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PRESS RELEASE

STARTING OF TRADING ON THE "Third Market"(MTF), NON-REGULATED MARKET OF VIENNA STOCK EXCHANGE, OF THE CONVERTIBLE BONDS INTO ORDINARY SHARES OF PRYSMIAN

Milan, 24 May 2013. Following the press release dated 5 March 2013 whereby Prysmian S.p.A. (the "Company") announced the issuance of equity-linked bonds for an amount of Euro 300,000,000, maturing on March 8, 2018, offered only to institutional investors, called "*€ 300,000,000 1.25 per cent. Equity Linked Bonds due 2018*" and issued on 8 March 2013, which became convertible into ordinary shares of the Company following the resolution of the Shareholders' Meeting of 16 April 2013 (the "Bonds"), the Company announces that starting from the date hereof, the Bonds are traded on the "Third Market"(MTF), non-regulated market of Vienna Stock Exchange.

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The documentation relating to the offer of the bonds has not been submitted to CONSOB (the Italian Securities Exchange Commission) for approval pursuant to applicable laws and regulations and, therefore, the bonds has not been offered, sold or delivered to the public in the Republic of Italy other than to qualified investors (*investitori qualificati*), as defined pursuant to Article 100 of Legislative Decree No 58 of 24 February 1998 as amended and restated from time to time (the "**Financial Services Act**") and Article 34-ter, paragraph 1(b) of CONSOB Regulation No. 11971 of 14 May 1999, as amended and restated from time to time (the "**CONSOB Regulation**").

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The bonds have been offered only to qualified investors ("**Qualified Investors**") within the meaning of Directive 2003/71/EC, as amended by Directive 2010/73/EU (the "**Prospectus Directive**"), and in compliance with the respective regulations of each country in which the bonds have been offered.

Prysmian Group

Prysmian Group is world leader in the energy and telecom cables and systems industry. With sales of some €8 billion in 2012, about 20,000 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.

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