



We  our customers!



**CUSTOMER EXPERIENCE DAY | OCTOBER 1, 2020**

## JOIN CEMEX TO CELEBRATE OUR COMMITMENT TO CUSTOMERS!

At CEMEX, our core strategic goal is to become the most customer-oriented company in our industry. Our success is directly dependent on theirs, meaning that in all of our markets we must become our customers' best option.

We will not achieve this without the effort of each of you. The work of each CEMEX employee matters! To celebrate this we have organized something special for you.

### WHAT WE HAVE PLANNED FOR THIS OCCASION...

# COMPETITION!

## THE VOICE OF EMPLOYEES MATTERS

### Children

#### CUSTOMER EXPERIENCE

## Image

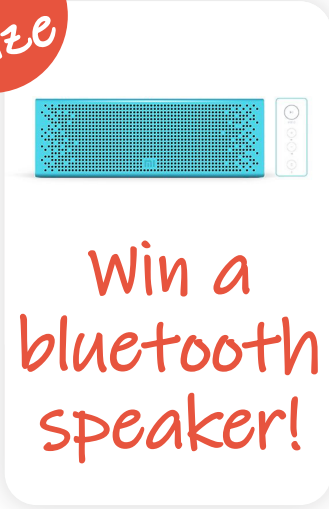
**BRIEF:**  
Create a mascot/face/image that will represent the customer experience in our company's communication.

**Be creative and have fun!**

**WHO CAN ENTER:**  
All children of CEMEX employees under the age of 14 are invited!

\*A professional graphic designer will complement the winning drawing.

1st Prize



### Adults

## Got a slogan?

**BRIEF:**  
Create a slogan that can represent the idea of customer experience. Something that is catchy, in line with our values, not too long, with a message...

**We believe in your creativity!**

**WHO CAN ENTER:**  
All CEMEX employees are invited!

1st Prize



Scanned works/photographs or slogan suggestions should be sent to the email address: [CUSTOMER.EXPERIENCE@CEMEX.COM](mailto:CUSTOMER.EXPERIENCE@CEMEX.COM) BY SEPTEMBER 15  
Plant/site manager, please help your employee who does not have an email!

**We count on your active participation in the celebration of Customer Experience Day. Thanks to you we are able to deliver a superior experience to our customers.**