

# Frequently Asked Questions (FAQs)



## 1. What is CEMEX Go?

It is a first-of-its-kind, fully digital customer integration platform. Combining CEMEX's industry leadership with cutting-edge digital innovation, CEMEX Go is a multi-device offering that provides a seamless experience for order placement, live tracking of shipments, and managing invoices and payments for CEMEX's main products, including bagged and bulk cement, ready-mix concrete, aggregates, and multi-products. It delivers real-time, detailed information that customers need to get more done in less time, enabling them to have more control over their businesses and increase value to their stakeholders.

## 2. Why are we launching CEMEX Go?

We are launching CEMEX Go because we are committed to delivering a superior customer experience, and the benefits of a best-in-class digital platform make that a reality. Fundamentally, customers expect more of us. With the rise of seamless experiences like Uber and Netflix, customers expect instant and easy access to information, products and services. As a result, speed, transparency and responsiveness are more important than ever. CEMEX Go allows us to meet customers' needs in ways our competitors cannot, and sets the foundation for us to add new value to our customer relationships in the future.

## 3. How will CEMEX Go benefit customers?

CEMEX Go will benefit our customers by:

**Increasing their productivity:** They can use CEMEX Go anytime, anywhere, whether they're reviewing a contract, placing an order, tracking a delivery, or making a payment. CEMEX Go reduces their administrative burden so they can focus on more relevant business matters. They will be able to do in minutes what used to take hours.

**Allowing them to make better business decisions:** CEMEX Go gives them the real-time and detailed information they need for more effective decision-making regarding their business or projects. History of transactions allows them to measure, adjust, and act.

**Enabling them to have more control of their business:** CEMEX Go puts the power in their hands. Manage directly their CEMEX account with full visibility and control.

## 4. What does CEMEX Go do?

CEMEX Go gives customers real-time, on-demand access to the following:

**Prepare to buy:** Review contract details, including price agreements, manage active locations, and create new jobsites.

**Place an order:** Select type and quantity of product, and confirm orders.

**Manage delivery and fulfillment:** Real-time notifications of order status, live GPS tracking of shipments, request order changes and receive electronic proof of delivery.

**Make payments and review transactions:** See invoices and related documents, manage payments; and register and track a dispute, if needed.

## 5. Do our customers really want this?

Yes. We spoke with over 3,000 customers all around the world to learn ways to improve their experience. Customers shared some of the most challenging aspects of their business and asked us to find ways to deliver a more streamlined and efficient customer experience. CEMEX Go is a promise to do our part in making customers' jobs easier every day.

## 6. Why does this matter for CEMEX?

The launch of CEMEX Go is a significant milestone as we continuously evolve to remain the industry leader and further accelerate our growth. CEMEX Go allows us to combine our core business strength with powerful, integrated, digital tools that delight customers and make CEMEX a one-of-a-kind company. With

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CEMEX Go, we will combine our industry and technology leadership to deliver a superior customer experience.

**7. Does this indicate a strategic change for CEMEX?**

No. We have always been a customer-centric and customer-focused company, serving the needs of the market. CEMEX Go is a new approach to fulfilling that commitment.

**8. How will CEMEX Go grow and evolve in time?**

CEMEX Go is a major milestone in our digital transformation to achieve a superior customer experience. As with the launch of any new technology, its features and capabilities will evolve over time. Today's solution is the first step in shifting our customers from using analog support methods to a streamlined, digital solution. It will enable us to become more customer oriented and to continue to improve the value proposition that we give them.

**9. When will CEMEX Go be launched and in what countries?**

In November of 2017, CEMEX Go will be launched in the U.S. and Mexico. Throughout 2018, CEMEX Go will roll out in other countries, changing the way CEMEX does business around the world. More details about the specific rollout in your country will be provided in due time.

**10. How is CEMEX Go related to the Superior Customer Experience initiative?**

Superior Customer Experience is our goal to create experiences that surpass customers' expectations, experiences that are superior to the one's they've known with us, and superior to the ones our competitors can offer. We have launched the Customer Journey Experience Program, implemented the Net Promoter Score and other KPIs to measure our progress, and other initiatives. CEMEX Go is a clear commitment to how we will set a standard in our industry.

**11. What other initiatives in addition to CEMEX Go are underway to support the digital transformation of CEMEX?**

CEMEX is evolving and improving the IT infrastructure and processes to make it easier to get work done at a pace that meets the needs of our customers. Another initiative is CEMEX Ventures, which is focused on engaging start-ups, entrepreneurs, universities and other stakeholders to tackle the industry's toughest digital and technological 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.

**12. What will change about our processes and how we operate?**

CEMEX Go raises the bar on how we operate. It demands that we increasingly act with speed, agility and innovative thinking — all in service of meeting the evolving and accelerating demands of our customers. We anticipate that the responsibilities of certain roles may change. We may spend less time on customers' administrative needs and more time applying our expertise and experience to help our customers grow and succeed. With the use of CEMEX Go, our customers' businesses will grow and change, and so will we.