



INSIDE THIS ISSUE

- "Most Improved" Cement Operation Safety Award
- New Construction Section at Kidzania
- CEMEX in Egypt Sponsors the Enactus Assiut Team
- Affordable Housing: Co-branding Agreement with Enbuil Tridi Panel Egypt
- CEMEX in Egypt Supplies Ready Mix Concrete to Accor Hotel and Office Complex

Re-launching Our Corporate Website www.cemex.com.eg



Contact Us

Head Office: 3, Abbas El Akkad Street, Nasr City, Cairo
Tel.: (202)2407-8600 Fax: (202)2260-3325
Website: www.cemex.com.eg



MESSAGE FROM CEO

**Dear Our Stakeholders,
Welcome to the second edition of CEMEX in Egypt 2013 newsletter.**

If there's one thing we can all agree on as CEMEX in Egypt's core value, it's that the safety and well being of our employees, contractors and sub-contractors is an integral part of all our operations. We pride ourselves on our commitment towards providing a safe workplace that is contributing to achieving improved results in a zero lost-time incident environment. In fact, we are pushing our operations across Egypt to be the safest in the industry. One of our major achievements for this quarter has been receiving the 2012 "Most Improved" Cement Operation Safety Award in the annual CEMEX Global Awards Program. We will continue to invest in safety training, monitoring and programs that allow us to achieve industry top records. I urge the readers of this message to take a "no excuses" approach to their personal safety, as we have at CEMEX in Egypt.

The first quarter of 2013 has been very promising for us. We have signed a number of agreements to supply cement and ready-mix to major projects such as the new Accor Hotel and office complex in Tahrir square, Apache new military airport, and applied the first colorcrete to Kidzania Edutainment Center. We have also re-launched our corporate website with a new design making it easier for website visitors to navigate and find the information that they need.

We recognize the importance of social investment and giving back to the community where we operate. During the first quarter, we have signed an agreement with ENACTUS to sponsor the Enactus Assiut Team in the annual national competition, celebrated the orphan's day for the ninth consecutive year, and the University of Assiut's science day for the 5th consecutive year. We have also signed an agreement with Enbuil-Tridipanel to collaborate in using new sustainable economic building solutions and the first pilot will be constructed in Assiut Governorate.

Overall, our sustainability model addresses seven core areas. Of these, we recognize energy issues to be particularly imperative. As sustainability is becoming more and more embedded across our operations, we continue to develop innovations that expand our utilization of alternative fuel and reduce our greenhouse gas emissions. As one example, we have installed a new alternative fuel mechanical feeding system for production line 1 at our plant in Assiut. We are further planning to deploy new technology to reach our target of 50 % percent dependency on alternative fuels.

I look forward to an exciting and challenging quarter, and as always, CEMEX in Egypt will be committed to being a sustainable corporate citizen.

I hope you enjoy reading this issue of our quarterly newsletter and we look forward to your feedback so we can continuously improve this along the way.

Sincerely,

Sergio Menendez

Sergio Menendez



CEMEX Receives the 2012 “Most Improved” Cement Operation Safety Award



CEMEX in Egypt has proudly received the 2012 "Most Improved" Cement Operation Safety Award in the annual CEMEX Global Awards program. It is the first time in the history of CEMEX that the Assiut plant receives recognition in safety. CEMEX in Egypt proudly reached ZERO employee accidents and the lowest LTIs of contractors. The total number of submissions was 138 entries and thanks to the efforts of our employees we were able to receive this award.

The Cemex Global Health and Safety Awards Program is an annual competition that started in year 2000 to promote excellence in safety and health at the group operations' worldwide. Sites are judged on performance, safety leadership, risk management, analysis and follow-up. The award is given to the best performing and most improved facility in each business segment.

Safety Campaign Across CEMEX Ready Mix Plants

As part of our safety goal of ZERO accidents, CEMEX Ready Mix launched a safety campaign across our Ready Mix batch plants in Obour, Kattameya, Abu Rawash and Apache. The campaign included providing safety awareness sessions to our employees at these plants in addition to setting up safety banners to increase their awareness and improve safety standards. CEMEX Ready Mix is planning to continue the safety sessions covering different safety topics throughout the year.

English Development Courses for CEMEX Employees

“Back to Basics” is a vital ongoing part of our employee development strategy. Being part of our basic skills, CEMEX has introduced English development programs for all its employees based on their English proficiency that is scaled on CEMEX English Placement Test. The English development courses will resume for all the organization as per each individual's need.

Global Managers Training Program (MTP)

During the first quarter of 2013, we have concluded the Manager Training Program, a global initiative for CEMEX that is designed to enhance the leadership skills of managers within the company. The program take away is a common leadership language and skill-set, build leadership capability across the company, and set up for success so that managers are able to get comfortable in their management role and excel more quickly. The Program commenced in 2012 and was led by 5 Executives as in house facilitators.

The program consists of five core content modules that serve as the institutional content for the program:

- Communicating and engaging
- Giving and receiving feedback
- Managing performance
- Developing my team
- Preparing my successor

OUR COMMUNITY

The New Construction Section at

CEMEX in Egypt signed an agreement with the city of KidZania® Cairo to enlighten children who want to join the field of construction in the future by illustrating the process of building concrete roads with sustainable specifications.

Children will have the opportunity to learn the basics of concrete roads building from soil preparation all the way through mixing, transporting and the process of concrete paving itself. Children will also learn about the environmental benefits of CEMEX Pavements, including lower maintenance over the lifetime of the pavement, increased safety and visibility on the road, lower fuel consumption and less damage to tires and vehicles. The construction section will include all information about the usage of sustainable and environmentally friendly methods in the CEMEX construction site within KidZania® Cairo in addition to providing tips that limit the damages caused by the construction process presenting it in a way that makes it easier for the children to grasp.



CEMEX in Egypt's 9th Orphan's Day Celebration

For the 9th consecutive year CEMEX in Egypt celebrated the orphan's day with more than 450 children in Assiut governorate. The event took place on the 3rd of April at the sports city and it was organized in partnership with 34 different local NGOs. The orphan's day celebration aims at relieving part of the stress faced by the orphans as well as introducing a happy event in their young lives'. The children enjoyed the fun day filled with lots of activities such as the magician, performances from clowns and cartoon characters, face painting, competitions, the tanoura show..etc.

CEMEX in Egypt Sponsors the Enactus Assiut Team

CEMEX in Egypt signed an agreement with Enactus to sponsor the Assiut Enactus Team in the annual national competition. Enactus is an international non-profit organization that brings together student, academic and business leaders who are committed to using the power of entrepreneurial action to improve the quality of life and standard of living for people in need. CEMEX in Egypt will be providing the Assiut Enactus team with technical support to help them reach a high rank in the annual national competition. Volunteers from the company will work as mentors to the students throughout their course of work.



OUR COMMUNITY



Assiut University Science Day Celebration

CEMEX in Egypt and the University of Assiut celebrated the annual science day on the 8th of April. The celebration also witnessed the graduation of the class of 2013 which is the 52nd in the history of the University of Assiut. The company has been sponsoring this ceremony and celebrating the science day for 5 consecutive years since 2009. This year's event is special as retiring professors were honored for all their efforts in educating the successful generations.

Affordable Housing Co-branding Agreement with Enbuil Tridi Panel Egypt

In Egypt, CEMEX is committed to provide sustainable economic building solutions to its communities; CEMEX in Egypt signed a Co-branding agreement with Enbuil-Tridipanel Egypt where CEMEX in Egypt will develop a dry & wet mix cementations to be the exclusively recommended complimentary product for the ENBUIL panels.

The agreement will allow both partners to collaborate in marketing the new building system in Egypt. This agreement reflects our efforts in availing a cost competitive sustainable building system to the market. Primarily, the new system will be used for an affordable housing pilot project in Assiut. In addition, an alliance is currently being formed between CEMEX in Egypt & Enbuil-Tridipanel along with key stakeholders from the construction industry to form a construction consortium for private and public real estate developers.



OUR BUSINESS

First Color Crete Stamped Project Implementation at Kidzania



CEMEX Ready Mix applied the first ColorCrete (Stamped Concrete) product project in CEMEX Ready Mix Egypt's history. Colorcrete is one of our various Ready Mix special products which is a colored concrete used for architectural, decorative and textured concrete finishing. It is applied on all concrete works including pavements, walls, internal and external floors and is characterized by its superior landscape and decorative designs with the availability of a wide range of colors. This project was implemented for the main entrance of El Futtaim's Kidzania Edutainment Center located in Cairo Festival City, New Cairo.



CEMEX in Egypt Supplies Ready Mix Concrete to Accor Hotel and Office Complex

CEMEX in Egypt will supply approximately 30,000 cubic meters of ready-mix concrete to build the 12-story Accor-NSGB 4-star hotel and office complex on an almost 6,000 square meter plot in Tahrir Square in downtown Cairo—the site of Egypt's January 25th, 2011 revolution. The complex will average over 1,000 square meters on each floor, comprising a gross built-up area of 12,715 square meters.

The initial stage of the project requires the company to cast a number of concrete foundations of up to 1,000 cubic meters apiece—each taking place every 15 days and requiring an average of approximately six hours to accomplish. CEMEX in Egypt solved the logistical demands of the job by employing about 20 concrete trucks and two concrete pumps for each cast. In addition to tests conducted at an external laboratory, the company technologists attend each cast to ensure that high quality requirements are met.

OUR BUSINESS



Ready Mix Special Products

Mortacrete It is a ready mixed mortar. Mortacrete provides an innovative efficient solution to mortar delivery, particularly to larger sites. Mortacrete has a number of benefits including consistent color, quality, strength and composition; in addition, it is ready for usage without further mixing. It has superb workability without excessive air content and highly resistant to rain penetration.



Supplying Ready Mix Concrete to Apache Military Airport

CEMEX in Egypt was awarded the contract to supply Ready Mix dispatches and concrete pavement for the construction of shelters and runways at the Kattameya Airbase of Apache Military Airport. CEMEX in Egypt established an onsite batch plant to serve this project as more than 100,000 cubic meters will be supplied during the project implementation.

OUR ENVIRONMENT

Installing a New Alternative Fuel Feeding System

A new alternative fuel mechanical feeding system was installed for production line 1 at our plant in Assiut. This new feeding system will increase the capacity of alternative fuels used for kiln 1 up to 30 tons/hour instead of 12.5 tons/ hour. The new feeding system will increase the percentage of alternative fuel used in Line 1 reaching a total of 40% from the used fuel.

CEMEX Participates in the Annual Cairo Climate Change Summit

CEMEX in Egypt participated in the Cairo Climate Talks first event in 2013 which tackled the issue of greenhouse gas (GHG) emissions reduction in Egypt and how the Clean Development Mechanism (CDM) can help in this regard.

The discussion highlighted the current situation of CDM projects operating in Egypt and presented two current existing CDM projects in Egypt. CEMEX in Egypt is the first cement company that replaces heavy fuel oil used in our Assiut cement plant to operate partially on alternative fuels such as agricultural waste.

The event also featured keynote speakers from Germany and Egypt. The Cairo Climate Talks were initiated in late 2011 by the German Embassy to further strengthen the existing relationship between Egypt and Germany in the fields of energy and the environment.



CEMEX in Egypt Sponsors the Future of New and Renewable Energy in the Arab World Conference

As part of CEMEX in Egypt ongoing efforts to shed light on the latest renewable energy utilization techniques, CEMEX in Egypt sponsored the Future of the New and Renewable Energy in the Arab World Conference which was hosted by the Future Studies Center at the University of Assiut and the Egyptian-Japanese University of Science and Technology. The conference was held during the period of February 12-14th 2013 under the auspices of the Association of Arab Universities.



CEMEX in Egypt was joined by experts in renewable energy in helping share best practices of renewable energy in the Arab world. The objective of expanding the use of renewable energy also fits well with CEMEX in Egypt sustainability efforts. The three-day conference featured presentations and discussions on challenges to expanding the use of renewable energy in the Arab World, identifying new technologies to a better utilization of renewable energy sources, and the need for collaboration between academic institutions, governments and industrial sectors to best develop renewable energy resources.

Cleaning Mankabad Village

In partnership with the local municipality of Mankabad village and local NGOs in Assiut, CEMEX in Egypt took part in a village wide campaign under the theme of "Cleaning Mankabad". CEMEX in Egypt's employees volunteered to collect dumped waste, and paint the streets.

