Superior customer experience enabled by digital technologies
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UNLESS OTHERWISE NOTED, ALL FIGURES ARE PRESENTED IN DOLLARS.
Why is digital transformation critical to us?

Customer-driven world → Innovative commercial models to drive economic value

Highly competitive environment → Emerging business models

Opportunities and risks presented by new technologies → New sources of revenue & growth
CUSTOMER CENTRICITY

We know our customers

We monetize relationships

We exceed their needs

PEOPLE

TECHNOLOGY

DATA & ANALYTICS
Empower innovation with clear priorities and agile, transparent and disciplined execution

Digital transformation of our customer experience and supporting operations

Prospect and invest in new value propositions across the construction ecosystem

CUSTOMER CENTRICITY
Our digital solutions are evolving to offer customers a superior omnichannel experience.
Driving impact

- Augment growth by improving net promoter score (NPS) and reinforcing CEMEX’s position as the supplier of choice, driving customer loyalty and reducing churn.
- Reconfigure and optimize our sales force and service centers towards high value added activities.
- Utilize data and analytics to improve our business as well as that of our customers.
- Drive operational savings through automation, enabling self-service and paperless interactions.
Digital transformation impacting our customers’ business
Digital transformation impacting our customers’ business

Building for tomorrow...

- Ready Mix Online Store
- Construrama.com
- Construrama.com

- Housing
- Commerce and industry
- Infrastructure
- Self builders

- Last mile delivery
- Smart Store
• 2,000 stores in MX
• $2B in annual sales
• 8,500 trucks to cover last mile delivery
• Average 4,000 SKUs in store
## Básicos de Construcción

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<th>Producto</th>
<th>Marca</th>
<th>Precio</th>
<th>Calificación</th>
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Disponibilidad: 48 hrs
Calculada un calificación.
Cemento

Ordenar por: Relevancia

Tolteca, Cemento Gris Cpc30R Extra 25 Kg, Saco CEMEX
Disponible: Mismo día
Calificar producto
$114.60

Tolteca, Cemento Mortero 25 Kg, Saco CEMEX
Disponible: Mismo día
Calificar producto
$63.89

Tolteca, Cemento Gris Cpc30R Extra 50 Kg, Saco CEMEX
Disponible: Mismo día
Calificar producto
$184.38

Cemex, Cemento Blanco Cpc30Rb 50 Kg, Saco CEMEX
Disponible: Mismo día
Calificar producto
$146.37

Cemex, Cemento Gris Cpc40 Big Bag, Tonelada CEMEX
Disponible: Mismo día
Calificar producto

Cemex, Multiplast 40 Kg, Saco CEMEX

Tolteca, Cemento Impercem Cpc30R 50 Kg, Saco CEMEX
Disponible: Mismo día
Calificar producto

Driving **impact**

- Onboard all 2,000 Mexican Construrama stores to digital platforms by 2020
- Offer 20,000 SKUs online by 2020
- Gain insight into 35,000 professional end-customers
- Drive $400-500M in online retail sales in Mexico by 2022
We have developed an innovation process to prioritize investments across the construction value chain.
CEMEX Ventures has built an investment portfolio to complement existing digital offerings.
What to expect from us

- Continue to transform customer experience, improving net promoter score (NPS)
- Reinforce position of our core digital storefronts, increasing adoption levels to 60-70%
- Onboard 100% customers to Construrama.com, reaching 35,000 end customers to drive $400-500 M in sales on digital stores
- Monetize data and analytics to improve commercial offerings (product, positioning, pricing)
- Continue disciplined investment in line with innovation map to establish entry point