

**PRESS RELEASE**

**DRAKA ELEVATOR AND EHC GLOBAL UNVEIL PLANS TO REBRAND AS  
"DRAKA EHC" BRINGING TOGETHER TWO LEADERS AND INNOVATORS IN THE  
VERTICAL TRANSPORTATION INDUSTRY**

ROCKY MOUNT, N.C., April 26, 2021 – Draka Elevator and EHC Global today announced plans to rebrand as "Draka EHC" bringing together two leaders and innovators in the vertical transportation industry. A brand of the Prysmian Group, Draka EHC is strategically positioned to provide a comprehensive portfolio of value-added products, services and integrated solutions for elevators, escalators and moving walks.

"The Draka and EHC brands hold similar principles and values and share a common vision and passion for developing innovative and sustainable products, services and integrated solutions that optimize safety, enhance value, and meet the most challenging demands of the vertical transportation industry," said Sterrett Lloyd, President, Draka EHC. "With nearly 80 years of combined experience and leadership, Draka EHC not only represents the coming together of two trusted and respected brands, but also reaffirms our commitment to providing value-added solutions and delivering an exceptional customer experience under one roof. We are Stronger Together!"

Draka is a leading solutions provider including manufacturing, component supply chain and distribution capabilities. Offering an ever-expanding product line, Draka provides cables, suspensions means (wire rope, coated steel rope, coated steel belt), compensation chain, wireway, specialty tools, hardware, and components for new installations, modernizations and repair markets. Draka also offers customized solutions and supply chain integration management to OEMs and independent elevator contractors worldwide. For more information, visit <https://www.prysmiangroup.com/en/markets/transportation-and-mobility/elevators>.

EHC has established itself as a leading manufacturer and supplier of escalator handrails, UV-C handrail sterilizers, safety brushes, rollers, elevator belts, strategic components, and integrated solutions. EHC also provides a comprehensive range of technical services to OEMs including field-splicing, Service+, project management, and assembly, installation, removal, and modernization of escalators and moving walks, servicing both the new construction and replacement markets. For more information, visit <https://www.ehc-global.com>.

In January 2021, Prysmian Group announced the completion of the acquisition of EHC Global, paving the way for the creation of the new Elevator and Escalator Business Unit, together with the Draka Elevator business.

**Prysmian Group**

Prysmian Group is world leader in the energy and telecom cable systems industry. With almost 140 years of experience, sales of over €10 billion, about 28,000 employees in over 50 countries and 104 plants, the Group is strongly positioned in high-tech markets and offers the widest possible range of products, services, technologies and know-how. It operates in the businesses of underground and submarine cables and systems for power transmission and distribution, of special cables for applications in many different industries and of medium and low voltage cables for the construction and infrastructure sectors. For the telecommunications industry, the Group manufactures cables and accessories for voice, video and data transmission, offering a comprehensive range of optical fibres, optical and copper cables and connectivity systems. Prysmian is a public company, listed on the Italian Stock Exchange in the FTSE MIB index.

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[Watch the 1-minute video: <https://www.ehc-global.com/announcement>]

# **Draka EHC**

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**A Brand of Prysmian Group**

High-resolution version available upon request