

Prysmian worldwide and in Türkiye



World leader in energy and telecommunication cables

A long journey that started in Milan - Italy **in 1879** and continues today in 50 countries with one corporate and three commercial brands **following the merger with General Cable in 2018...**

Today Prysmian is

- ✓ the world cable industry leader **with sales of 17 billion Euros in 2024**
- ✓ **a true public company, with a 100% free float,** traded in Milan Stock Exchange and approximately 81% of its capital held by institutional investors.



A truly global group



Energy Cables

Energy Transmission

- High voltage underground and submarine cables

Energy Distribution

- Medium and low voltage distribution cables
- Installation cables



Fire Resistant AFUMEX™ (LSOH) Cables

- Fire resistant
- Zero Halogen
- Low smoke density
- Able to ensure circuit integrity for up to 180 minutes in case of fire



Specialties & OEM

- Railway
- Automotive
- Marine
- Nuclear
- Renewable energy
- Crane
- Mining
- Runway lighting



Telecom Cables

Copper Telecom Cables

- CAT Cables

Telephone Cables

- Telephone cables with PE sheath
- AFUMEX™ telephone cables with LSOH sheath



Fibre Optic Cables

- Fibre optic cables with PE sheath
- AFUMEX™ fibre optic sheath with PE sheath
- Fire resistant FIRETUF® fibre optic cables

Signal and Control Cables

- Signal and control cables with PVC sheath
- AFUMEX™ signal and control cables with LSOH sheath



Multimedia Cables

- EIB – BUS cables
- CANBUS cables
- PROFIBUS cables
- RS 485 cables

Antenna Cables

- Antenna cables with PVC sheath
- AFUMEX™ antenna cables with LSOH sheath



Our Values

Drive

We aim to lead the industry evolution, combining our ability to develop our people and our business in a clear direction while anticipating customer needs.

Trust

We want to create an environment of trust that exploits diversity and collaboration, where people are empowered to make decisions with integrity.

Simplicity

We bet to simplify anything we can, focusing on high value generating activities and timely decisions to boost our Company results.



Innovation

- 26 R&D Centers including Mudanya
- 107 €M investment
- Approximately 5.600 patents
- 298 product groups
- 900 qualified people
- 50 different partnerships with research centers and universities



Sustainability

- **Improvement activities**, new targets and objectives
- **Environment management system**
- **Environment friendly products**
- **Innovative, special syntetic insulated recycling, sustainable energy distribution cables**
- Use of **less harmful materials, less waste and more recycling products** each and every day.
- **Invesment on renewable energy** as wind and solar
- New solutions to **increase environmental efficiency**



Global project references



Burj Khalifa, Dubai



Westernlink Submarine Project, UK



Borwin2 Project, Germany



Clean Path New York, ABD



The Large Hadron Collider CERN, Switzerland



Tyrrhenian Link Submarine Project, Italy



Cauchari Solar Park Project, Argentina



HVAC High Voltage Project, Singapore



Airbus Project, France



TÜRK PRYSMIAN KABLO

- 61 years experience
- 14,3 Billion TL total sales
- %29 export
- 554 employees
- Total area: **180.000 m²**

Our History

Until today...

As Türk Prysmian Kablo, founded in 1964 in a small town like Mudanya, the first company of the Turkish cable industry, today's technology leader and pioneer, with all the work we carry out we are "**Linking Türkiye to the Future.**"

1964: The beginning of the activities as **Siemens Kablo**.

1999: Transfer of Siemens Cable factories to **Pirelli**.

2005: Transition to **Prysmian** with international share transfer.

2011: Merge with Draka and the formation of **Prysmian Group**.

2018: Merge with **General Cable**

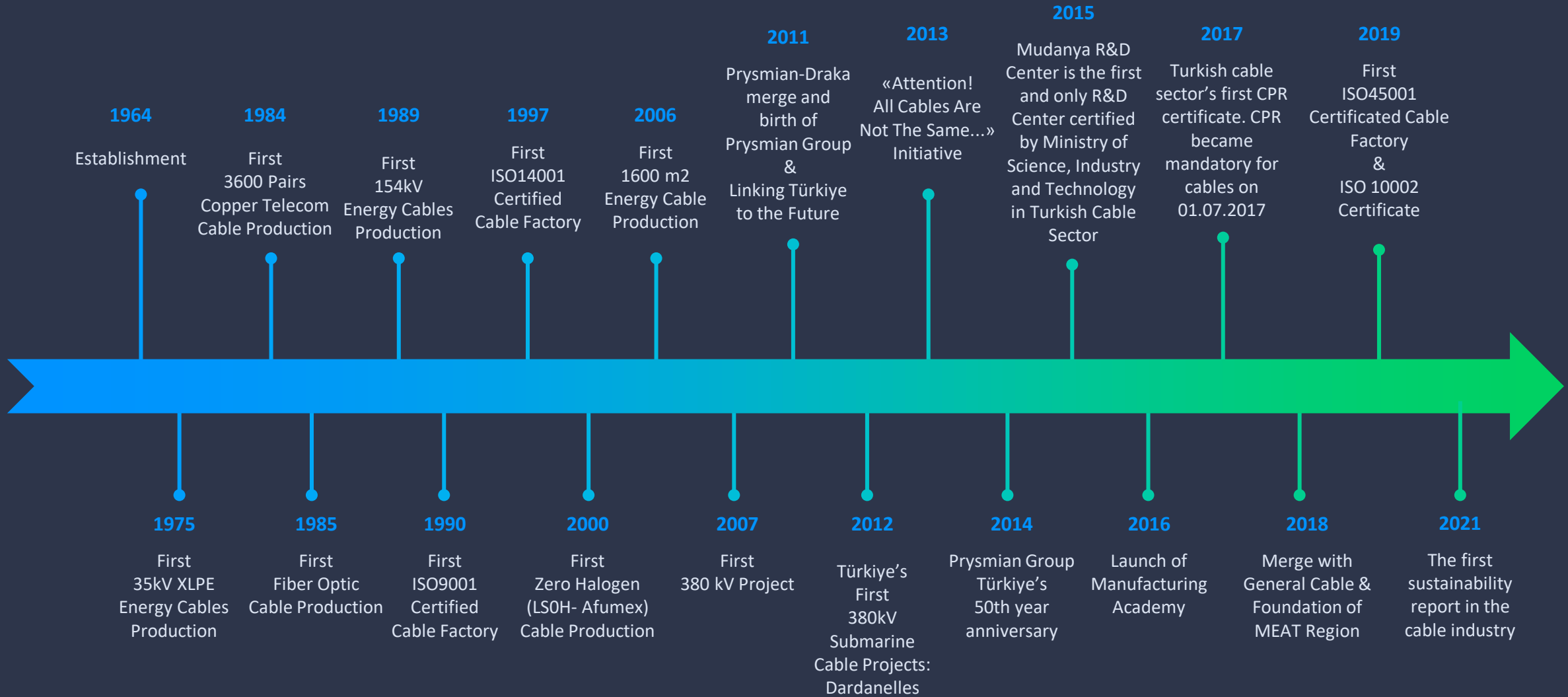
2024: We continue with confident and solid steps as **Prysmian** with the new organization and structure.



Linking Türkiye to the Future

- **Prysmian signature on 25%** of total cables installed around Türkiye
- **22.000+ different cable** production and export to **more than 50 countries**
- Turkish Cable Sector's most comprehensive educational initiative: **Attention! All Cables Are Not The Same...**
- **First production** of many cable types and first **ISO certificates** in the sector
- First company which installed **solar panels** to its plant in Turkish cable sector
- The first cable manufacturer obtained **CPR certificate** in Türkiye
- The first cable manufacturer published **Sustainability Report** in Türkiye
- The first cable manufacturer built **Global Manufacturer Academy** in Türkiye

We are working for the future of Türkiye



Cable solutions

Production capacities

52.000 ton

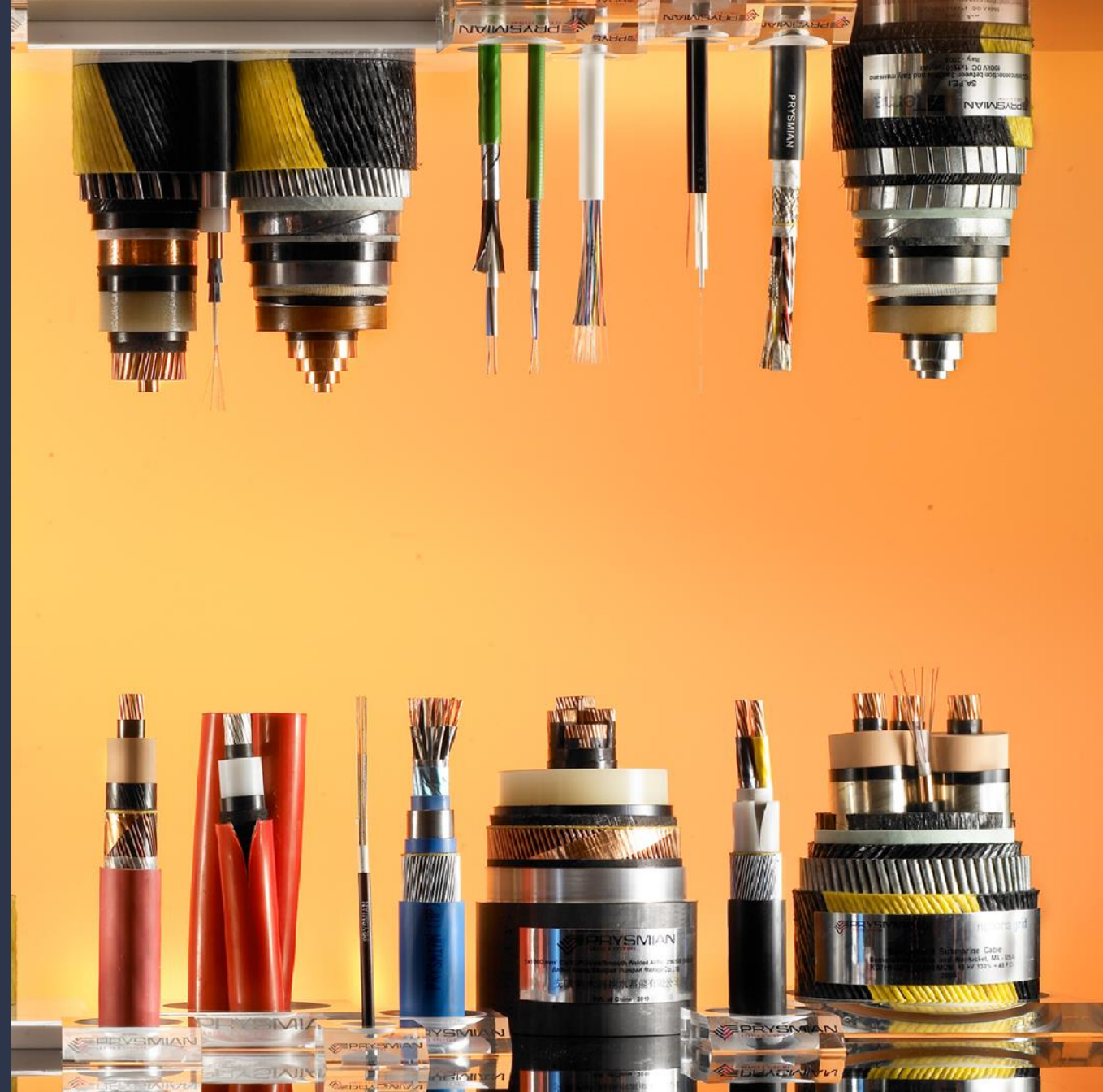
Energy cables

820.000 Lkm

Telecom cables

500.000 Fkm

Fibre Optic cables



Our R&D Center

6 separate units established on a land of 5 thousand m²

The First R&D Center of the cable sector **certified by Ministry of Science, Industry and Technology.**

TSE approved laboratories having TS EN ISO / IEC 17025 “Test and Calibration General Requirements Standard for Sufficiency of Laboratories”, **accredited first time in Türkiye by Turkish Accreditation Agency (TÜRKAK)** and having Private Sector Combustion Included by Accreditation Tests Laboratory “CPR – Construction Products Regulation” structure.



Since December 2012

Training seminars

2 countries, 14 cities

Approximately 4.100 participants

CableApp launch

A practical and easy solution to cable calculations

Smart phone applications (IOS and Android)

Online Cable Training

9 training modules & 1 final test

Approx. 3.000 registered users since January 2016

More...

PPT advertisements in sectoral magazines

Direct communication with 430 sales points

Branding activities with A-Team distributors

ATTENTION!



ALL CABLES ARE NOT THE SAME...

Prysmian Group presents Prysmian Performance Test (PPT): the only comprehensive cable test system for safe, higher performance and lower total cost of ownership.

Despite the cost of cable represent on average less than 1% of total cost of construction projects, choosing the right cable makes a significant difference. PPT results show that the Prysmian Group solutions, not only ensures you safe and higher performance but also allow you to work faster reducing the labour cost by up to 50%* and reducing the total cable cost by up to 12%*. **This is the Prysmian Group difference.**



Construction Products Regulation - CPR

- CPR is **the biggest step** taken in recent years to ensure safety in the number of fires that are increasing day by day and to minimize risks and losses that may occur.
- CPR covers **power, control** and **communication cables** (including fiber optic cables) used in buildings.
- CPR obliges **fire performance declarations (DoP)** of the cables used in buildings and **CE marking**.
- CPR is **a reliable source of information** about construction products.
- With CPR, the use of low-quality products and unfair competition will be prevented and **quality awareness** will be increased.
- **Cables will be classified** according to their fire performance.
- In each building, **different performance class cables** will be used according to the characteristics of the building.

GÜVENLİĞE GİDEN YOLDA LİDER



Yeni Avrupa Yapı Malzemeleri Yönetmeliği (CPR), kablo standartlarını ve kalite bilincini yükseltmek, binalardaki yangın güvenliği seviyesini artırmak için çok önemli bir dönüm noktası ve **1 Temmuz 2017'de, kablolar için kanunen zorunlu oldu**. CPR, kablo üretici, dağıtıcı veya satıcıları için yeni CE işaretlemesi ve performans beyanı (DoP) zorunlulukları getirdi.

RİSK ALMAYIN, CPR GEREKLİLİKLERİNİ ÖĞRENİN. ÜSTÜN YANGIN PERFORMANSLI PRYSMIAN'I TERCİH EDİN.

1879'da İtalya'nın Milano şehrinde kurulan Prysmian, bugün 50'den fazla ülkedeki tesisleri ile dünya kablo sektörü lideridir.

Kablo sektörünün öncüsü olarak, olası bir yangın anında güvenlik koşullarını iyileştiriyor ve riskleri azaltmak amacıyla, kalite standartlarını korumayı ve alanının en iyisi, üstün yangın performanslı kablo sistemleri geliştirmeyi sürdürüyoruz.

Daha fazla bilgi için: www.prysmian.com.tr/cpr



What is Prysmian Performance Test?

Tests and evaluates cables in terms of

- Safety
- High Performance
- Ease of use
- Economical advantage

Within Prysmian Performance Test, there are

- Geometric tests
- Electrical tests
- Mechanic tests
- Performance tests
- Functional tests



Global Manufacturing Academy

- Since 2016 in Mudanya
- One of the 4 Centers of Excellence specialized in Prysmian
- Approximately 60 global and local expert staff
- More than 700 participants from 50 countries where Prysmian is present
- More than 51,000 hours of training
- Training programs according to employees' experience levels
 - ✓ For the engineers with 1-3 years of cable experience
"Fundamentals of Production"
 - ✓ For mid-level management staff with 3-8 years of experience
"Advanced Production"
 - ✓ For future factory managers with more than 8 years of experience
"Excellence in Production"



We focus on sustainability

We believe that, **in the development of societies;**

- Energy and knowledge are top priorities,
- Energy and knowledge should be used **effectively, efficiently and sustainably.**

For a better tomorrow; by strengthening our business model more, we integrate

- **Economic,**
- **Environmental,**
- **Social sustainability** to **our activities** in every field.

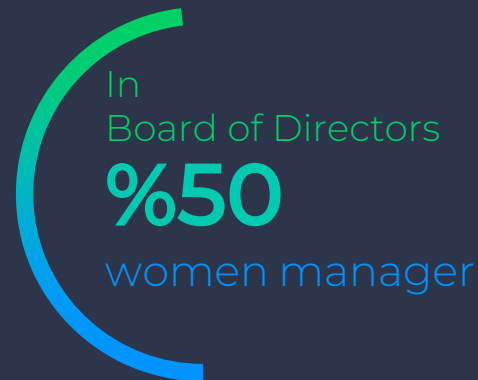
As Türk Prysmian Kablo, we proudly share **our sustainability report**, which we have focused on all our work with our integrated perspective, prepared in line with our mission and our understanding of transparent communication with our stakeholders, and we have set out to become a more equal, more inclusive company that has a positive impact on social and environmental development.

We believe that all the resources in the world should be used efficiently and sustainably, we focus on sustainability.



Our biggest investment is the people

- International job opportunities, leadership, and 'Build The Future', 'Sum It', 'Make It', and 'Sell It' recruitment programs
- **Human Rights Policy & Commitment to Diversity, Equality, and Inclusion**
- **Wellbeing Programs** (Gym, Dietitian, Sports Coaching, Activity Rooms, Personal Accident Insurance, Employee Support Packages, Covid measures, etc.)
- **P+: Prysmian Performance and Development Management Process**
- **Prysmian Academy: Local Training Plan, Digital School, Specialty Schools (all functions), Leadership School (RLP, ILP), Business School (e-MBA)**
- **Corporate social responsibility projects** carried out with employee participation
- **Talent Rewarding and Stock Plans for Employees**



Project references in Türkiye



Istanbul Airport



YEKA GES-1
Konya



YEKA RES-2
Balıkesir, Çanakkale, Aydın, Muğla



City Hospitals



Socar - Star Refinery, İzmir



Çanakkale I, II, III ve İzmit Gulf
Submarine HV Projects



Galataport, Istanbul



TCDD Alayunt-Afyon-Konya Project



Merkez Ankara



Yavuz Sultan Selim Bridge, Istanbul



Besiktas, Galatasaray, Fenerbahçe,
Trabzonspor Football Stadiums



Sancaktepe, Yeşilköy
Emergency Hospitals

Project references in worldwide



Baku Olympic Stadium, Azerbaijan



Port of Valetta, Malta



Ashgabat Airport, Turkmenistan



Dubai Metro



Erbil International Hospital, Iraq



Mekka Clock Tower, Saudi Arabia



Turkmenistan President Palace



Shah Deniz Refinery Project, Azerbaijan



Palazzo Versace Hotel, Dubai

Thank You



Türkiye

01.04.2025