader in the sector of optical fibre cables for telecommunication networks. Overall it produces approximately 30 million km of optical fibre a year in the 5 plants worldwide (Italy, France, the Netherlands, the USA and Brazil), including a good 9 million km in Italy, which are bound for strategically important cabling projects throughout the world. The optical fibre plant located in Battipaglia employs about 300 highly specialised staff and technicians and is the only facility in Italy for optical fibre production.

"With Prysmian, the only Italian fibre producer, Italy can boast a prime leadership position in such a strategic and high-tech sector," pointed out Valerio Battista, Prysmian Group CEO, who added: "Thanks to the investments carried out, the Battipaglia plant has boosted its competitiveness on the world market." "The optical fibre sector is highly globalised and there is very strong competition from Asian and American manufacturers. Prysmian is committed to doing its best to remain competitive and also to maintaining a strategic technological stronghold in Italy."

The New Generation Networks (NGNs) and the optical fibre used to create them are destined to become the infrastructure carrying the entire economic system, essential assets for developing the future competitiveness of Europe and, naturally, also of Italy. All services to citizens will be carried through the Network. The demand for high-quality optical fibre is therefore bound to grow also in the next few years with the spread of NGNs. The installation of optical fibres in communication networks is currently about **300 million km of fibre a year**, whilst in 2006 it was a mere 95 million km, confirming its position as one of the highest growth sectors in the entire industry.

**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.*

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