



Press release

Nexans has launched enhanced customer-oriented website
New look and feel provides improved functionality for Nexans website

Paris, October 30, 2012 – Nexans, a worldwide expert in the cable industry, has launched a revised and enhanced version of its corporate website (www.nexans.com) and its global variants with a new look and feel that provides improved functionality for customers and stakeholders.

The driving force behind the concept for the new website is to provide visitors with fast and easy access to all the information they require about Nexans products, solutions and financial data. Key elements in the new design include the use of colours and shapes to highlight key activities, icons to improve the visibility of features and content and a more powerful search engine.

To emphasize the new customer oriented approach, the website header now integrates a log-in form. Once logged-in, registered users have immediate access to information based on their own profile, including account details. A comprehensive and clearer business section contains information regarding Nexans products and solutions for dedicated activities, allowing quicker access to technical data. More specifically, the product catalogue has undergone a major evolution providing greater visibility to added-value features such as the possibility to generate PDF catalogues, compare products or create lists of favourite products.

Casual browsers are also well catered for through the dynamic and engaging landing page, access to extensive information and literature (brochures, white papers, rich media etc.).

“The launch of this enhanced version of our website is a very exciting step for Nexans that integrates our online presence firmly at the heart of our global business,” says Christophe Ralite, On-line Communications Manager. *“We look forward to using it as the basis for a higher level of engagement and effective information sharing with customers and all our other stakeholders.”*

“This new step towards a user-friendly website, highlighting added value content and on-line services is a cornerstone to reinforcing our commitment to customer orientation” added Bernadette Berthier, E-Business Manager.

About Nexans

With energy at the basis of its development, Nexans, worldwide expert in the cable industry, offers an extensive range of cables and cabling solutions. The Group is a global player in the energy transmission and distribution, industry and building markets. Nexans addresses a wide series of market segments: from energy and telecom networks to energy resources (wind turbines, photovoltaic, oil and gas or mining...) to transportation (shipbuilding, aerospace, automotive and automation, railways...).

Nexans is a responsible industrial company that regards sustainable development as integral to its global and operational strategy. Continuous innovation in products, solutions and services, employee development and commitment, customer orientation and the introduction of safe industrial processes with limited environmental impact are among the key initiatives that place Nexans at the core of a sustainable future.

With an industrial presence in 40 countries and commercial activities worldwide, Nexans employs 25,000 people and had sales in 2011 of 7 billion euros. Nexans is listed on NYSE Euronext Paris, compartment A.

For more information, please consult: www.nexans.com or www.nexans.mobi

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