

October 20, 2021

Prysmian Group Completes Brand Integration with General Cable

Dear valued customer,

Three years after Prysmian Group and General Cable joined forces, we are stronger than ever. Leveraging the technological excellence achieved by both companies in countless markets and business areas, we offer the world's most complete portfolio of wire and cable solutions to support you and your business. Today, we are pleased to share important news regarding the evolution of our company brand and what you can expect from the change.

As one company, we are implementing a new multi-brand strategy resulting in our strengthened corporate umbrella brand, Prysmian Group, supported by valued product brands you've come to know and trust including: Airguard®, Anaconda®, CAROL®, DRAKA®, GenSPEED®, Lifeline®, NUAL®, PRY-CAM®, STABILOY®, among others. Our new Prysmian Group corporate brand embodies global leadership in the cable industry, as we help meet today's great challenges, enabling the world's energy transition and digital transformation.

Starting November 2021, Prysmian Group will be the corporate brand for North America. What does this mean for you?

1. *Legal Entities* – Prysmian Group is in the process of consolidating its legal entities in the United States to "Prysmian Cables and Systems USA LLC," this will be completed by the beginning of 2022. The "General Cable Industries, Inc." legal entity will be replaced by "Prysmian Cables and Systems USA LLC." This change will impact invoicing, accounts payable and receivable, quoting and legal aspects. Our teams will work closely with you to ensure a smooth transition.
2. *Print Legends* – Starting November 2021, our product print legends will begin to be updated on newly manufactured cables. Print legends will include the Prysmian Group name followed by the product brand, manufacturing location and date, and ending with the description, ratings and standards (as applicable). Variations pertaining to specific industries and customer requirements will occur when applicable.
3. *Labels* – Starting November 2021 and throughout 2022, all printed labels will progressively transition to Prysmian Group.
4. *Reels and Packaging* – Starting November 2021, our reels and packaging will begin to be updated progressively as stock is replaced. Wood and steel reels, reel wraps, boxes, and plain cartons as well as branded packaging will begin bearing the Prysmian Group brand.

5. *Other Documents* – Starting January 2022, all other documentation, such as letters, checks, quotes, estimates and purchase orders, will progressively transition to Prysmian Group.

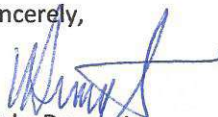
With the world's widest portfolio of products meeting thousands of diverse application requirements, we will continue to offer *the high-quality products* you have come to depend on and we will continue to *invest in research and development* to meet our industry's needs. In addition, quality requirements, technical specifications and compliances for our products will not be altered. Our world-class products *will maintain the same industry ratings and compliances* as before the brand change.

Our products will also continue to be manufactured at the same facilities they are currently produced. We are proud to be the largest cable manufacturer in the region, with 23 facilities located in the United States and 4 located in Canada and have no plans to shift operations at this time.

As we embark on implementing these brand changes, please do not hesitate to reach out with any questions you may have. Prysmian Group is committed to helping our customers achieve sustainable growth and creating value for our communities.

We look forward to continuing to provide you with high-quality wire and cable products and solutions.

Sincerely,



Vicky Drouant