

PRESS RELEASE

PRYSMIAN GROUP TO PRESENT THE FIRST OPTICAL CABLES CERTIFIED GREEN IN THE CABLE INDUSTRY

BASED ON RECOGNIZED AND MEASURABLE CRITERIA, THE TELECOM ECO CABLE LABEL WILL BE PRESENTED AT THE FTTH CONFERENCE 2023

EVP P. VANHILLE: "WE ARE COMMITTED TO SUPPORT BROADBAND NETWORK OPERATORS IN STRENGTHENING THEIR GREEN SUPPLY CHAIN AND VALUE PROPOSITION"

Milan, April 17, 2023. Prysmian Group, world leader in the energy and telecom cable systems industry, announces the launch of the first optical cables certified green thanks to its ECO CABLE label, the first proprietary green product label in the cable industry. The Group will present its range of ECO CABLE labelled products at the FTTH Conference 2023, starting tomorrow in Madrid.

"The ECO CABLE products are aimed at proactively addressing the greener and greener expectations of the telecom market and of all stakeholders" explains Philippe Vanhille, Executive Vice President Telecom Division at Prysmian Group. "We are now ready to present our range of telecom products where the measurable and recognized sustainable criteria can be applied, to support the decarbonisation of operators and broadband infrastructure providers and strengthen their green supply chain and value proposition."

Fibre is intrinsically green as full-fibre networks consume significantly less electricity than copper-based broadband networks, and enable energy savings, helping achieve the twin transitions of Digital Europe and European Green Deal. Prysmian has taken a step further, by introducing ECO CABLE for its telecom products. The ECO CABLE label assignment is based on an automatic calculation system using recognized and measurable criteria in line with the main regulatory frameworks and requirements, with a very specific focus on cable products: Carbon Footprint, Absence of Substances of Very High Concern, Recyclability/Circularity, Recycling input rate, Environmental benefits and Cable transmission efficiency, which for optical cables means an increase in fibre density.

All the Group's telecom cables have been assessed, and approximately 30% of them are now ECO CABLE compliant. The roll out of ECO CABLE labelled telecom products will start in May in Europe, with the rest to follow starting later in the year. With this initiative, the Group aims at strengthening the Group's sustainability strategy and active role as a promoter of a sustainable development as well as at accelerating the Group's race to net-zero CO₂ emissions.

Prysmian Group will be Platinum Sponsor at the conference in Madrid, where the company's focus on innovation and on the added value products will be on show. At stand P03, its complete FTTx portfolio for cables and connectivity to meet all demands from the market, present and future will be showcased, including the latest solutions for internal and external distribution, cabinets and CasaLink. A specific focus will be given to the evolution in cable density with Sirocco HD and Extreme, FlexTube and FlexRibbon, and to sustainability, with ECO CABLE and the Ecoslim system of ducts and microducts that's slimmer, more sustainable and easier-to-install. Prysmian will be an active player also at the Workshops and Conference sessions, and in particular:

18 April, Workshop 6B - Attracting talent to the FTTH industry – sharing best practise: Coralia Caravello will discuss about Prysmian Group's commitment to global and local D&I policies and initiatives; Workshop 4C - Expand your network, not your footprint, in partnership with Dura-line and Plumettaz; Workshop 4A - Collaboration to engage further decarbonization of the fiber sector, organized by the FTTH Council Europe Sustainability Committee.

19 April, Panel 8 - How can technology help address the next FTTH roll out challenges?: moderated by Jan Schindler; Panel 10 - Reduce the carbon footprint of your FTTH roll out: speech by Alessandro Pirri about the sustainable green approach for the Optical Cable Industry.

Prysmian Group

Prysmian Group is world leader in the energy and telecom cable systems industry. With almost 150 years of experience, sales of around €16 billion, about 30,000 employees in over 50 countries and 108 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
Vice President Communications & Public Affairs
Ph. 0039 02 6449.1
lorenzo.caruso@prysmiangroup.com

Investor Relations

Maria Cristina Bifulco
Chief Sustainability Officer and Group IR VP
Ph. 0039 02 6449.1
mariacristina.bifulco@prysmiangroup.com

