

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. 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. 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

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Lorenzo H. Zambrano
Chairman and CEO

February 14, 2013

- Implementing coherent business plan based on transformation
- Growing profitably and improving returns on capital invested
- Creating value through pricing that recovers the full cost of input inflation, and allows for returns above cost of capital
- Executing solution-oriented commercial strategies to help our customers succeed
- Recovering our investment grade ratings

Targeting EBITDA recovery to \$4.7 billion in 2016



Consolidated EBITDA variation 2012-2016 (\$ B)





Juan Pablo San Agustín

EVP Planning and Business Development

February 14, 2013

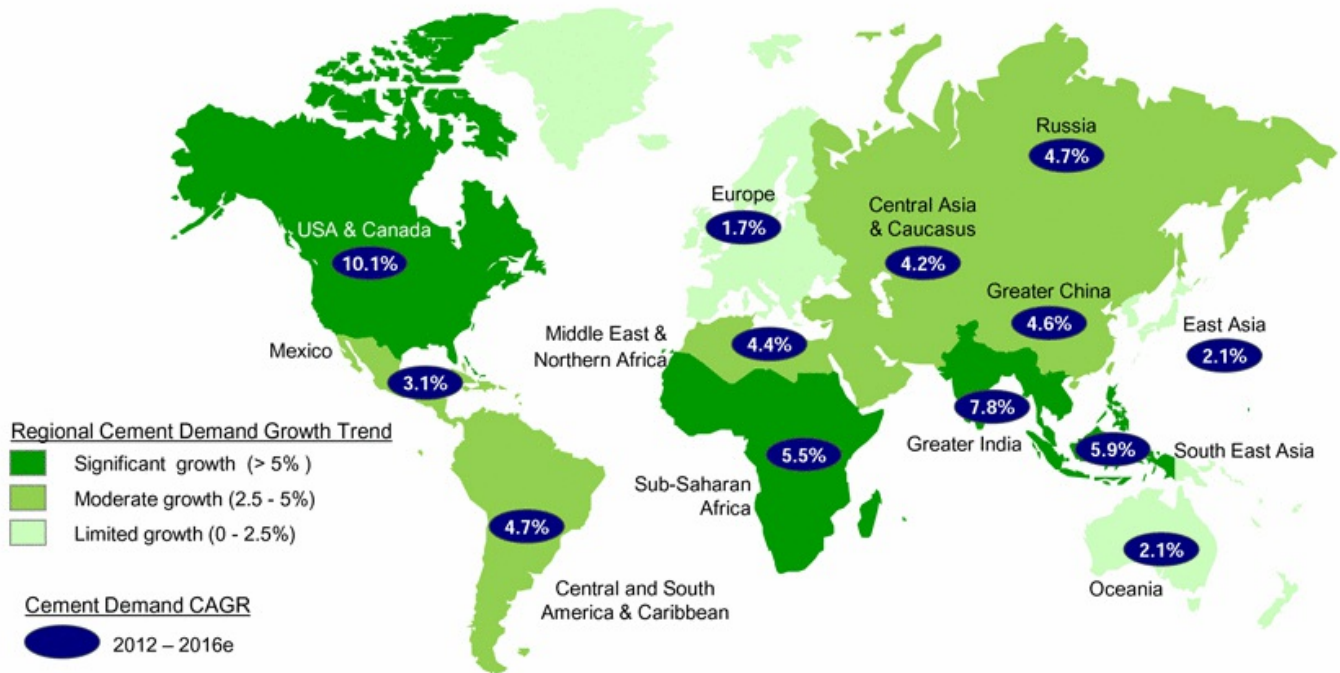
- Turning business cycle in the U.S.
- Accelerated growth in the Americas and Asia
- Positive EBITDA trend
- Leaner and more efficient organization
- Successful de-risking of balance sheet



An improved
outlook for the
next 4 years

Supported by an attractive business & geographic portfolio

Expect growth in cement demand to accelerate during the next 4 years



Improving operating performance

- Focus on pricing, including value added products and services
 - Maintain cost discipline
 - Outsource support activities
-

...while optimizing our portfolio

- Swap assets to enhance value
- Assets divestments only if accretive
- Divest non-core businesses and non-operating assets

Our global pricing strategy: Value-before-volume



Goals

- Capture value delivered to our customers
- Recover cost of capital
- Recover input cost inflation

Concept and principles

- Value-before-volume approach
- Single framework with global deployment and local execution
- Structure, consistency, discipline and transparency to customers

Key elements

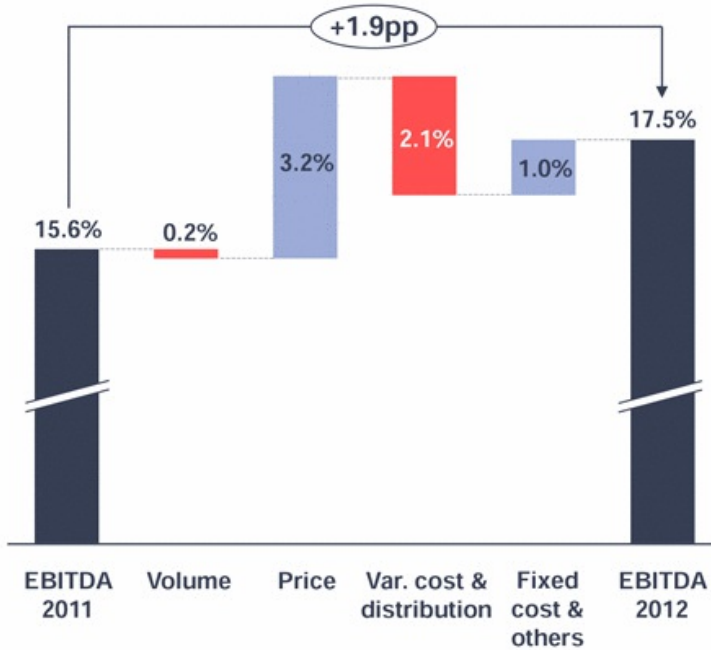
- Price system to highlight the sources of value (e.g., surcharges)
- Price execution with the right organization, incentives and processes
- Price follow-up so that gaps can be identified and system adjusted

Over four years, a 1% compounded average price increase results in >\$600 M of incremental EBITDA

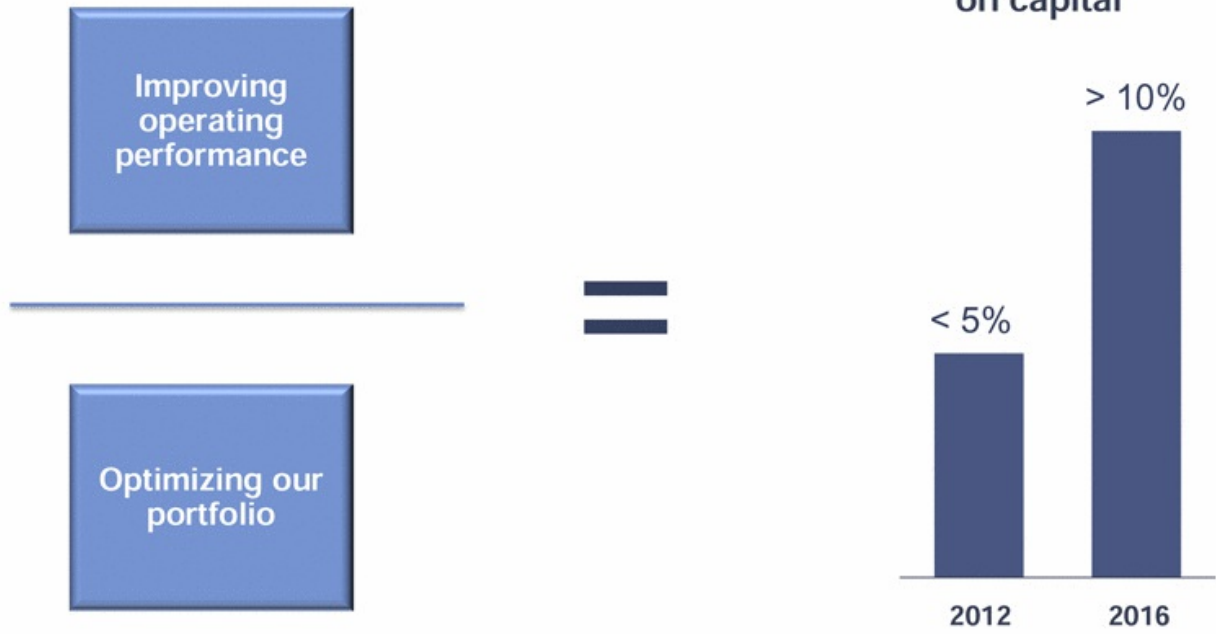
Transformation visible across key profitability levers



EBITDA margin expansion during 2012



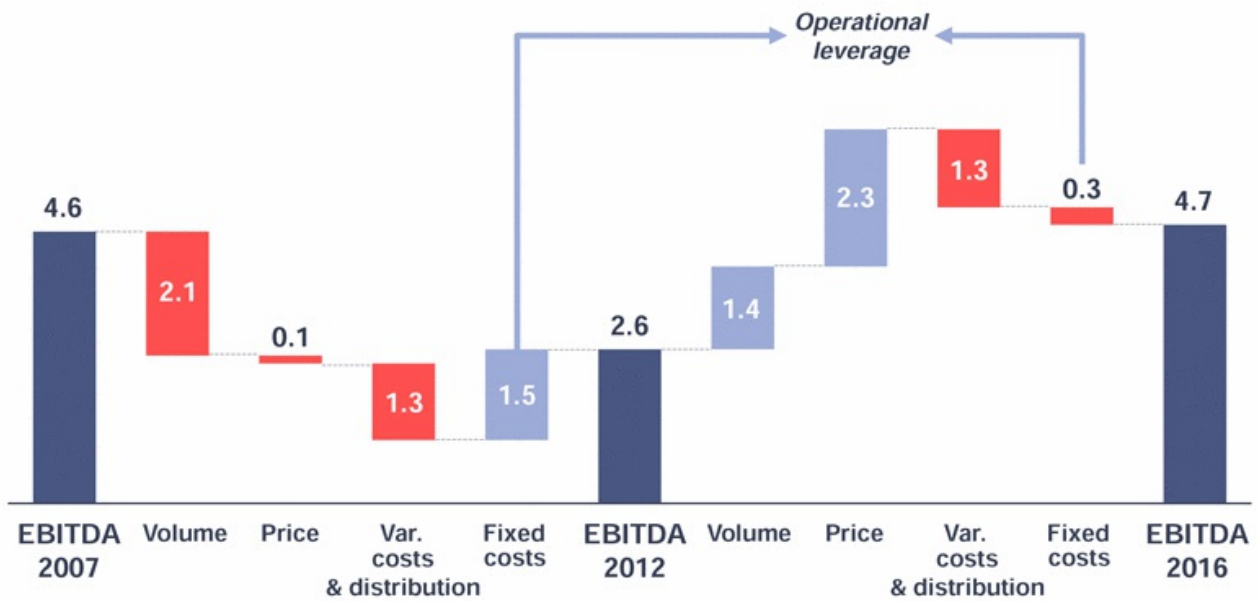
- Pricing more than offset input cost inflation in 2012
 - Implementing value-based pricing
 - Shifting towards a solutions-oriented organization
 - Increasing share of special products
- Further reduction of fixed costs



Translates into double digit EBITDA growth



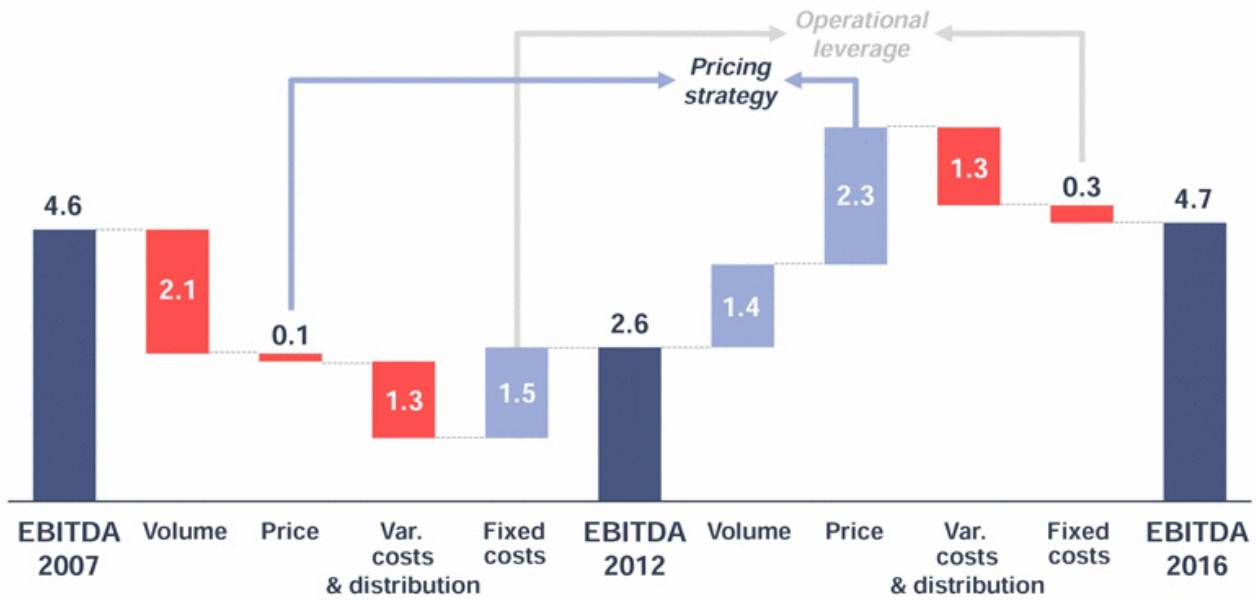
Consolidated EBITDA variation 2007-2016 (\$ B)



Translates into double digit EBITDA growth



Consolidated EBITDA variation 2007-2016 (\$ B)



Medium-term growth to come mainly from the Americas



2012 – 2016 EBITDA Growth by Region
(\$ M)

