



A WORD FROM THE CEO.

After the milestone transaction between Prysmian and Draka was closed successfully, the cornerstones in the integration of our two businesses have been laid. **We are now one.**

As a result of the merger, **we are the global leaders of the cable industry.** Today our group is in 50 countries, with 98 plants supported by 22,000 employees. We have greatly expanded our product and service offer, in terms of solutions, brands, technologies and – most importantly – customer service.

This also marks a significant step forward in the spreading of innovation throughout the entire cable and wire industry. Our new company is hinged on a long history. We have always been at the forefront in striving to meet evolving customer needs. This is why our brand strategy is aimed at leveraging and further strengthening both the Prysmian and the Draka brand. I am proud to be able to say that, together, once more we are **leading change.**

In bringing together and leveraging different **cultures**, our new corporate brand must come to stand for a single set of shared values: **excellence, understanding, and integrity.**

We are guided by the belief in effective, efficient and sustainable supply of energy and information to as many people as possible, as a primary driver in the development of communities. It is our task to enable our customers to bring their services to homes and businesses, cities and entire countries.

Everything each one of us does in his or her day-to-day work is a step towards achieving this vision. It is a way of upholding the values that make us proud.

Valerio Battista,
Prysmian CEO

ONE LEADER, TWO BRANDS.

As the world's leading cable group, we are ready to connect with our customers, with a deep understanding of their needs. We are able to excel in our response. Even more strongly and effectively than before.

The reputation of Prysmian and Draka makes them hugely valuable assets. They will be the commercial brands through which our new corporate brand, the Prysmian Group, will lead the global market.

Welcome to the Prysmian Group, the world's largest cable company.

Prysmian and Draka are two of the strongest and most respected brands worldwide, with highly complementary products and services. This has led to a clear strategy: both brands will be preserved, leveraged and further strengthened.

Their respective offer of solutions, coupled with a strengthened geographic presence, means we will serve our customers even faster and better, no matter where they are or what they do.

The Prysmian and Draka commercial brands will operate under the aegis of our new corporate brand, the Prysmian Group, standing for our new integrated organization.

Thanks to our collective knowledge, shared values and track record of innovation, the Prysmian Group will drive the evolution of our industry.

WHAT WE STAND FOR.

As the Prysmian Group, we work to ensure our customers can provide **ready access to energy and information** for as many people as possible.

This is not simply a business proposition. It is about **contributing to the conditions that drive the development of communities.**

Enabling energy and telecom companies to do their jobs efficiently means ultimately making life easier for people and supporting them in their projects. It means setting them free from restraints.

Understanding the needs of the operators who look to us for solutions, excelling in the way we respond to them, demanding the utmost integrity of ourselves: these are **our commitments**, shaped by the principles that guide our new group.

Providing our customers with first-class cable solutions, based on advanced technology and outstanding service, is the key to delivering sustainable growth and achieving sustainable profits.

Everything each one of us does in his or her day-to-day work is a step towards achieving this vision: acting in concert and upholding the corporate culture that befits a leader, based on **the values that make us proud.**

VISION

We believe in the effective, efficient and sustainable supply of Energy and Information as a primary driver in the development of communities.

MISSION

We provide our customers worldwide with superior cable solutions based on state-of-the-art technology and consistent excellence in execution, ultimately delivering sustainable growth and profit.

VALUES

Excellence.
Integrity.
Understanding.



WE HELP BUILD THE WORLD'S INFRASTRUCTURE.

Wherever an energy or telecom project is underway, we are there to provide the appropriate solutions.

Every day, the Prysmian and Draka commercial brands give a crucial contribution to the successes of the most important energy and telecom companies.

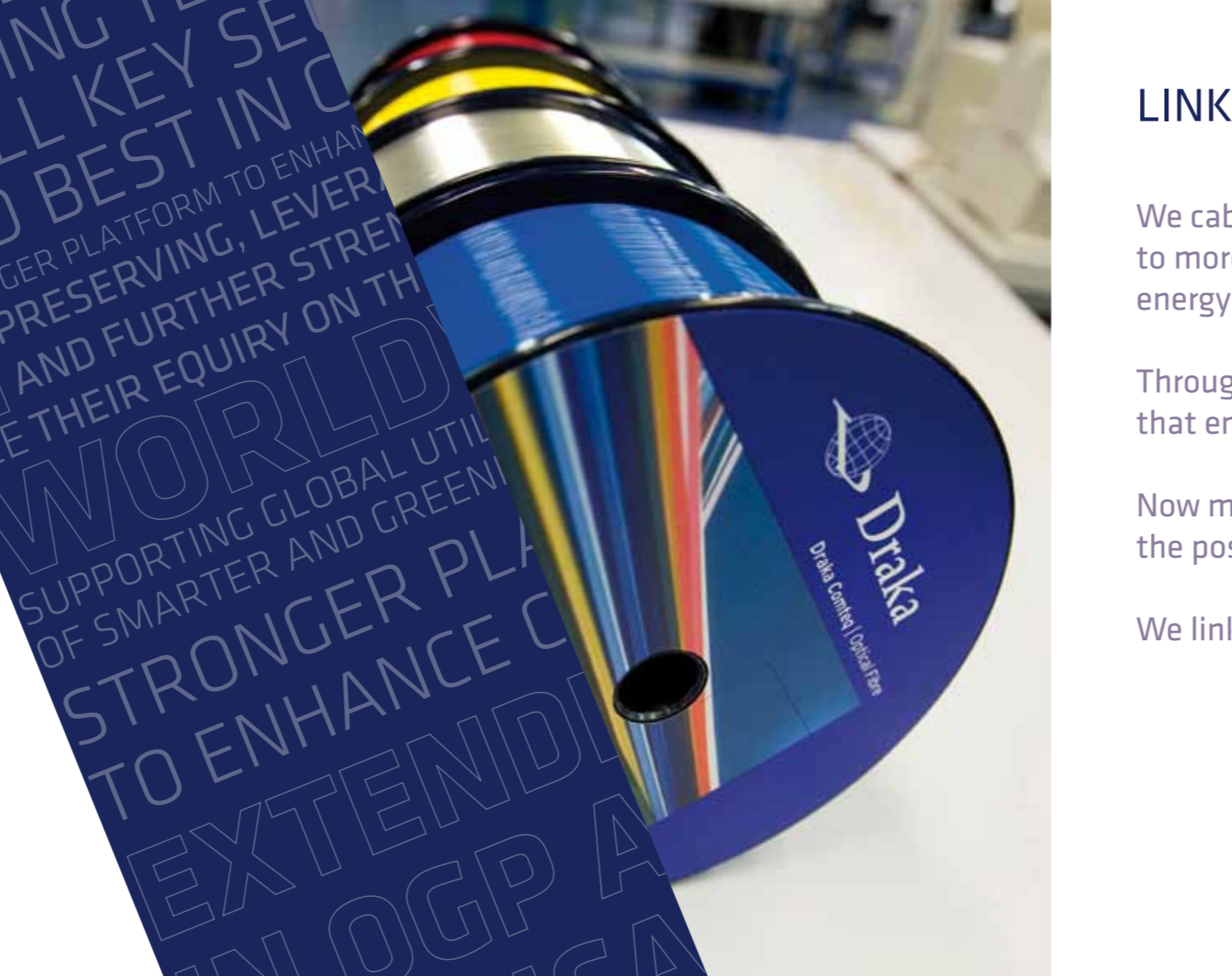
The Prysmian Group, the corporate brand that now drives their work, is the partner of choice of the world's key players.

With over 130 years of combined experience, our new group is a global presence that's helping build the planet's energy and telecom infrastructures. We are a major supplier to many key energy and telecommunication projects. We provide solutions wherever they are needed. We deliver on the Prysmian and the Draka brands' promises swiftly and efficiently, always true to our values of excellence, understanding, and integrity.

In our new structure, the Energy division will have the three specialist business areas of Power Transmission, Construction & Infrastructure, and Industry, while the Telecom division will be active in the Telecommunication Solutions, Optical Fibre, and Multimedia segments.

From spacecrafts to planes, to the world tallest building, the fastest train, the largest ship, the deepest submarine cable, we respond to the needs of the power industry, with projects across all continents and in every sector, from Oil & Gas to nuclear and renewable energies.

In telecommunications, we supply leading-edge fibre and cable solutions that meet our clients' bandwidth requirements today and anticipate the applications and technologies of tomorrow.



LINKING THE FUTURE.

We cable ships, trains, entire cities. We contribute to more efficient oil extraction; we help renewable energy solutions become ever more successful.

Throughout the planet, we are the partners of choice that enable the development of vital infrastructures.

Now more than ever before, we are helping to multiply the possibilities.

We link the world to the future.

We truly **make the world go round.**

We enable systems to work efficiently. We help our customers ensure plants and homes see their energy needs fulfilled. Our work helps people and businesses communicate quickly and smoothly.

We installed fire-performance and elevator cables in Dubai's Burj Khalifa, the tallest structure in the world at 828m: safety is crucial in each of its 162 floors, and we gave a key contribution to it. The length of the cable, filled with over 700,000 fire-resistant accessories, is over 1,300 times the height of the tower. Our specially engineered cables support elevators that are among the world's fastest. We've **taken safety to new heights.**

We're helping develop Abu Dhabi's power transmission system, with a link between two grid stations and an EHV solution involving more than 230km of cable: it enables power for a F1 racetrack and for the cultural district that will host Abu Dhabi's Louvre and Guggenheim museums. We **help make people's everyday lives easier and richer.**

During the latest years we carried out major submarine power interconnection projects for utilities and grid operators all over the world. We laid the world's deepest submarine power link as a single supplier: 860km connecting the grids of Sardinia and mainland Italy, reaching a depth of 1,630m.

We are **bringing people closer.**

In Australia, we are helping create a fibre-to-the-premise network connecting 93% of the country's homes and businesses; our termite-resistant, rodent-proof, high-strength cables support the largest infrastructure project in Australian history. We help **building a global broadband community.**

During the 2012 European Football Championship, 200km of our cables will allow fans all over the world to enjoy matches from Ukraine's landmark Donbass Arena in high definition and 3D television. We are there when **people cultivate their passions.**

We are continuously strengthening our world leadership in cables for offshore wind farms. The Group has been involved in the major projects already developed or under development, like the SylWin1 project in Germany which marks a series of milestones in this industry sector, reaching 864 MW of power rating and 320 kV Direct Current voltage. We'll make it possible to bring renewable energy to thousand homes, helping create a **greener planet for future generations.**

We provide customised wires and cables for satellites that measure the thickness of ice over land and water on Earth, giving detailed views of specific locations and climate-change trends. We are involved in space projects as a preferred parts manufacturer for the European Space Agency.

We are going further. We are linking the future.



THE ESSENCE OF THE PRYSMIAN GROUP