

PRYSMIAN GROUP LAUNCHES "SELL IT", THE RECRUITMENT PROGRAMME DEDICATED TO THE SALES AND MARKETING AREA

50 TALENTED YOUNG PEOPLE WILL BE SELECTED AND TRAINED TO JOIN THE GROUP

Milan, 27 February 2017 – Prysmian Group, world leader in the energy and telecom cables and systems industry, launches the first **"Sell It"**, the international recruitment programme aimed at selecting young sales and marketing professionals, with a view to providing them with a three-year professional development path in sales and marketing through dedicated annual training steps. The requirements include a degree in engineering, chemistry or economics, and 3-5 years' work experience in sales within the industrial manufacturing or consumer goods sectors. In detail, the programme aims to select 50 professionals for the front-end sales, technical sales, key account, customer care and trade marketing areas.

Through **"Sell It"**, the Group aims at scouting and developing the best sales and marketing talents, offering them the opportunity to make full use of their skills and expertise. The three-year training programme will be organised at the Prysmian Global Sales Academy in partnership with the most renowned business schools worldwide and in the Group's key plants at global level, with the aim of providing all attendees with a training and development pathway able to further enhance the skills essential for the career of the selected candidates.

"Sell It" offers access to a global industry-leading company and the opportunity to work on the most cutting-edge engineering and infrastructure projects in the world.

"Sell It' is further proof of Prysmian's focus on training and developing young talents," commented Fabrizio Rutschmann, HR & Organisation SVP, Prysmian Group. "Developing human capital is key to our company's long-term success, in addition to being a part of the Group's history and philosophy. This is the first time that we have launched a recruitment and development programme dedicated to professionals in this field, and I am certain that Prysmian's strength and the important international projects we complete with our many partners will prove a concrete factor that ensures the interest of the candidates to whom we reach out. Our ability to grow on the markets is deeply rooted in the quality of our sales and marketing team."

In addition to **"Sell It"**, the Group's recruitment and training initiatives include **"Make It"** and **"Build the future"**. **"Make It"** is the top-training scheme aimed at engineers and technical staff with plant experience, aimed at scouting the best talents in the manufacturing sector. **"Build the future"** — in its sixth year in 2016 — is instead aimed at selecting new graduates and training them for junior management or specialist roles in the technical area through a three-year programme.

The **"Sell It"** selection process will be open up until May 2017 and the induction into the Group is expected by the summer. Candidates will be selected through a structured assessment process, at the end of which they will be offered a job position with a competitive remuneration package.

All details and the application form are available from the corporate website www.prysmiangroup.com

Prysmian Group

Prysmian Group is world leader in the energy and telecom cable systems industry. With almost 140 years of experience, sales of about €7.5 billion in 2015, over 19,000 employees across 50 countries and 88 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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