

# Building Beyond

**Cemex drives innovation further to sustainably solve the world's construction challenges.**

**As the world faces the competing challenges of population growth, urbanization, and climate change, we at Cemex embrace change to advance leading-edge innovations and create sustainable building solutions.**

**Filled with a heritage of resilience and positivity that has driven a 100+ year history of success, we evolved to find smarter and more inventive ways of meeting the needs of the communities we serve.**

**Driving innovation further to create the world's most efficient and advanced building materials and solutions, we continue to sustainably solve the needs of society and the planet, with a passion for building a better future.**

**To help the world reach the next frontier of sustainable living, Cemex is building beyond.**

**Brand Idea**

**Building a better future.**

**Purpose**

**To help the world reach the  
next frontier of sustainable living.**

Positioning

Cemex drives innovation further  
to sustainably solve the world's  
construction challenges

## **Personality**

- › Smart & Imaginative
- › Agile & Entrepreneurial
- › Passionate & Collaborative

## **Personality**

- › Ensuring safety.
- › Focus on customers.
- › Acting with integrity.
- › Pushing boundaries.
- › Embracing diversity.



