

INSIGHT

The Quarterly Review
Issue 3 | 2013

Prysmian
Group

SIGNS OF RECOVERY in the 2nd quarter

Europacable
to build up its
role in Brussels

Prysmian Group
to strengthen
competitiveness
in fibre production

Romania
New optical plant
opens at Slatina





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Growing in difficult markets

Given the current global economic scenario, Prysmian Group is focused on laying the strategic groundwork for its future course and sustained profitability growth, even amid difficult markets. In this issue, INSIGHT looks into the new strategy that Prysmian Group has started to implement by aggressively leveraging its extensive product portfolio and offering clients a wider range of product and services. This approach would allow further advantage to be gained from our combination with Draka: not only synergies but additional leverage on a wider product and service basis.

Next INSIGHT takes a closer look at the region in which the economy is still sluggish and a full recovery has yet to come: Europe. Investment in renewable energy sources and bandwidth growth should sustain the cable industry, but those segments associated with building construction are still lagging. The cable industry can indeed help Europe overcome the crisis. Through Europacable it has considerably increased its presence in Brussels, while it is continuing its efforts to make a crucial contribution to revamping the Union's economy and increasing the continent's competitiveness in the global arena. At the same time, Prysmian Group announced important investments into its fibre production plants all over the world.

Prysmian also opened a new plant for the production of optical fibre cable in Slatina, Romania, which has become one of the centres of excellence in Europe for the fibre optic cables.

Last, but not least, INSIGHT reports on a new programme aimed at the gradual introduction of performance appraisals, as Prysmian Group recently launched a new system, known as Prysmian People Performance (P3).

Editorial Team - INSIGHT

Prysmian
Group



Signs of recovery in the second Q

Profitability increased in the second quarter, to rise further

Prysmian Group results for the [first half of 2013](#) showed signs of improvement starting from the second quarter of the year, when both sales and profitability increased over the first quarter, while remaining below the results from the same period in 2012. The Group's consolidated results for the first half of the year, approved by the Board of Directors, showed an Adj. EBITDA of €282 million and sales of €3,622 million.

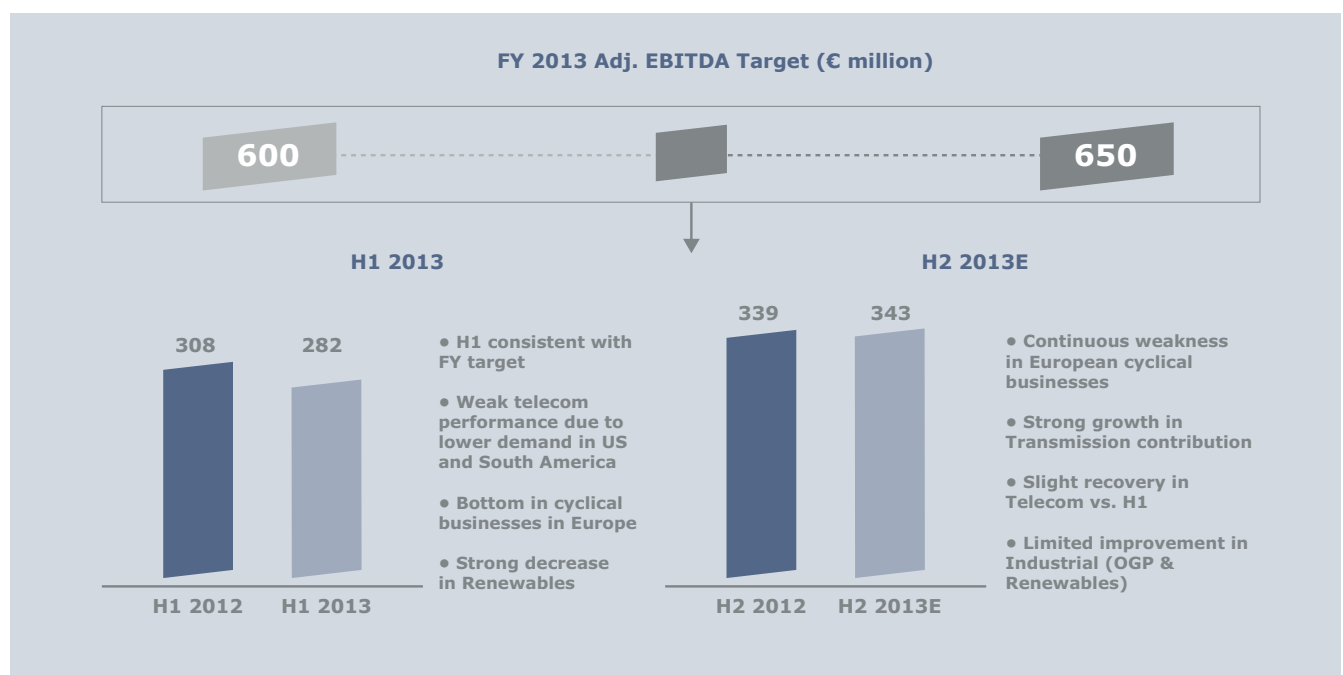
CEO Valerio Battista pointed out that these signs of improvement acquire special relevance in a market scenario that, despite the beginnings of a stabilisation phase, remains difficult, especially because of the construction industry crisis in Europe and uncertainties over broadband stimulus programmes in North and South America. **The positive performance reported by power transmission**

cables and by cables for higher value-added industrial applications have allowed the Group to limit the effects of lower volumes for building wires and for industrial renewable energy cables in Europe and of the drop in demand for optical cables in the American continent.

Prysmian Group expects profitability to improve in the second half, particularly thanks to high voltage underground and submarine cables for power transmission, whose order book has risen to more than €2.8 billion. With the goal of achieving the expected full-year target of an adjusted EBITDA in the range of €600-€650 million, the Group also confirmed its focus on cost containment and rationalization of organisational and production structures, as well as on the synergies with Draka, recently revised up to €175 million.



Prysmian is also expecting to see results from commercial initiatives to leverage the product portfolio and improve customer service. Earlier this year, Prysmian Group in fact announced the launch of new commercial initiatives and actions with the purpose of further strengthening its presence in certain high-tech and high value-added business segments. The announced initiatives and actions are mainly focused on leveraging the extensive range of available products and are expected to drive a significant contribution from additional sales by 2015.



Adj. EBITDA rose to €167 million in Q2 from €115 million in Q1 of 2013



In the first half of 2013 Prysmian Group sales amounted to €3,622 million compared with €3,916 million in the first half of 2012. The organic change was a negative 5.3%, even if sales showed some recovery in the second quarter. Adjusted EBITDA amounted to €282 million, compared with €308 million in the corresponding period of 2012, with a basically stable margin on sales (7.8% vs 7.9%).

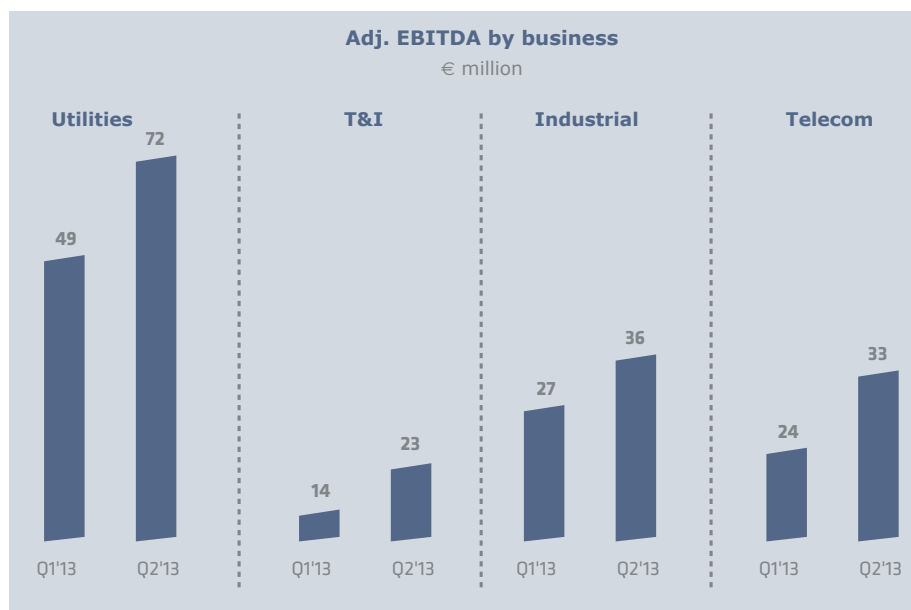
The trend towards stabilisation and improvement in performance in the second quarter was also reflected in the profitability measure, with second-quarter adjusted EBITDA rising to €167 million from €115 million in the first quarter.

EBITDA in the first half amounted to €256 million, compared with €266 million in the first half of 2012, reflecting the impact of €26 million in non-recurring expenses, particularly in relation to reorganisation and manufacturing efficiency projects. Adjusted operating income amounted to €204 million, compared with €229 million in the first half of 2012. Operating income was €134 million, compared with €178 million in the first half of 2012, partly due to the negative change of €37 million in the fairvalue of metal derivatives.

Net finance income and costs

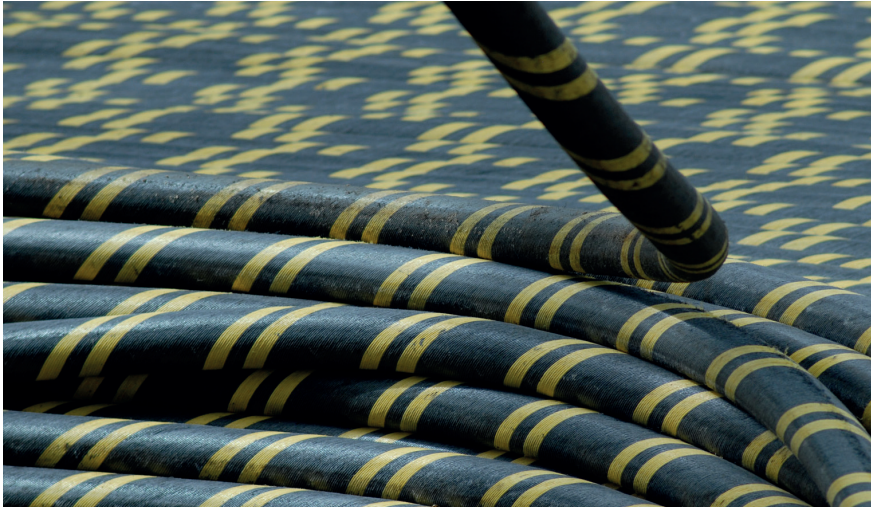
reported a negative balance of €76 million, compared with €51 million in the corresponding prior year period. Adjusted net profit amounted to €115 million, compared with €129 million in the first half of 2012, while margin on sales was broadly stable at 3.2%, compared with 3.3% in the corresponding period of 2012. The net result was a profit of €41 million compared with €89 million in the first half of 2012, mainly due to the negative change in the fair value of metal derivatives as well as to the non-recurring costs associated with the Term Loan's partial refinancing.

Net financial position at the end of June 2013 amounted to €1,248 million, a significant improvement compared with €1,396 million as of 30 June 2012, having been particularly affected by a positive cash flow from operating activities of €215 million and by a negative impact of €367 million from changes in working capital, due to the seasonality in stock levels and strong growth in working capital in the submarine cables business, net operating investments of €50 million, payment of €91 million in dividends versus €45 million in the first half of 2012.



€600 million of new submarine projects awarded in H1

Building wires still negative but signs of stabilisation in second quarter



Energy

Sales to third parties amounted to €2,995 million, compared with €3,170 million in the first half of 2012, reporting an organic decrease of 2.7%. In the second quarter sales were broadly in line with the previous year, despite the continuing weakness of demand for building wires and industrial cables for renewables. Adjusted EBITDA amounted to €225 million, basically in line with the €229 million posted in the first half of 2012.

Utilities sales to third parties amounted to €1,071 million, recording a 0.7% organic increase. The excellent results reported by the Submarine cables business allowed adjusted EBITDA to increase to

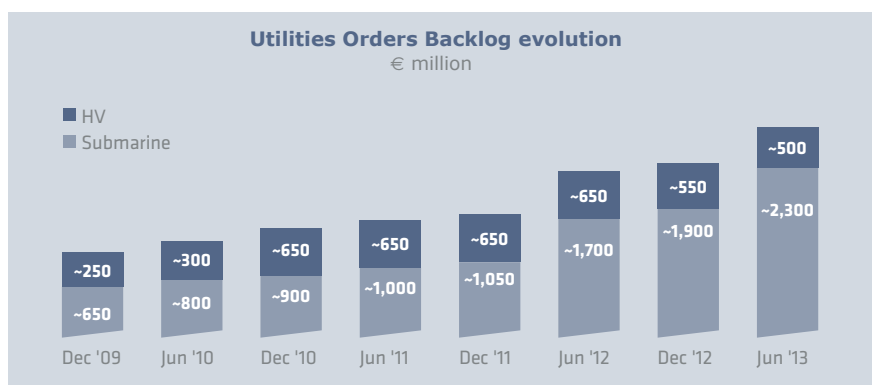
€121 million from €117 million in the first half of 2012, while sales for the High Voltage underground cables business line were broadly in line with the corresponding period of 2012. The order book provides sales visibility for the whole of 2013, with signs of recovery particularly seen in Europe, the Middle East and a number of Asian countries. The Group's Submarine cables and systems business line reported excellent sales, while the order book has reached a record figure of more than €2.3 billion, with €600 million in new projects awarded in the period and intense tendering activities. Profitability improved sharply with prospects for further growth in the second half. Sales by the Power Distribution business line continued to be affected by deterioration in demand in the

wider European market, despite signs of recovery in North America. **Trade & Installers** sales to third parties amounted to €974 million with an organic decrease of 8.5% on the first half of 2012, basically attributable to the construction industry crisis, while positive performance was confirmed in South America. Adjusted EBITDA came in at €37 million, compared with €42 million in the corresponding period of 2012. **Industrial** sales to third parties amounted to €896 million, delivering organic growth of 0.6% (+6.2% in the second quarter). Elevator cables continued to report an excellent trend. Adjusted EBITDA amounted to €63 million.

Telecom

Decline in optical cable sales in North and South America, stable optical volumes in Europe, growing demand in China for FTTH. Profitability expected to improve in second half. Sales to third parties amounted to €627 million.

The timing of any renewal or effective activation of incentives in the Americas is still uncertain, notably in the US, while in Europe optical sales volumes were stable. In Asia Pacific there was growing demand in China for Fibre to the Home cabling solutions, while sales performed well in Australia thanks to the National Broadband Network Project. The Multimedia Solutions business line continued its commercial expansion in South America and Australia. OPGW performed well in Southern Europe, Middle East and Africa, with growing exposure also in North America and Russia. Adjusted EBITDA declined from €79 million in the first half 2012 to €57 million; this profitability shrinkage was fully attributable to incentives suspended in US and Brazil.



Growing in difficult markets

Growth headwinds are blowing in several regions of the world: a long expected full recovery in Europe has yet to come, while emerging countries economies slowed, such as China, or even halted, such as Brazil. At a sector level, several industries which represent major markets for energy and telecom cables show weakness as well. In Europe the construction industry crisis is worsening, while we are witnessing an additional contraction in energy consumption. Uncertainties are surrounding the renewable energy and broadband

stimulus plans in North and South America. All this has led to a drop in the global cable demand.

Prysmian Group has managed so far to limit the impact of this negative context by stepping up efforts to contain costs and rationalize organisational and manufacturing structure. It also managed to protect its market share and profitability by focusing on high value-added businesses and by launching a series of commercial initiatives aimed at increasing sales in the most profitable segments of the industrial and telecom cables.

Cost cutting, rationalization and a focus on high-value added businesses are only part of the strategy that Prysmian Group is implementing in order to protect profitability.

Protecting profitability, in the long run, means to continue to grow: cost cuttings alone do not preserve profitability forever.

Leveraging on the Group wide products portfolio

Prysmian Group new commercial strategy is aimed at going beyond the traditional classification of products and services by business units. As already done late in 2012 and in the first half of 2013 for the [Oil&Gas](#) and the [Renewable Energy](#) businesses, the Group is setting up new brochure and datasheets,

which display the entire spectrum of applications for any single product and service. That would allow the market and its participants to become fully aware and gain in-depth knowledge of the solutions that Prysmian can offer to a specific industry segment in a market-focused approach of its commercial strategy. Prysmian created an

additional tool for helping its clients in their search for the very product or service which perfectly fits their needs: the [finder application](#) active in the Group website www.prysmiangroup.com. This particular tool allows clients to search a solution by application field, even without having specific knowledge or competence of the structure of the business of Prysmian.

FOCUS ON

In the current environment of lower demand and increasing competition, the market trends have to be anticipated by listening to the clients and being capable of reacting promptly to what they signal. That's why Prysmian Group has begun to aggressively leverage its extensive product portfolio. What does this mean? That clients are no more regarded as a buyer of what they buy on regular basis, such as products and services, but as a potential customer that deserves to be listened to and anticipated

in its possible need of a wider range of diversified products and services. Among other things, this approach would also allow further exploitation of the combination with Draka: not just through synergies but through additional leveraging on a wider basis.

Prysmian Group has already started implementing this customer proximity strategy as it launched new commercial initiatives and actions focused mainly on leveraging on the extensive range of available products, which are expected to

drive a significant contribution from additional sales. In detail, the Industrial cables business is expected to deliver over €200 million, resulting from the development of applications in Specialties & OEM, Oil&Gas and Elevator. Also the Telecom cables business is expected to deliver approximately €200 million in new sales along the same line, namely in the segments of Hybrid 4G cables, Access networks & connectivity, Multi Media Solutions and Optical Ground Wires.

Prysmian to take part in major exhibitions

Prysmian Group's search for growth opportunities is primarily focused on high added-value high-tech businesses, such as Cables for the Extraction, Mining and Petrochemicals, as well as Optical Fibres and Optical Cables for broadband networks, linked to long-term investment programmes.

[Major industry exhibitions worldwide](#) often offer the unique opportunity of attracting global class investors to the Group's state-of-the-art solutions. In October, Prysmian will take part in the [Kazakhstan International Oil & Gas Exhibition](#), the major industry event in the Caspian region. The exhibition is regarded as a focal point for discussing the technical, operational and commercial development of the region's oil and gas industry and is one of the most prominent events for the energy sector. As such it is a platform for discussing important issues affecting the industry between local and international partners.

Later on, in December, the Group will present its high-tech solutions in Basra, at the third edition of the [International Oil & Gas Conference & Exhibition](#),

the largest industry show in Iraq, which opened its gates to 18,000 visitors from over 35 countries in 2012. Bertling Group of Germany, China Petroleum Technology, CNPC, Emerson Process Management, FMC Technologies, Honeywell, Mitsubishi, Mott MacDonald, Rumalia, Samsung, Scania, Shell, Siemens, Tenaris will exhibit in Basra along with Prysmian Group to take advantage of the immense business opportunities that Iraq offers.

As for the Telecom business, in November Prysmian Group is going to take part in the [FTTH \(fibre to the home\) council of Middle East & North Africa](#) in Marrakech, Morocco. This is an industry organisation with a mission to accelerate FTTH adoption by all broadband stakeholders through information and promotion, in order to make available fibre-based, ultra-high-speed access networks to consumers and businesses. A sustainable future is about protecting the environment, wider benefits to society and citizens, the economic health of communities and nations: FTTH has a positive impact on all three.



Renewables and broadband growth to boost Europe's cable industry

But segments associated with construction are still lagging



London, the Shard: 350 km of cables laid by Prysmian

Europe has set ambitious and binding targets for the contribution of renewables to its energy needs, which will provide a boost to investment to support the continent's cable industry.

The Union set the amount of power to be generated from renewable sources at 35% by 2020 and offshore wind plants are a key pillar to enable that transition.

According to recent available data, the global investments in offshore wind energy is expected to be as much as \$130 billion by 2020, while Europe alone will invest nearly \$19.3 billion or €14.4 billion to add 4.5 GW of offshore wind energy sources by then. Unlike the rest of the world, the targets set by the EU are legally binding, which means that the amount of capital spending is almost certain, according to industry experts.

In 2012, the offshore wind turbines installed represented a total investment of approximately €4

billion, with a 33% increase over the capacity installed in 2011. EU targets require that 20% of all energy comes from renewables by 2020 against the current 13%. The broader category of energy includes electricity power, heating and cooling and transportation.

While power grid upgrades and investments in renewable energy are driving innovation and constantly increase demand in cables, other cable market sectors are still stagnant, as they are suffering from slow economic growth, such as the cable market segments associated with building construction and industrial expansion.

The European fibre business outlook is somewhat brighter, experts and industry watchers say, as it appears to be immune from the poor health of Europe's economy, as 2013 unfolds. Fibre is driven by other factors that are far more positive than GDP trends – bandwidth growth, the EU's drive for broadband connectivity with its [Digital Agenda](#), the push for efficiencies in data transport for railways, utilities and other infrastructures.

In Spain, for instance, among the weakest countries for GDP growth, the incumbent Telefonica went ahead with plans to deploy FTTH in Barcelona and Madrid to improve its infrastructure. The amount of cabled fibre installed in Western Europe rose 5% in 2012 from the previous year while that in Eastern Europe (excluding Russia) jumped 15%.

Europacable to build up its role in Brussels

Fabio Romeo confirmed as Chairman

[Europacable](#) is the organisation committed to representing the wire and cable industry in relevant EU policy debates, of which Prysmian Group is part. It is continuing its efforts aimed at being increasingly involved in the European Union debates, with the ultimate goal of giving a crucial contribution to revamping the Union's economy and increasing the continent competitiveness in the global arena. Europacable recently hosted the 2013 General Assembly in Brussels, with some 40 senior representatives of its member companies, creating a unique forum for Europe's wire and cable industry.

A series of presentations, including a Member of Cabinet of the EU Commissioner for Industry and Entrepreneurship, [ENTSO-E](#), [Eurelectric](#), [Orgalime](#), [FTTH Council Europe](#) and [CEN/CENELEC](#), provided an overview of the current state of affairs relevant to the industry at EU level. The Europacable Team gave an update on the progress achieved under the leadership of Fabio Romeo, Chairman of the Executive Board.

Two years into its re-organisation, Europacable has increased its presence considerably in Brussels. It is now strongly involved in the EU energy, data and telecommunication debates, with the European Commission, the European Parliament and key actors such as ENTSO-E, the European representation of electricity transmission operators. The Europacable Environmental Team (ECO), chaired by Annette Schermer, is actively responding to environmental challenges the industry is facing such as the EcoDesign Directive and RoHS. The most pressing challenge, however, is the ongoing financial and economic crisis in Europe. The wire and cable industry can directly feel

its impact. While there is certainly not a single solution to it, one key angle will be an industrial one. **Europe needs investments, technology leadership, jobs and R&D to overcome the current situation. In this respect, Europe's wire and cable industry will be a relevant player to help Europe overcome the crisis.** The cable industry produces the technologies that will be crucial to secure Europe's competitiveness in the 21st century.

Whether it is Europe's Digital Agenda or the creation of the Single European Energy Market – these projects will not be realised without state-of-the-art cable technologies. Looking into the second half of the year, Fabio Romeo and the Europacable Team will develop a stronger positioning of Europe's wire and cable industry to communicate this view. Under the tagline: "Try life without us" the Team will develop a concept to highlight the role of the industry in achieving these objectives.

Prysmian actively involved

The General Assembly re-affirmed the continuous active involvement of Prysmian Group in Europacable: Fabio Romeo was re-elected Chairman of the Executive Board until 2014, Marcello Del Brenna was re-appointed Chairman of the Europacable Utilities Board (EPCU) until 2015 and will continue to lead the Europacable Underground Marketing Project (UMP), while Philippe Vanhille was appointed Chairman of the Europacable Telecommunications Board (ETC) until 2016 taking over from Phil Edwards. With this set up now in place, the Team is looking forward to further strengthening Europacable in Brussels.



Fabio Romeo, Prysmian Group Executive Vice President Energy Business and Europacable Chairman of the Executive Board

Prysmian to improve fibre production competitiveness

Prysmian Group announced it is investing €50 million in a major effort aimed at improving the competitiveness of its fibre optic production facilities. The plan involves Prysmian fibre facilities around the globe, from Brazil to the US, and from France to the Netherlands. The capital-spending program is not really aimed at increasing capacity, but rather at improving the competitiveness of the Group's plants. A relevant portion of the capital spending, some €20 million, will be channeled into the facility of Battipaglia, Southern Italy, which will stay as the Group's centre of excellence and will focus in the development of the state-of-the-art production lines.

The challenge Prysmian is facing is that of keeping up with the competition of manufacturers in emerging countries, who benefit from lower energy costs and wages. Thanks to the acquisition of Draka, Prysmian became the second largest fibre optic manufacturer worldwide with a global market share of 15%. But producers from Asia are increasing their efforts: Chinese manufacturers are focused on the domestic market, which alone accounts for 50% of the global fibre demand, for the time being, but could start looking west as soon as the country's fibre appetite becomes exhausted. In response to this challenge, Prysmian's new investment programme aims to further strengthen the leading position of its centres of excellence and production sites around the world, in terms of competitiveness as well. Its wide range of optical fibres is designed and made to cater to the broadest possible spectrum of customer applications, such as single-mode, multimode and specialty fibres. The Group also boasts the widest availability to the market of every

current technology for the manufacture of optical fibre and can achieve optimal solutions for many different applications.

Prysmian Group is extremely active in the most rapidly growing sector of the market, known as FTTx, where its approach is based on combining existing technologies with innovative, new solutions allowing fibres to be deployed in high-rise buildings and multi-dwelling units. Many of the cables used in FTTx systems feature Prysmian's bend-insensitive [BendBrightxs](#) optical fibre, which has been specially developed for this application. The portfolio also includes Prysmian's [RetractaNetXS](#) end-to-end integrated solution for cost-effective FTTH networks, which is a complete solution that significantly reduces the cost of home connection of FTTH deployments.

Two important orders in the US and Spain

The Group Submarine cable business gained two relevant orders in the US and Spain. The first was a new contract worth more than \$100 million for the supply and installation of submarine cables for a section of [ExxonMobil's existing offshore operations](#). The project involves the replacement of approximately 50km of cables with increased capacity of 40kV EPR manufactured at Drammen in Norway. In Spain, the Transmission System Operator awarded Prysmian a €80 million contract for the second circuit of the [interconnection between the Balearic Islands](#) of Mallorca and Ibiza.

New optical plant in Romania

Prysmian Group has opened [a new plant](#) for the production of optical fibre cable in Slatina, Romania, which has become one of the centres of excellence in Europe for the optical communications cables industry. The factory boasts a significant number of Quality Certifications such as ISO 9001, ISO 14001, IMQ, and the new plant will triple its production, from 500,000km up to 1.5 millionkm of cables per year, with the potential of reaching 3 million.

The investment in the new facility in Slatina is part of a major plan to further reinforce the Group's competitiveness in the fast-changing telecoms market, where Prysmian is continuously investing in order to offer innovative technological solutions. The Slatina plant stretches across almost 100,000m², with a covered area of around 42,000m², and will create



a total yearly production capacity of 30,000 tons of energy cables (from High Voltage cables up to 110kV and building wires, to Power and Instrumentation & Control cables), almost 1,500,000km of optical cables and 500,000km of copper telecom cables (covering almost all possible demand for both optical fibre and copper telecom cables types), while employing over 400 people.

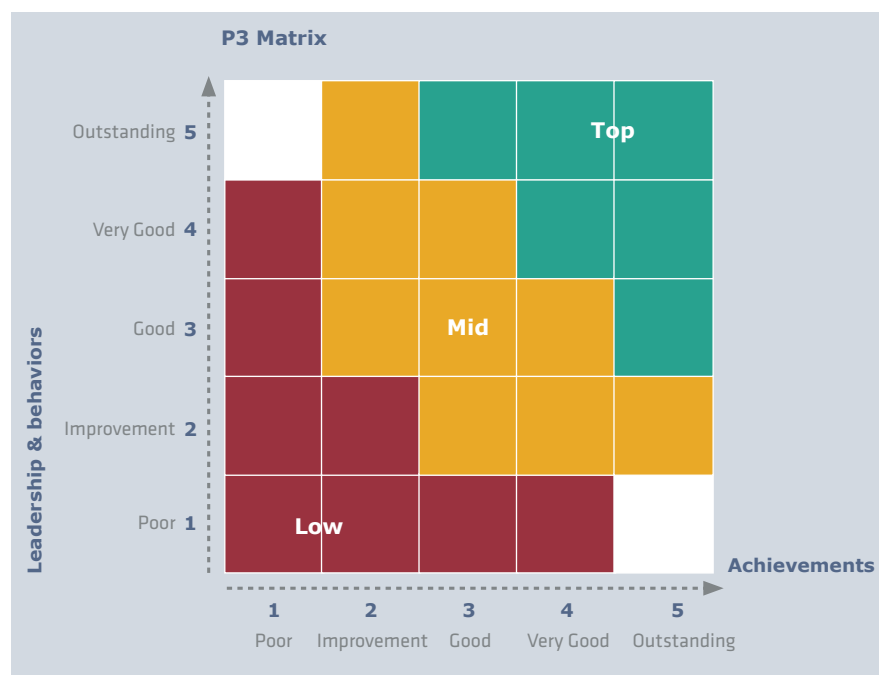
Prysmian launches P3: the programme aimed at motivating its people

Prysmian Group is implementing a new programme aimed at the gradual introduction of performance appraisals, as it recently launched a pilot project for a new system, known as Prysmian People Performance (P3). The new process is backed by a specific online system and is intended to disseminate a Group culture based on the importance of constructive feedback, two-way communication with immediate supervisors, the development of individuals and the recognition of merit based on objective criteria.

The pilot was initially tested on a sample of 300 employees in five countries, two business units and the corporate headquarters, then extended to all countries and business units involving almost 400 manager appraisers and about 2,000 appraisees in all countries and business units. By 2014, it will be applied to each Group employee.

"P3 has been created to motivate all [our people](#) to do better and to do more because this is what generates value across the entire organisation, by aligning individual objectives to Group aims," stated Valerio Battista, the Group CEO. Fabrizio Rutschmann, the Group HR Director, noted: "Prysmian hasn't had a unique performance appraisal system up until now and with P3 is now leading people improvement through continuous feedback and the increased engagement of all."

The performance evaluation is based on two factors: achievements, and leadership and behaviour, as is shown in the P3 matrix. Manager-appraisers used an online platform for the stages performed in the early phase, where they have access to all documents and materials on the P3 platform and can also find helpful tools, such as discussion forums to share information and experience about the process.



Sustainability, new important goals achieved

In 2012, the Prysmian Group [Sustainability Report](#) was in its third edition – and the first to have been audited by an independent third party, Deloitte. For the first time, the report reached application level C+ under the guidelines of the Global Reporting Initiative, the global leader in sustainability reporting. From the standpoint of financial responsibility, relations with the financial markets were especially intense, with over 400 one-to-one and group meetings. As for product responsibility in both the Energy and Telecom businesses, Prysmian has developed a number of innovative projects aimed at providing efficient and environmentally sustainable products and solutions. Among these it is worth mentioning the environmental impact studies on P-Laser cables, which cut water use by 70-80% compared to traditional cable manufacturing. In the area of [social responsibility](#), Prysmian has created its international managerial and professional training school, the Prysmian [Group Academy](#), in partnership with SDA Bocconi, involving approximately 200 employees in 2012, with the addition of another 500 individuals in 2013.





News from Prysmian World

ANKARA – Prysmian Group Turkey announced that it has completed the optimisation project at the Mudanya factory started in 2012. The objectives were to upgrade and modernise the facility, to significantly increase the plant capacity for the main product categories and to add several new product categories to the products range, while enhancing the levels of the service. Hans Hoegstedt, CEO of Prysmian Group Turkey, highlighted the importance of the investments: "These are the biggest investments ever completed at our Turkish factory since its opening in 1964. We are proud of being a pioneer in our sector with the investments and innovations completed to date. These major investments once again show our strong commitment and belief in the Turkish economy and the excellent workforce at our Mudanya factory."

MORRISTOWN, NJ – Schindler Elevator Corporation, the 2nd largest elevator company in the world, awarded Prysmian Group, through its brand Draka Elevator, as "2012 Outstanding Supplier". Prysmian Group is the only Schindler supplier to achieve this exemplary record and moreover it has been selected

as the recipient of this first annual 2012 Environmental Sustainability Award for 'Commitment to Sustainability and the Natural Environment'. Prysmian Group pursues the 2012 E3 (Economy-Energy-Environment) philosophy, increasing energy efficiency and sustainability thanks to a smarter and more efficient green workforce, imparting valuable skills training and promoting innovation among employees, improving profitability of the local economy and enabling growth.

AMSTERDAM – Last year a milestone of 1,000,000km in multimode fibre production was achieved at the plant in Eindhoven, the Brainpoint region of The Netherlands, a hub of high-tech companies. The plant's multimode fibre sales increased from 690,000km in 2009 up to 1,001,000km in 2012. The plant produces multimode fibre products, including the high-end products known as OM3/OM4. A significant part (35%) is used by the Prysmian Group's own cable plants, while the remaining is consumed by external customers like Brand-Rex, TE Connectivity, Belden and Optral in Europe or AFL Telecommunications and Nexans BerkTek in the USA.

WIGAN, UK – C-TEC, the producer of life-safety equipment and systems such as fire alarms, voice alarms and disability products, has chosen Prysmian's FP Cables for its new headquarters in the English town. For maximum circuit integrity, Prysmian installed FP PLUS and FP200 Gold cables. Simon Hopkins, FP Product Manager for Prysmian Group UK, said that "FP200 Gold has excellent data and signal transmission characteristics, making it ideal for voice alarm systems. FP PLUS is an enhanced hard-skinned cable which can be used in Category 1, 2 and 3 circuits as defined by BS 8519, the code of practice for the selection and installation of fire-resistant power and control cable systems for life safety and fire-fighting applications." Both cables are easy to install and terminate.

MILAN – Prysmian Group has been awarded a contract to supply 300 km of eco-friendly, special fire-safety cables for power distribution within the Isozaki Tower in the futuristic new CityLife district. The contract confirms Prysmian's leadership in cables for the construction industry. "Prysmian Group has been involved in this important and symbolic project, a candidate to become one of the iconic images of Expo 2015, thanks to its technical competence, quality, and above all ability to provide customised, high-performance solutions," says Stefano Bulletti, CEO of Prysmian Italy. The contract involves supplying 300km of low and medium voltage cables from the Afumex range.

Prysmian Group latest news and highlights

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