

Top Manager Reputation

The permanent observatory of top managers with the best online reputation certifies that:

Massimo Battaini

Chief Executive Officer and General Manager of Prysmian

is among the top100 managers with the best online reputation in Italy starting from **April 2024**

Achieved the following results:

Best ranking position	80	45.16 on May 2025
Best position in the sector Industry	10	43.61 on April 2025
Ranking position 2024	133	38.55

The permanent observatory Top Manager Reputation (www.en.topmanagers.it) monthly and analytically analyzes the web reputation of the top executives of the most important companies in the national landscape. Established in 2013 in partnership with Affari & Finanza of La Repubblica, and since October 2018 has become a monthly feature on L'Economia di Corriere della Sera. The analyzed database is composed of digital content detectable online. The ranking examines Web 1.0 channels (news and mentions), those on Web 2.0 (blogs, social networks) and the historical evolution, calculating for each content the reputational contribution in both quantitative (volumes) and qualitative (values) terms.



Non-modifiable and non-reproducible Certificate No. B645FE64 issued on 14/04/2026.

The original certificate copy is digitally stored and protected in the archives of the observatory.