

CEMEX IN EGYPT

NEWS LETTER

Issue No.3 2014



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- CEMEX Safe Driving Program



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- Inauguration of New Ready Mix Plant in Mostorod

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MESSAGE BY MANAGING DIRECTOR



Dear Stakeholders,

Welcome to the third edition of CEMEX in Egypt quarterly newsletter in 2014 and I hope you find the information contained in this newsletter informative.

In this edition, we highlight CEMEX in Egypt's updates and achievements within our 4 main fields which are Our People, Our Community, Our Business and Our Environment during the last quarter and keep you posted with all what is new related to them.

Despite the economic challenges the country and the cement sector has been witnessing recently in terms of shortage of energy and its impact on the total cement production in Egypt and its affect on various other industrial sectors, we continued expanding and executing our planned investments through improving the work environment for our employees, boosting investments in alternative fuels to reach higher records in fuel substitution rates, expanding our Ready Mix operations across the country by installing new batch plants and introducing concrete pavement initiatives, in addition to the continuation of our efforts to develop local communities through our CSR programs, highlighting that we are confident from the positive future vision of Egypt's economy and its rapid recovery.

Along the second quarter of 2014, our superior commitment towards safety continued as we achieved an outstanding safety performance record at our Ready Mix operations with more than 500 days free from LTIs (Lost Time Injury) and that is due to the continuous safety measures and training provided to our employees including the recently launched Safety Awarding Program in 2014. We further established a new Ready Mix plant in Mostorod and are planning to further establish other plants in other governorates during 2014. In addition to that we succeeded to provide our special cement product "Al Fanar" to a couple of new national residential projects.

We also celebrated the Holy month of Ramadan with our employees and stakeholders by organizing many iftar and sehour events. Additionally, our CEMEX Egypt Foundation held its annual Ramadan Activities and charitable donations which allowed us to engage with our surrounding communities and set a proper celebration for this holy month.

We look forward to continue with the same energy and dynamism and I hope you enjoy reading through this quarterly newsletter edition and find many interesting stories. We count on your support to receive feedback so we can continue improving along the way since you are our partners of success.

Ramon Piza

OUR PEOPLE

Latest Safety Initiatives & Achievements

Since safety is top priority at CEMEX and our goal is to reach and maintain ZERO accidents, the company continued its safety initiatives during the second quarter of 2014 to ensure the continuous improvement of safety levels for our employees.

One of these initiatives is the Safety Rewarding Program launched in 2014 at all our operations which is a program based on an evaluation methodology that selects best safety performers from each employee category every quarter and recognition awards are provided.

Another remarkable achievement was the ready mix operations performance at Abu Rawash plant where it reached up to 500 days without LTIs (Lost Time Injury) and this represents a new safety record in ready mix operations and demonstrates the commitment of our workers with the safety measures and the efficiency of safety trainings provided by the company.

Furthermore and during the holy month of Ramadan, the company worked on several new initiatives to raise road safety awareness to all drivers ; establishing billboards for safe driving at the entrances and exits of all gates at our plant in Assiut and embedding safety messages in the workplace as well as in all trucks, busses and cars.



New Bus Station Design for a Better Work Environment

CEMEX has implemented a new design for the bus station in front of one of Assiut plant gates in order to facilitate the process of getting in and out of the workplace, and enforce safety and control for the traffic movement of our employees and contractors vehicles.



OUR PEOPLE

Iftar & Sohoor for Our Employees During Ramadan

In light of increasing engagement levels among our employees and celebrating the festivity of the holy month of Ramadan, the company held an Iftar event for all our employees in Assiut in addition to a Sohoor event for Cairo employees with various entertainment activities to create a friendly and fun environment.



CEMEX Maintains its Cooperation with AUC



Since PEOPLE are CEMEX most important asset, the company maintained its presence at the AUC spring 2014 employment fair which attracts high calibers in the market, highlighting that this allows CEMEX to position itself among the top leaders in the market and attracting potential candidates and calibers for future opportunities.

CEMEX also partnered with the Career Center at the AUC to educate young generations about different career options through the application of the Job Shadowing program. The program allows students to gain exposure to various career fields and help them make a sound career decision.

OUR BUSINESS

Celebrating Ramadan with Our Clients

During the holy month of Ramadan, the company held several Iftar events to more than 900 of our clients from various governorates, highlighting that the events included different entertainment programs that were enjoyed by our clients in addition to distributing valuable prizes in order to enhance our relationship with our loyal clients.



Inbound SMS Contest For Contractors

In light of spreading our technical cement knowledge to our contractors through new and innovative initiatives, the company launched an inbound SMS contest where our contractors received different types of multiple choice questions through SMS messages and winners were decided through a ruffle from all those who sent correct answers. It is worth mentioning that winners were then published on our Al Moqawel Website (www.almoqawel.com) and provided with valuable prizes.

Inauguration of New Ready Mix Plant in Mostorod

CEMEX inaugurated a new Ready Mix batch plant in Mostorod to serve supplying the national project of refinery for ERC (Egyptian Refining Company). The total project demands reach around 300 thousand cubic meters of concrete and CEMEX was able to win the tender of supplying the first phase of the project with 120 thousand cubic meters of concrete.

It is worth mentioning that the project required specific standard of concrete and CEMEX was up to the challenge and committed to meet these standards. It is also worth mentioning that CEMEX will further establish new plants in Beni Suef and Al Areesh governorates.



OUR BUSINESS

Supplying "Al Fanar" Cement to National Residential Projects

The company supplied "Al Fanar" bulk cement to 2 new national residential projects in Al Aareesh and Gamasa governorates.



Tax Awareness Session for Our Customers

CEMEX organized a tax awareness seminar for our customers to enlighten the importance of taxes and clarify the tax structure in the cement sector. It is worth mentioning that the session was led by experts from the Tax Authorities and customers highly appreciated this informative seminar.

OUR CEMENT BAG PRODUCTS



OUR COMMUNITY



CEMEX Extends its Partnership with World Food Program

CEMEX in Egypt extended its partnership with the United Nations World Food Program (WFP) for the 7th consecutive year to support its Food-for-Education program in Assiut governorate which will benefit more than 4,000 people. It is worth mentioning that CEMEX and WFP have been partners since 2008.

WFP will use this donation to provide daily nutritious snacks and monthly take-home rations during an entire year to around 670 children and their families in 23 community schools in the poorest and most food-insecure areas in Assiut. The program contributes in increasing the enrolment, attendance and the retention of children in Assiut.

CEMEX Egypt Foundation Installs Roofs for 26 Low Income Houses in Gahdam Village

As part of CEMEX commitments to improve social standards and develop surrounding communities, the CEMEX Egypt Foundation installed new roofs for 26 low income houses in Gahdam village in Assiut as 1st phase, highlighting that the foundation conducted a prior social assessment for each family to ensure their eligibility for the roofing initiative criteria.



OUR COMMUNITY

CEMEX Sponsors “Egypt's Housing Crisis, Challenges & Opportunities” Seminar

CEMEX sponsored a seminar organized in cooperation between the Canada Egypt Business Council and the Egyptian Council for Sustainable Development under the title of “Egypt's Housing Crisis, Challenges & Opportunities” which was held under the auspices of Minister of Housing & Urban Development Dr. Mostafa Madbouly.

During the event the minister discussed important challenges facing the housing and real estate sectors, in addition to the government's plans, initiatives and projects for the coming period.



CEMEX Egypt Foundation Ramadan Activities

During the holy month of Ramadan CEMEX Egypt Foundation continued its annual social activities and charitable contributions distributing 5500 hot iftar meals and 2200 dry food packages in the most needy communities in Assiut including Gahdam, Beni Ghaleb, Bora, Mankabad, Salam & Elwan villages.

The foundation also successfully held its annual Ramadan football tournament for the third consecutive year at our Sports City stadium in Assiut with the participation of more than 40 teams from all over Assiut and the tournament's champion was Assiut Cement team which won Muslims Youths team in the final game.

CEMEX Egypt Foundation works on developing local communities by cooperating with NGOs focusing on 4 key pillars including Education, Employment, Environment and Sports.



OUR ENVIRONMENT

CEMEX Safe Driving Program

In light of our commitments and efforts to constantly create a safe environment for our surrounding communities and since one of the biggest challenges Egypt faces is the increased rates of accidents on the roads due to bad driving habits and lack of safety procedures which leads to thousands of injuries and fatalities annually, CEMEX tackled this issue through its safe driving school where number of drivers trained reached up to 43000 drivers.

We launched the school for Safe Driving in 2010 inside the plant in Assiut then extended this initiative to establish

and sponsor another fully equipped school at Assiut Traffic Authority in 2011 to help improve safety on roads and reduce accidents rates.

These schools aim to provide drivers with training in order to enhance safe driving behavior and improve safe driving awareness.

CEMEX also produced and donated 2500 new concrete road barriers to Assiut governorate to be used on road sides in order to increase safety of roads in Assiut governorates.



CEMEX Invests in Improving the Quality of Alternative Fuel Supply in Assiut

Continuing the role of CEMEX in improving the level of alternative fuel consumption, CEMEX invested around USD 1 million in Assiut compost plant owned by the government to improve the quality of alternative fuel supplies.





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