

CEMEX

IN EGYPT

NEWS LETTER

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MESSAGE BY MANAGING DIRECTOR



Happy new year to you all, and welcome to our first edition of CEMEX Egypt Newsletter in 2014.

2013 was a breakthrough year for CEMEX Egypt in many ways. Despite the political instability and cement demand contraction, we have developed a dynamic and entrepreneurial culture across the company that is 100% focused on serving our customers and business partners.

Being the supplier of choice and the cement industry leader in Egypt which demands continuous improvement and innovation, CEMEX Egypt delivered plenty of it in 2013 such as the first CEM III readily available in Egypt, to new building solutions like slip-form and roller compacted concrete pavements. We also improved our customer service by adding new warehouses and expanding our fleet to further optimize the best cement delivery service in the market.

Behind our success lies a strong technical team and a global network to guarantee the highest product quality in the market. In 2013 we continued innovating in alternative energy fuels and inaugurated the first fully integrated sorting plant in Egypt to produce fuel from household waste. CEMEX is today one of the largest recyclers of household and agricultural waste in Egypt. Our safety performance was also outstanding, achieving zero accidents among

our employees in Assiut cement plant. We also achieved zero road fatalities among our delivery service, including hundreds of drivers from our partner hauling companies. Last July we received the "Most Improved" Cement Operation Safety Award in the annual CEMEX Global Awards program.

Training investment to CEMEX Egypt employees has tripled over the last 3 years. Within the community social investment, we have also made good progress reaching out to 14,000 beneficiaries in Assiut through our CEMEX Egypt Foundation CSR initiatives. Moreover, despite the construction industry downturn, our business activities have created over 2,000 direct and indirect employment opportunities in the last 3 years.

Looking forward, we have started 2014 with the same energy and dynamism. Creating value for our customers and stakeholders is the engine that motivates us every day to give the best we have. We count on your support to continue this great story and join CEMEX efforts to Be Part of the Solution for a better Egypt.

I wish you all, along with your families, prosperity, health, and happiness in 2014!

Sergio Menendez

Safe Driving Campaign for Employee Transportation Bus Drivers

Occupational health and safety is considered one of our day to day business priorities. And as our goal is to reach Zero accidents, the human resources department in coordination with the health and safety team launched a safety awareness campaign for employee transportation bus drivers in Assiut. All drivers received their safety driving sessions which included instructions on the speed limit, space management and collision avoidance among other material. The campaign aims at increasing safety measures within our operations and ensuring the safety of our employees.



AUC Employment Fair

CEMEX is continuously investing in attracting the best calibers who can be part of the organizational growth. CEMEX Egypt participated in the American University in Cairo (AUC) annual employment fair which was organized in November. The fair attracts a large number of students who visit companies' booths to search for internships, part-time or full-time positions. CEMEX Egypt's booth attracted a large number of potential candidates who will be considered for future hiring.

Hot Meals Served at Assiut Plant Cafeteria

The management team witnessed the inauguration of the new cafeteria at Assiut plant which will serve hot meals for the first time to all our employees. The idea behind serving hot meals is to promote healthy nutritional habits and to reduce the usage of paper and plastic used in food packing.



OUR BUSINESS

Concrete Pavement

Through 2013, we have taken the first steps to be the leading concrete pavement provider in the Egyptian market. We have executed around 150,000m² in 4 different projects and we succeeded to deliver the high quality pavements solutions we have promised our clients. Our communication with government authorities and specifiers has been building up the awareness for the significant advantages of concrete pavement solutions compared to asphalt in terms of lower cost over the full life cycle, reduced heat island effect and reduced vehicle cost consumption. Our target in 2014 is to double our figures to reach 300,000m² along with introducing new pavement solutions such as soil cement.



Inauguration of CEMEX Egypt Warehouse in Al Minya Governorate

As part of CEMEX Egypt's plan of expanding its operations and investments in Egypt, the company inaugurated a new warehouse in Al Minya governorate. CEMEX has a large number of warehouses all over Upper & Lower Egypt to make sure it meets the demand of its customers. The warehouses are located in Tanta, Minya, Assiut, Sohag, Naga Hammady, Queft, Edfu, Hurghada and soon in Tama. The new warehouse is located in Malawy and it will facilitate access to our products and save time for our customers.



New RM Plant in Beni Suef to Supply Steel Factory Project

In light of our commitments to best serve our customers and ensure their satisfaction, the Ready Mix team sealed a deal to supply concrete to a new mega project steel factory in Beni Suef governorate "IIC". The Ready Mix team established a ready mix plant in Beni Suef governorate to mainly supply concrete to this new steel factory.

The expected supply volume in this project is around 100,000m³ to be supplied in a 1 year timeframe. The project includes the delivery of the concrete needed for the structure in addition to 100Km² of RCC (Roller Compacted Concrete) concrete pavement.



CEMEX EGYPT SPECIAL PRODUCTS

Colored Concrete with Exposed Aggregates

With the continuous effort to promote our value added products, CEMEX Ready Mix was able to supply colored concrete with exposed aggregate for the first time to a factory located in Obour. This special product is a decorative concrete that is used in beautifying flooring for compounds, pools...etc



High Slag CEM III / A (42.5N – Low Heat)

Slag Content 59% ± 2%

Our Product is produced using carefully selected raw materials with strict quality control through each stage of the manufacturing process ensuring that a consistent final product is produced meeting and exceeding the requirements of international standards.

High Slag cement is the most suitable solution for a wide range of concrete applications including mass concrete, sewage systems and concrete elements subjected to severe environment. It significantly reduces heat evolution during hydration hence reducing thermal cracks in concrete. In fact it is the optimum solution for hot weathering concrete. CEMEX Egypt produced this product specifically for the requirements of Venci, Orascom and Arab Contractors to supply the national project of Assiut Barrage.

OUR COMMUNITY



CEMEX Egypt Foundation Distributes 1000 Blankets to the Poor in Assiut

CEMEX Egypt Foundation distributed 1000 blankets to more than 1000 poor families in various villages in Assiut governorate. The distribution process was organized in coordination with more than 20 NGOs to ensure reaching out to the most needy.

Mexican Ambassador Inaugurates CEMEX-ESLSCA MBA Program in Assiut

H.E Mexican Ambassador Jorge Alvarez Fuentes witnessed the inauguration of CEMEX-ESLSCA MBA program in Assiut which took place at our plant in Assiut. The Masters in Business Administration is considered the first accredited graduate-level program to be offered by a leading business school in Assiut governorate, highlighting that the program is offered through a partnership between CEMEX Egypt and ESLSCA Business School where CEMEX Egypt provides a scholarship of 20% for all students from Upper Egypt in addition to providing the facilities where all classes will take place. It is worth mentioning that the inaugural class witnessed the attendance of 60 students where 28 of them were non-CEMEX employees.



CEMEX Egypt Managing Director Sergio Menendez & Dr. Mostafa Hodaib Senior Academic Consultant ESLSCA Business School



H.E Mexican Ambassador Jorge Alvarez Fuentes along with CEMEX management and students during the signing ceremony

OUR COMMUNITY



CEMEX Egypt Foundation Distributes Meat on the Occasion of Al Adha Feast Holiday

CEMEX Egypt Foundation celebrated Al Adha feast holiday with the community in Assiut and distributed meat to around 1500 poor families in Assiut. It is worth mentioning that the distribution process was organized in cooperation with more than 13 NGOs in villages of Dayrout, Manflout and in Assiut city in order to ensure reaching to those in need. Many volunteers from the community joined and participated in the weighing, cutting, and packing process of the meat during the day.

CEMEX Egypt Foundation Celebrates International Disability Day with more than 500 children

CEMEX Egypt Foundation celebrated the International Disability Day with more than 500 disabled children from 25 NGOs and 6 governmental schools in Assiut, in addition to honoring highly dedicated mothers. The event was held at the company's Sports City and the day was full of entertainment activities for the children from puppet shows, clown shows and dancing, highlighting that many of the company's employees joined the children in the celebration to contribute in putting a smile on their faces. The children enjoyed their day and were thankful to CEMEX Egypt Foundation for their efforts and the gifts distributed.



OUR ENVIRONMENT

CEMEX Egypt Foundation Signs a Cooperation Protocol for Garbage Collection in Al Weledeya Village in Assiut

CEMEX Egypt Foundation signed a cooperation protocol with Al Weledeya Community Development Association (Kheir Initiative Team) in the field of collecting household garbage in Al Weledeya village in Assiut to build awareness of the local community about the importance of garbage separation and preserving the environment. The foundation donated brand new tricycles and Personal Protective Equipment "PPE" (Safety tools), in addition to providing technical assistance for the project management in order to achieve rapid improvement in the garbage problem and ensure its sustainability. This protocol is an expansion of the foundation's formerly launched "Clean Assiut" initiative in Mankabad village which was successful and provided permanent job opportunities.



Green Week

CEMEX Egypt hosted a GREEN WEEK on 24-28 November 2013. The week started with planting 30 trees in the plant and giving healthy tips and an apple for every employee on their arrival to the plant.

The rest of the week days included sustainability activities such as monitoring water, electricity and paper usage as well as holding a "NO SMOKING" day; the week was concluded by a GREEN theme, where all employees dressed up in green as a symbol of contributing to the environment.