

# MEET CEMEX GO

- CEMEX Go is a digital platform that transforms how we interact with our customers.
- CEMEX Go is the industry's first-of-its-kind, fully digital customer integration platform, available through desktop and mobile devices, allowing customers to access information anytime, anywhere — whether they are at an office, job site or on the go.
- It incorporates the latest advances in digital-industrial technology so that CEMEX can become faster, more responsive and more transparent — all in service of a better customer experience.
- It gives customers real-time, on-demand access to manage their relationship with CEMEX, including reviewing contracts and terms, placing and managing orders, tracking deliveries, checking invoices and making payments for CEMEX's main products, including bagged and bulk cement, ready-mix concrete, aggregates, and multi-products.
- With CEMEX Go, our customers can be benefited by increasing their productivity, allowing them to make better business decisions, and enabling them to have more control of their business.
- It not only allows us to meet customers' needs in ways our competitors cannot, but it also sets the foundation for us to add new value to our customer relationships in the future.
- This is a bold step to become the most customer centric company in the industry, along with all other ongoing initiatives, such as the Customer Journey Experience Program, the implementation of the Net Promoter Score and a rigorous system of customer experience's KPIs, to name a few.
- CEMEX Go has been launched in the U.S. and Mexico. Over the course of 2018, it will be rolled out in all other countries, changing the way CEMEX does business around the world.
- We are doing all of this with the support of our long-time partners, IBM and Neoris.
- Earlier this year, CEMEX launched its open innovation and venture capital unit, CEMEX Ventures, which focuses on engaging start-ups, entrepreneurs, universities and other stakeholders to shape tomorrow's construction ecosystem by tackling the industry's toughest challenges. The insights obtained from CEMEX Venture's core activities will enrich the ongoing iterative nature of CEMEX Go, as it adds functionalities to further create value for its customers in new and different ways. This commitment to innovation is more proof of how CEMEX will bring the global building materials industry into the interconnected age.