

Prysmian Group worldwide and in Turkey

Türk Prysmian Kablo Corporate Presentation

Prysmian
Group

Prysmian Group

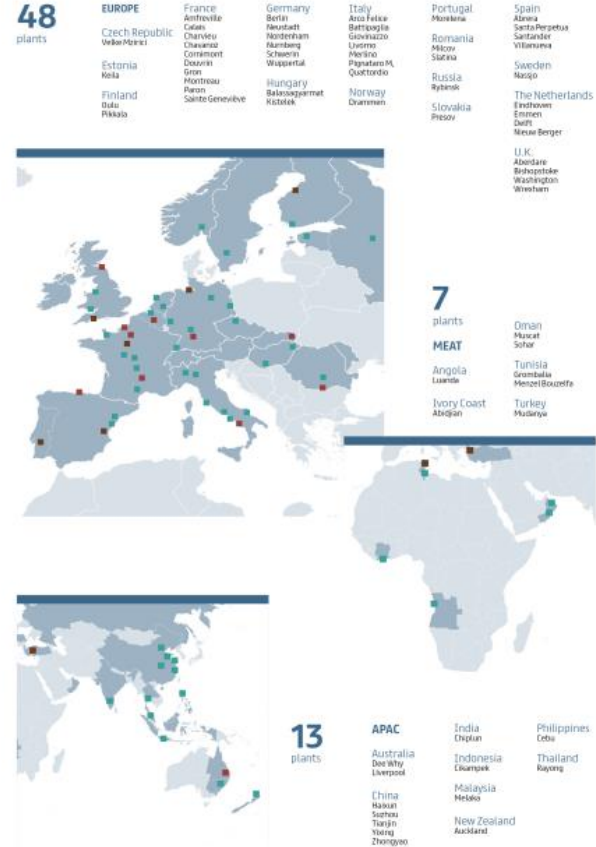
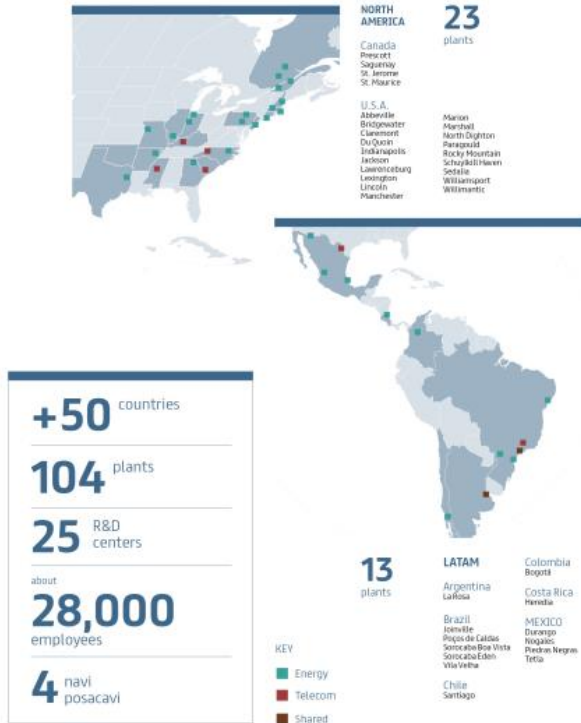
World leader in energy and telecommunication cables

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...**

Prysmian Group:
World cable industry leader with sales of **10 billion Euros** in **2020.**



A truly global group



Energy cables

Energy Transmission

High voltage underground & Underwaters cables

Energy Distribution

Medium & Low voltage cables

Cable Accessories

Components, accessories from high voltage to low voltage

Low voltage and installation cables

- Fire resistant
- Environmentally friendly
- Low smoke and zero halogen (LS0H)
- Customised for each application

Specialties & OEM

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



Telecom cables

Copper Telecom Solutions

Cable and system solutions helping communication of the communities



Fiber Optic Solutions

FTTH projects in Australia, Argentina and more



Multimedia Solutions

Technological solutions helping special multimedia communication systems



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

- **25 R&D Centers** including Mudanya
- **104 €M** investment
- Approximately **5.600 patents**
- **203 product groups**
- **900** qualified people
- **50 different partnerships** with research centers and universities



We care our environment

- **Improvement** activities, new **targets**
- Environment **management system**
- **Environment friendly** products
- Innovative, special syntetic insulated recycling, **sustainable energy distribution cables**
- **Less harmful material use** and **more recycling products** use day by day
- **Invesment on renewable energy** like wind and solar
- **New solutions** to increase environmental efficiency



Partnership with global leaders



Global project references



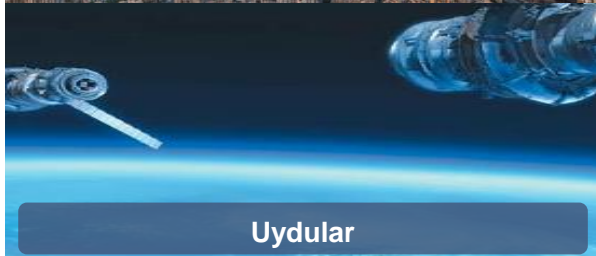
Burj Khalifa, Dubai



Westernlink Submarine Project, UK



Borwin2 Project, Germany



Uydular



FTTH, Australia



Louvre Museum, Abu Dhabi



Cauchari Solar Park Project, Argentina



HVAC High Voltage Project, Singapore



Airbus Project, Fransa

Türk Prysmian Kablo

Türk Prysmian Kablo

As of the end of 2020;

- 57 years experience
- 1.802 MTL total sales
- 37% export
- 520 employees
- Total area: 180.000 m²



57 years in Turkish cable sector

We as Türk Prysmian Kablo, established in a small town like Mudanya - Bursa at 1964, are today's technology leader and with the all our works we have realized, are "Linking Turkey to the Future"...

From the past to today;

- ✓ In 2021, we left behind 57 years, but are more excited for the next years.
- ✓ With the projects and the 'firsts' we have realized, we are Turkish cable sector's leader.

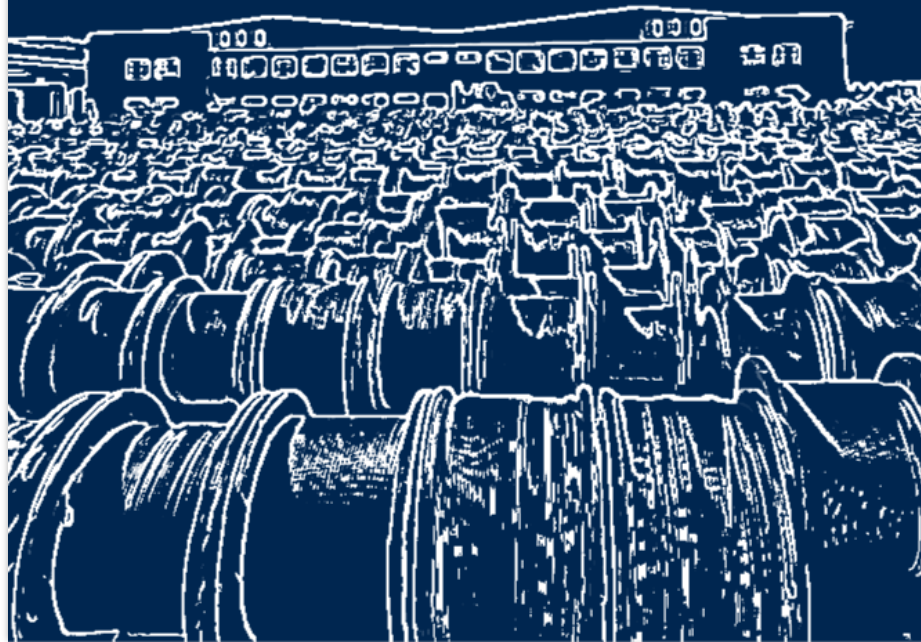


Our history

From yesterday to today...

- **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 emergence of **Prysmian Group**.
- **2018:** Merge with General Cable and **continue with confident and solid steps as Prysmian Group**.

Prysmian Group



Cable Solutions

Production capacities

- **52.000 ton** energy cables
- **820.000 Lkm** telecom cables
- **500.000 Fkm** fiber optic cables



Innovation in Turkey

- ✓ **One of 25 R&D Centers** within Prysmian Group
- ✓ **6 units on a land of 5 thousand m²:** Material Technologies Laboratory, Fire Testing Laboratory, Energy Cables Testing Laboratory, Telecom and Fiber Cable Testing Laboratory Design and Innovation Office, Process Design and Prototype Development Office
- ✓ **Most comprehensive laboratory** and R&D infrastructure of the sector with 4 MTL R&D investment
- ✓ 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 Turkey by Turkish Accreditation Agency (TÜRKAK)** and having Private Sector Combustion Included by Accreditation Tests Laboratory “**CPR – Construction Products Regulation**” structure
- ✓ **Partnerships** with TÜBİTAK, universities and different organizations
- ✓ In 2020, TL 4,651,103 **R&D expenditures**
- ✓ **22.000 different cables**



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 structure, **different performance class cables** will be used according to the characteristics of the structure.

**YANGIN GÜVENLİĞİ ZORUNLULUKTUR.
SEKTÖR LİDERİNİZE GÜVENİN.**



**CPR GEREKLİLİKLERİNİ ÖĞRENİN,
PRYSMIAN KABLOLARI TERCİH EDİN.**

prysmiangroup.com.tr/cpr

Since December 2012

Training seminars

2 countries, 14 cities
Approx. 4100 participants

CABLEAPP launch

A practical and easy solution to cable calculations
Smart phone application (Iphone, Blackberry, Samsung)

Online Cable Training

8 training modules & 1 final test
Approx. 3000 registered users since January 2016

More...

PPT advertisements in many publications
Direct communication with 430 sales points
Window 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.**



What is Prysmian Performance Test?

Test cables in terms of

- ✓ Safety
- ✓ High performance
- ✓ Ease of use
- ✓ Economical advantage

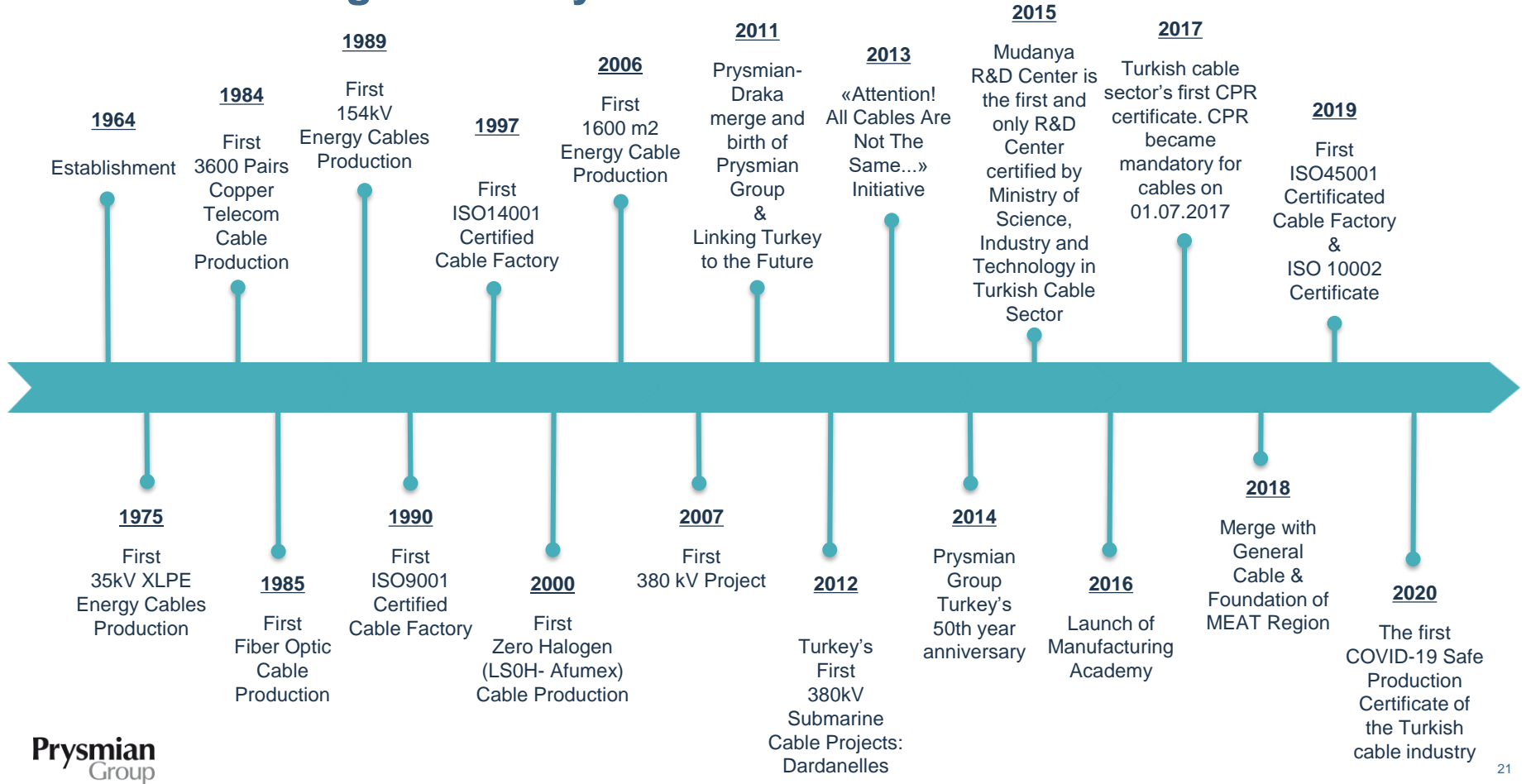
Within Prysmian Performance Test, there are

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



**Prysmian
Performans
Testi**

We are working for Turkey's future



Linking Turkey to the Future

- ✓ Prysmian Group's **signature on 25%** of total cables installed around Turkey
- ✓ Turkish Cable Sector's most comprehensive educational initiative: **Attention! All Cables Are Not The Same...**
- ✓ Turkey's first 380 kV submarine cable project: **Dardanelles Strait Submarine Cable Project**
- ✓ Turkey's first 380 kV underground cable project: **TEİAŞ Davutpaşa-İkitelli Project**
- ✓ First company which has **solar panels** in Turkish cable sector
- ✓ Export to **more than 40 countries**
- ✓ **22.000 different cable** production
- ✓ **First production** of many cable types and first **ISO certificates** in the sector



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 even more, **we integrate** to our activities in every field;

- ✓ Economic,
- ✓ Environmental
- ✓ Social sustainability.

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



Sign it.
For a better tomorrow



Our focus: Employee safety

- ✓ We provide a **safe, healthy and sustainable working environment.**
- ✓ We take a **proactive approach.**
- ✓ We strengthen the **awareness of our employees.**
- ✓ We adopt a policy of **continuous improvement.**
- ✓ We own and adopt occupational safety processes **under the leadership of leaders.**
- ✓ We are proud to be **the first company** in the Turkish cable industry **to receive the ISO 45001: 2018 Occupational Health and Safety Management System Standard certificate.**



Advanced 6S applications

- ✓ Launched in **2017**,
- ✓ Carried out with **16 teams**,
- ✓ Spread **all over the factory**,
- ✓ Employed **qualified people** in the best way,
- ✓ Aimed to **simplify the organizational structure**,

WE FOCUS ON QUALITY AND EFFICIENCY with 6S applications, which are seen as the basis of lean production.



We make the biggest investment to 'Human'

- ✓ International **business opportunities**, leadership and 'Build The Future', 'Make It' and 'Sell It' **recruitment programs**
- ✓ **Wellbeing programs** (Gymnasium, Dietitian, Sports Coaching, Our Activity Rooms, etc.)
- ✓ **P3: Prysman People Performance & P4: Talent Management System**
- ✓ **Special training programs at the Mudanya Manufacturing Academy**, one of the 4 Centers of Excellence in the group on the Academy.
- ✓ Investment in employees: **20,000 hours of training** in a year
- ✓ **17 Turkish employees** in different countries and offices **worldwide** within Prysman Group
- ✓ **50% female managers** in the Board of Directors and **25% female managers** in management, **35% female employees** among white-collar employees
- ✓ Corporate social responsibility projects carried out with the **participation of 1034 hours of employees**



Manufacturing Academy

- ✓ 60 global and local training **instructors**
- ✓ **One of the 4 Centers of Excellence** in the group on the Academy.
- ✓ Participation from **32 countries**
- ✓ **31.500 hours of training**
- ✓ **20 different trainings to 423 participants**
- ✓ Different **training programs for the experience levels** of the workers
 - ✓ **“Manufacturing Principles”** for the engineers who are experienced on cable for **1-3 years.**
 - ✓ **“Advance Manufacturing”** for the middle managers who are experienced for **3-8 years.**
 - ✓ **“Excellence Manufacturing”** for the middle managers who are experienced for **more than 8 years.**



Trade and installers channel



Adnan Elektrik

aktemelektrik

ALFA ELEKTRİK
TİCARET ve SANAYİ A.Ş.

ASAL Elektrik,
Makina Ticaret
MUSA ASAL

AYMEDA®

CIHAN ELEKTRİK®

CAĞIN
ELEKTROMARKET

çetin elektrik
MÜHENDİSLİK • TAAHHÜT • BAKIM • SATIŞ

DELTA TEMA
ELEKTRİK TAAHHÜT SANAYİ ve TİCARET A.Ş.

DERYA A.Ş.®
DERYA ELEKTRİK TİCARET A.Ş.



EGESİM

EKAY
ELEKTRİK LTD.ŞTİ.

elpim

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ELEKTRİK ELEKTRONİK SAN. ve TİC.LTD.ŞTİ
Nilüfer Ticaret Merkezi 69.Sk. No:2 Nilüfer/BURSA

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Market
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enerji

PANO SAN

Promeda

TINUR
ELEKTRİK

TÜMPA ELEKTRİK

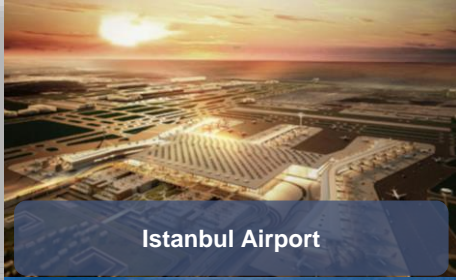
VFA
kablo

YILMAZ ELEKTRİK

Partnership with leading companies



Project references in Turkey



Istanbul Airport



YEKA, Konya



National Electric Train Set



Bursa, Eskisehir, Adana, Mersin, Isparta, Yozgat, Elazig City Hospitals



Socar – Star Refinery, İzmir



Dardanelles Strait Submarine Cable Projects



Galataport, Istanbul



Ankara – Niğde Smart Highway



Merkez Ankara



Yavuz Sultan Selim Bridge, Istanbul



Stadiums of Besiktas, Fenerbahce, Galatasaray and Trabzonspor



Sancaktepe, Yeşilköy Field Hospitals

Project references worldwide



Thank you