

PRESS RELEASE

PRYSMIAN GROUP ANNOUNCES MANAGEMENT CHANGES TO STRENGTHEN GLOBAL INDUSTRY LEADERSHIP

TAPS COMPANY VETERAN ANDREA PIRONDINI TO LEAD NORTH AMERICA REGION

Highland Heights, Ky., February 3, 2020 – Prysmian Group, world leader in the energy and telecom cable systems industry, announced global leadership changes to strengthen the company’s capacity to leverage on their broad geographical presence and proximity to local customers while achieving all possible business synergies. This change will also improve the company’s ability to lead organic and inorganic business strategies, boosting innovation and digital transformation. The leadership changes are effective February 3, 2021.

The strength of leadership in the North America region is apparent in these changes. Massimo Battaini, chief executive officer of Prysmian Group North America (PGNA), and Giacomo Sofia, chief operating officer of PGNA will move to roles with global responsibility and continued involvement in the region. Battaini will transition to the chief operating officer for the global Group, a move to quicken reaction response while navigating volatile and uncertain economic scenarios. Sofia moves to Business Operations for the global Group and will take over the responsibilities of Andrea Pirondini to help maintain the strong operational focus for the Group.

Andrea Pirondini, a long-time leader at the Prysmian Group, will become the chief executive officer of PGNA. Pirondini has worked at Prysmian Group for more than 30 years and is familiar with the North America region as he was a key player in the decision to acquire General Cable in 2018 among other initiatives as chief operating officer of Prysmian Group.

“I am honored to have this opportunity and am excited to continue the legacy of success achieved under Massimo’s leadership,” said Pirondini. “I have worked with this region for a number of years and have always appreciated the culture and drive of the region as well as the spirit of collaboration. What the team has done combining the strengths of both Prysmian and General Cable to find great success in the last two years is very impressive. Achieving the goals of integrating business segments, geographical markets, production facilities and staff functions while protecting business and creating value is not an easy feat, especially in that timeframe. I’m looking forward to continuing the momentum built and challenging ourselves to look outward for new opportunities to sustain and further grow our position as a leader.”

Paul Furtado, a 25-year veteran in the manufacturing industry, will become head of Business Operations for PGNA, taking over the responsibilities held by Sofia. Saskia Veerkamp, who has worked at Prysmian Group in various finance roles for 17 years, will replace Fabio Bocchio as the chief financial officer of PGNA. Patrick Jacobi, an 11-year wire and cable industry veteran, will become the head of telecom for PGNA after holding an interim position as head of telecom in 2020.

“There has been a lot of change in the region over the last few years and a solid foundation for success built by the entire team,” continued Pirondini. “The perseverance and strength showed during those changes and the impacts from the COVID-19 pandemic make me confident this team is poised for future success. I am optimistic for our continued opportunities and growth, and I believe we have the right people in place to do that.”

For more information on PGNA, visit na.prysmiangroup.com.

About Prysmian Group North America:

Based in Highland Heights, KY, Prysmian Group North America operates in the United States and Canada. In July 2018, the Group finalized the acquisition of General Cable resulting in combined operations that include 23 plants, 6 R&D centers and over 5,800 employees. In 2018, Prysmian Group North America’s combined net sales totaled \$4 billion. The Group is strongly positioned in high tech markets and offers the widest possible range of products, services, technologies and know-how. A world leader in the design, manufacture and sale of wire and cable products, Prysmian Group North America’s business units include power distribution, specialty, telecoms, trade & installers and energy projects (HV). Prysmian Group is a public company, listed on the Italian Stock Exchange in the FTSE MIB index. Additional information is available at na.prysmiangroup.com.

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