

The strategy of customer centricity and satisfaction is implemented by having a fast, smooth organisation throughout the supply chain, capable of expediting decision-making and time to market by adapting itself to the needs of the various industries through continuous investment in innovation.

One of the ways of implementing customer centricity is through **Factory Reliability**, a process that makes it possible not only to improve the reliability of planning and the execution of manufacturing output, in terms of both mix and volumes in ever faster response times, but also to have stricter control over inventory levels for every type of stock (raw materials, intermediate and finished goods); this enables the Group to deal effectively and efficiently with upswings and downswings in sales volumes and consequent variation in manufacturing output.

APPROACH TO SUSTAINABILITY

Prysmian Group is strongly committed to making sustainable growth a reality, thanks to the very latest technologies and a responsible business model. From its products, to its sites, processes and people, Prysmian Group's attention is constantly focused on solutions that improve efficiency, protect people's health and safety, and create constructive relationships with local communities in which it operates, all while limiting its impact on the environment. Prysmian has aligned its sustainable development strategy with the Sustainable Development Goals (SDGs) established by the United Nations, setting itself measurable sustainability targets to be achieved by 2020.

For further details and information on the Group's sustainability policies and performance, please refer to the 2017 Sustainability Report, a non-financial statement.