

July 4<sup>th</sup>, 2012

STRONGER PLATFORM TO ENHANCE CUSTOMER SERVICE  
**WHO WE ARE. HOW WE ARE. LEADING**  
*Understanding our brand.* WORLDWIDE  
EXTENDED PRODUCT OFFERING IN C  
LEADING TECHNOLOGY STRONGER PLATFORM  
WORLDWIDE LEA

**Prysmian**  
Group



---

# MAKING A CONNECTION WITH OUR BRAND INSIDE THE PRYSMIAN GROUP.

---

***United in progress – How our brand helps build our business.***

*Change. It's a word that gets used a lot. But while some just talk about it, others get on with making it happen. Prysmian Group has been through some important changes in recent years. Following the merger, we are now the world's leading cable company, with 22,000 employees, 97 plants and a presence in 50 countries.*

*We're proud of our diversity. But people's expectations of us as a business need to be consistent. That's why our brand is so important. It helps everyone understand what we're about and how we do things.*

*To build a strong brand, we need to take a united approach, adopting the same principles across continents and customer touch-points. We want people to know what to expect, every time they come into contact with us.*

*Our brand is an intangible asset. Its impact can be difficult to measure. But with a little consideration and planning, it can be managed and used to create a powerful, lasting impression.*

*We've thought long and hard about our business and where we're going. We have a vision, mission and values, which we share across our network. We have a way of talking and a way of behaving that we hope it will help strengthen our positioning and awareness in the industry.*

*Every aspect of our brand has been created to reflect our philosophy and the ideas at the heart of our business. Whether you work with customers, stakeholders, fellow employees or the wider community, we hope this guide helps you better-understand the importance of our brand and how you can help us by bringing it to life in everything you say and do.*

*Because a strong brand creates a strong business. That's something that's more rewarding for everyone.*

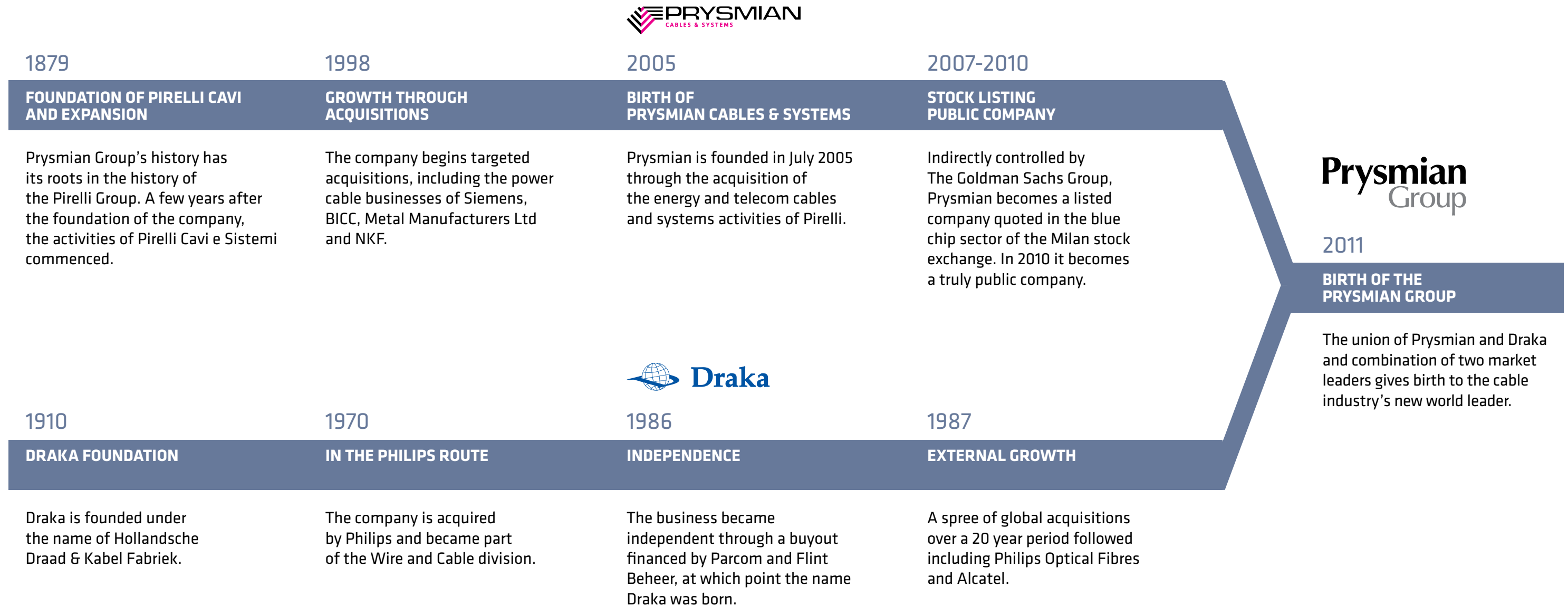
*Valerio Battista,  
Prysmian Group CEO*



**Valerio Battista,  
Prysmian Group CEO**

## WE'VE COME A LONG WAY.

With over 130 years of combined experience, Prysmian Group is helping to build the planet's energy and telecoms infrastructure.



---

**OUR STRATEGY:  
ONE COMPANY.  
TWO COMMERCIAL  
BRANDS.**

---

# OUR CORPORATE BRAND

Our integrated organisation is represented by the Prysmian Group corporate brand.

No matter where you are or what you do within the organisation, this brand stands for the company you work for.

Whenever this brand appears, the company is speaking.

**Prysmian**  
Group

# OUR COMMERCIAL BRANDS

Prysmain and Draka.

They are two of the strongest and most respected industrial brands worldwide, with highly complementary products and services. Following the integration of the businesses, we decided to maintain

their presence as separate brands operating under the umbrella name of Prysmian Group. Thanks to our collective knowledge, shared values and track record of innovation, the Prysmian Group will drive the evolution of our industry.

Their specialities may be slightly different, but when it comes to bringing the brand to life, Prysmian and Draka are united in their approach. Whichever company our customers are working with, we're dedicated to giving them the high-quality service, bespoke solutions and reliable, innovative technology they deserve. The Prysmian and the Draka brands will act as our commercial brands.



## What does this mean exactly?

- Prysmian and Draka will be the brands that our customers will purchase
- Prysmian and Draka will be the brands that our competitors will compete against
- Each brand will have a specific role, i.e. will represent a specific part of our global offering.
- The role that each brand will play will be based on an in-depth analysis of their individual strengths across each sector.
- We use the commercial brands whenever we are talking about products and solutions.

# OUR BRAND ARCHITECTURE

Our architecture is based on a clear separation of roles.

Prysmian and Draka continue to exist as commercial brands, embodying two differentiated and complementary offerings.

Prysmian Group acts as the corporate brand. It stands for the organisational, financial and industrial platform that allows the two commercial brands to operate.

## **Our Corporate Brand**

The Prysmian Group brand stands for our organization.

The logo for Prysmian Group, featuring the word "Prysmian" in a large, bold, black sans-serif font, with the word "Group" in a smaller, grey sans-serif font directly below it.

---

## **Our Commercial Brands**

The Prysmian and Draka stand for two differentiated offerings through which we serve our customers.

The logos for the two commercial brands. On the left is the Prysmian logo, which consists of a stylized icon of three horizontal bars of increasing length to the right, followed by the word "PRYSMIAN" in a bold, black, uppercase sans-serif font. On the right is the Draka logo, which features a stylized globe icon with a blue arc passing through it, followed by the word "Draka" in a bold, blue, sans-serif font.



# OUR BRAND'S ESSENCE

Our Brand's Essence is a brief and compelling definition of what our brand stands for. It is also used as a tagline.

## Linking the Future

We help our customers make tomorrow's world a better place by providing them with highly innovative solutions that enable them to meet their future challenges.

We create those vital connections that ensure energy and information is carried effectively, efficiently, everywhere.

### Tagline.

The tagline should be used whenever possible, on both internal and external communication. Since it expresses the Prysmian Group brand's essence, it should never be referred to the commercial brands.

As opposed to other well known cases, the tagline is never locked up to the Prysmian Group logotype - it is always used within the texture, as shown in the examples on this page.



---

**TOGETHER,  
WE'RE GREATER  
THAN THE SUM  
OF OUR PARTS.  
TOGETHER,  
WE'RE LINKING  
THE FUTURE.**

---

## DRIVEN BY WHAT WE BELIEVE IN.

As the Prysmian Group, we work hard to ensure our customers are in a position to provide access to energy and information for as many people as possible.

It may seem like a small step, but our actions ultimately shape the future of communities the world over, influencing their development and having a big effect on quality of life for all who live and work in them.

Enabling energy and telecom companies to do their jobs efficiently means making everyday life easier for people and helping them go about their business – wherever it takes them. It's the ethos that shapes our vision – it's something we should all work towards.



# OUR VISION.

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



Energy and Information help communities develop. That's why it's so important that they're always available. That they're supplied: **Effectively. Efficiently. Sustainably.**

Whoever the client. Wherever they are. However harsh the environment they operate in. We're committed to keeping them connected.

Every day, we all have the chance to bring our vision to life in our actions. No matter how big, or small, the things we do on a daily basis build up over time and help us deliver on our mission.

# OUR 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.

To provide superior cable solutions. A strong reputation for performance and innovation helps us deliver sustainable growth and profit.

But we don't just want to be good for business. We want to be good to do business with. That's why our values are so important to us.

The things we do and the way we approach them are an opportunity to show our pride in our work.



# OUR VALUES.

Excellence.

Integrity.

Understanding.



## **Excellence.**

Good isn't good enough. We combine rigour and entrepreneurship to deliver innovative all-round solutions.

## **Integrity.**

When it comes to ethics, no challenge is too big, or too small, if it means doing things right.

## **Understanding.**

We have strong respect for different opinions and ideas, and a keen focus on our customers' needs.



## TOUCHING LIVES – THE WORLD OVER.

Our work helps communities develop. Solutions that don't just connect point-to-point, but connect today with tomorrow. Everything from the cables that power ships, trains, aircraft and satellites, to keeping entire cities connected and in touch with the world. Our infrastructure projects set the standard worldwide. Here are just a few examples of how we're linking the future.

---

### There's only one thing taller than Dubai's Burj Khalifa...

At 828m high, Dubai's Burj Khalifa is the tallest structure in the world. But stretch them end to end and the cables we installed there would be even taller. Fire-resistant and supporting some of the fastest elevators in the world, the total length of our cables stretch to over 1,300 times the height of the tower.



---

### ...and one thing faster than the F1 cars on the Yas Marina Circuit.



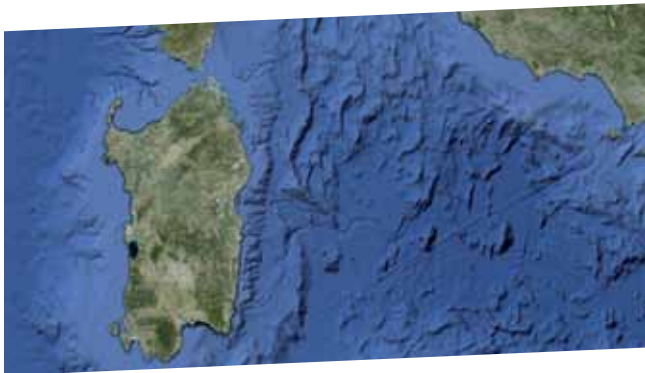
We're helping develop Abu Dhabi's power transmission system. Connecting grid stations with a high-speed EHV solution involving more than 230km of cable, we're behind an energy network that powers the Formula 1 racetrack and the entire cultural district that will host Abu Dhabi's Louvre and Guggenheim museums.

---

---

### Some of our finest work is invisible.

We laid the world's deepest submarine power cable, at a depth of 1,630m and 860km long, it connects the energy grids of Sardinia with mainland Italy. But more important than the big numbers is the fact it gives Sardinians more reliable electricity, making life easier for everyone. In 2011 we laid 3,500,000km of energy cables all around the world.



---

### Bringing people closer across a continent.

Rodent-proof, termite-resistant and able to withstand extreme temperatures. These are just some of the challenges facing the largest infrastructure project in Australian history. We're helping the government create a national broadband fibre network that will connect 93% of the country's homes and businesses. When you consider how remote some of them are, that's some achievement.



---

### Fuelling the fever.

For fans of 'the beautiful game', our cables bring the 2012 European Football Championship to life, with matches from Ukraine's landmark Donbass Arena broadcast in hi-definition and 3D to televisions all over the world.



Every year, we make enough fibre optic cables to travel the distance between the Earth and the Moon 70 times.





---

## A greener revolution.

We're building a strong reputation as world leaders in cables for offshore wind farms. Our SylWin1 project in Germany marks just one of a series of milestones in the sector. With a 864 MW power rating and 320 kV Direct Current voltage, we're bringing renewable energy to thousands of homes, helping people make more sustainable energy choices.



---

## Reaching for the stars.

As a preferred parts manufacturer for the European Space Agency, we're involved in projects that push the frontiers of human knowledge and development. Our customized cables are currently in use, monitoring changes in the ice caps and helping scientists accurately monitor climate change – vital work that could have a real impact on the future of our planet.

---

---

**TWO BRANDS.  
ONE VOICE.  
PRYSMIAN GROUP.**

---

## STAYING TRUE.

As strong believers in integrity, we're used to being true to our word.

But how can we make sure our words are true to us? How can we make sure the things we say to our audiences are a reflection of who we are, expressing our brand personality in an engaging and efficient way?

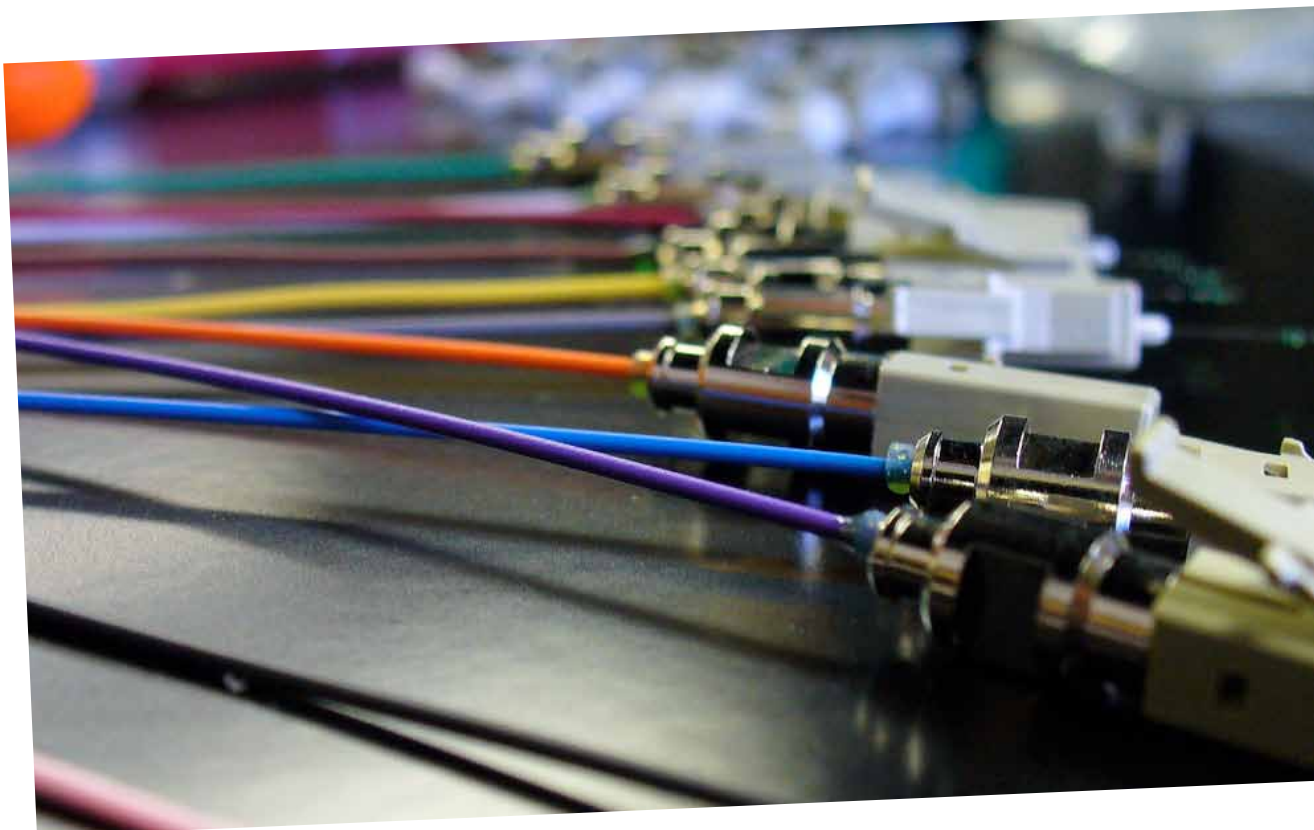
### **By having a clearly defined tone of voice.**

Much as our values define who we are, our tone of voice should demonstrate who we are. It can be subtle, and isn't always an exact science, but learn to talk and write on our behalf in a clear consistent way and you'll help our brand come to life.

As you can imagine, every year we write a lot of words. From adverts, brochures and web-pages to tenders, customer letters and emails. Over time, these build a picture of our brand. So much so nothing is too big or too small when it comes to ethics, we should think of our communications in the same way.

### **Everything we say is a chance for our brand to shine.**

We hope these guidelines help you understand the Prysmian Group tone of voice and give you the confidence to use it to bring your communications to life, whether writing for The Group, Prysmian or Draka.



**WE'RE ABOUT  
LINKING THE  
FUTURE.**

**SO OUR WORDS  
SHOULD MAKE  
A CONNECTION.**



## INTRODUCING OUR 'VOICE MARKS'.

Every brand has values. But while they are good at defining how you are, it isn't always easy for someone writing for your brand to know how to bring them to life.

So we've created three short 'Voice Marks' that help capture the spirit of each of our values:

**Excellence, Understanding, Integrity.**

Together, they sum up what's special about Prysmian Group. Everything we say should reflect the spirit of these phrases and in turn, people will understand what we are about.

---

# SHOWING THE WAY. SHARING THE VISION. BRILLIANCE TO BELIEVE IN.

This is a simple summary of the Prysmian Group tone of voice.

**It's a short, memorable set of three phrases that can be used by writers to judge whether their work is on tone or not.**

It should help make it easier to express the idea of 'Linking the future' in everyday language that relates back to our values.

## HOW OUR VALUES INFORM OUR TONE OF VOICE.

BRAND VALUE	VOICE MARK	WHAT IT DELIVERS
Excellence.	Showing the way.	<p>We might be the world's biggest cable company, but that doesn't make us inaccessible. We set the standards in technology and quality and we want to share some of that knowledge for the greater good. Our openness is one of the reasons people choose to partner us and this generosity of spirit should come across in our communications. Our excellence helps companies get where they want to go.</p>
Understanding.	Sharing the vision.	<p>It doesn't just demonstrate our success and innovation, it shows how our customers can also benefit. It's about understanding their needs well enough to create tailored solutions. Solutions that are good for their business. And through their success good for ours.</p>
Integrity.	Brilliance to believe in.	<p>Because we understand the benefits and impacts of what we do, we can be relied on to do the right thing. The right thing by our people. The right thing by the communities we work with. The right thing by our customers and of course, because we work sustainably, the right thing by the planet. If anything creates a positive link to the future, it's our integrity. That's brilliance to believe in.</p>

## HOW TO EXPRESS A VOICE MARK.

# SHOWING THE WAY.

## DO

Demonstrate the specific difference our products make, with real world examples.

Talk like a leader, with confidence, clarity and calmness.

Be inspiring and provocative. Help people think about new approaches or solutions for their business.

Always talk about benefits, not just features.

Write how you speak - it makes you sound more human.

## DON'T

Make general statements about how good our products are.

Sound unapproachable or confused, keep statements single-minded.

Be boring. We want to inspire our audience and help them discover.

# SHOWING THE WAY.

## Example

## Description

---

Inside. Outside. Over. Under. Through.  
Be everywhere you need to be.

Here we demonstrate our ability to offer cabling solutions to clients in any situation. It shows the flexibility of our approach and offers them the freedom they need to get on with business.

---

Information is power.  
We'll help you get to grips with both.

Here a well-known saying is used creatively, and relevantly, to express our core offering and area of expertise.

---

You don't have to move mountains  
to make progress.

This headline has opinion and attitude. Again, it demonstrates our expertise and flexibility, with optimism and a vision of how the future should be. It can be read two ways: 1 - Metaphorically, even simple changes can make a big difference, 2 - Literally, mountains need not be obstacles.

---

Voices. Pictures. Stories. Emotions.  
We never forget what the word 'data'  
really means to people.

This headline makes us feel more human. In our industry it can be easy to focus on technology and lose sight of what it really means to people. When we talk about linking the future, it's as much about making people's lives richer as it is about incredible infrastructure.



# SHARING THE VISION.

## DO

- Show intelligence, insight and experience.
- Be inclusive.
- Be open and generous with ideas.
- See the bigger picture - find the angle with the most impact.
- Be optimistic.
- Talk about problems and solutions on a human scale.

## DON'T

- Be boastful, arrogant or vague.
- Talk like a faceless corporation.
- Be secretive or closed.
- Focus on irrelevant details.
- Be negative.
- Lose sight of what facts and figures really mean to people and businesses.

# SHARING THE VISION.

## Example

## Description

Making a connection means more than just joining the dots.

These headline show our understanding of complex projects and how we embrace bespoke solutions that go beyond the expected. Their beauty is also in how simple we make things seem.

We put all our energy into helping you manage yours.

This shows our commitment to our customers and of course, references our product specialism.

Vast distances. Harsh terrain. Let nothing stand in your way.

Here we demonstrate both our expertise and attitude to be bold and innovative, whatever challenges stand in our way. We share those feelings with our clients.

Greener. More reliable. More flexible. Discover the difference P-Laser can make to your performance.

Here we get straight to the point, communicating the benefits of P-Laser and inviting the reader to find out more about how it can help them.

# BRILLIANCE TO BELIEVE IN.

## DO

Demonstrate innovation and talk about the difference it makes to people.

Think about the wider impacts of our work on communities and the environment - demonstrate our sustainability.

Give people a reason to admire and respect us.

Look for an interesting way to express an idea.

Keep sentences short and punchy.

## DON'T

Focus on size and numbers, focus on solutions.

Appear to put progress before people.

Be inconsiderate.

Use un-necessary jargon - explain terms that might be unfamiliar.

Be long-winded and waffly. Technology is amazing, but make it overly complex or hard to read about and your inspiring message is lost.

# BRILLIANCE TO BELIEVE IN.

## Example

## Description

Some of our finest work is invisible.

This headline creates a sense of magic, about the incredible solutions we create that most people never notice. It also suggests that there is no negative impact on the environment.

Designing the arteries that channel every heartbeat.

This is a poetic expression of what we do. Much as veins and arteries are essential to delivering blood around the body, our cables carry energy and information that keep the world moving.

You can make an impact without leaving a footprint.

Here the message is about being brilliant, creating something powerful but in a sustainable fashion. It invites the reader to work with us to achieve such a solution.

There's only one thing taller than Dubai's Burj Khalifa - its elevator cable.

We help people reach all 828m of the tower swiftly, smoothly and safely.

This starts to bring one of our case studies to life in an interesting way. It doesn't just state the facts, it shows the benefit to people while re-enforcing our credentials as trustworthy and world-leaders.

LEADING TECHNOLOGY  
IN ALL KEY SEGMENTS  
AND BEST IN CLASS R&D  
STRONGER PLATFORM TO ENHANCE CUSTOMER SERVICE  
PRYSMIAN GROUP LEADING TECHNOLOGY  
**WORLDWIDE LEADER**  
EXTENDED PRODUCT OFFERING IN OGP AND  
LEADING TECHNOLOGY STRONGER PLATFORM  
**WORLDWIDE LEADER**  
SUPPORTING GLOBAL UTILITIES IN THE DELIVERY  
OF SMARTER AND GREENER POWER GRIDS  
**STRONGER PLATFORM**  
**TO ENHANCE CUSTOMER SERVICE**

For any enquiry, please contact:

**Corporate & Business Communications**  
[communication@prysmiangroup.com](mailto:communication@prysmiangroup.com)