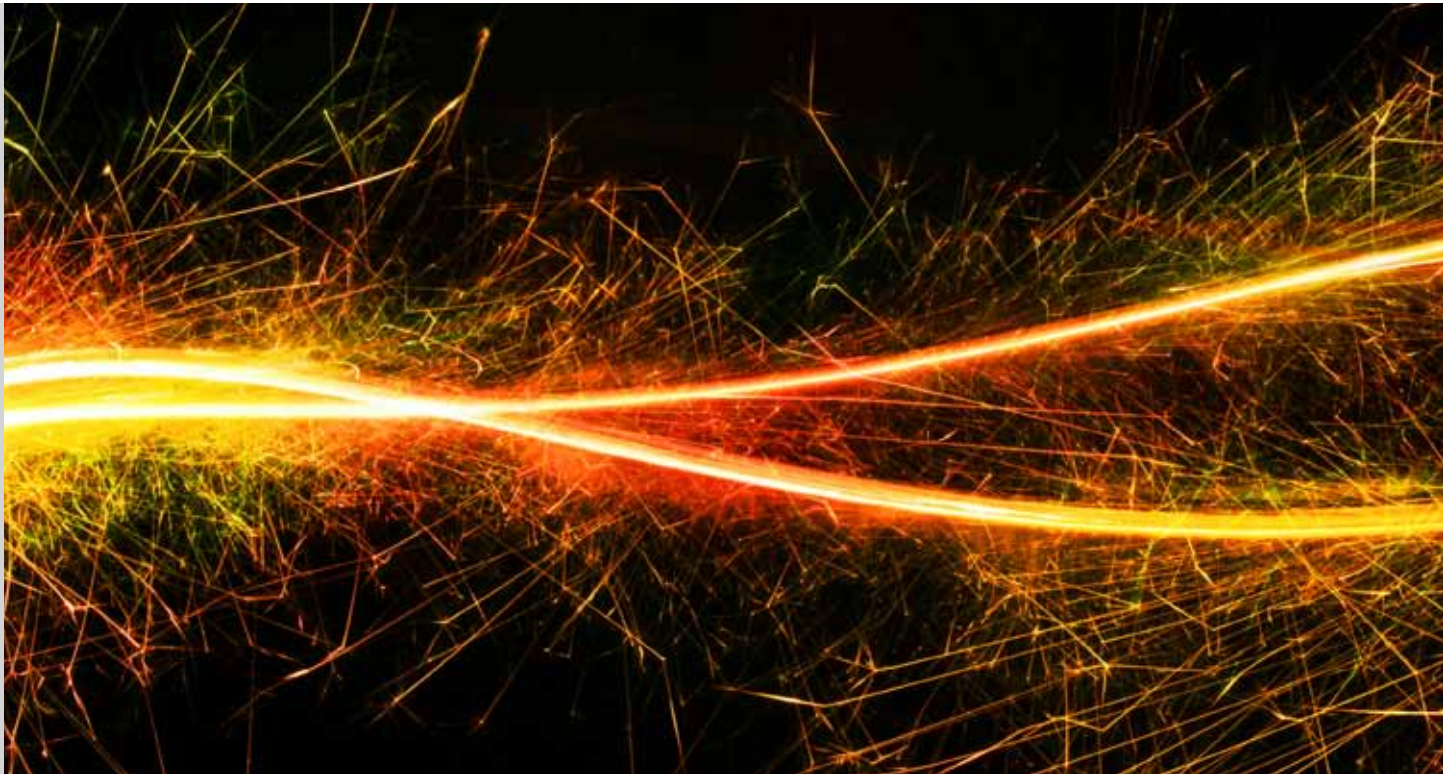




Draka



Century of Innovation

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View from the Top

“We are not just motivated by the fact that Draka makes world class cable solutions - we are also inspired by the passion for providing our customers with real value.”

- Frank Dorjee, CEO

You can't beat the great view: Khalifa Burj - the world's tallest building. The building has the world's highest elevator installation, and the world's fastest elevators going at speed of 18 m/s (59 ft/s). Made possible by Draka cable solutions.



A truly Innovative Mindset

Every minute of every day, all over the world, people are depending on cables to keep them connected, empowered and productive.

For the past 100 years Draka has been going the extra mile to ensure that our cables are durable, safe, reliable and appropriate for their purpose.

What we accomplish at Draka connects and powers the world. From the smallest wire to the largest cable in a wind turbine, we are responsible for building the support systems that offer sustainable performance.

Innovation is one of the core goals of the Draka strategy.

Our strategy identifies innovation as a source of continuity - and emphasizes that innovation is a treasured mindset within the company.



Creating a World Together

From the North Sea to the Gulf of Mexico and in the Asia Pacific region, Draka cables help create a safer world. Our specialty wire and cables for the marine, oil and gas industries ensure reliability and durability while ensuring that instruments maintain their accuracy, and machinery performs at optimum efficiency. Draka's product portfolio meets all mechanical, electrical and environmental requirements. This has led to an outstanding range of customised products, establishing Draka as a specialist in even the most challenging applications.

Draka Energy & Infrastructure comprises all low-voltage and medium-voltage cable activities, including installation, instrumentation, fire-resistant and halogen-free cables. The group designs, manufactures and markets a wide range of cable products for residential, infrastructural, commercial and industrial applications.

Draka Industry & Specialty specialises in the development and manufacture of innovative solutions. Its divisions operate globally to offer a comprehensive range of products, services and applications applied in everything from aircraft and oil platforms to wind farms and elevators.

Draka Communications as a global leader in optical fibre technology and cabling solutions, serves the world of telecommunication and data communications. Its four divisions include Telecom Solutions, Multimedia & Specials, Americas and Optical Fiber. Draka not only manufactures the exact cable required for the job, it also helps you identify your precise requirements - so we can design the most suitable solution. You can also rely on Draka to specify and source the required connectivity products, handle the logistics and manage the implementation and testing of your network.

Every aspect of Draka's global activities is focused on our customer. Solutions can be based on logistics, project management, customer service, innovative new products - or simply meeting demands in a trustworthy manner.



Case study:

Solar Energy

We believe that our technological solutions for sustainable development result from an open mindset. We are always prepared to do things differently in the name of doing the right things.

Draka encourages its employees to think of ways to manufacture and develop sustainable alternatives. We have created a platform for innovation and alternative thinking within the company by sharing the knowledge that allows us to create sustainable technology. Draka supplies many cables and solutions that make alternative energy sources possible.

Cables used in solar panels are continuously exposed to the elements. Our products are known for their durability and are suitable for severe wear; this provides a key indicator of the lasting performance of our cables.





Case study:

Wind Energy

Draka cables are as flexible as the wind.

Draka's unique Windflex and Towerflex cable concepts have made us the global market leader in wind turbine cable.

Windflex cables guarantee sufficient torsion twist resistance, and remain flexible from -40°C to 90°C - an important quality in areas with high wind speeds.

At Draka, we extend the average life expectancy of our products through innovation and sophisticated manufacturing techniques. This enables us to provide cables to our customers which have an unbeatable life expectancy.

Our durable cables need to be replaced less often and maintain their effective performance, which reduces the cumulative load on our environment.





Case study:

Offshore

With global demand for energy rapidly increasing, companies blazing a trail in extreme northern climates like the Arctic region, the frozen plains of Russia, Sakhalin Island and North America have come to depend on Draka for cabling solutions.

Draka works closely with customers to determine the best solutions to meet their needs. We do much more than manufacture the highest quality wire and cables. We have a global team of engineers who can aid in system design and project management.

SeaRose is an FPSO located in the White Rose oil and gas field, approximately 350 kilometres (217 m) east-south-east off the coast of Newfoundland, Canada in the North Atlantic Ocean.

The FPSO vessel is designed to receive oil or gas produced from nearby platforms or subsea template, process it, and store it until the oil or gas can be offloaded onto a tanker or transported through a pipeline.



Meeting the Needs of Customers and the World

When Draka was founded a century ago, our mission was simple. "Deliver value for our customers". As we celebrate our 100th anniversary, this remains our mission. However, we have expanded our vision, and are proud of the fact that, early on in our history, we recognized that global success also means global corporate responsibility.

We will continue to conduct our business in a manner that is responsible both environmentally and socially. This commitment forms the bedrock of Draka's sustainable performance now and in the future.

We constantly view our markets from new perspectives - taking a fresh look at underlying applications and our customers' needs. Thanks to this key Draka characteristic, and together with our motivated employees, we are confident in the future well-being of our company.





Case study:

London Underground

Firetuf® Connecta Systems from Draka are the ultimate range of fire performance cables.

And when it comes to fire safety in tunnels, nothing performs better than Connecta, our zero halogen, low smoke (OHLS®) modular cabling system. Connecta has been specifically developed to provide lighting and small power applications in tunnel environments.

In the event of a fire Connecta maintains the integrity of the circuit even if a local device fails, allowing escape routes further up and down the line to remain illuminated. It's not surprising therefore that Firetuf® has been installed in the London Underground and other major tunnels worldwide.



Made possible by Draka: London Underground
Firetuf® from Draka is the ultimate range of fire performance cables specially created for the underground environment.



Case study:

Buildings and Public Places

Providing a range of superior quality LSOH/LSZH* cable, we offer solutions which meet top safety standards while saving installers valuable time. (*Low smoke, Zero Halogen)

Draka has installed three types of LSOH cable at St Pancras station. These provide 60 minutes of fire and mechanical protection, followed by a further 60 minutes of fire, mechanical impact and water protection.

It is a provision that exceeds regulatory requirements.

Furthermore this Draka cabling has been shown to have superior installation properties, being more robust and flexible than other LSOH cables. Installation time at St Pancras was reduced to a minimum due to factory-fitted moulded sockets and plugs on the tunnel cabling.



Made possible by Draka: Today's St Pancras station, UK
St Pancras train station, England was designed by William Barlow in 1863.
On its completion in 1868 it became the largest enclosed space in the world.



Case study:

Travel and Leisure Buildings

Singapore initiated the construction of the Marina Bay Sands Integrated Resort to enhance its status as one of the world's greatest travel destinations and to promote tourism. The Marina Bay Sands is a casino-based vacation resort, developed by one of the world's biggest gaming companies, Las Vegas Sands. The resort, inspired by card decks, was designed by Moshe Safdie.

The Marina Bay Sands project has been named one of the world's most challenging construction projects and is certainly the most expensive stand-alone integrated resort property ever built.

The three hotel towers are topped by an extraordinary 1 hectare sky park on the roof, named 'Sands SkyPark'. It offers 360-degree views of the city and the sea and outdoor amenities for the hotel such as jogging paths, spas, and gardens and it is home to the world's longest elevated swimming pool.

Draka played a key role in getting this world class entertainment destination off the ground. Trans Equatorial Engineering (TEE) from Singapore was awarded the contract to build electrical facilities in the Marina Bay Sands resort. TEE asked Draka to supply them with both cables and expertise because other cable suppliers in Singapore are often small, family-run businesses that could not meet the requirements of a project of this size.

Draka is a partner who thinks things through and assists professionally. Services include on-time delivery and assistance in determining cable requirements and quantities in line with the project schedule.



Made possible by Draka: Marina Bay Sands, Singapore
The most expensive stand-alone integrated resort property ever built.



Creating Sustainable Performance

At Draka we take a conscious and structured approach to the role of our organisation in society. This means that we do more than simply conform to legal and environmental regulations. Our Corporate Social Responsibility (CSR) programme sets us apart as we move forward with progressive development and innovation.

We continuously monitor and improve energy and material efficiency to achieve costs and environmental impacts reductions benefitting the performance of our processes and products. Managing co2-emissions is an important part of these activities. Draka works hard to make our products as sustainable and energy efficient as possible. And we are constantly looking for ways to develop new, safe and environmentally responsible alternatives.

Our plants are designed to ensure a safe, pleasant working environment for our employees. In addition, we recognise that innovation is a vital prerequisite for future growth. We work with customers, suppliers and scientific partners and do our utmost to improve and develop this mindset within Draka.

We have an honest and open approach to the world and our own role within it. We are sensitive to CSR developments in society and are constantly evaluating our role so that we can make a significant contribution to social and environmental improvements both now and in the future.



Case study:

Airports and Aeroplanes

Lighting runways

Draka commercial cables can be found lighting runways, powering the nation's irrigation machinery and providing power for commercial and residential construction. From runway lights to the ticket counter to ground support power cables.



Made possible by Draka:
The largest passenger airliner in the world, the A380, is powered by Draka cables.



Case study:

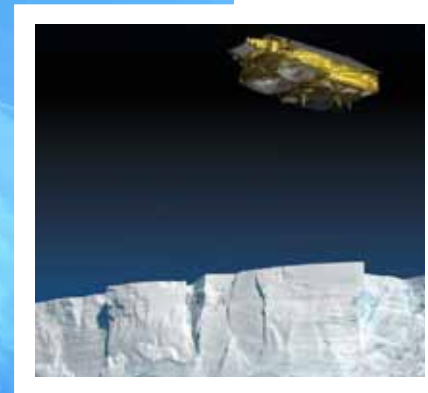
Space Exploration

With their unique global perspective, observation satellites offer incomparable advantages to help us better understand, manage and protect the Earth's precious environment.

They provide an instantaneous view of vast areas of the Earth's surface. A single image taken by a geo-stationary meteorological satellite, with coverage of up to 200 million square kilometres, can show nearly half the planet. They can observe every corner of the Earth, for both global assessments as well as detailed views of specific locations.

A radar altimetry mission dedicated to the observation of the polar regions, CryoSat will study possible climate variations and trends by measuring changes in the thickness of ice sheets and polar ocean sea-ice cover (which play a significant role in the global climate) with unprecedented accuracy, providing researchers with previously unavailable data from these uninhabited regions.

For this application, confirming them as the specialist, Draka has provided an outstanding range of customised wires and cables for these challenging applications.



Environmental and climate monitoring satellite, CryoSat, ESA, powered by Draka

Ours is a strong heritage, with proven capabilities that are all the stronger because of our forward-thinking, socially responsible values.

How did Draka sustain success for 100 years?

With our products and services.
Customers' needs first.
Draka's people and history.
Global yet local accessibility.

But most of all - in this fast-changing world - we always return to our basic values. And above all, we always remember that our success is based on putting customers needs first.

When Jan Teewis Duyvis founded Draka in 1910, his philosophy was simple. Be passionate about your customers' needs, and success will follow. His convictions have enabled Draka to grow and change, so we are always in the position to meet our customers' needs.

Our satisfaction doesn't only stem from the fact that we make superb cables and deliver excellent service, but also from the knowledge that we continue to bring real value for our customers.





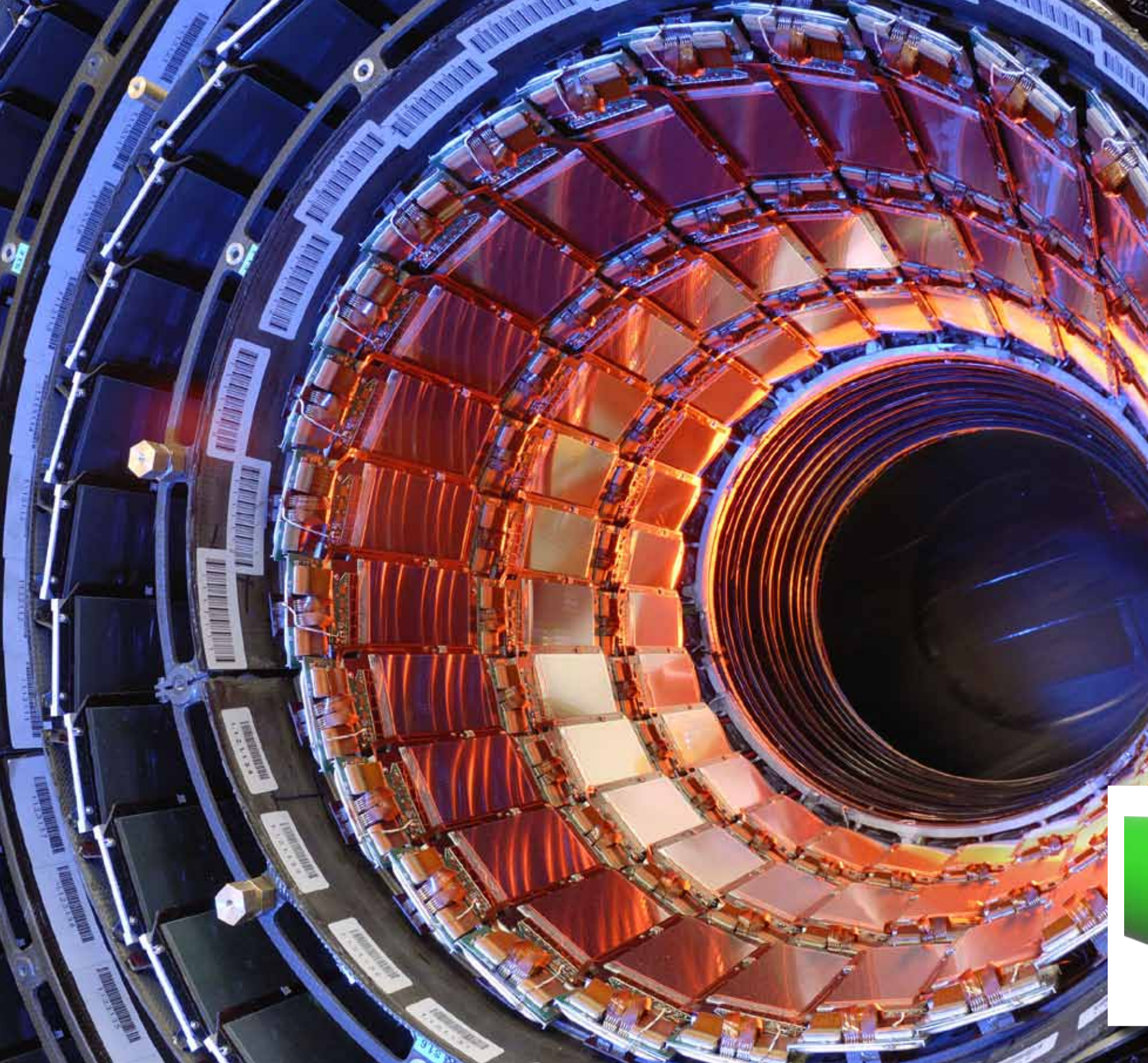
A World of Experience

Over 100 years of expertise we have gained a world of experience.

So we know that the best working relationships are based on true partnership. When you work with Draka, we work as partners. Your challenges become our challenges, as we listen, understand consult - and work as a team to develop tailored solutions that add sustainable value. To your business and for your customers.

We can ensure you make the most cost-effective choice of communication cables, whether copper or fibre optic. And we'll apply our logistical know-how to your supply chain.

Our research and development capabilities can also help you find new ways to add extra value to your business. Whatever your individual needs and challenges may be, talk to us and discover how we can solve them together.



Case study:

CERN - European Laboratory for Particle Physics

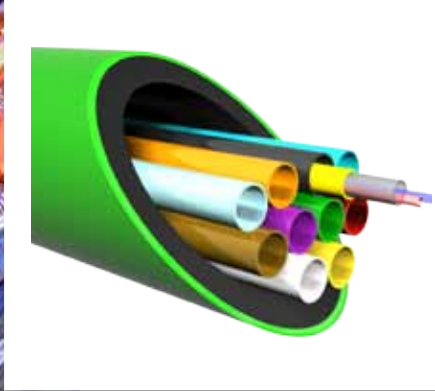
The Large Hadron Collider (LHC) is CERN's biggest particle accelerator. The LHC is located in a 3.5m diameter circular tunnel with a length of 27 kilometers, about 100 meters underground in France and Switzerland. It is probably the most complicated and most expensive scientific experiment man has ever attempted. It's big, it's exciting, it's incredibly high-tech and it's got Draka inside.

CERN contracted Draka to supply and install optical fibre cables in and around the LHC. The key factor which led CERN to choose Draka was the flexibility and cost effectiveness of Draka's latest development, the JETnet micro-duct technology.

This innovative cabling system allows for miniaturization of the network, using smaller diameter cables installed in smaller diameter (micro-)ducts. With JETnet technology, micro-cables can be blown up to 3.4 kilometers in one go at speeds of 100 meters per minute or more. This technology also enables new cables to be added to an existing micro-duct structure, or quickly replace any damaged by radiation.

In 2006, CERN honoured Draka's efforts and results by awarding Draka a Golden Hadron. This award recognizes suppliers who not only meet CERN's requirements but exceed the contractual obligations.

Draka installed approximately 1500 km of optical fibre cables in the tunnel alone. These convey the enormous quantity of data generated by the experiments to the super-computers, as well as regular data communication. In addition to the telecom cables, Draka is also the supplier of other cabling at the CERN premises. It would be hard to find a more fitting testimony to Draka's technological, production and project management capabilities.





Case study:

Signalling Expansion

Ecology is becoming increasingly important and, owing to growing interest in public transport, railways are enjoying rapid signalling expansion. In the railway sector, correct and reliable signalling is crucial. After all, proper track network functioning and passenger safety depend on it. Signalling cables have to be of a very high quality.

Draka supplies cables for the traffic monitoring centres. They control light signalling along the tracks and operate the switches. They also continuously monitor a wide range of safety devices, thus making sure everything runs smoothly.

Draka also supplies cables for data communication between train stations and recently developed a new rail foot track cable. These cables are placed out in the open and have to endure harsh environment such as extreme temperatures, vibrations and even rodents. Both communication and signalling cables also have to cope with electrical interference from power lines which are often present near the tracks. Fortunately, Draka products amply meet all these conditions.

The railway business requires a particular kind of service. In contrast to a manufacturing company, for example, the railway network often extends over an entire country. Draka is therefore expected to supply products fast and on site, to the rail network, entailing an extensive logistic and production network.

Draka is the supplier of signalling cable to the German railways (Deutsche Bahn - DB).



Made possible by Draka: Deutsche Bahn - DB Signalling



Case study:

Singapore and Rotterdam Seaports

The port of Singapore uses Draka's flexible cables.

Draka cables are used for cranes transporting large cargo containers. Singapore is ranked first globally in terms of containerised traffic, with 23.2 million twenty foot equivalent units (TEUs) handled.

The port is the world's busiest port in terms of shipping tonnage, with 1.15 billion gross tons (GT) handled. The port retains its position as the world's busiest hub for transshipment traffic.

Draka cables are the main power supplies to the reeling systems, on the festoon system and the spreader. The cables are also used in composite designs, with control cores and fibre optics to transfer data and signals.



Made possible by Draka: Singapore & Rotterdam seaports

Our strategy is focused on achieving further growth based on our core competencies and our commitment to sustainable performance. We will continue to invest in the research and development of materials, cables and systems - the foundations for innovative solutions. By working closely with you we aim to expand our leading position in application engineering.

We believe that working for profit goes hand in hand with maintaining our environmental and social responsibilities. Draka's commitment to sustainable performance is not only one of the key elements in our continued success; it also distinguishes us as a company built on principles, trust and reliability.

Over the years Draka has performed in a responsible manner. We consistently provide the cable solutions that best meet our customers' needs, whilst ensuring that nothing compromises our commitment to our environmental and social obligations. Draka is at the very forefront of its industry, because of the way we continue to pioneer sustainable policies, strategies and working methods.

We call this sustainable performance: a highly successful blend of corporate success and corporate responsibility.



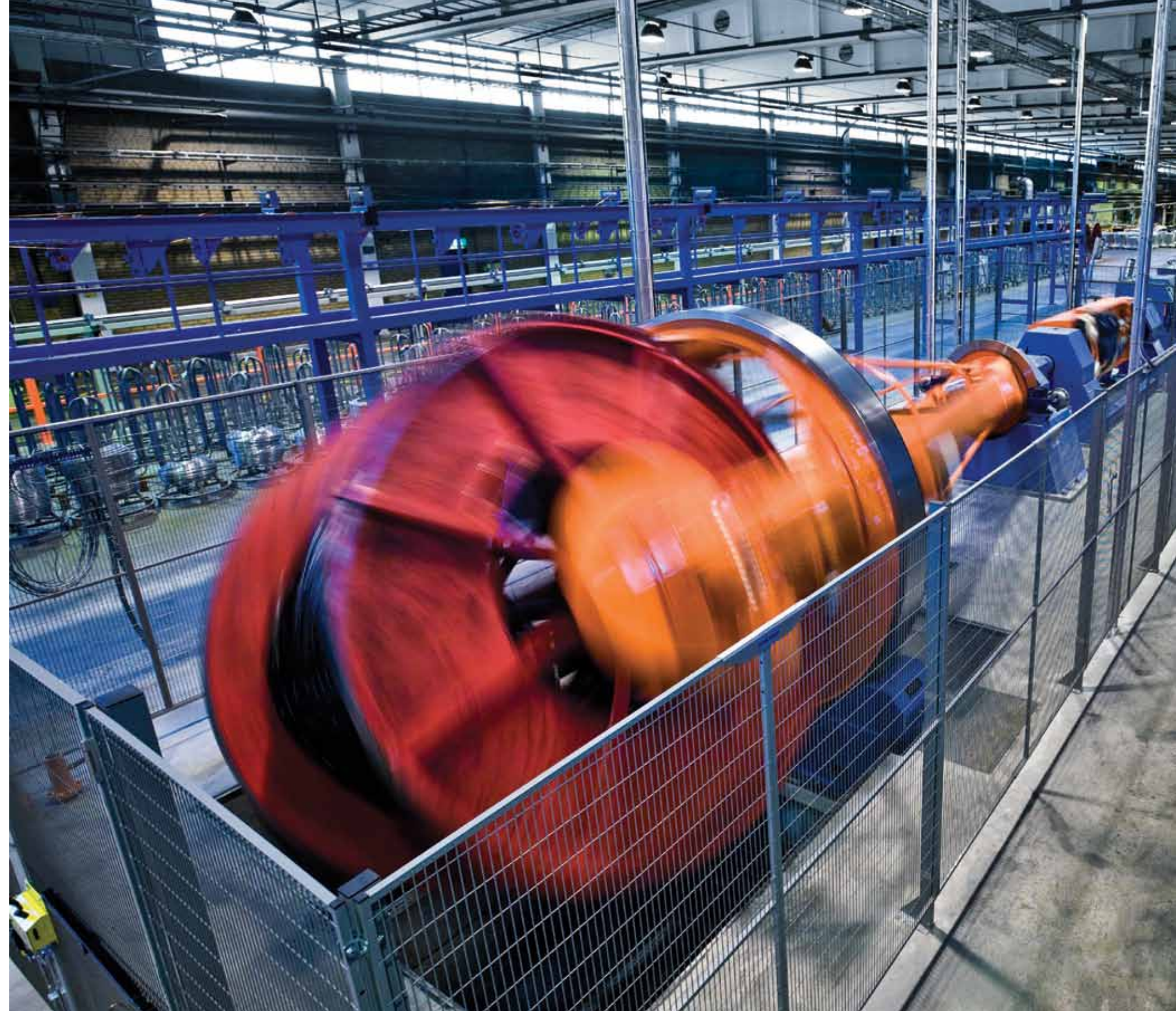
Today, Draka is not only a world leader in cables; we are also committed to applying sustainable policies and working practices globally. We firmly believe this responsible approach has helped us become the leader in many world markets.

We recognise that with our growing global success must come global corporate responsibility. So we conduct our business in an environmentally and socially responsible manner that underpins our sustainable performance.

As a Draka customer, you have the assurance of our close support and knowledge that our products are manufactured at the state of the art facilities.

We operate over 68 factories, sales and support offices in 30 countries, with some 9600 people spread over Europe, the Americas, Australia and Asia Pacific - serving the globe.

What we solve locally, we share globally. Cross-border cooperation makes us stronger and better able to meet your needs.



Draka Holding NV (“Draka”) is the world leader in global cabling technology. The company was founded in 1910.

100 years later, Draka continues to focus on customers’ needs, matched by a total commitment to quality, innovation, sustainability and partnership. Today, Draka is the Amsterdam-based holding company and employs 9,600 people in 31 countries around the world.

Our cable products and solutions meet the individual needs of our customers in an environmentally and socially responsible manner. Everyday we work to ensure sustainable performance underpins our products, our communities and our workplace. This is a commitment for life.



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