

PRESS RELEASE

PRYSMIAN GROUP TO LAUNCH IN WARSAW NEXST, THE NEW MAGAZINE DEDICATED TO BROADBAND AND TELECOMS

THE MAGAZINE WILL BE ON-TREND WITH NEWS, VIEWS, TRENDSETTER INTERVIEWS AND TRAILBLAZER FEATURES

EVP PHILIPPE VANHILLE: "AS WORLDWIDE LEADER, PRYSMIAN AIMS AT STIMULATING THE DEBATE ON FUTURE NETWORKS AND DEVELOPMENTS"

Milan, February 11 2015 –The telecommunications industry has a unique new voice from today with the re-launch and digitalisation of NEXST, the Prysmian-inspired broadband and telecoms publication. Visitors to the FTTH Council Europe conference in Warsaw will be the very first to experience the vibrant new digital on-screen format and to subscribe for future editions. Designed to reflect the pulse of the industry, the magazine will feature interviews with trendsetters and opinion-formers, detailed technical contributions from the cutting edge, plus features on products, projects and some of the globe's most exciting and trail-blazing case studies.

With up-to-the-minute industry news, views and developments, the first edition of the new look NEXST is available for viewing on the Prysmian stand at the FTTH event (booth no. G20). It features in-depth interviews on Europe's Digital Agenda with FTTH Council Director General Hartwig Tauber and a vision of the future with event keynote speaker, President of the Polish Office of Electronic Communications, Magdalena Gaj. Topics include fibre rollout in rural France, Prysmian's own Flextube product news and case studies of some innovative initiatives that illustrate the large potential of fibre.

"Our aim with NEXST magazine is to provide a platform for discussion. Our readers will see a wide range of views and topics being discussed, as well as Prysmian expressing its own vision for future networks and developments that will enable the exciting future of communication technologies," said Philippe Vanhille, Prysmian's Executive Vice President, Telecoms Business. "As a global leader in telecoms, Prysmian is proposing this new approach – to share our wealth of experience in the field and to invite high level, cutting-edge contributions from the industry."

"Our readers will be encouraged to suggest ideas for subjects they want to read – and, with a digital format, we can be much more interactive!"

The digital version of NEXST will be distributed to a growing database, available online and there will also be a downloadable version for tablet users. This approach will allow a more frequent publication of the title, with more up-to-date stories, as well as a richer reading experience with video links to additional content.

The magazine can be read online at prysmiangroup.com/en/business_markets/markets/telecom-solutions/index.html, and you can download a responsive version for tablets or smartphones by registering at nexst@prysmiangroup.com.

Prysmian Group

Prysmian Group is world leader in the energy and telecom cables and systems industry. With more than 130 years of experience, sales of €7 billion in 2013, about 19,000 employees across 50 countries and 91 plants, the Group is strongly positioned in high-tech markets and offers the widest range of products, services, technologies and know-how. In the Energy sector, Prysmian Group operates in the business of underground and submarine power transmission cables and systems, special cables for applications in many different industrial sectors and medium and low voltage cables for the construction and infrastructure industry. In the Telecom sector, the Group manufactures cables and accessories for the voice, video and data transmission industry, offering a complete range of optical fibres, optical and copper cables and connectivity systems. Prysmian is a public company, listed on the Milan Stock Exchange in the FTSE MIB index.