
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, 2014

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. Second set of presentation slides that include material information of CEMEX, S.A.B. de C.V. (NYSE: CX) discussed by its senior management on February 13, 2014 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 13, 2014

By: /s/ Rafael Garza
Name: Rafael Garza
Title: Chief Comptroller

EXHIBIT INDEX

EXHIBIT NO.

DESCRIPTION

1. Second set of presentation slides that include material information of CEMEX, S.A.B. de C.V. (NYSE: CX) discussed by its senior management on February 13, 2014 during its annual event, *CEMEX Day*.



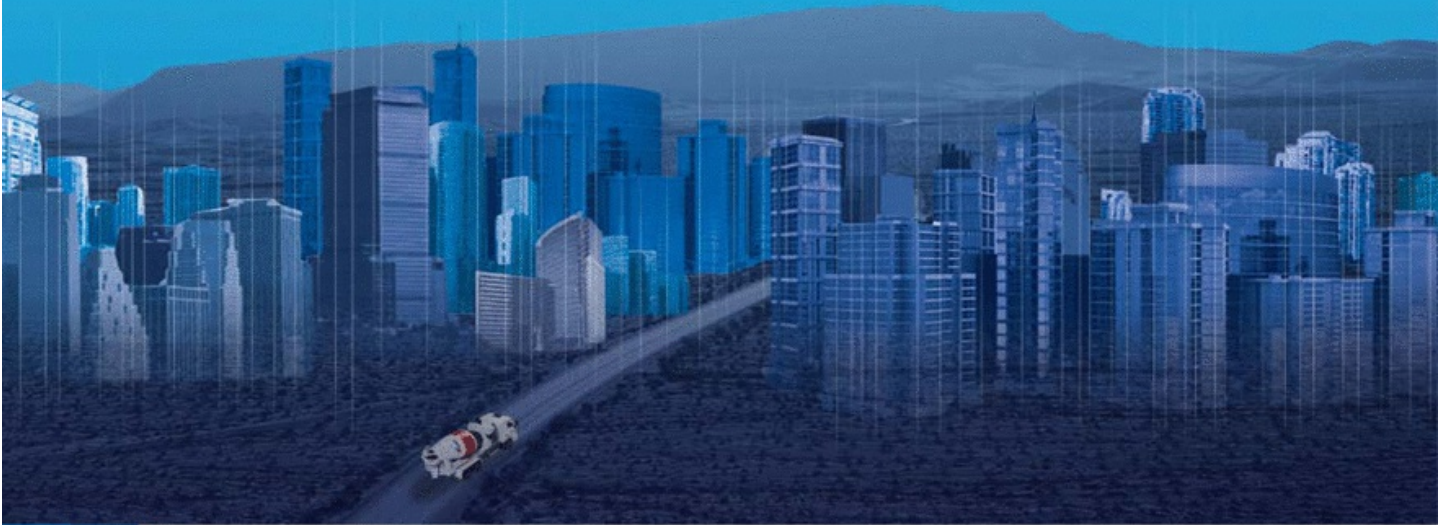
February 13, 2014

CEMEX Day 2014

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 the context indicates otherwise, all references to pricing initiatives, price increases or decreases, refer to our prices for our products.

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

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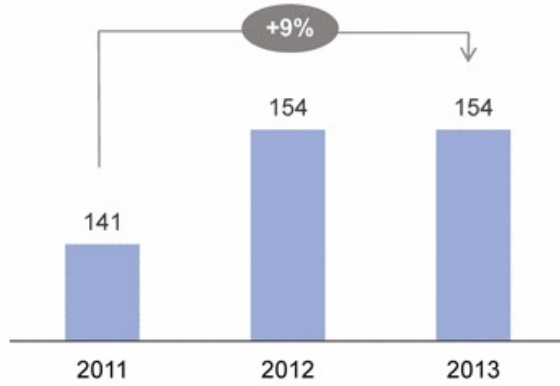


February 13, 2014

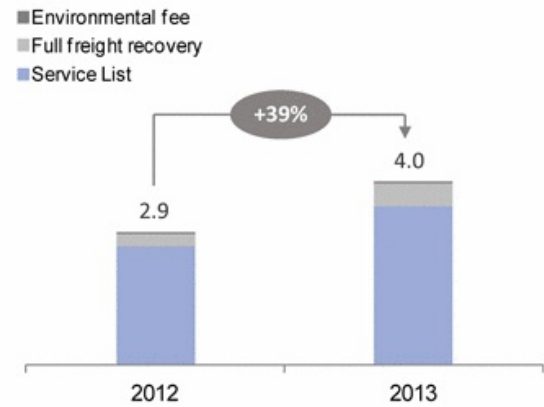
Jaime Elizondo

President – CEMEX South & Central America,
and the Caribbean

Domestic gray cement price (FOB, US\$/ton)



Revenue from ready-mix services (US\$ M)

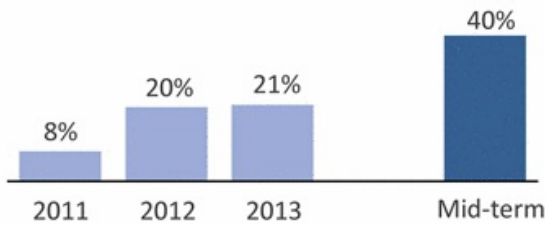


Expectations for 2014

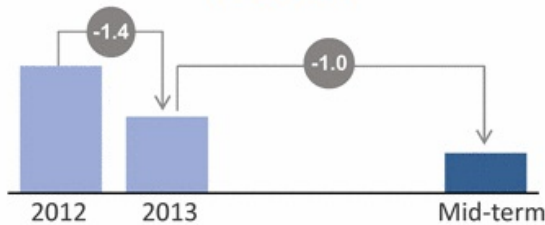
- Implement a price increase to recover input cost inflation

- Value before Volume implementation
 - ✓ Formal and transparent price structure to customers
 - ✓ Additional services and surcharges

Fuel cost improvement (Alternative fuels substitution rate)



Cement distribution expense (US\$/Ton)



Regional integration

- Improve communications among country operations
- Foster best practice and knowledge sharing within CEMEX operations in the region and other industries
- Comparing operations / benchmarking
- Achieve excellence through integrated regional functions

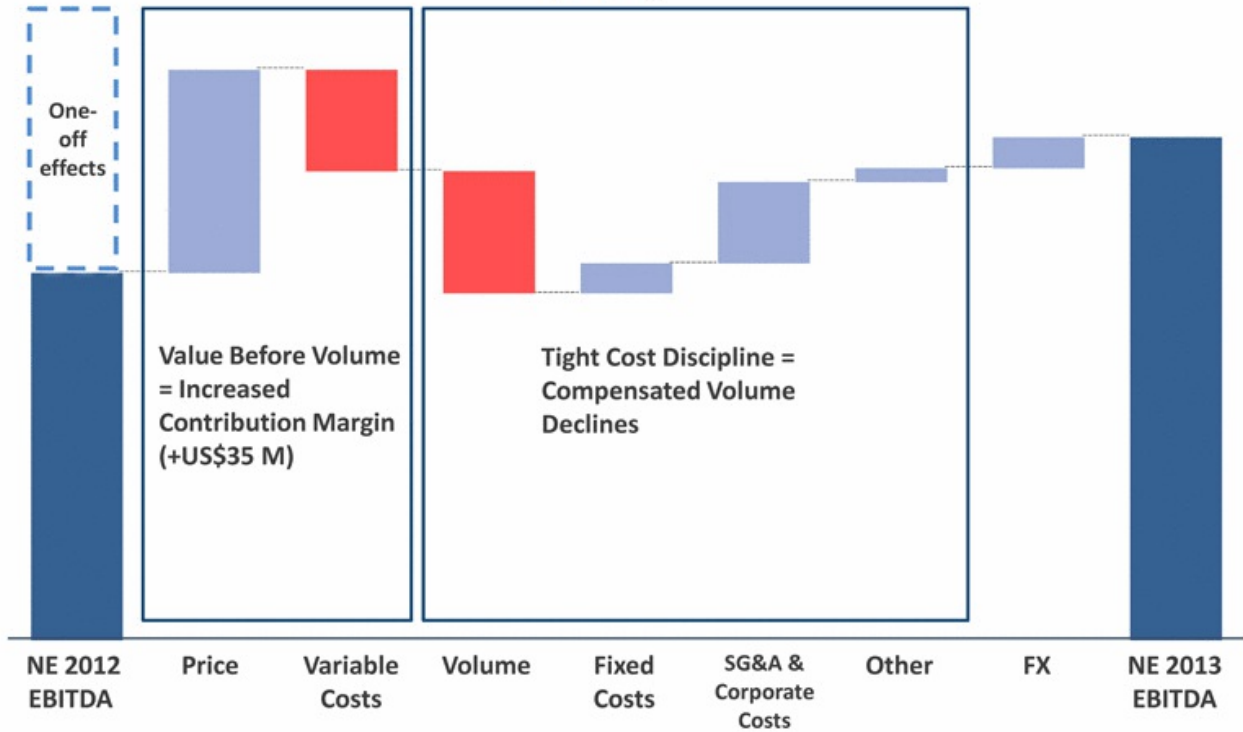
Opportunities for continued improvement in energy, logistics, raw materials and others.



February 13, 2014

Ignacio Madrideo
President - CEMEX Northern Europe

EBITDA 2012-2013
(US\$ M)



Value before Volume in ready mix - a success story in Germany



Main Efforts

- 1 Pricing system based on segmentation by product, region, customer, job type, etc.
- 2 Full freight cost recovery (new partial load limit at 6 m³)
- 3 Additional charges considering input costs (energy surcharge of +US\$1.3/m³)
- 4 Charging for additional services (waiting time, express delivery, winter charge, etc.)
- 5 Proactive communication, internally and to customers
- 6 Specialized training for sales force

Preliminary Results

- 1 4.5% price increase in stagnant market in 2013
- 2 8.4% price increase (+US\$8/m³) in Dec 2013 vs. Dec 2012
- 3 Roadmap towards ROCE>WACC requiring >4 % annual average price increase

**Similar initiatives implemented in all countries to reach ROCE > WACC.
Additional income from services and surcharges of >US\$50 M**

Value before Volume in cement - a success story in Poland



Main Efforts

- 1 Rebates based on specific customer characteristics (volume, length of cooperation, payment terms)
- 2 Additional charges considering input costs (energy surcharge +US\$2/ton)
- 3 Charging for special services (express delivery, small load, order cancellation, waiting time, silo rental, etc.)
- 4 Proactive communication, internally and to customers
- 5 Specialized trainings for all sales force

Preliminary Results

- 1 Maintained prices despite significant market decline (-8.5%)
- 2 3.7% price increase (+US\$3.3/ton) in Dec 2013 vs. Dec 2012
- 3 Roadmap towards ROCE>WACC requiring >5% annual average price increase

Similar initiatives in UK and Germany. Expect favorable market conditions in 2014 to help reflect efforts undertaken

Value before Volume in aggregates - a success story in the UK



Main Efforts

- 1 Minimum price per quarry based on forward looking price of reserves
- 2 Local market analysis based on supply demand curves
- 3 Introducing additional charges considering input costs (fuel surcharge)
- 4 Value adding service fees (technical advisory, partial loads, express/peak time delivery, waiting time, etc.)
- 5 Proactive communication, internally and to customers
- 6 Specialized trainings for all sales force

Preliminary Results

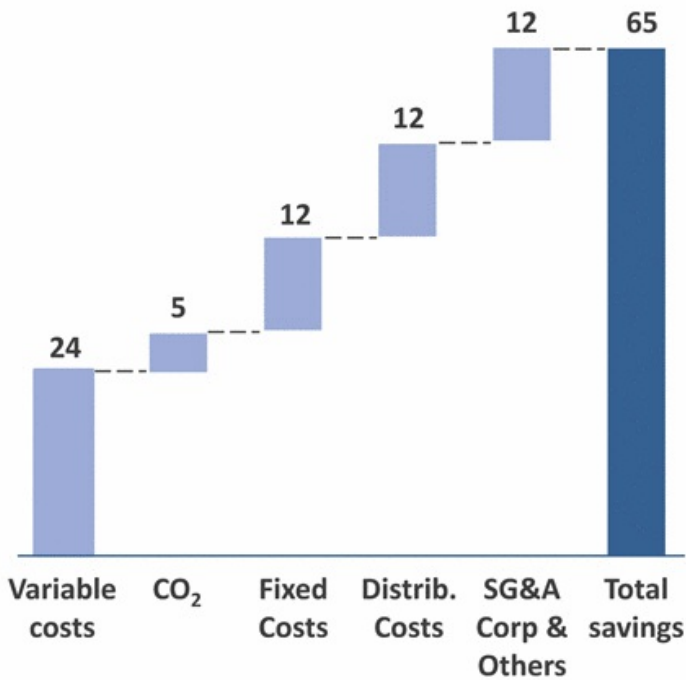
- 1 2.1% price increase in stagnant market in 2013
- 2 3.9% price increase (+0.8\$/ton) in Dec 2013 vs. Dec 2012
- 3 Roadmap towards ROCE>WACC requiring >5% annual average price increase

Similar initiatives implemented in Germany, Poland, France, Austria and Czech Republic

We continue to reduce our cost base



Costs savings in 2013 (US\$ M)

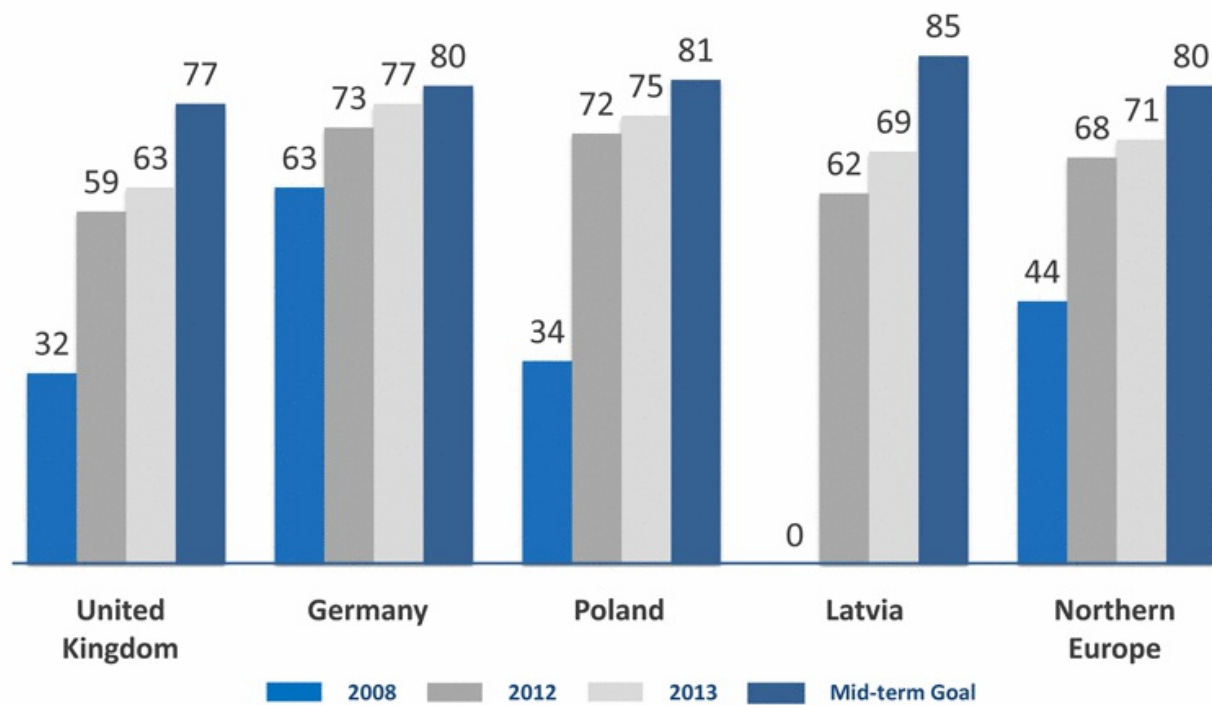


- Increased use of alternative fuels
- Optimized the use of energy
- Reduced headcount by 9% in 2013
- Plant closures/mothballing
- Back office outsourcing and SG&A reduction

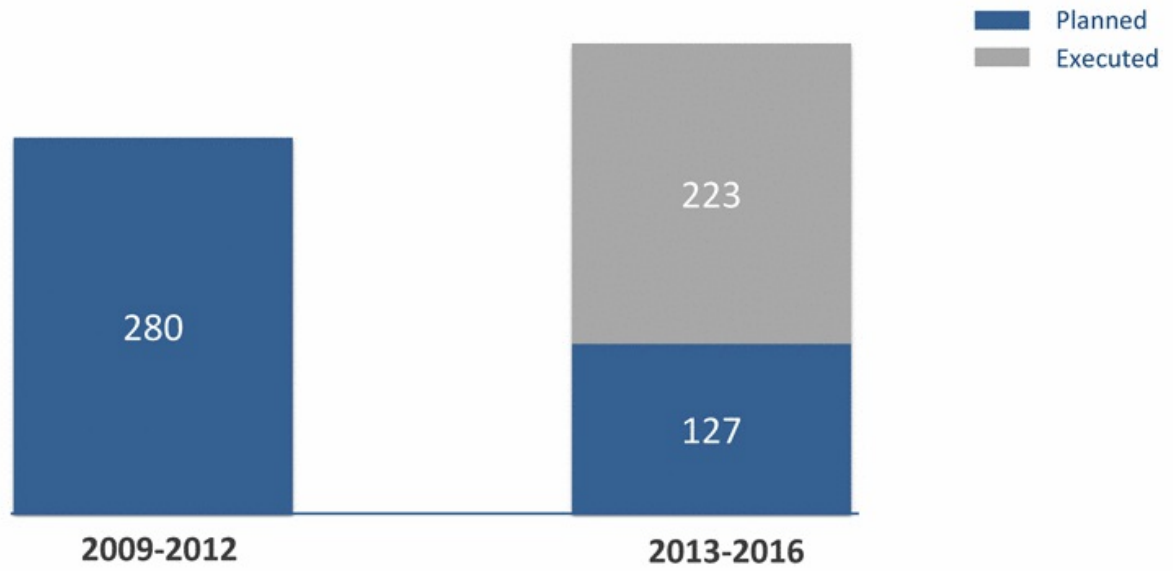
Advancing towards goal of 80% alternative fuels substitution



Alternative fuels substitution (%)





**Fixed asset sales and divestments
(US\$ M)**



Additionally advancing in ways to grow with lower asset intensity

Mid-term expectations by sector

	Infrastructure	Residential	Non-residential
UK	↑	↑↑	↑↑
France	↑	↑	↑
Germany	↑↑	↑↑	↑
Poland	↑↑	↑↑	↑↑

 0-2% expected CAGR 2013-2017
 >2% expected CAGR 2013-2017

Value Before Volume

- Full roll out of Value before Volume
- Sustained increase in contribution margins

Cost Discipline

- Towards 80% alternative fuels substitution
- Towards SG&A/Sales below 6%
- Maximize operating leverage: EBITDA CAGR > 4x volume

Lowering Asset Intensity

- Asset sales & divestments of US\$350M between 2013-2016
- Towards zero working capital days
- Growth in strategic markets, mainly via third party financing

Safety, Sustainability, and Leadership

- Towards Zero Incidents
- Exceed CEMEX sustainability targets
- Reference in leadership & talent management



February 13, 2014

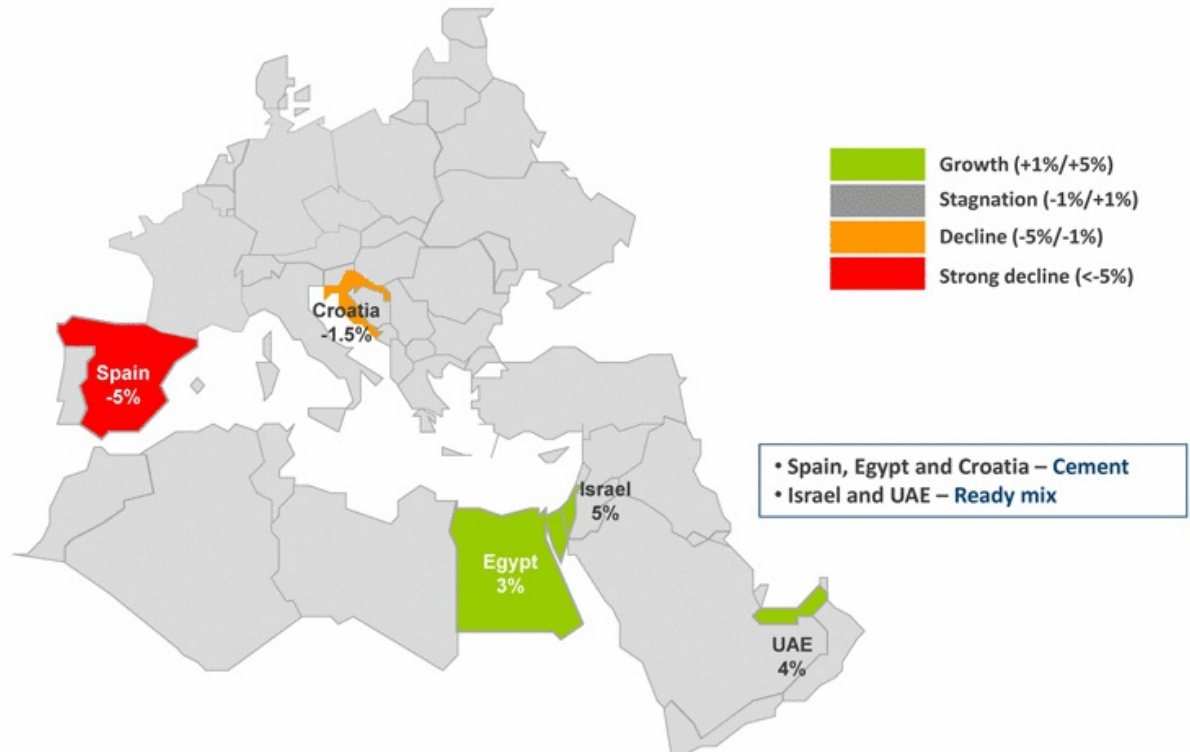
Jaime Muguiro

President – CEMEX Mediterranean

Expect favorable demand in our largest cement, concrete and aggregates operations



Estimated 2014 national demand growth



Source: CEMEX estimates

Continued focus on Value before Volume, efficiencies and returns



Revenue

- 1 Implementing pricing strategy, including service fees and surcharges
- 2 Increasing the sale of special products, with better margins
- 3 Growing the pie through concrete paving and concrete walling systems
- 4 Increasing clinker and cement exports

Cost & Efficiencies

- 5 Adapting cost structure to current demand environment
- 6 Increasing use of alternative fuels

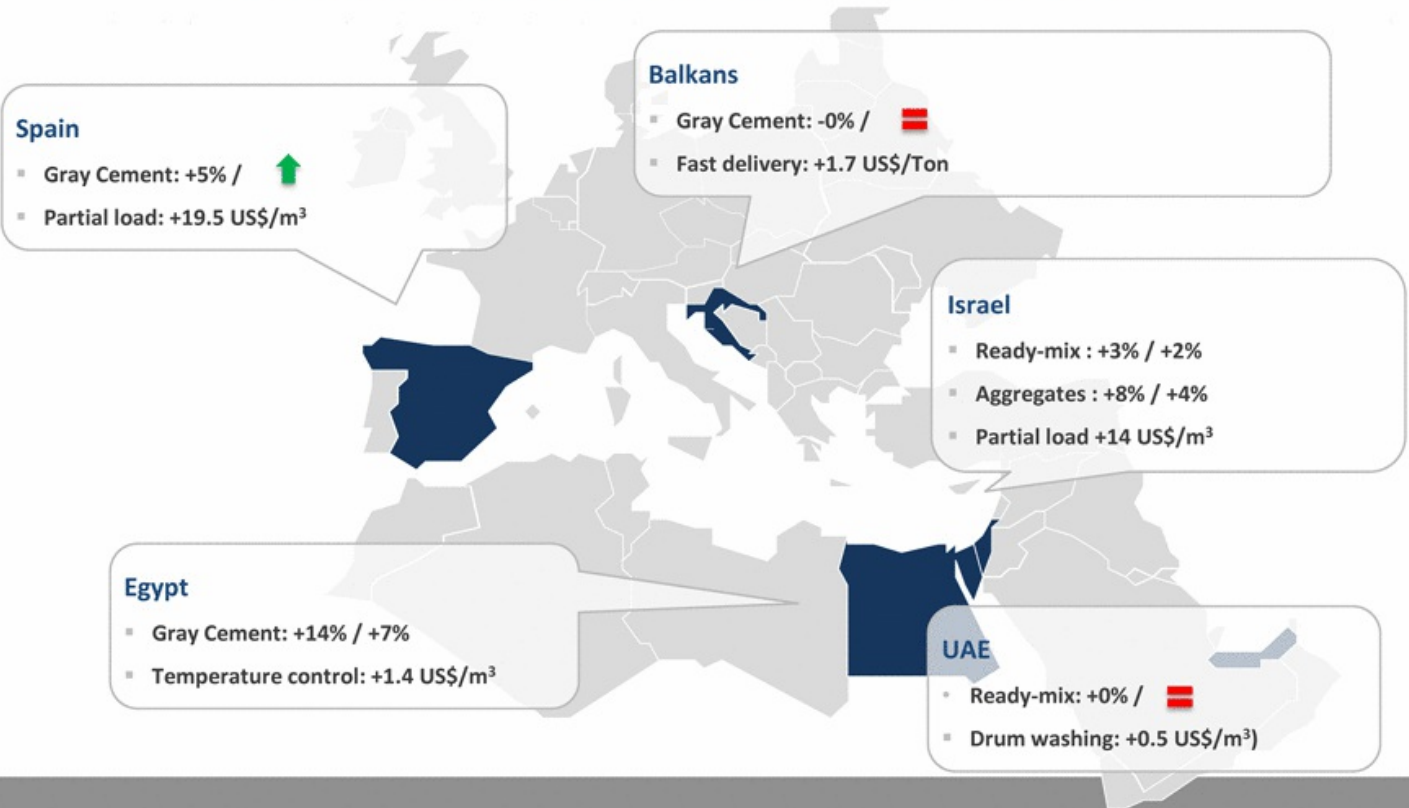
Return on Capital

- 7 Reducing CAPEX and severance payments
- 8 Divesting non-core and mothballed assets
- 9 Upon approval, completing combination of assets with Holcim in Spain

Continuing with the implementation of our pricing strategy



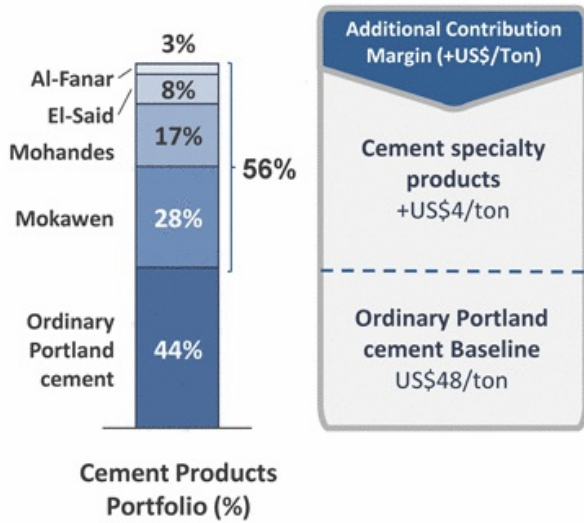
2013 prices increases / 2014 price increases announced



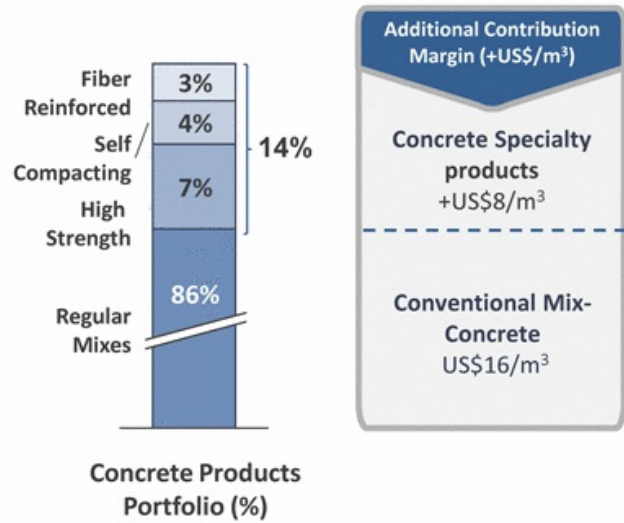
Increasing the sale of specialty products to improve profitability: the examples of Egypt & Israel



Cement specialty products: Egypt



Concrete specialty products: Israel



Cement specialty products have increased from 43% to 56% of total sales in the last 5 years

Self-compacting concrete volumes have increased at 55% CAGR in just 5 years

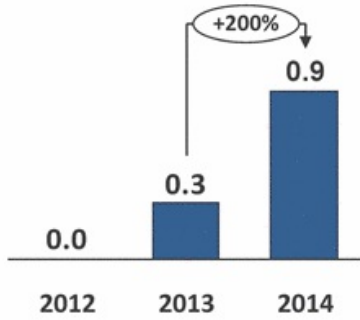
Introducing concrete paving solutions to grow concrete and cement volumes, and EBITDA



Region: surface paved (Million m²)

Egypt: Infrastructure

Spain: Roads rehabilitation



	2012	2013	2014
Cement (k tons)	0	5	44
Concrete (k m ³)	0	25	91
EBITDA (US\$ M)	-	0.9	3.4



Peace Victor Airport

- Cement Intensity: 100 kg/m²
- Extra EBITDA: US\$4/m²

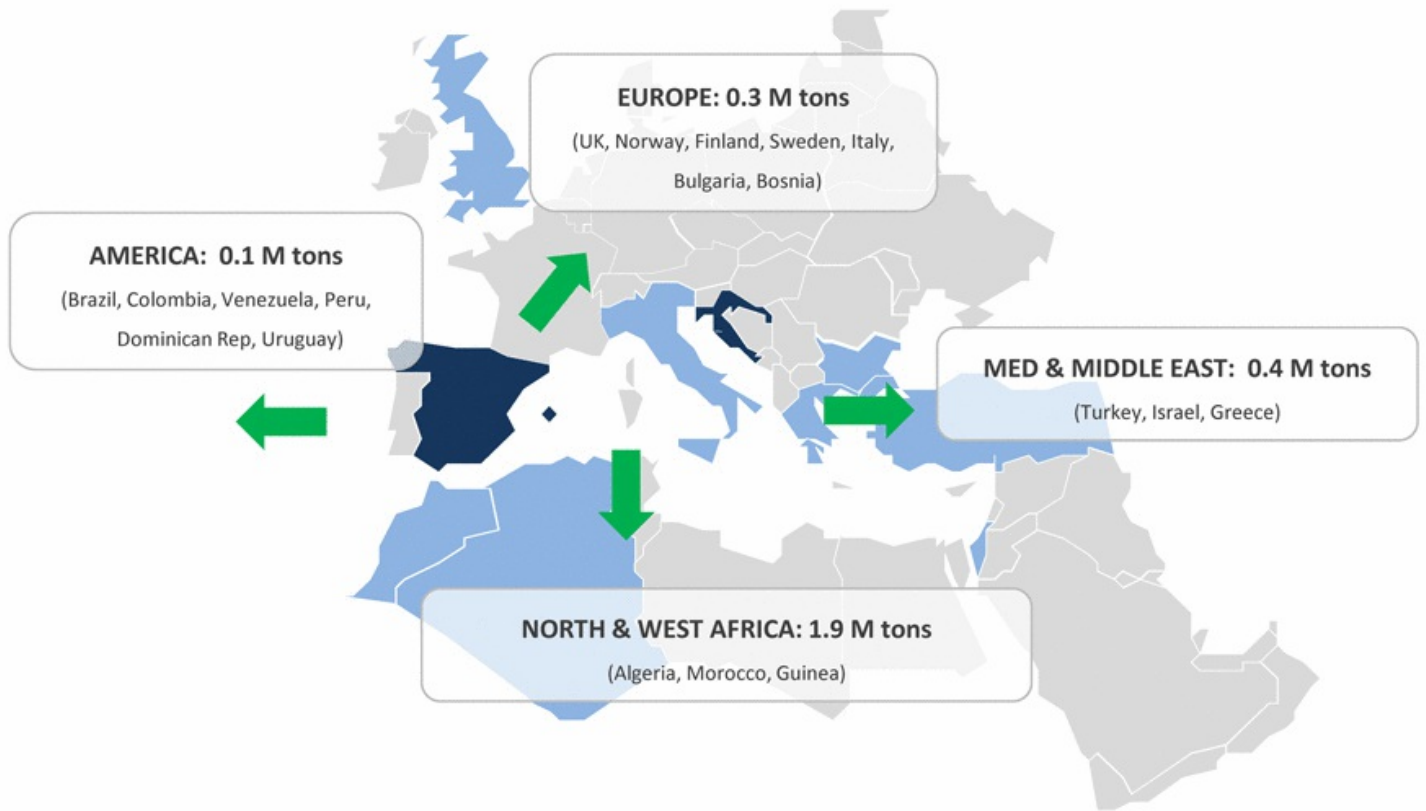


Ausejo de la Sierra (16 km)

- Cement Intensity: 18 kg/m²
- Extra EBITDA: US\$0.8/m²

In 5 years we could generate additional EBITDA of US\$10 M/year

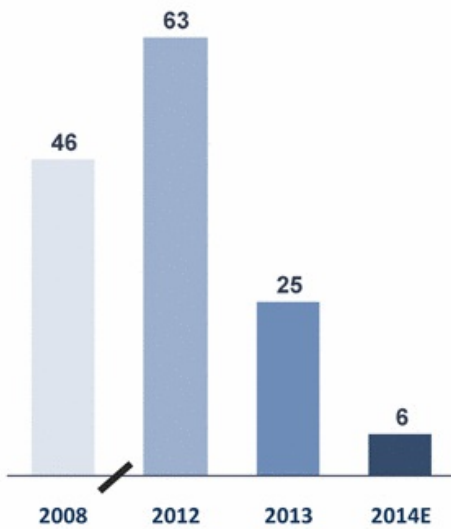
Expect to export close to 3 million tons of cement and clinker in 2014



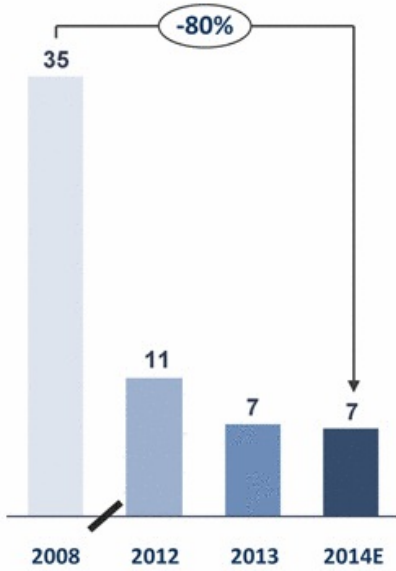
Continuing efforts to maximize cash generation



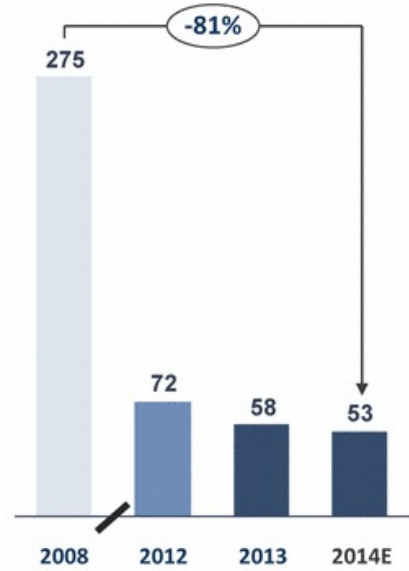
Severance Payments (US\$ M)



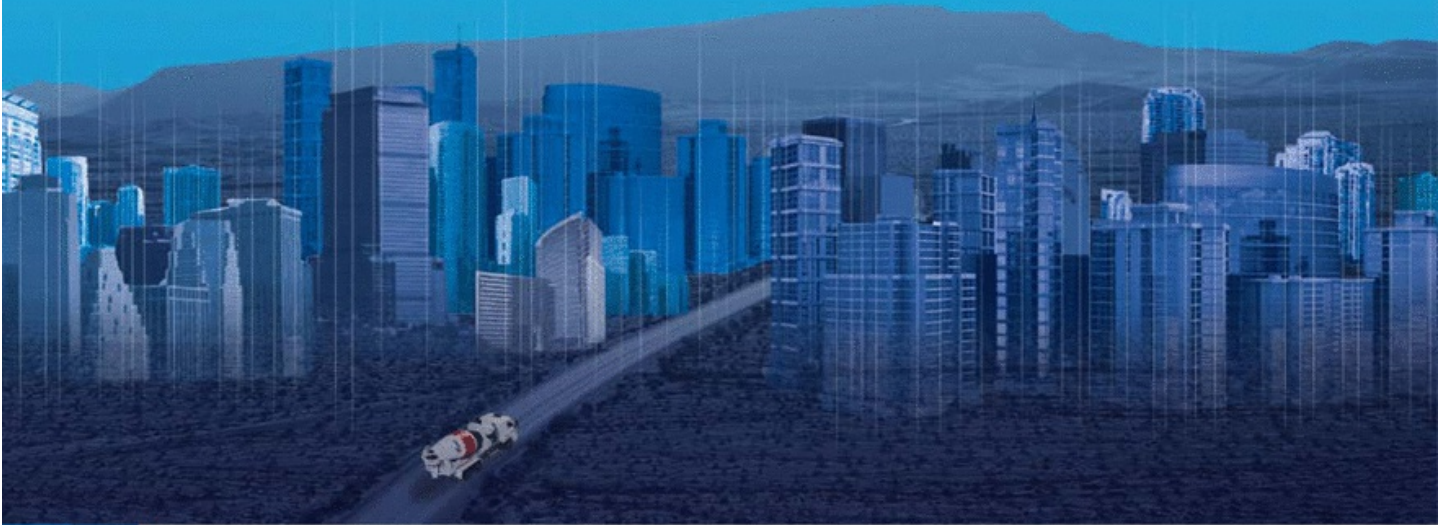
Avg. Working Capital (Days)



CAPEX (US\$ M)



Sold US\$60 M of assets in 2013. Expect additional sales of US\$40 M by 2015



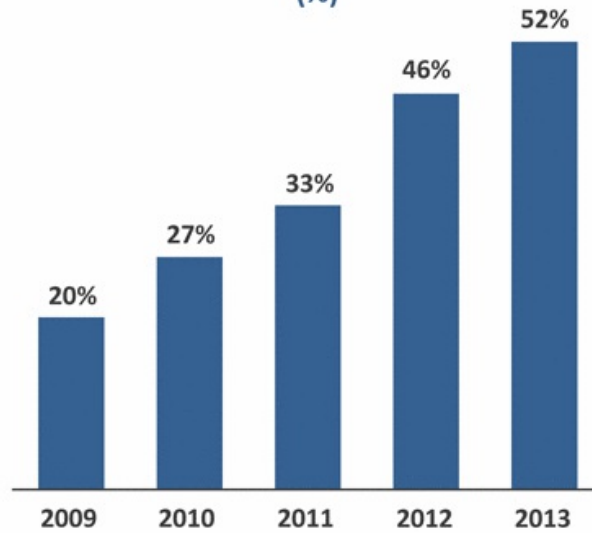
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Joaquín Estrada
President - CEMEX Asia

Steady improvement in alternative fuels substitution



Alternative fuels substitution (%)



Our goal is to reach > 75% in the next 3 years