

PRESS RELEASE

PRYSMIAN UNVEILS NEW GLOBAL BRAND TO SUPPORT ITS COMMITMENT TO LEAD THE ENERGY TRANSITION AND DIGITAL TRANSFORMATION CHALLENGES

New brand identity developed in partnership with Interbrand

Milan, 22 February 2024 – Prysmian, leader in the energy transition and digital transformation, launches today, in collaboration with Interbrand — a leading brand consultancy for nearly 50 years — the group's new brand: a new crucial asset that aims to support and amplify Prysmian's new business strategy.

This is a true brand evolution that shapes the Company's direction towards a new era, as part of the new strategy "Connect, to Lead", presented on 5 October 2023 during the Capital Markets Day held in Naples. In fact, the new look of Prysmian's global brand is a daily reminder of the group's focus and sense of responsibility in connecting millions of people to a sustainable future and of the respect for the group's founding values.

The group's new brand identity stems from a deep reflection on the Company's purpose, namely to seize the opportunities of sustainable development for the planet and to lead the energy transition and digital transformation by developing increasingly resilient, high-performing, sustainable and innovative products, while creating tangible value for its customers and the communities and areas in which the group operates. For Prysmian, sustainability is not only a business driver, but also a commitment to making a long-term contribution in terms of environment and people protection.

The new visual identity, which has been primarily developed digitally, reflects the brand's determination to embrace new strategies and a new corporate purpose. The symbol shape reveals a hidden 'p', in addition to recalling the circular economy concept, while the blue-to-green gradient colour reflects the Group's commitment to the development of renewable energy. The iconic logo, interpreted with a contemporary and dynamic design, connects the concepts of tradition and evolution. The entire visual system and the new payoff "The Planet's Pathways" embody the role that Prysmian aims to play in shaping a better future and in paving paths for an increasingly sustainable and digital future for our planet.

"Through this rebranding, we are aligning Prysmian's image to the changes the Group is undergoing and to the rapid evolution of our industrial sector, an evolution we intend to lead," commented **Maria Cristina Bifulco, Chief Investor Relations, Sustainability and Communication Officer, Prysmian**. "The global challenges and opportunities we are facing require us to put our organisation's strength and expertise at the service of our customers, partners and all our stakeholders to drive new forms of energy and information to every corner of the Earth.

"We are living through a new era in which brands are increasingly important and more and more expected to convey leadership and responsibility," stated **Manfredi Ricca, Global Chief Strategy Officer, Interbrand**. "The evolution of Prysmian's brand reflects its awareness and its commitment to take a leading role in driving the energy and digital transition to shape a better future for our planet."

Prysmian

Prysmian, world leader in the energy and telecom cables and systems industry, is a benchmark player in the energy transition and digital transformation. Thanks to its strong geographical footprint and wide product portfolio, its proven experience and expertise in technological innovation, and its solid customer base, the Company is well positioned to consolidate its leadership and gain new growing markets. Prysmian's strategy is perfectly aligned to the main market drivers, by developing resilient, high-performing, sustainable and innovative cable systems for the Transmission, Power Grid, Electrification and Digital Solutions segments. Prysmian is a public company listed on the Italian Stock Exchange with almost 150 years of experience, about 30,000 employees, 108 production plants and 26 R&D centres in over 50 countries. In 2022, sales exceeded €16 billion.

www.prysmian.com

Interbrand

Interbrand has been a world leading brand consultancy for over 45 years – having pioneered iconic work and forged many of the brand building tools that are commonplace across the industry today. In collaboration with the world's leading brands, Interbrand's global team of thinkers and makers are pioneering the future of brand building. By turning customers into active participants, Interbrand helps clients strengthen their brands on an ongoing basis – its approach gives them the confidence to make Iconic Moves that spark desire and create utility, driving extraordinary results.

Interbrand is a part of Omnicom's Brand Consulting Group that sits in the Communications Consulting Network.

www.interbrand.com

For further details

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