



Press release

Nexans launches its new website



Paris, January 16, 2007 – Nexans, the worldwide leader in the cable industry, has announced the launch of its new website. As well as a new design, this new website results from the merger of two distinct sites run in parallel by the Group: a general site providing information about the company, its geographic locations, its market segments, etc, and the e-service site presenting among other functionalities the on-line catalogue of Nexans products and services and customer dedicated extranets.

A customer orientated website

With this new web tool, Nexans continues its strategic plan which one of the objectives is to reinforce its customer orientation. A powerful marketing tool with multiple access to product and market solutions, this new gateway boasts over 300,000 product sheets, detailed installation guides and sophisticated calculation tools amongst other information. Each country adapts, in its language, the global offer of Nexans segmented according to its customers' applications and to the specificities of the local market. Lastly, the new website aims at developing closer relationships with the Group' customers. Registered customers benefit from further functionalities and additional services.

"This new Internet site is a strategic project for Nexans. It aims at meeting the needs of all the Group's audiences throughout the world: existing and potential customers, financial analysts and shareholders, employees and possible candidates, journalists, official or governmental organizations. Now equipped with

a more powerful tool, Nexans reinforces not only its visibility and its competitiveness on the worldwide cable market but also stresses on its customer orientated strategy", said Pascal Portevin, Executive Vice President Strategic Operations of the Group.

A single and dynamic platform

Following the convergence of these two sites, the Group has from now on a single platform providing all kinds of content to all web users. The objective of the international team (approximately 15 people) in charge of this project for over one year, was indeed to facilitate the global access to relevant and complete information and to encourage direct and local contacts.

The general site structure was thus simplified, the navigation improved and the search engine strengthened. The website now offers more animated content including filmed interviews of experts, on-line training session and dynamic presentations of offers and products.

The site is based on the latest technologies for web development. It uses the latest Open Source components of the Java world and Web 2.0. Moreover, its architecture ensures a compatibility with Nexans various IT systems and allows the implementation of further value-added services (orders, invoices, stocks, etc).

Powerful collaborative tool

From now on, 32 local websites from different countries are connected to one single platform. This gateway is a strong collaborative tool. It encourages knowledge sharing and the immediate distribution of information to all the users, without any geographical discrimination.

About Nexans

Nexans is the worldwide leader in the cable industry. The Group brings an extensive range of advanced copper, aluminum and optical fibre cable solutions to the infrastructure, industry and building markets. Nexans cables and cabling systems can be found in every area of people's lives, from telecommunications and energy networks, to aeronautics, aerospace, automobile, railways, building, petrochemical, medical applications, etc. With an industrial presence in more than 30 countries and commercial activities throughout the world, Nexans employs 20,000 people and had sales in 2005 of 5.4 billion euros. Nexans is listed on the Paris stock exchange. More information available on www.nexans.com

Contacts :

Presse

Céline Révillon

Tél. : +33 (0)1 56 69 84 12

Celine.revillon@nexans.com

Relations Investisseurs

Michel Gédéon

Tél. : +33 (0)1 56 69 85 31

Michel.gedeon@nexans.com