IGNACIO MADRIDEJOS
CEMEX USA PRESIDENT

“CEMEX USA STRIVES FOR EXCELLENCE IN EVERYTHING WE DO, AND THIS YEAR IS NO EXCEPTION. MOVING FORWARD, WE’LL CONTINUE TO BUILD ON OUR SUCCESSES BY RECOMMITTING OURSELVES TO THE HEALTH AND SAFETY OF OUR PEOPLE, PROVIDING SUPERIOR CUSTOMER EXPERIENCES, RETURNING OUR COMPANY TO INVESTMENT GRADE AND RELENTLESSLY PURSUING OPERATIONAL EXCELLENCE AS ONE GLOBAL CEMEX.”

USA RESULTS

The 2Q17 operating EBITDA increased by 19% on like-to-like basis, with a margin expansion of 1.8pp. In the United States, our domestic gray cement and ready-mix volumes decreased by 8% and 3%, respectively, while our aggregates volumes increased by 2%, during the second quarter of 2017 on a year-over-year basis. Decreased cement volumes during the quarter on a like-to-like basis reflect a difficult comparison base and significant precipitation in our southeastern states. Cement prices on a like-to-like basis increased 5% year-over-year and 2% sequentially; improved sequential prices reflect the implementation of our April price increase in California and the South Atlantic region. Single family housing starts increased 9% during the quarter, supported by low inventories, wage growth, job creation, positive consumer sentiment, and improved lending conditions. In the industrial and commercial sector, construction spending increased 7% year-to-date May with cement consumption growth in office, lodging and commerce. Regarding the infrastructure sector, although streets-and-highways spending declined 1% year-to-date May, year-over-year spending accelerated during April and May. We attribute this recent improvement to increased state and local governments spending, as well as easier 2016 comparisons.

Earnings Before Interest, Taxes, Depreciation and Amortization

EBITDA = Earnings Before Interest, Taxes, Depreciation and Amortization

CVA = Net operating profit less adjusted taxes - net assets x WACC

IGNACIO’S TOWN HALL MEETINGS

USA PRIORITIES

HEALTH & SAFETY
Our ultimate goals for Health and Safety are Fit4Life and Zero4Life. We’ll achieve these goals by reducing our LTI rate and holding supervisors accountable for implementing the Health & Safety Management System. We need to make health a top priority, as we do safety.

CUSTOMER CENTRICITY
Our ongoing vision is to establish value for our company and our customers through exceptional quality and service. We will achieve this goal by becoming the most recommended company in the industry and improving our prices while maintaining market share within the target range.

RETURN TO INVESTMENT GRADE
We will return our company to investment grade by improving our EBITDA. We will improve operating leverage and return our company to investment grade by improving our EBITDA. We will improve operating leverage and return our company to investment grade by improving our EBITDA. We will improve operating leverage and return our company to investment grade by improving our EBITDA. We will improve operating leverage and return our company to investment grade by improving our EBITDA. We will improve operating leverage and return our company to investment grade by improving our EBITDA. We will improve operating leverage and return our company to investment grade by improving our EBITDA. We will improve operating leverage and return our company to investment grade by improving our EBITDA. We will improve operating leverage and return our company to investment grade by improving our EBITDA. We will improve operating leverage and return our company to investment grade by improving our EBITDA. We will improve operating leverage and return our company to investment grade by improving our EBITDA. We will improve operating leverage and return our company to investment grade by improving our EBITDA. We will improve operating leverage and return our company to investment grade by improving our EBITDA. We will improve operating leverage and return our company to investment grade by improving our EBITDA. We will improve operating leverage and return our company to investment grade by improving our EBITDA. We will improve operating leverage and return our company to investment grade by improving our EBITDA. We will improve operating leverage and return our company to investment grade by improving our EBITDA. We will improve operating leverage and return our company to investment grade by improving our EBITDA. We will improve operating leverage and return our company to investment grade by improving our EBITDA. We will improve operating leverage and return our company to investment grade by improving our EBITDA. We will improve operating leverage and return our company to investment grade by improving our EBITDA. We will improve operating leverage and return our company to investment grade by improving our EBITDA. We will improve operating leverage and return our company to investment grade.

WORK AS ONE GLOBAL CEMEX & PURSUE OPERATIONAL EXCELLENCE
We will strive to have EBITDA improvement from Operational Excellence projects and become a leader in CEMEX global networks. We will identify the issues that affect our communities, identify our stakeholders, and develop community outreach action plans to address the issues to ensure we become a desired neighbor and an essential part of the community.

Don’t forget to follow us!

www.facebook.com/CEMEXUSA
www.twitter.com/CEMEX_USA
www.youtube.com/CEMEXUSA
www.instagram.com/CEMEX_usa
www.CEMEXUSA.com

OUR RESULTS

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<tr>
<th></th>
<th>2Q17</th>
<th>2Q16</th>
<th>% var</th>
<th>L-T-L</th>
</tr>
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<tbody>
<tr>
<td>Net Sales</td>
<td>916</td>
<td>931</td>
<td>(2%)</td>
<td>4%</td>
</tr>
<tr>
<td>Op. EBITDA</td>
<td>170</td>
<td>156</td>
<td>9%</td>
<td>19%</td>
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<tr>
<td>as % net sales</td>
<td>18.6%</td>
<td>16.8%</td>
<td>1.8pp</td>
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Millions of U.S. dollars

<table>
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<tr>
<th></th>
<th>2Q17 vs. 2Q16</th>
<th>2Q17 vs. 1Q17</th>
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<tbody>
<tr>
<td>Cement</td>
<td>(8%)</td>
<td>11%</td>
</tr>
<tr>
<td>Volume</td>
<td>Ready mix</td>
<td>(3%)</td>
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<tr>
<td></td>
<td>Aggregates</td>
<td>2%</td>
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<th></th>
<th>2Q17 vs. 2Q16</th>
<th>2Q17 vs. 1Q17</th>
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<tbody>
<tr>
<td>Cement</td>
<td>(3%)</td>
<td>2%</td>
</tr>
<tr>
<td>Price (LC)</td>
<td>Ready mix</td>
<td>0%</td>
</tr>
<tr>
<td></td>
<td>Aggregates</td>
<td>3%</td>
</tr>
</tbody>
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SAFETY MILESTONES

CONGRATULATIONS TO OUR OPERATIONS FOR ACHIEVING THESE SAFETY MILESTONES AND HELPING US PURSUE OUR GOAL OF ZERO4LIFE.

CINCINNATI TERMINAL
7,000 days without a lost-time injury

TECHNICAL CENTER
3 years without a lost-time injury

BALCONES QUARRY
600 days without a recordable or lost-time injury

BALCONES PLANT
800 days without a lost-time injury

HARLINGEN TERMINAL
6,000 days without a lost-time injury

CLINCHFIELD
600 days without a lost-time injury

KATY TERMINAL
6 years without a lost-time injury

THIRD QUARTER SAFETY SPOTLIGHT:
HAZARD IDENTIFICATION

MANY OF OUR INJURIES OCCUR BECAUSE EMPLOYEES DO NOT RECOGNIZE THE HAZARDS THEY ENCOUNTER, OR THEY MAKE A CONSCIOUS CHOICE TO WORK AROUND THEM INSTEAD OF CONTROLLING THEM. AS A CEMEX EMPLOYEE, YOU ALWAYS HAVE THE RIGHT TO REFUSE WORK THAT YOU BELIEVE TO BE UNSAFE. IF DURING THE COURSE OF YOUR PRE-WORK ASSESSMENT YOU IDENTIFY A HAZARD THAT CANNOT BE PROPERLY CONTROLLED, YOU SHOULD NOTIFY YOUR SUPERVISOR BEFORE ENGAGING IN THE TASK.

STOP THINK ACT
DO YOU PRACTICE THE SAFETY ESSENTIALS?

**JUNE**

**Manual Handling**
Use mechanical aids or ask for help to reduce risks.

**July**

**Personal Protective Equipment**
Always wear the correct PPE.

**August**

**Driving Safety**
Drive safely. Ensure you are properly trained and your vehicle is well maintained.

CEMEX USA HEALTH ESSENTIALS

**June**

TAKE CARE OF YOUR SKIN
Protect your skin when exposed to sunlight or chemicals.

**July**

CHECK YOUR HEALTH
Take part in regular health checks and act on the results to improve your health.

**August**

KEEP VACCINATIONS UP TO DATE
Keeping your vaccinations up to date can save your life.

CEMEX USA IS FIT4LIFE

GET STARTED ON YOUR 2017 WELLNESS ACTIONS

Improve your well-being and avoid the 2018 medical plan surcharge by completing the following actions* by Nov. 15, 2017:

**Step 1:** Complete your annual physical exam and get your required health screening values.

**Step 2:** Complete the confidential Health Assessment at cemex.staywell.com and click let’s go! on 10k-a-day.

**Step 3:** Achieve at least one of the required health screening values in the healthy range. Or, complete one alternative activity.

Visit the programs tab on cemex.staywell.com or call StayWell at 1-855-847-6810 to get started and for more information on the alternative activities.

These wellness actions also apply to your spouse covered by the CEMEX medical plan.

*May not apply to certain employees covered under a collective bargaining agreement (CBA). Refer to your CBA.
ENGAGEMENT OPPORTUNITIES IN OUR OPERATIONS

CEMEX CEO Fernando A. González visited our CEMEX USA Corporate Office to meet with the U.S. Management Team and host a town hall meeting/Q&A session with our corporate and Texas regional office teams. Mr. González discussed opportunities for the U.S. market and stressed that our people are CEMEX’s greatest asset. “If we take care of our employees, our employees will take care of the rest,” he said.

Our cement commercial team met for two days at our Houston Corporate Office for their annual training event. The event was led by Executive Vice President Commercial and Government Affairs—Frank Craddock. Also participating were CEMEX USA President Ignacio Madridejos and Executive Vice President—Logistics Matt Wild. The training was a huge success, and the team left energized and ready to continue delivering great results for our company.

Team members from our Houston Corporate Office recently volunteered at the Houston Food Bank, preparing breakfasts and lunches for the hungry in the Greater Houston area.

Caring about our employees: we have improved our employee recognition program—Career Milestone Awards—to recognize employees for their service and dedication to CEMEX. In 2017, more than 1,200 employees will be recognized for their dedication in helping build a better future.

To learn more, visit: www.cemexusa.com/carex

Our PEOPLE WHO ARE LIVING OUR VALUES

OUR VALUES MAKE UP THE ESSENCE OF OUR CULTURE. THEY EXPRESS WHO WE ARE, HOW WE BEHAVE, AND WHAT WE BELIEVE IN. THESE ARE THE VALUES THAT GUIDE US: ENSURE SAFETY, FOCUS ON CUSTOMERS, PURSUE EXCELLENCE, WORK AS ONE CEMEX, ACT WITH INTEGRITY.

BRANDON BLUE
ENVIRONMENTAL MANAGER, SOUTH FLORIDA AGGREGATE

BIANCA LIMAS
CUSTOMER EXPERIENCE PROFESSIONAL, CUSTOMER EXPERIENCE (CEMENT ORDER FULFILLMENT)

CHERYL DANIEL
CUSTOMER SERVICE AGENT, TAMPA READY MIX DISPATCH

AREIL DELEON
LEADMAN, KROME QUARRY

EMMA OROZCO
EXECUTIVE, HR ASSISTANT - HUMAN RESOURCES

“THANKS FOR PARTICIPATING IN THE ENGAGEMENT SURVEY... THIS WAS YOUR VOICE. HERE IS OUR ACTION.”

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One of our core values is Act With Integrity. Acting with Integrity means living up to our commitments, doing what we say we’ll do, and doing the right thing in compliance with the highest ethical standards we have as a company.

Our ethical standards are defined in our Code of Ethics. It covers a wide range of business practices and relationships, and establishes key guiding principles for CEMEX employees.

CEMEX encourages all of us to report any suspected violation of our Code of Ethics. CEMEX will thoroughly investigate all good faith reports of violations, and CEMEX will not tolerate any kind of retaliation for reports or complaints of misconduct that are made in good faith.

The U.S. Ethics Committee was established to enforce the guidelines established in our Code of Ethics. The committee meets periodically throughout each year to review cases submitted via the ETHOSline and the findings of the investigations.

The U.S. Ethics Committee members are the following executive vice presidents:

- Mike Egan, General Counsel
- Guillermo Martinez, HR and Communications
- Kirk Light, Florida Region
- Hugo Bolio, Cement Operations
- Eric Wittmann, West Region

Employees can anonymously report potential Code of Ethics violations via the ETHOSline 24/7. 

**ONLINE**
https://www.tnwgrc.com/cemex/default.htm

**TELEPHONE**
1-888-847-5016

**EMAIL**
CEMEX@tnwinc.com

CEMEX continues to show its leadership in aggregates with new rankings from the U.S. Geological Survey that list three of our quarries in the top 25 Crushed Stone Operations in the nation.

The USGS statistics ranked Balcones Quarry as the number one quarry in the United States for production volume in 2015, with FEC Quarry in Miami ranked fourth. Balcones Quarry is integral in providing crushed stone for aggregates projects in the growing Texas markets, producing approximately 10-12 million tons of limestone materials per year. More than 100 employees work at the facility. CEMEX recently invested in a water recycling plant at Balcones Quarry that uses 90 percent less water annually than its previous wash plant. FEC Quarry in Florida supplies crushed stone across Florida for new buildings and infrastructure. The quarry is also recognized for its community involvement. Earlier this year, the National Stone Sand and Gravel Association named FEC Quarry as a Bronze Community Relations Award winner.

Our Krome Quarry in Florida was also ranked in the top 25 by USGS. CEMEX has more than 50 quarries across the United States.

**CEMEX ETHOS**

**CEMEX TAKES TOP SPOTS IN US QUARRY RANKINGS**

**Scott Ducoff**, Regional President for Texas, has decided to leave CEMEX. We want to thank Scott for his contributions to CEMEX and wish him success in his new endeavors. Scott will stay through August 31 to help with the transition.

**Joel Galassini**, current VP/GM Aggregates Florida, has been appointed Regional President for Texas, reporting directly to Ignacio Madridejos, President of CEMEX USA. Please join us in congratulating Joel and wishing him success in his new role.

**CEMEX USA PRESIDENT**

IGNACIO MADRIDEJOS

**ORGANIZATION ANNOUNCEMENT**

We would like to inform you of the following changes in the organization, effective July 26th:

**Mike Egan**, General Counsel

**Guillermo Martinez**, HR and Communications

**Kirk Light**, Florida Region

**Hugo Bolio**, Cement Operations

**Eric Wittmann**, West Region

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**EMAIL**
CEMEX@tnwinc.com
FOCUS ON CUSTOMERS

CHASE CENTER
SAN FRANCISCO, CALIFORNIA
CEMEX is supplying the building blocks for the new Chase Center in San Francisco. CEMEX is providing 140,000 cubic yards of ready mix concrete for the new sports and entertainment complex.

PINTO BUSINESS PARK
HOUSTON, TEXAS
CEMEX created a custom concrete mix with Forta-Ferro macro-fiber to form the decks for the 855,000-square-foot warehouse and distribution facility. The mix was designed to prevent curling and create a level, smooth surface.

VOLCANO BAY WATER THEME PARK
ORLANDO, FLORIDA
A 200-Foot volcano teeming with water slides is the centerpiece of Universal Orlando Resort’s Volcano Bay Water Theme Park, and it was made possible in part by custom concrete mixes provided by CEMEX USA.

SIMPLIFYING HOW WE WORK
TO BUILD SUPERIOR CUSTOMER EXPERIENCES

WE ARE CHANGING KEY PROCESSES AND POLICIES TO MAKE THINGS EASIER FOR OUR CUSTOMERS – FROM PLACING AN ORDER TO DELIVERY AND PAYMENT.

customerfirst.cemex.com

We are changing by...

Aligning Our Organization
Updating Processes and Policies
Implementing Digital Solutions
Measuring Satisfaction
Innovating to Add Value

SAN FRANCISCO
HOUSTON
ORLANDO
Leadership from our Operational Excellence group met for their Annual Meeting in Houston, where they reviewed their successes from the first half of the year, best practices and their plans for the rest of 2017. They also celebrated our 15 new Operational Excellence Black Belts. Pictured are Black Belts Cliff Toliver, Craig McGaughy, Shannon Graves, Anne Saelens, Jackelin Simmons, Maria Gaby Espinoza, Mike Dillon, Alex Bertheau, Marc Lopez, Patrick Hoffman, Jose Rodriguez, Claudio Eberhardt and Carlos Perez-Crissien (Steve Switzer and Gerald Welch not pictured.)

**SHIFTING MINDSET:** MOVING FROM REACTIVE TO PREVENTIVE MAINTENANCE

**SHIFTING MINDSET:** DRIVE ROOT CAUSE ANALYSIS

As Travis Johnson witnessed increased labor and maintenance costs, he formed a team, comprised of Christoph Weigl, Jose Rodriguez and Maintenance and Operations crew, to identify reasons for the increased maintenance cost by conducting Root Cause Analysis. The division was relying heavily on a reactive maintenance program. One root cause was the plant’s “band-aid” mentality. Many quick fixes were put in place rather than solving underlying root causes. These quick fixes were only masking the issues -- they also led to the Maintenance department having to spend additional time. Mechanics were spending excess time traveling long distances to make unplanned repairs.

**APPLYING SKILLSET:** CONTINUALLY IMPROVE PROCESSES

The team determined the answer was to move from a reactive maintenance program to a preventive maintenance program. To accomplish this team has:

- Established defined maintenance roles and responsibilities for the operations and plant maintenance - As roles were defined, responsibility for troubleshooting issues in the operations shifted to the plant foremen and yardmen. They were trained on how to perform daily and weekly inspections, provided a troubleshooting guide and the team created Standard Work for resource management.
- Established labor efficiency practices – Open communications and understanding of responsibilities was necessary to support any labor efficiency practices. A schedule of communications between maintenance and operations was created.
- Implemented new tools - An automated Work Order request, authorization and release (use of tablets for mechanics) was implemented.

**RESULTS**

Year to date these actions have led to an increase to labor productivity, a decrease in overtime and savings of $198,000. If you would like to learn more about this project, results, or Root Cause Analysis process, please contact Jose M Rodriguez.

**BUSINESS OPPORTUNITY**

The Southern California Ready Mix division stretches from Santa Barbara to San Diego, consists of 24 Ready Mix plants, and covers 250 square miles. During the recession, it became necessary to greatly reduce maintenance costs, personnel and practices. In 2014-15 demands began increasing, and the maintenance department started working overtime and outsourced many maintenance activities. The overtime hours and outsourced activities served the short-term need, but were unsustainable as a long-term business model.
FOUR CEMEX CEMENT PLANTS EARN EPA’S ENERGY STAR® CERTIFICATION

Four CEMEX USA cement plants achieved the U.S. Environmental Protection Agency’s ENERGY STAR® certification for 2017, recognized for their efforts in energy efficiency and sustainability.

The plants—Brooksville, Miami, Clinchfield and Victorville—achieved the certification by ranking in the top 25 percent for energy conservation when compared to similar U.S. facilities. Each plant also had to meet the technical requirements of the ENERGY STAR® Plant Energy Performance Indicators.

The Clinchfield plant achieved ENERGY STAR® Certification for the 11th consecutive year with its recognition in 2017. Miami was recognized for the seventh consecutive year, and the Victorville Cement Plant received the certification for the sixth straight year. 2017 was the fifth time Brooksville earned the ENERGY STAR® Certification. Overall, carbon dioxide emissions per ton of cementitious product at CEMEX plants have dropped 20 percent since 1990.

CEMEX SETTLEMENT AGREEMENT WITH COASTAL COMMISSION ON MARINA SAND MINE APPROVED

The California Coastal Commission approved the agreement CEMEX negotiated with Commission Staff regarding the continued operation of the CEMEX Lapis Sand Plant. This agreement is part of a settlement of disputes with the Commission, the State Lands Commission and the City of Marina over the historical operations of the more than 110-year-old Lapis facility. The approval by the Coastal Commission was the result of years of discussions and is another step in the retirement of the plant.

CEMEX INVESTED MORE THAN $50M IN ENVIRONMENTALLY-FRIENDLY ACTIONS IN 2016

CEMEX further demonstrated its commitment to sustainable business practices in 2016, investing more than $50 million on projects and improvements in cement plant operations and other facilities to help reduce environmental impact and conserve nearby wildlife.

Last year, all active CEMEX cement plants in the U.S. achieved the Wildlife Habitat Council’s Conservation Certification, and several sites in California are currently working to attain that goal. The Lytle Creek Quarry in Rialto, Calif., has more than 150 acres dedicated to wildlife habitat easements, including the Riversidean alluvial fan sage scrub, a habitat for the San Bernardino Kangaroo rat, an animal listed as endangered by the U.S. Fish & Wildlife Service in 1998.

Dr. Hugo Bolio
EVP, CEMENT OPERATIONS AND TECHNOLOGY

“These plants follow initiatives each day to ensure they operate with sustainability in mind and lead the way in our industry. They serve as models for others to follow with their repeated recognition for their efforts. We are very proud of the work they’ve done to achieve ENERGY STAR® certification this year by maintaining these high standards.”

CEMEX SHOWS COMMITMENT TO CALIFORNIA COMMUNITIES

CEMEX is building on its commitment to communities in California by hosting events for nearby students and their families that give them an inside look at certain facilities while teaching them about our operations. CEMEX hosts tours at the closed Olympia Quarry near Santa Cruz, Calif., to show the facility’s ongoing reclamation efforts. In Southern California, CEMEX is partnering with Granite Hills High School in Victorville to support the school’s Academy program. This September, CEMEX will host its annual Run Around the Rocks, a 5K run-walk through Lytle Creek Quarry in Rialto, Calif.

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The crown jewel of CEMEX’s environmental programs is the El Carmen Nature Reserve, a private conservation area that spans nearly 400,000 acres across the Texas-Mexico border in the Big Bend region. El Carmen is comprised of five different ecosystems and is home to a myriad of plants, birds, mammals, reptiles and amphibians. CEMEX received the Wildlife Habitats Council’s Gold Tier Program of the Year for work at El Carmen in 2016. For more information on CEMEX’s environmental and conservation efforts, visit cemexnature.com.
CEMEX USA proudly donated concrete to our friends at Lennar Orlando to help build a new home for Army Military Police Captain Elmer J. Rivera (Ret) and his family in Oakland, Florida. Captain Rivera was severely injured in a mortar attack in 2004, so Lennar Orlando built this new home to suit his needs. Thanks to Lennar Homes for bringing us in on this project, and to Captain Rivera for his service and sacrifice. We wish him and his family all the best in their beautiful new home!

Local students recently created concrete reef balls to deploy off the coast of Florida at our Brooksville Quarry. The concrete was donated by our Tampa Division–Brooksville Ready-Mix. A great learning opportunity for a great group of kids!

CEMEX was recognized by the Florida Department of Education and the Florida Education Foundation with the Commissioner’s Business Recognition Award for our work with youth in Sumter County. CEMEX is a partner with the Sumter County School Board and helped establish the Sumter Environmental Education Center (SEE) to provide resources for students and make education more interactive. Each year at SEE, CEMEX holds a program for fourth- and sixth-grade students from Sumter County. This is the second time CEMEX has received the Commissioner’s Business Recognition Award in four years.

The CEMEX Balcones Quarry in New Braunfels, Texas, announced a donation of $45,000 to the Edwards Aquifer Conservancy (EAC), an organization that supports and benefits the Edwards Aquifer. The donation funds the CEMEX Educator Excursion Series, a series of hands-on educator workshops that promotes protection and conservation of the Edwards Aquifer and its surrounding habitat located in Bexar and Comal Counties. The donation is the second of three annual donations funded by the CEMEX Balcones Quarry through the CEMEX Foundation.

Two baby American bald eagles have a new lease on life, thanks to the efforts of our team at the West Plant in Phoenix and the Arizona Game & Fish Department. The eagles fell from a nest near the plant and became trapped inside a conveyor tail pulley. Aggregate Superintendent Eric Serrano and Operations manager Brett Spencer worked with the AZGFD officers to safely remove the birds without issue or injury. Both of the eagles were found to be healthy and were released back to their parents, who watched the entire rescue from a nearby utility pole.

CEMEX expects to supply 21,500 cubic meters of Roller Compacted Concrete (RCC) to pave all of the roads for the new terminal of the largest trucking company in Mexico.

CEMEX is participating in the construction of the major S7 Expressway in Poland by supplying over 400,000 cubic meters of concrete.

CEMEX constructed the biggest rail crossing ever developed by CEMEX in the UK. The multiple crossing consists of 10 sets of switches and 1,800 meters of rail track.

CEMEX is supplying approximately 58,000 cubic meters of concrete for the second lock chamber of the Moselle River in Trier, Germany.
STAY INFORMED.

Sign up for text messages to receive HR and benefits information. You can subscribe by texting CEMEXHR to 23613 from your mobile phone.*

*Text messaging and data rates may apply. Frequency of alerts depends on account preference. For additional information and terms and conditions, go to http://benetxt.com/cemexhr.