

2018

Out in front.
Together.

Prysmian
Group





Joining forces, to link the future.

Our role is to enable the flow of energy and information everywhere, to enable and sustain human achievement anywhere. At the core of this promise, are two things, cutting edge technology, and the skills of our people.

We're joining forces with General Cable.

It's a union that will bring us closer to fulfilling our promise, all over the world, not just keeping us ahead of the competition, but putting us out in front, together. **Discover the six reasons why we're stronger together.**

WORLDWIDE LEADERSHIP

Opening up the world.

By working together, Prysmian Group and General Cable unlock a **unique strategic opportunity**. With a more complete understanding of the global market, we'll be able to leverage our combined strengths, and **build considerable value stakeholders**.

INNOVATION & TECHNOLOGY

Enabling technology, everywhere.

With combined expertise, over **22 R&D centers**, and a greatly expanded portfolio of innovative products, our role as technology enabler is assured, as we continue to bring best-in-class solutions to market.

VALUING PEOPLE

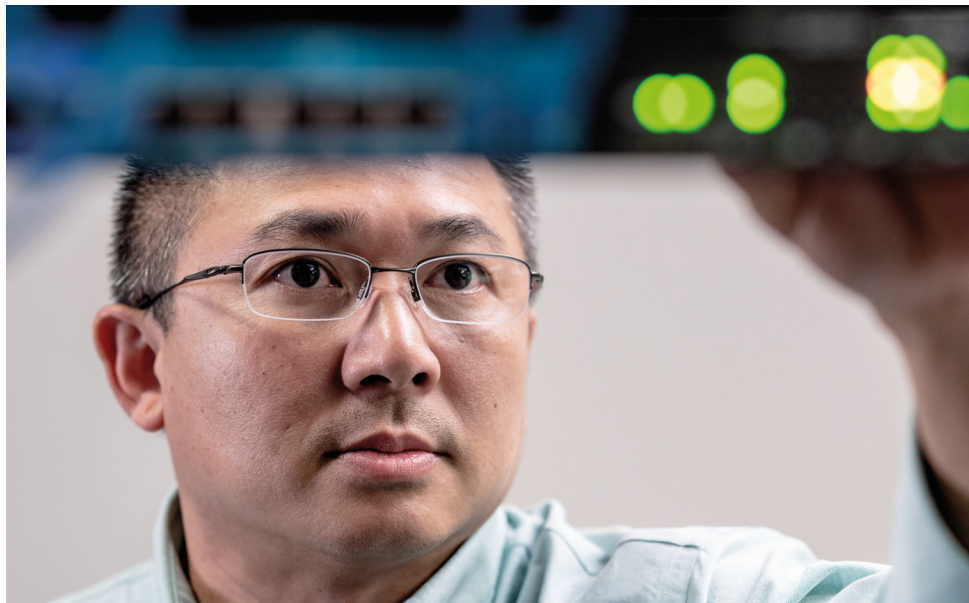
Creating value, through shared values.

Our people are our most valuable asset. Their commitment to positive customer outcomes drives them to excel. The strong cultural fit between Prysmian Group and General Cable, means **we're working as a unified team**, from day one.

SUSTAINABILITY

Protecting what matters.

As a business focused on tomorrow, it's our responsibility to ensure it's a future worth looking forward to. **Sustainability plays a crucial role in our business.** By being more efficient, and embracing a business model that integrates economic, social and environmental responsibility in all we do, we create a positive impact.



In the new Prysmian Group,
people will be the main asset.
Their motivation, skills and
experience drive our success.





GEOGRAPHIES & PRODUCTS

Now we're 31,000 strong.

By joining forces with General Cable, we can now call the United States a home market. With an expanded product portfolio, over **115 plants** around the world, new technologies available to us, **31,000 employees**, we can serve our clients even more effectively.

CUSTOMER CENTRICITY

Exceeding expectations is everything.

Our customers are the beating heart of all we do. Their needs, and expectations, guide our every waking moment. Each process, decision, action and solution, is made with customers in mind. At Prysmian Group, we strive to not just deliver, but excel.



OUR GLOBAL PRESENCE

By joining forces with General Cable, we become a team of 31,000 strong, with 115 plants, 22 R&D centres and some of the most cutting-edge technology in the industry. **Working together, we open up even more possibilities.** With shared values, complementary products, and an extended global reach, **we're better equipped to not just meet the expectations of clients, but exceed them.**

115

MANUFACTORY PLANTS

+50

COUNTRIES

€ 11,1

BN ANNUAL SALES

22

R&D CENTERS

31,000

EMPLOYEES

“Prysmian Group and General Cable join forces. More than just a landmark moment, it’s a unique strategic opportunity to create value for all our stakeholders, customers and people.”

VALERIO BATTISTA - CEO



Discover more about
Prysmian Group and General Cable:



welcome.prysmiangroup.com

