

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 6-K

REPORT OF FOREIGN PRIVATE ISSUER PURSUANT TO RULE 13a-16 or 15d-16
UNDER THE SECURITIES EXCHANGE ACT OF 1934

For the month of February, 2013

Commission File Number: 001-14946

CEMEX, S.A.B. de C.V.

(Translation of Registrant's name into English)

Avenida Ricardo Margáin Zozaya #325, Colonia Valle del Campestre
Garza García, Nuevo León, México 66265

(Address of principal executive office)

Indicate by check mark whether the registrant files or will file annual reports under cover Form 20-F or Form 40-F.

Form 20-F Form 40-F

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1):

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7):

Contents

1. Third presentation that includes material information of CEMEX, S.A.B. de C.V. (NYSE: CX) discussed by its senior management on February 14, 2013 during its annual event, *CEMEX Day*.

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, CEMEX, S.A.B. de C.V. has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

CEMEX, S.A.B. de C.V.

(Registrant)

Date: February 14, 2013

By: /s/ Rafael Garza

Name: Rafael Garza

Title: Chief Comptroller

EXHIBIT INDEX

EXHIBIT NO.

DESCRIPTION

1. Third presentation that includes material information of CEMEX, S.A.B. de C.V. (NYSE: CX) discussed by its senior management on February 14, 2013 during its annual event, *CEMEX Day*.



CEMEX Day 2013

February 14, 2013

This presentation contains certain forward-looking statements and information relating to **CEMEX, S.A.B. de C.V.** and its subsidiaries (collectively, "**CEMEX**") that are based on its knowledge of present facts, expectations and projections, circumstances and assumptions about future events. Many factors could cause the actual results, performance or achievements of **CEMEX** to be materially different from any future results, performance or achievements that may be expressed or implied by such forward-looking statements, including, among others, changes in general economic, political, governmental, and business conditions globally and in the countries in which **CEMEX** operates, **CEMEX's** ability to comply with the terms and obligations of the facilities agreement entered into with major creditors and other debt agreements, **CEMEX's** ability to achieve anticipated cost savings, changes in interest rates, changes in inflation rates, changes in exchange rates, the cyclical activity of the construction sector generally, changes in cement demand and prices, **CEMEX's** ability to benefit from government economic stimulus plans, changes in raw material and energy prices, changes in business strategy, changes in the prevailing regulatory framework, natural disasters and other unforeseen events and various other factors. Should one or more of these risks or uncertainties materialize, or should underlying assumptions prove incorrect, actual results may vary materially from those described herein as anticipated, believed, estimated, expected or targeted. Forward-looking statements are made as of the date hereof, and **CEMEX** does not intend, nor is it obligated, to update these forward-looking statements, whether as a result of new information, future events or otherwise.

UNLESS OTHERWISE NOTED, ALL FIGURES ARE PRESENTED IN DOLLARS,
BASED ON INTERNATIONAL FINANCIAL REPORTING STANDARDS

Copyright **CEMEX, S.A.B. de C.V.** and its subsidiaries.



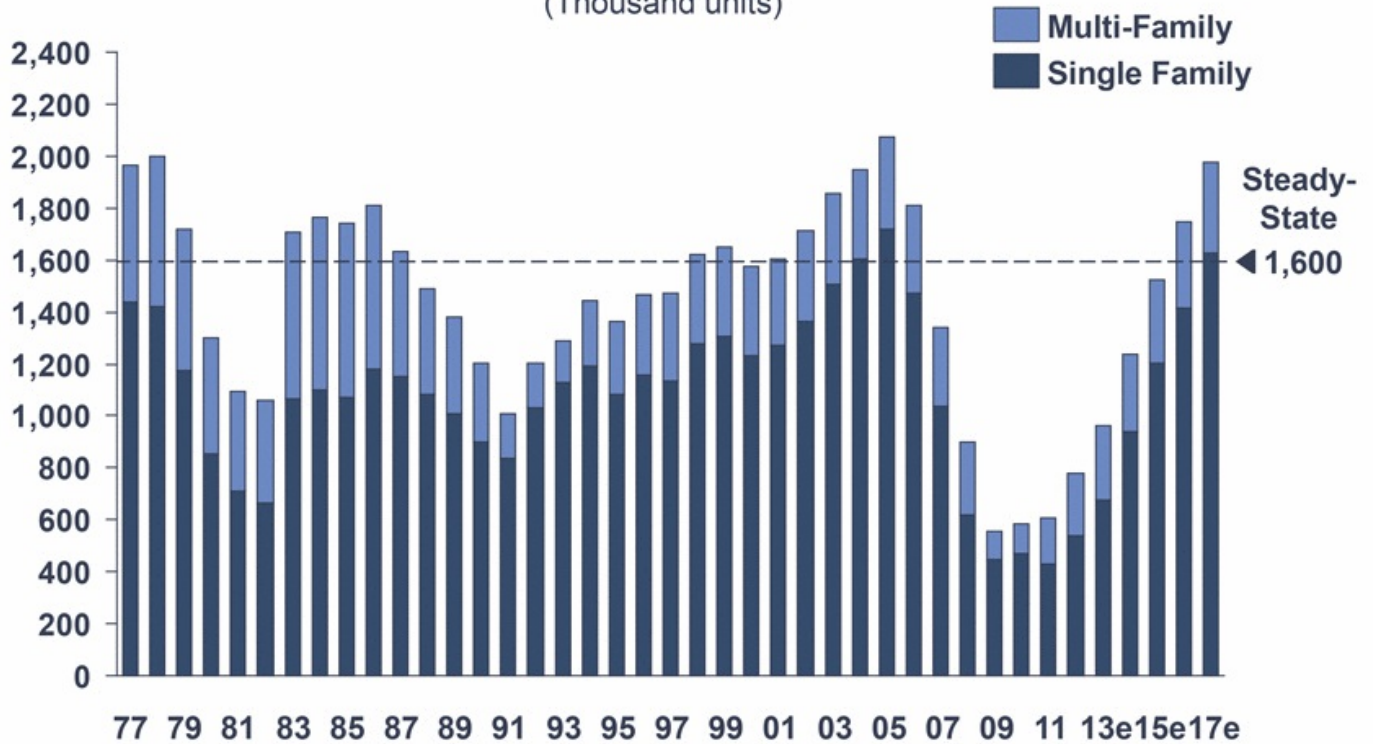
Karl H. Watson Jr.
President USA

February 14, 2013

Housing starts expected to surpass steady-state levels during 2016



Housing Starts
(Thousand units)

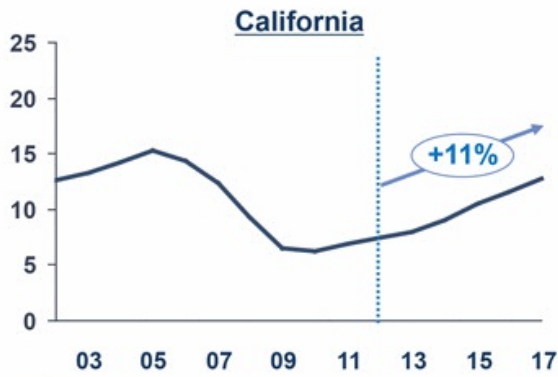
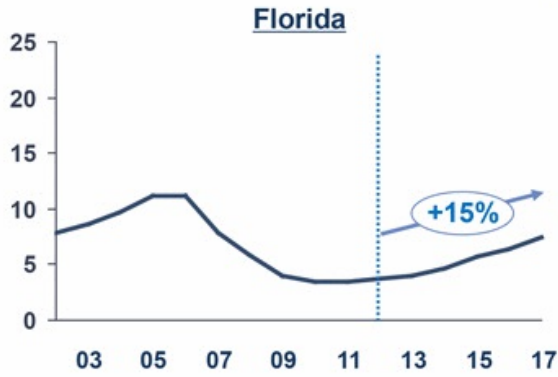


Source: U.S. Census and internal estimates

Growth in our key markets expected to exceed 10% national average



Total Portland Cement Consumption
(M tons)



Source: USGS, internal estimates

Our cement prices need to recover cost of capital

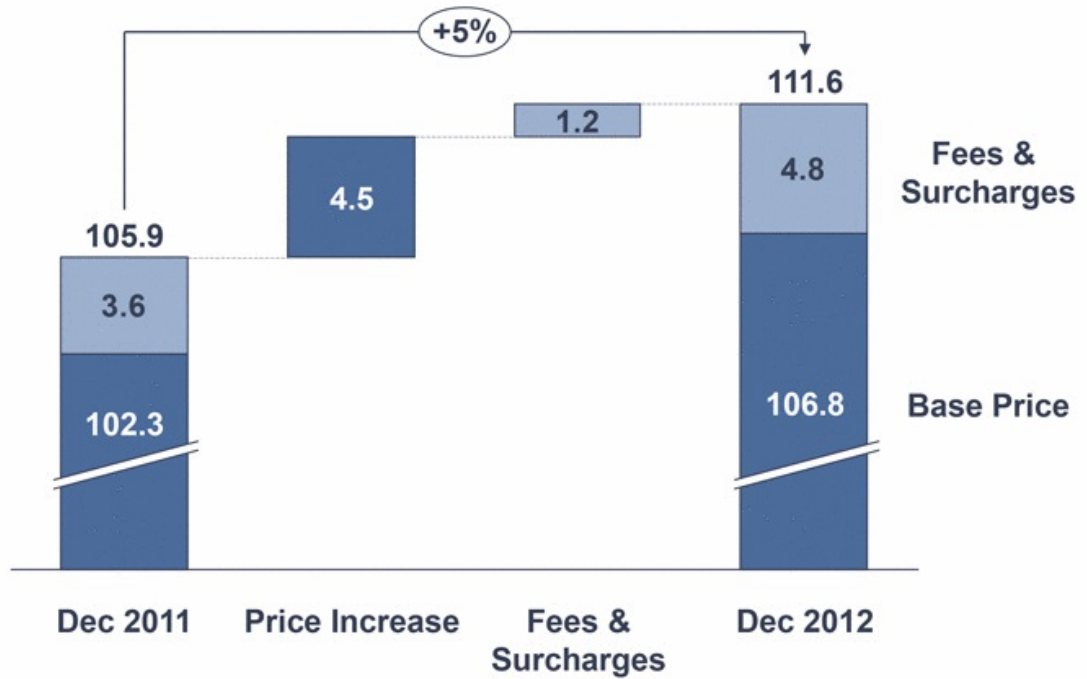


- At current reported cement prices, averaging \$90/ton ⁽¹⁾, CEMEX will not achieve an adequate return on investment
- Increasing fuel and energy costs have not been passed on to the market
- Stricter environmental regulations will require additional investment
- As history has shown, prices need to reach \$140/ton to justify large scale reinvestments

Successfully implementing ready mix pricing strategy



CEMEX Ready Mix Price Evolution (\$/m³)

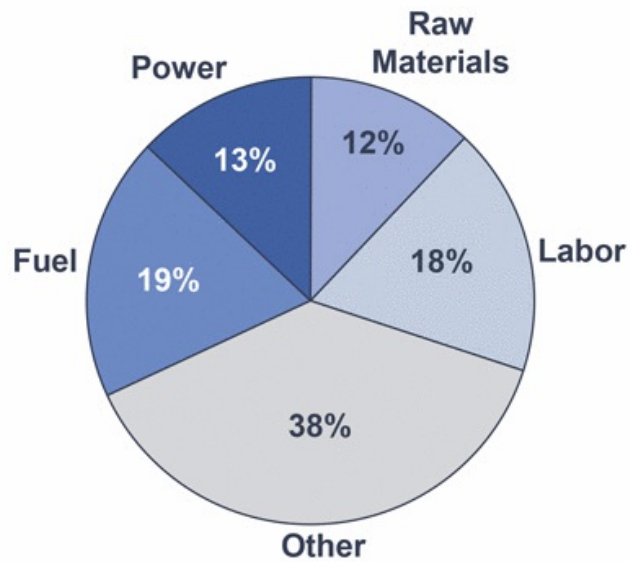


Continuous effort to achieve excellence in cost management



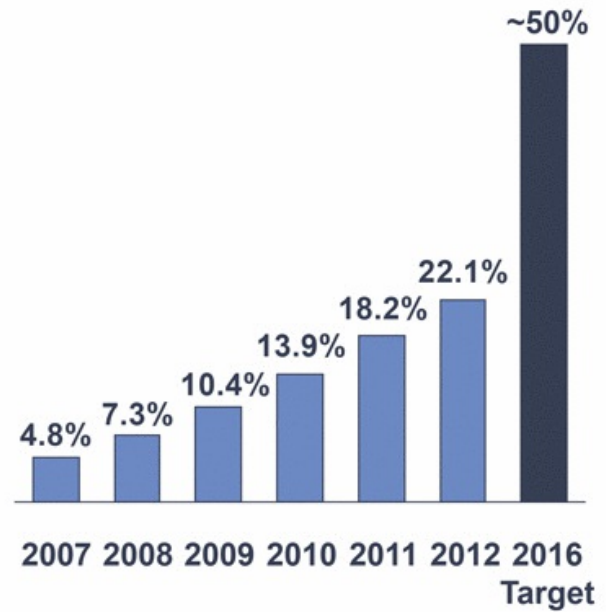
Cement Production Cash Costs

(% of total, 2012)



Alternative Fuels Usage

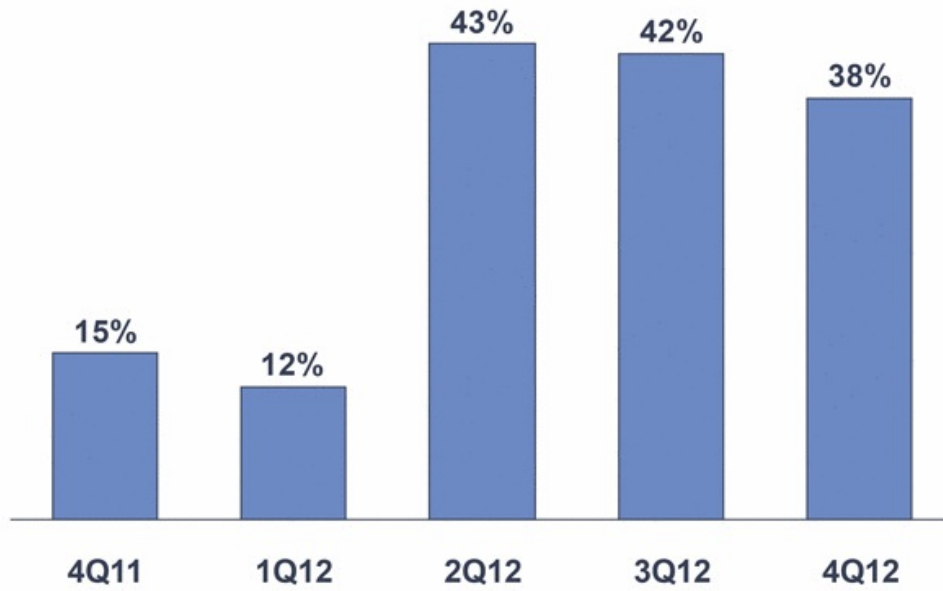
Annual Average Substitution Rate (%)



Operating leverage reflected in high incremental margins



Quarterly Operating Leverage (YoY % Var.)



EBITDA Evolution – 2012-2016 (\$ M)



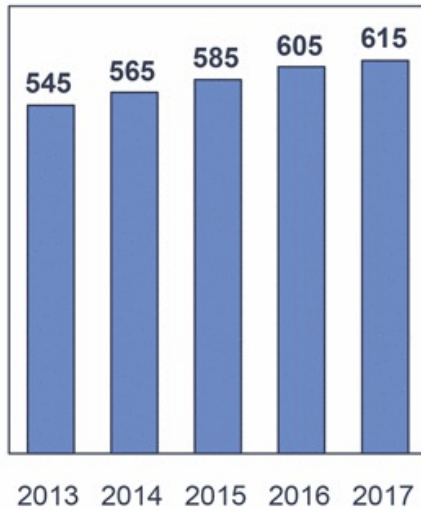
- Positive fundamentals expected to drive medium-term recovery
- Pricing strategy in place to capture full value of our products
- Innovative commercial solutions to enhance volume growth
- Cost efficiency continuously being pursued to maximize profitability



Juan Romero
President Mexico

February 14, 2013

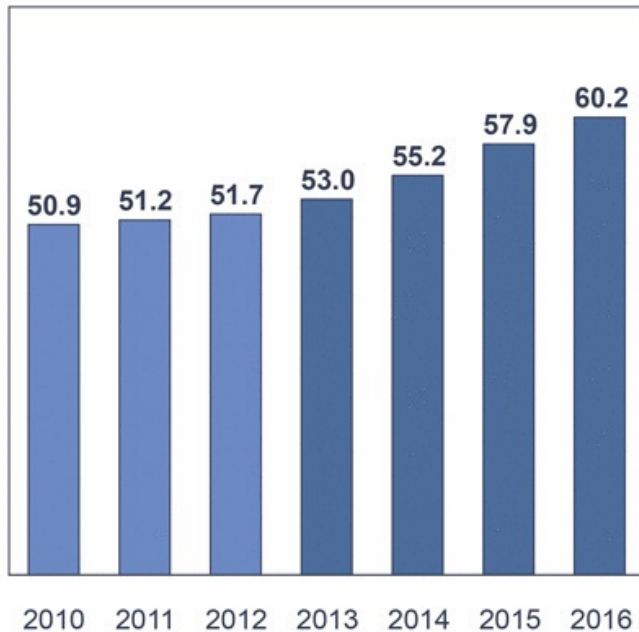
INFONAVIT Credits Program (thousand loans)



- Positive demographics
- Homebuilders adapting to new environment
- Positive outlook for self-construction
- Potential impact of economic reforms

After a transition year, we expect low single digit growth

Public Infrastructure Investment (Constant \$B, 2012 prices ⁽¹⁾)

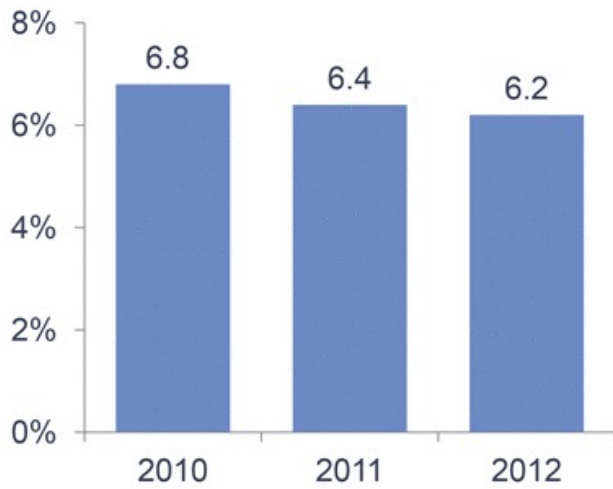


- Strong public finances
- New administration committed with continued infrastructure spending
- Increasing private participation in infrastructure financing
 - New public-private partnership law

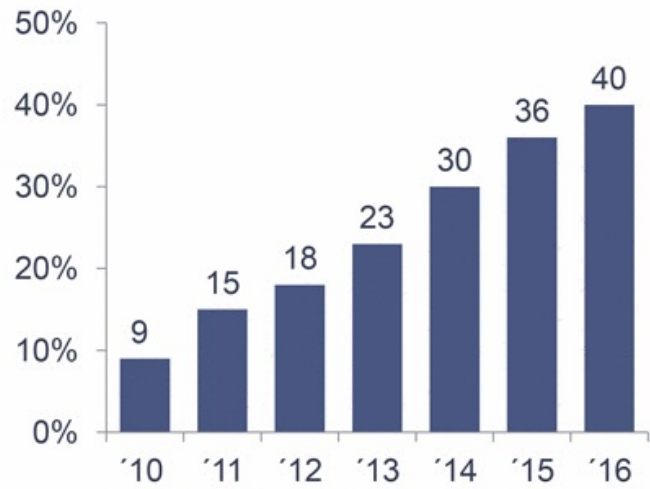
Source: CMIC, CEMEX estimates.

1) For convenience, all Mexican peso amounts were converted to U.S. dollars using a constant exchange rate of 13.15 pesos per dollar

SG&A as a % of Sales (1)



Alternative Fuels Usage (Share in fuel mix)



A 1% increase results in average savings of ~US\$2 M

1) Excluding freight and depreciation

Differentiated Product Offer for industrial applications



- Portfolio of 24 special ready mix products
- +30% margin increase vs. standard ready mix

Cutting Edge Technology for Industrial and Commercial Flooring solutions



*Low shrinkage flooring:
Increased joint spacing from the
standard 5m, to 100m*

In 2012 special products represented 42% of total ready mix volume sold, growing +8pp from 2010

EBITDA variation 2012-2016 (\$ M)

