



**Press release**

## **Nexans sponsors the Louvre-Lens Museum**

*By supplying free power and communication cables to the new Louvre-Lens Museum, Nexans is furthering its commitment to safeguarding and developing the world's historic, cultural and artistic legacy*

**Paris, November 3<sup>rd</sup>, 2011** – Nexans, a worldwide leading expert in the cable industry, has partnered with the new Louvre-Lens Museum in the north of France. Under a competence sponsorship agreement, the Group will meet all the cable needs of the new museum by supplying free low and medium voltage power cables, as well as data transmission cables and systems for the 28,000 sq.m building and the 22 hectares of grounds. The value of this contribution is estimated at between 700,000 and 1 million Euros over three years. A website dedicated to this sponsorship is on-line here: [www.nexans.com/sponsorofthelouvrelen](http://www.nexans.com/sponsorofthelouvrelen).

Nexans is providing the new museum with cables that meet the most strenuous requirements in terms of strength, durability, energy efficiency, fire performance and ultra-high speed data transmission capability. Easy to install and fully recyclable at end-of-life, Nexans' cables directly contribute to the performance and safe operation of the premises and their communication networks.

Nexans is supplying cables as construction work progresses and needs emerge on the Louvre-Lens site. Work completion is scheduled by the end of 2012.

*"In supporting the Louvre-Lens Museum, we are proud to bring our best expertise to bear on an innovative project which combines technology, sustainable development, and the promotion of art to a very wide audience",* said Frédéric Vincent, CEO of Nexans.

### **An innovative approach**

The Louvre-Lens project will adopt a fresh, innovative approach to showcasing the Louvre's magnificent collections. The new museum will leverage state-of-the art technologies to preserve works of art and ensure both their safety and the public's. Exhibits will be presented using new multimedia devices.

Nexans' advanced solutions will contribute to the high performance of these facilities. It should be noted that Nexans has been present in Lens long before the Louvre. The Group first established its industrial presence in the city over 30 years ago, when it opened the global Nexans Metallurgy Center where a number of high performance processes and alloys have since been developed. In Lens, Nexans produces about 80,000 tons of high quality conducting wires manufactured from recycled copper.

The Region Nord-Pas de Calais, the museum's contracting authority, has committed to a High Environmental Quality (HEQ) approach. Objectives are to minimize the environmental impact of both the building site and premises, optimize safety and technical comfort, ensure internal air quality, and reduce the amount of energy needed to run the museum. Nexans, which ensures that its products have a reduced environmental footprint while at the same time developing sustainable solutions, shares the same vision of environmental excellence, and will thus help the Louvre-Lens Museum to achieve its objectives by supplying material- and energy-efficient cabling solutions.

### **Nexans' sponsorship policy**

Through this sponsorship agreement with the Louvre-Lens Museum, Nexans furthers its support of cultural heritage projects. Since 2007, the Group has sponsored the Palace of Versailles by contributing its products and expertise to the renovation of technical networks in the Château and Estate.

Nexans also undertakes citizenship and solidarity initiatives for disadvantaged communities. For example, the Group recently signed a three-year sponsorship agreement with "Electriciens sans frontières" (ESF), an international solidarity non-governmental organization (NGO). Under this agreement, Nexans will supply 50% of ESF's annual cable needs. Nexans' power cables will enable ESF to carry out a number of development projects in the fields of education and healthcare, school and health centre electrification, etc. They will also be used by ESF during humanitarian emergency operations.

### **About Nexans**

With energy as the basis of its development, Nexans, a worldwide leading expert in the cable industry, offers an extensive range of cables and cabling systems. The Group is a global player in the infrastructure, industry, building and Local Area Network markets. Nexans addresses a series of market segments: from energy, transport and telecom networks to shipbuilding, oil and gas, nuclear power, automotives, electronics, aeronautics, material handling and automation. 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 engagement, 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 23,700 people and had sales in 2010 of more than 6 billion euros. Nexans is listed on NYSE Euronext Paris, compartment A. For more information, please consult [www.nexans.com](http://www.nexans.com) or <http://www.nexans.mobi>

### **Contacts:**

#### **Press**

Céline Révillon

Tel. : +33 (0)1 73 23 84 12

[Celine.revillon@nexans.com](mailto:Celine.revillon@nexans.com)