

At INTERCEM Cairo 2013 Suez Cement Group of Companies unveils its new corporate visual identity

Cairo, 22 April 2013 – This year Suez Cement is one of the main sponsors of INTERCEM Cairo 2013, one of the world's leading cement industry events. More than 400 internationally recognized experts, representing 30 countries, took part in the three-day event.

In a press conference held today during the INTERCEM Cairo 2013, Suez Cement announced the launch of a new corporate identity which reflects the industrial integration of Suez Cement Group into Italcementi Group under the motto "a world class, local business".

As a result, the new corporate identity aims at creating a common and uniform image for the four Egyptian companies: Suez Cement, Helwan Cement, Tourah Cement and Suez Bags.

Speaking at the press conference, Mr. Bruno Carré, Managing Director of Suez Cement, said: "Suez Cement has evolved significantly during the past eight years. Driven by the slogan "one team, one vision" we had been working at building an Egyptian Group, at integrating our business and organization. So, it's now time to apply a common Group identity. The new identity aims also to enhance the sense of belonging and create internal cohesion among the Egyptian companies sharing ambition, common key values and deeply aware of their commitment to a sustainable and long-standing development. The new visual identity definitely better reflects who we are today and the company we aim to be tomorrow".

At the heart of the new company identity is the spiral, the identity symbol which has a natural form found in the rock from which cement is made. The spiral is a powerful symbol which suggests dynamism, the rotational movement being specific to the Group's activity (kilns, crushers, concrete mixers, etc.) and evoking the fossils found in limestone, the raw material used in making cement.

Leader in Egypt, the group offers outstanding technological solutions, quality products, and an ever more complete customer service.

Throughout the three-day event, all guests, representing the national and International building community, will have the opportunity to marvel at the exposition of two innovative products: i.light® and TX Active® able to provide added technological and functional value to traditional products. TX Active® is the photocatalytic "smog-eating" cement. The materials in this range take advantage of photocatalytic properties which, when applied to any cementitious material, use the action of light to abate air pollutants. i.light® is the "transparent" cement which offers a greater luminosity thanks to special plastic resins capable to exploit much wider angles of light incidence than optical fibers.

Suez Cement Group's business remains focused on meeting the on-going needs of the Egyptian market offering an International know-how and experience.

SUEZ CEMENT ON THE INTERNET: www.suezcement.com.eg

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About Suez Cement Group of Companies

With an industrial network of five production facilities in Suez, Kattameya, Tourah, Helwan and El Minya, Suez Cement Group of Companies is one of the largest cement producer in Egypt.

The company has a long-standing history in the market, yet is innovative in launching new brands and products to meet on-market needs.

Suez Cement is home to more than 3,500 employees who participate in continuous training and advancement. The group has an active safety and environmental policy, which is imperative for building a sustainable environment for employees and the communities in which it operates.

The group has proudly built some of Egypt's most well known landmarks and is building its future around serving the market and growing customer demands.