

# Prysmian Group

## Linking the Future

The Prysmian Group is an Italian multinational corporation headquartered in Milan that manufactures electric power transmission and telecommunications cables and systems. It is the largest manufacturer of cables in the world measured by revenues. Prysmian Group is a public company, listed on the Borsa Italiana in the FTSE MIB index, with an annual revenue €11 billion.

We offer the widest range of services and know-how in the business. Each year, the Group manufactures thousands of miles of underground and submarine cables and systems for power transmission and distribution, as well as medium and low voltage cables for the construction and infrastructure sectors. We also produce a comprehensive range of optical fibres, copper cables and connectivity systems for voice, video and data transmission for the telecommunications sector.



Ashutosh.Bhargava@prysmiangroup.com

Ashutosh Bhargava is a seasoned Business executive with over 24 years of successful Global experience in B2C and B2B Sales & Project Management of highly technical, multiproduct, multi-service, complex infrastructure projects. Business turnaround specialist in highly competitive and complex regulatory environments and with an impeccable record of success in Revenue growth and Profitability across the range of business units, market segments and Geographies. He is an Electronics and Telecommunication engineer from MIT Manipal, India and an MBA from Kellogg school of management in USA.

Having worked both for Power and telecom subsea industries, He is a veteran in the Submarine telecom industry with an experience of more than 25 years. He has worked at senior management positions with many of the top MNCs like SIEMENS, CORNING, General Cable . He was appointed the Business head for Subsea Telecom Business for the Prysmian Group which is the worlds largest cable company with a TO of more than 11B Euros.

# A journey that began two centuries ago



**1879**

Prysmian Group's history has its roots in the history of the Pirelli Group. Società Cavi Pirelli is established in Italy as the cable division of the recently founded company.

**1998**

The company begins targeted acquisitions, including the power cable businesses of Siemens, BICC, Metal Manufacturers Ltd and NKF.

**2005**

Prysmian is founded in July 2005 through the acquisition of the energy and telecom cables and system activities of Pirelli.

**2007**

Prysmian becomes a listed company quoted in the Milan stock exchange after the sale of 46% of the shares held by the Goldman Sachs Group.

**Prysmian  
Group**

**2011**

The combination of the two market leading companies culminated in Prysmian Group.



**Draka**

**1910**

Draka is founded under the name of Hollandsche Draad & Kabel Fabriek.

**1970**

The company is acquired by Philips and became part of the Wire and Cable division.

**1986**

The business became independent through a buyout financed by Parcom and Flint Beheer. The name Draka was born.

**1987**

A spree of global acquisitions over a 20 year period followed including Philips Optical Fibres and Alcatel.

**2018**

General Cable joins Prysmian Group.



**General Cable**

**1927**

Originally incorporated in New Jersey bringing together several older companies founded in the 1800s.

**1990**

Acquired the Carol Cable Company and the industry leading Carol® Brand cord, cordset and automotive product lines.

**2005**

Acquired Silec, a leading energy and industrial business, and Helix/HiTemp, a manufacturer of high-end enterprise network products.

**2007**

Acquired NSW, an offshore submarine cable supplier and installer in Germany.

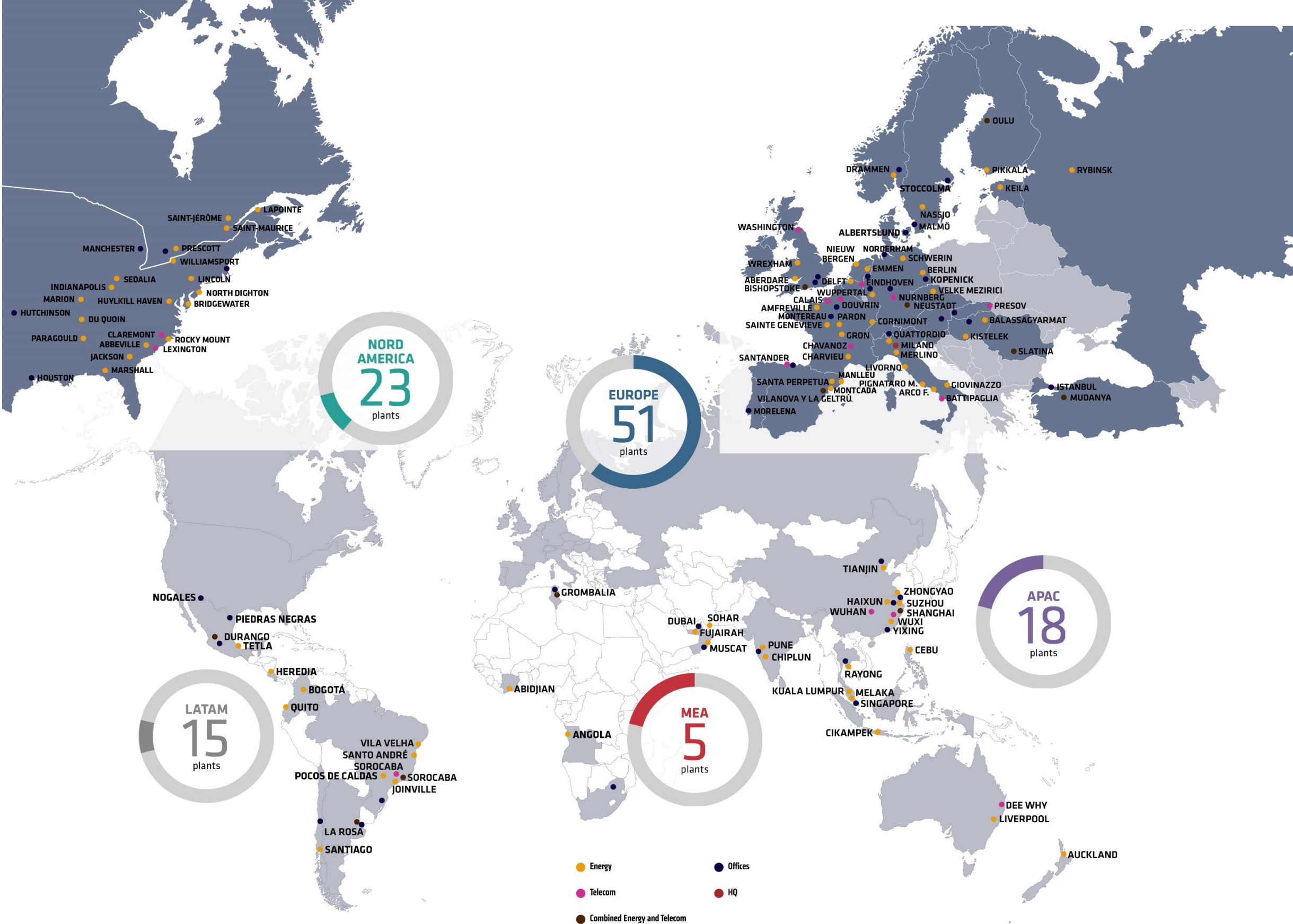
**2012**

Acquired Stabiloy and NUAL aluminum building wire brands, acquired Procables of Colombia, and acquired Prestolite Wire, serving predominately original equipment manufacturers (OEM) and distributors.



# A truly Global Group

-  **+50**  
COUNTRIES
-  **112**  
PLANTS
-  **25 R&D**  
CENTERS
-  ABOUT **30,000**  
EMPLOYEES
-  OVER **11**  
BILLION ANNUAL  
SALES





# NSW - Norddeutsche Seekabelwerke GmbH

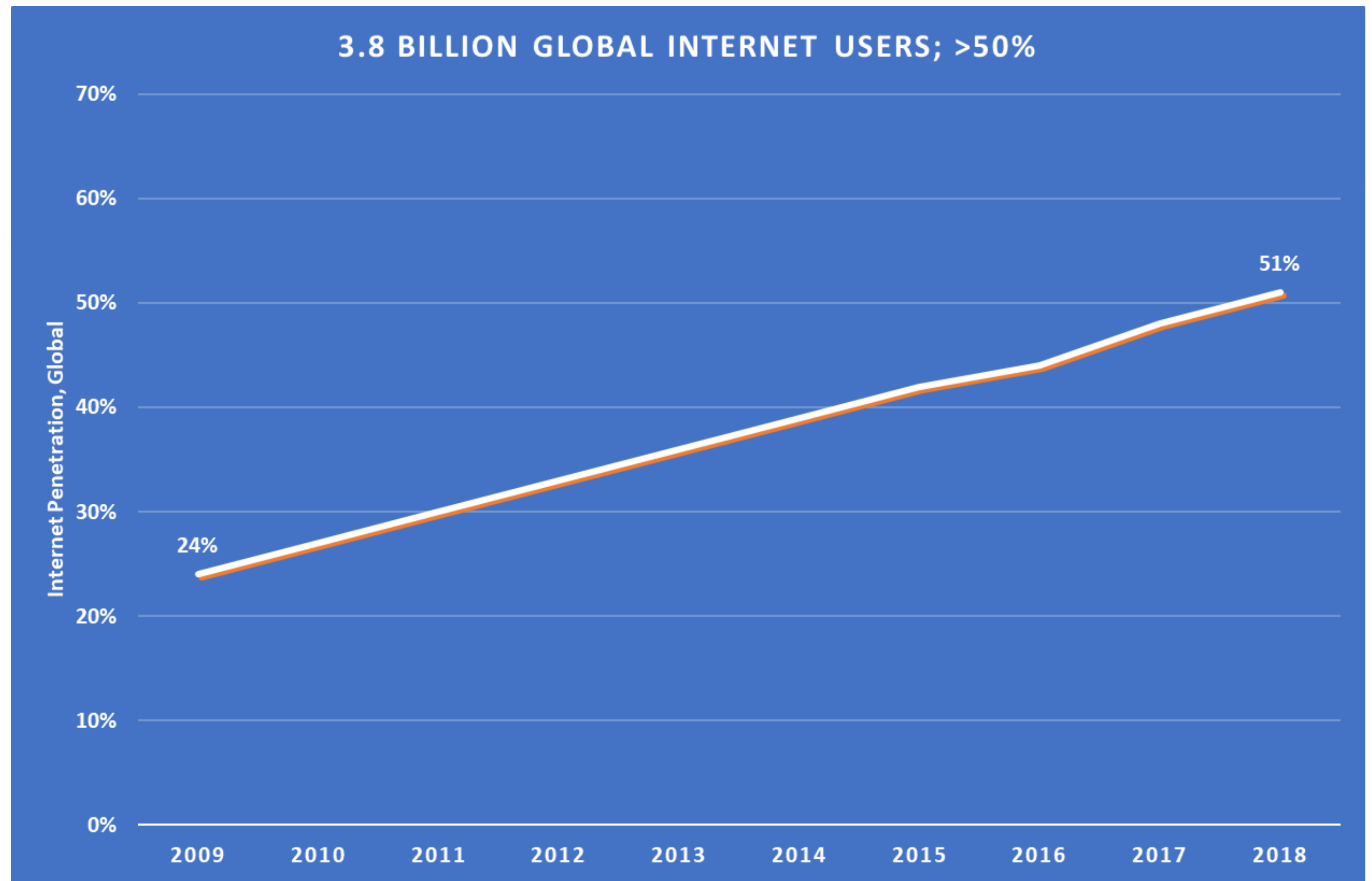
- NSW was founded in 1899 by the Deutsch-Atlantische Telegraphen-Gesellschaft and Felten & Guilleaume
- Since 2007, NSW has been a 100 % subsidiary of General Cable (USA)
- Since June 2018 NSW is a member of the Prysmian Group following the General Cable acquisition
- Corporate headquarters are in Nordenham, located on the River Weser, close to North Sea





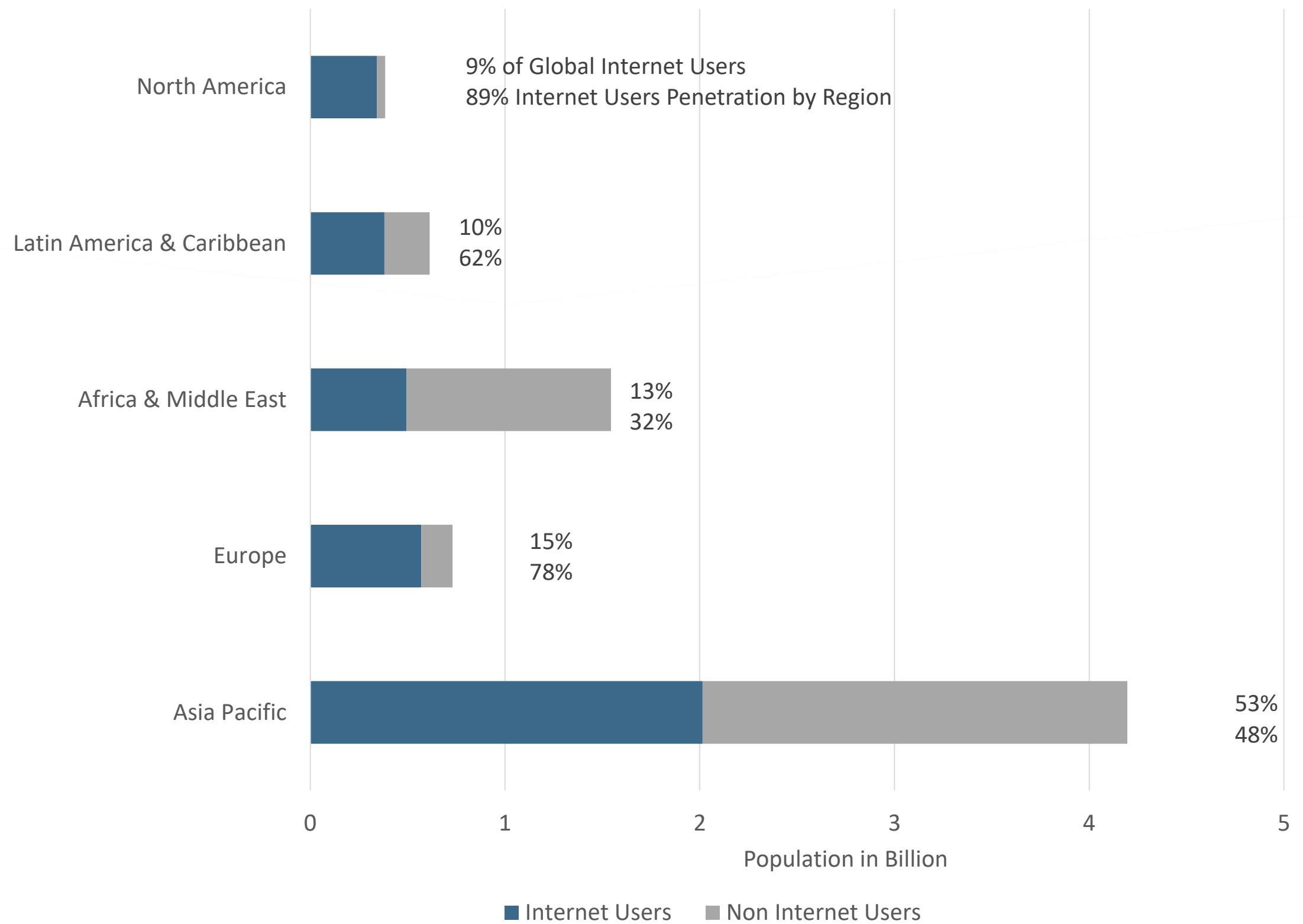
Data traffic yesterday,  
today and tomorrow

## Facts & Figures



Source: BOND Internet Trends 2019

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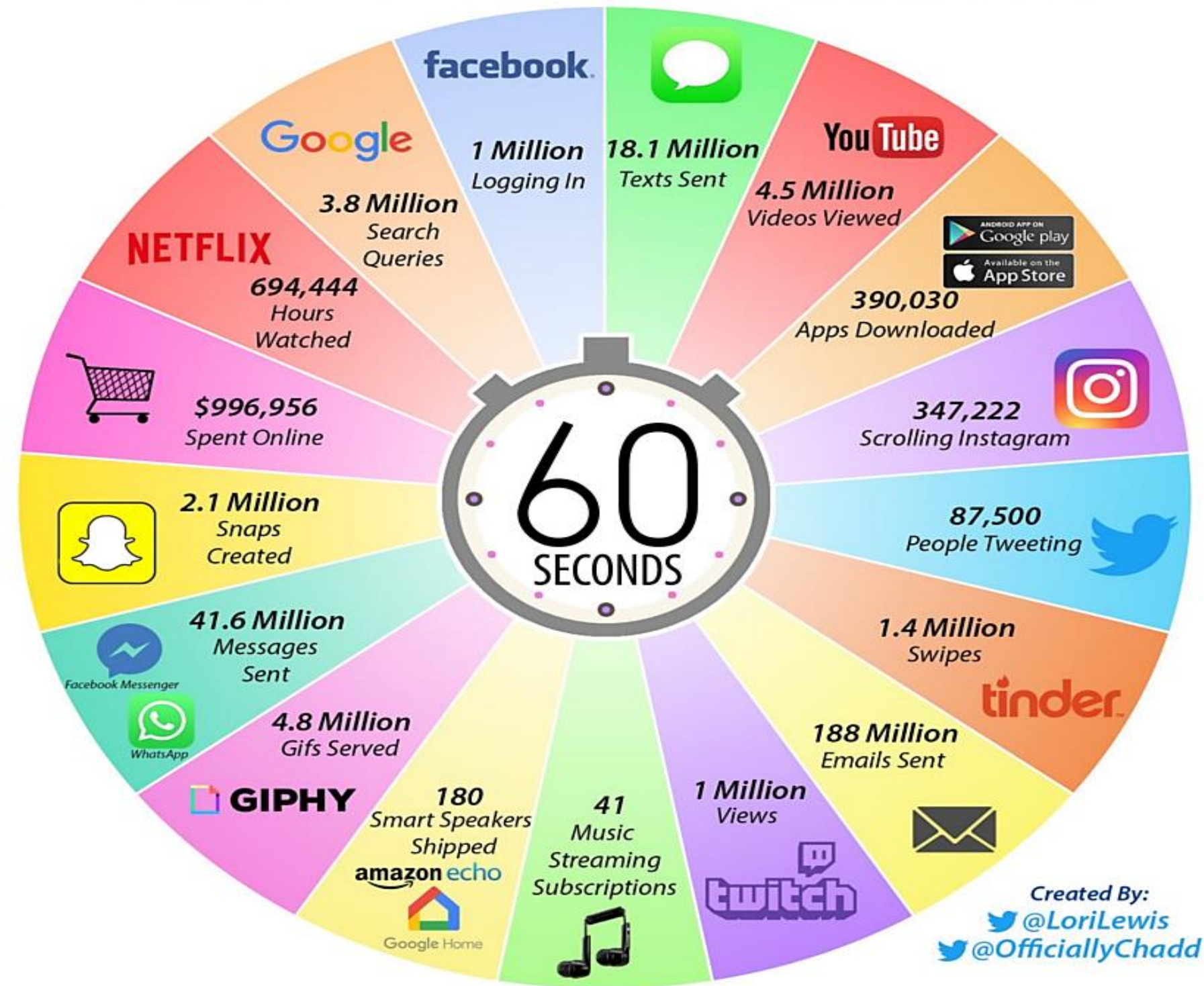


Year	Global Internet Traffic	Factor to previous step	Factor to 1992
1992	100 GB per day		
1997	100 GB per hour	24	24
2002	100 GB per second	3 600	86 400
2007	2 000 GB per second	20	1 728 000
2017	46 600 GB per second	23.3	40 262 400
2022	150 700 GB per second	3.23	130 204 800

Global IP Traffic in 2022: 396 EB per month, which is 4.8 ZB per year

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# 2019 *This Is What Happens In An Internet Minute*

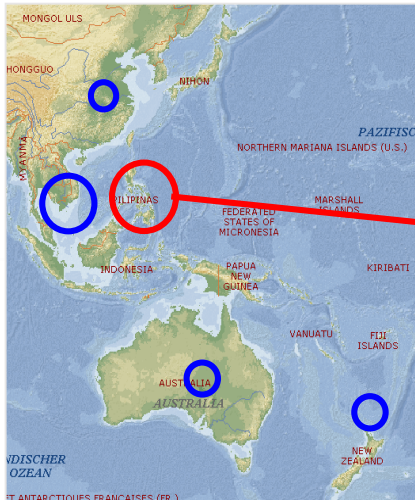




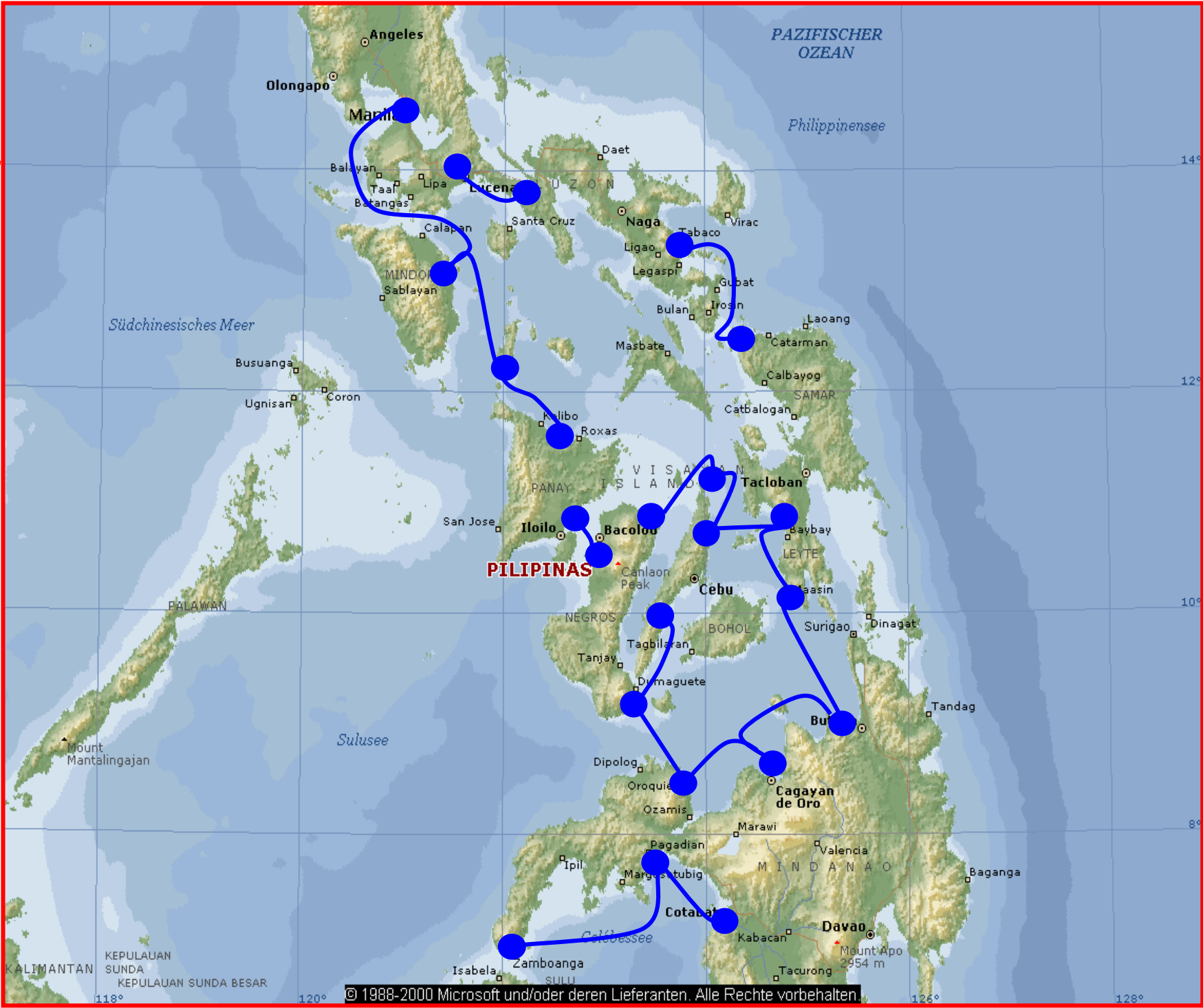


Manufacturing since 1899, German Quality  
Plant directly on the deep water  
No.1 repeaterless submarine cable player  
Working experience in Philippines since 1990s

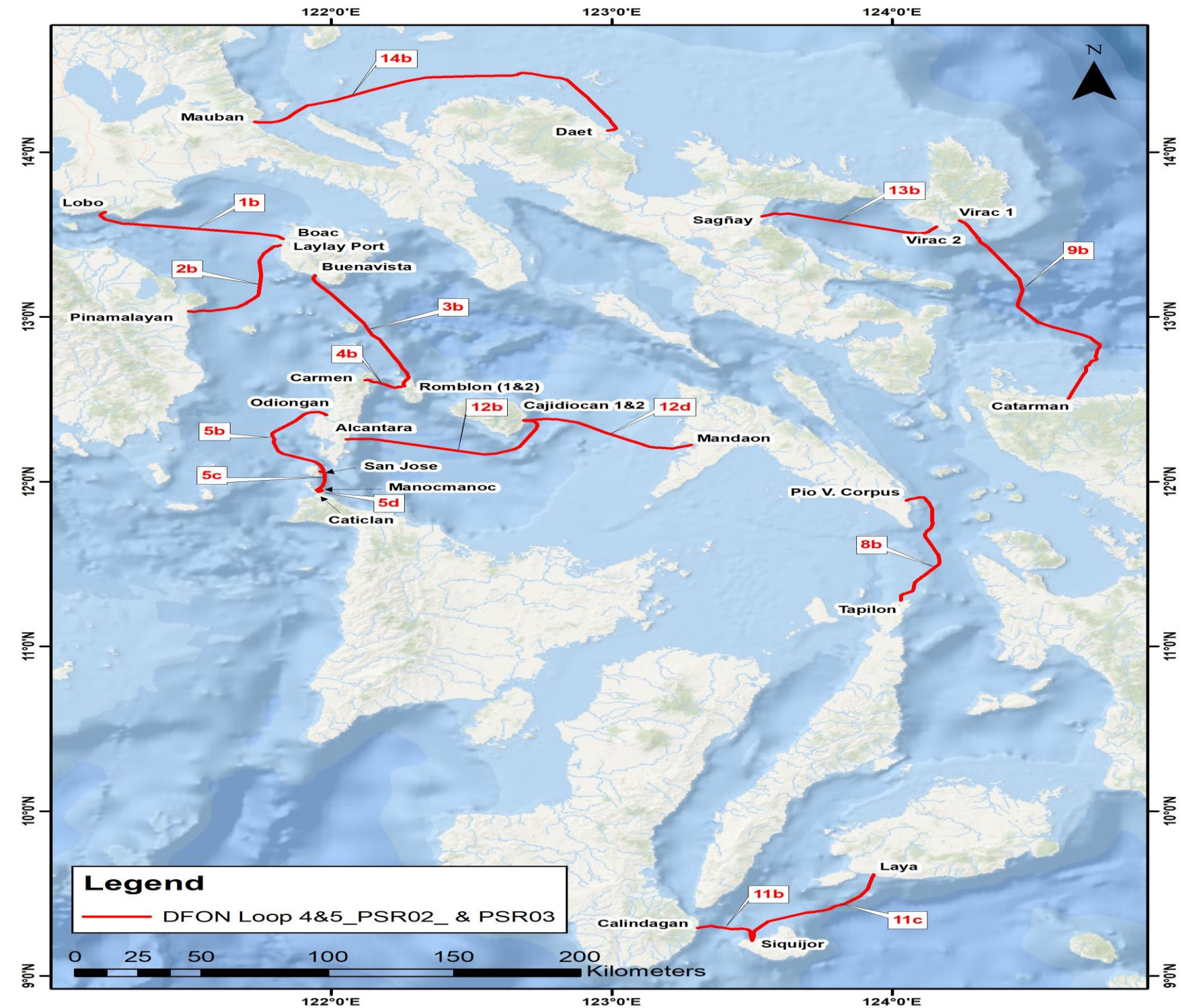




Customer: PLDT  
Year: 1997  
Length: 2700 km  
Water Depth: >3500 m  
Fiber Count: 12 / 24







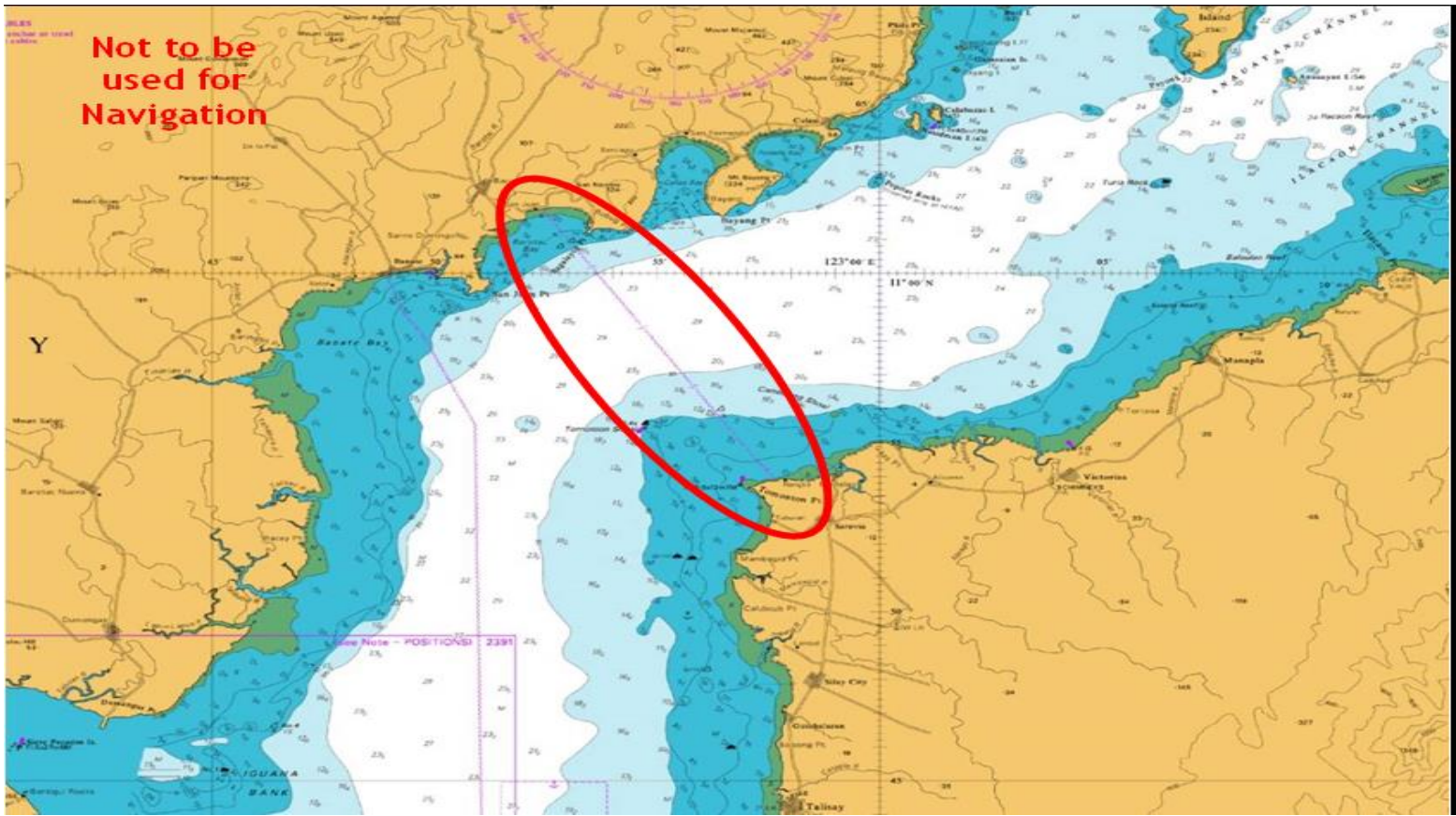
Interconnection between Pantukan and Audanao  
Supply transportation and Laying of 69kV Submarine cable from Pantukan Wharf to Audanao, Samal Distric



Connection	Pantukan Wharf to Audanao, Samal district
Type of cable	3x500Cu
Qty of cable	12km with integrated 24 FO
Voltage & Power	69kV 50MW
Water depth	900 meters
Laying	Cable laying vessel equipped for deep water laying
Protection	Performed by subcontractor
Project status	Notice to proceed received in 2021 due to Covid



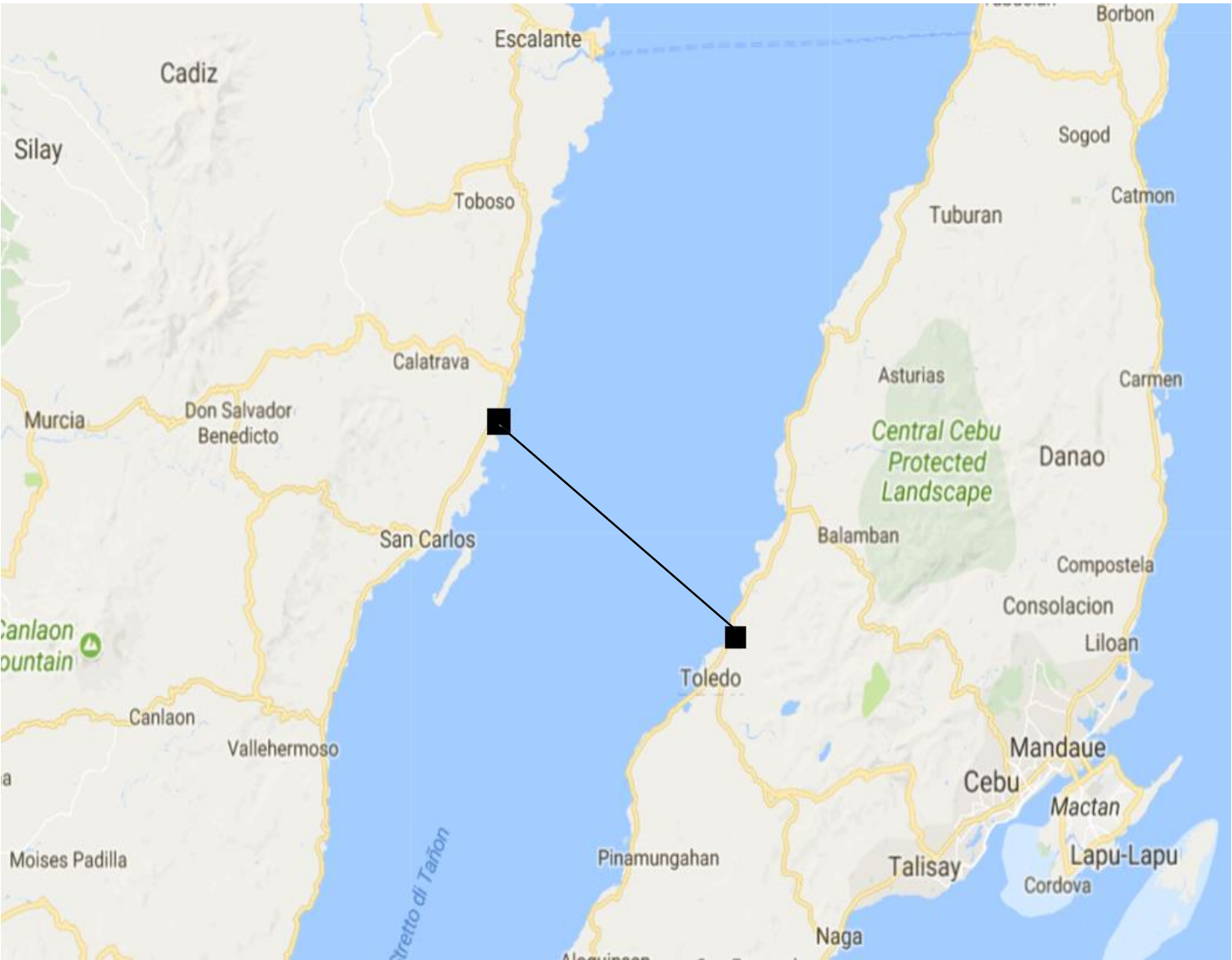
Cebu-Negros-Panay 230kV Backbone Project  
Supply and installation of 3 submarine cables across Guimaras Strait



Connection	Magalona (Negros) - Barotac (Panay)
Type of cable	1x1600Cu
Qty of cable	18.2km X3 with integrated 24 FO plus 750m of land cable
Voltage & Power	230kV 400MW
Water depth	31 meters
Laying	Cable laying Barge ULISSE
Protection	Post lay Burial subcontracted to local CAPJET 50
Project status	Completed in 2016



Interconnection between Talavera CTS in Cebu to Calatrava CTS in Negros.  
Supply installation, test and commissioning of 6 230 kV submarine XLPE cables on turn-key basis



Connection	Talavera CTS in Cebu to Calatrava CTS in Negros.
Type of cable	1x1600Cu
Qty of cable	28km X6 with integrated 24 FO plus 750m of land cable
Voltage & Power	230kV 400MW per circuit (800MW)
Water depth	470 meters
Laying	Cable laying Vessel Giulio Verne
Protection	Post lay Burial subcontracted to local CAPJET 50
Project status	Completed in 2020

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# Benefits of submarine telecommunication cable-----Use it and us to connect Philippines

Remote Learning



5G Network



Video Conferencing



Social Media



Telemedicine



Internet Of Thing