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

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FORM 6-K

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

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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

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(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):

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## Contents

1. Third 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*.

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**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

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**EXHIBIT INDEX**

EXHIBIT NO.

DESCRIPTION

1. Third 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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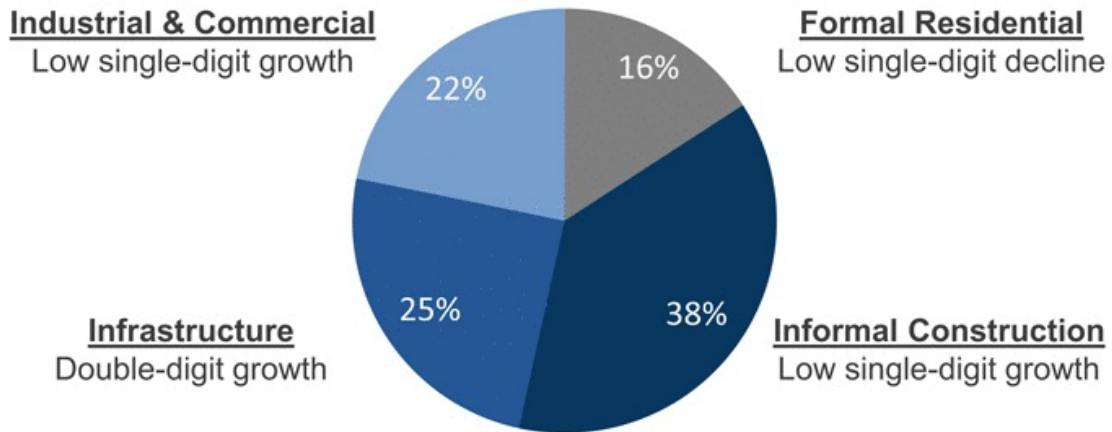


February 13, 2014

**Juan Romero**  
President - CEMEX Mexico



**Cement volume  
guidance for 2014 <sup>1</sup>**



**2014 volumes expected to grow in the mid-single digits**

(1) Weights are 2013 cement volumes



# Significant increase in government's investment budget



## Federal investment budget (US\$ B)

Category	2014	YoY Growth
Roads	5.1	12%
Railways	1.6	910%
Ports	0.3	65%
Other	0.6	7400%
Transportation	7.5	54%
Energy	31.0	10%
Water	3.6	28%
Other	23.7	19%
Total	65.8	18%

### Expect on-time execution in 2014

- Operating rules for 2014 programs were ready and published before January
- Department of Communications & Transportations (SCT) started an early bidding process for major 2014 projects
- Technical studies for 92 SCT projects are ready, which would enable biddings
- Authorized budget deficit of 1.5% of GDP

Source: SHCP, Cámara Mexicana de la Industria de la Construcción (CMIC), CEMEX estimates  
Constant exchange rate: 12.85 MXP/USD

# Expect 10% increase in cement volumes from highways and dams in 2014



## FONADIN projects pipeline

Project	Investment (US\$ M)
<b>Highways</b>	<b>4,425</b>
Pamillas – Apaseo el Grande	725
Tuxpan – Tampico	490
Periférico de Orizaba Stage I	470
Cardel – Poza Rica	450
Jala – Compostela – Banderas	390
15 other	1,900
<b>Water</b>	<b>8,235</b>
Eastern Emitter Tunnel	1,590
Monterrey VI	1,115
El Zapotillo	1,020
WTP Atotonilco	790
Cutzamala System	550
18 other	3,170
<b>Total highways + water</b>	<b>12,660</b>

## CEMEX participation in major highways and dams



Source: SCT, CONAGUA, CEMEX estimates  
 Constant exchange rate: 12.85 MXP/USD  
 FONADIN: National Infrastructure Fund

# Largest infrastructure plan in the history of Mexico



## National Infrastructure Plan 2013-2018

	2013-2018 (US\$ B)	Real growth versus 2006-2012
Transportation	44	11%
Roads	29	2%
Railways	7	59%
Ports	5	5%
Airports	3	30%
Communications	53	74%
Energy + Water	211	19%
<b>TOTAL</b>	<b>304</b>	<b>25%</b>

Source: Primer Informe de Gobierno (2013), SHCP, INEGI, CEMEX estimates

# Value before Volume strategy to deliver growth



Ready mix additional services + surcharges

- Overtime
- Long-distance delivery
- Pumping
- Minimum order

“Gross Minus Logic” structure for bagged cement

### Gross (“street”) price per market

- Customer size discount
- Payment discount
- Pick-up discount

### Target price

- Transition discount
- Promotional discount
- Project discount

### Invoice price

- Volume target fulfillment rebate
- Construrama rebate

### Net price

## Service Manifesto

- Includes and clarifies additional services offered

**CEMEX Ready-Mix Service Manifesto**

**Our Clients, our first priority**

In CEMEX we are always looking to satisfy all your construction needs through high quality products and services. We want to work with you by providing integral offers, specialized equipment, the largest national coverage, financing, turn-key projects and personalized assistance and training.

**Products and services**

We do not only produce ready-mix concrete, we offer integral solutions based upon your needs on all your construction project, improving your performance adding value to your final customer. We invite you to know our ample product & service offering, all in CEMEX, always aiming to exceed your expectations.

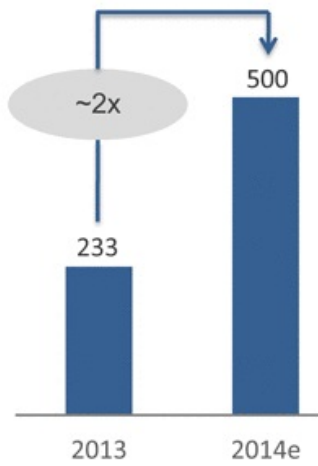
**MANIFIESTO DE SERVICIO CEMENTO**

¡NUESTRO MÁS GRANDE COMPROMISO ES EN TI! PLANEO

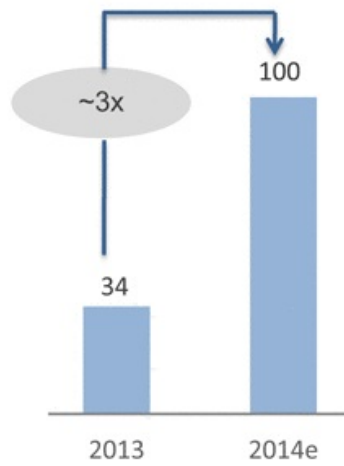
- EL CLIENTE COMO EL CENTRO.** El cliente es el centro de todas las decisiones de negocio. Hemos tratado de ser un verdadero socio comercial. Siempre todo lo posible para crear y mantener relaciones de largo plazo.
- PRODUCTOS DE ALTA CALIDAD.** Así como en forma continua buscamos de calidad para el producto de que se derivamos de nuestros productos cuando con las especificaciones especiales. Nos comprometemos a brindar el mejor servicio al cliente en cualquier momento y lugar.
- COMERCIO CON INTEGRIDAD.** Hemos a comprometido nuestros productos y servicios con honestidad y transparencia, utilizando estándares éticos en el respecto a la calidad de productos, el precio, el servicio, el tiempo de entrega y condiciones de pago.
- ASISTENCIA PERSONALIZADA.** Hemos a ofrecer a todos nuestros clientes el mejor servicio personalizado de ventas, para brindarles un mejor servicio.
- RECEPCIÓN DE PEDIDOS.**
- GARANTÍA DE ENTREGA.** Nos comprometemos a entregar a día siguiente la cantidad solicitada antes de las 10:00 am durante días hábiles.
- DISPONIBILIDAD DE OTROS PRODUCTOS.** Hemos a ofrecer productos de cemento, agregados, morteros y grout para dar a nuestros clientes una amplia gama de soluciones.
- RESPUESTA RÁPIDA A QUEJAS Y COMENTARIOS.** Así como de nuestra política de servicio y atención al cliente, hemos a responder a todas las quejas y comentarios de nuestros clientes en un lapso de 24 horas.
- ACCESO A INCLUMBRADOS.** Hemos a ofrecer a todos nuestros clientes el mejor servicio de gestión de residuos sólidos, para dar a nuestros clientes un servicio integral.
- RESPECTO A LA COMERCIALIZACIÓN.** Hemos a ofrecer a nuestros clientes el mejor servicio de gestión de residuos sólidos, para dar a nuestros clientes un servicio integral.



Asphalt projects converted to concrete pavement  
(Thousands of concrete m<sup>3</sup>)



Cross-selling cement through concrete salesforce  
(Monthly tons per salesman)

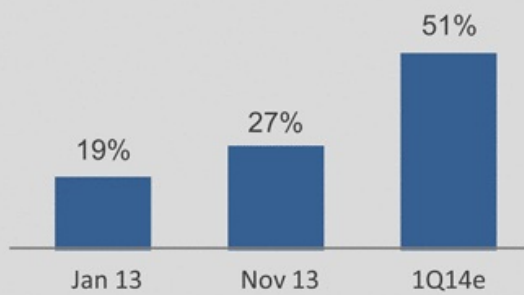


Grow the Pie

Growing the pie through new and existing customers

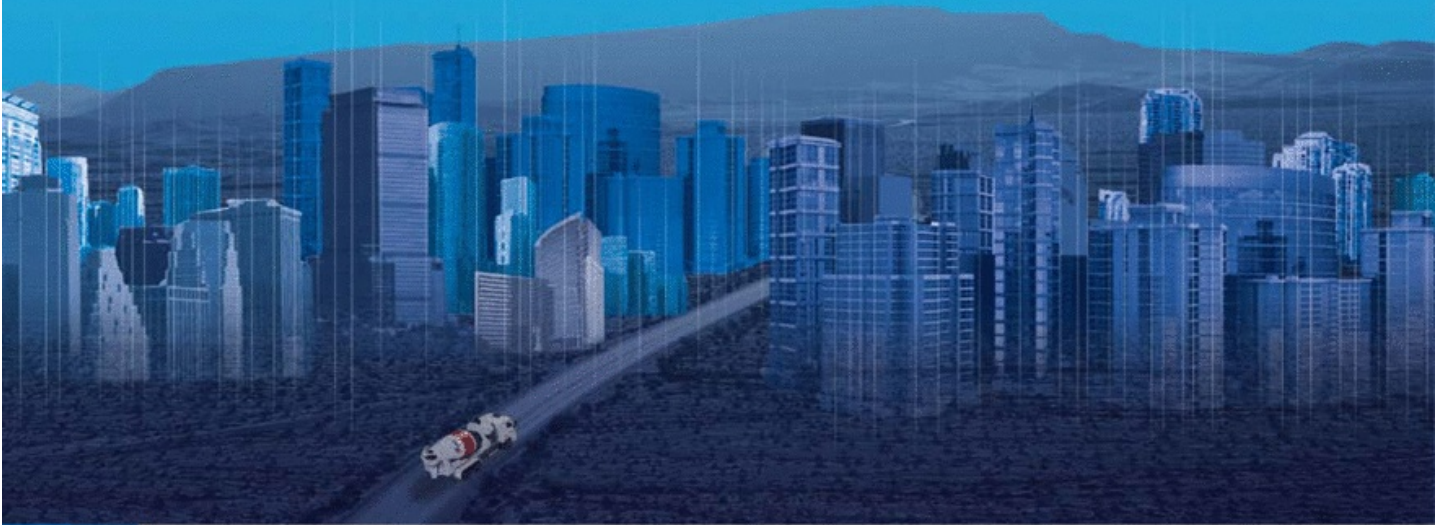
### Full product offering

% of ready-mixers and concrete products manufacturers buying both cement and aggregates



### Differentiated and value-based offer

- Integrated cement, aggregates and admixtures offer
- Opening of new admixtures plant in central Mexico
- Technical assistance and certification



February 13, 2014

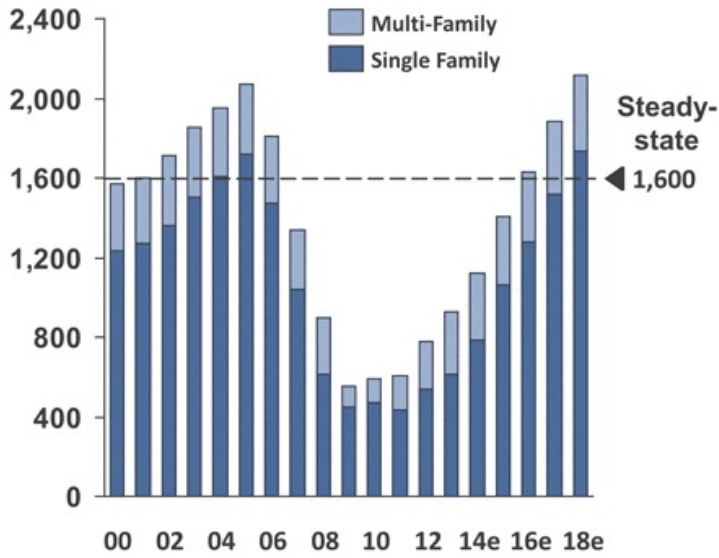
**Karl Watson Jr.**  
President - CEMEX USA



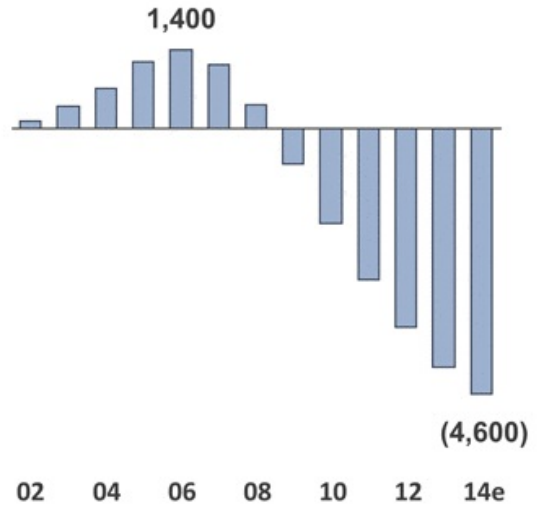
# We continue to see significant pent-up demand in the housing sector



**Housing starts**  
(‘000 units)



**Cumulative housing excess (shortfall)**  
(‘000 units)



Source: U.S. Census, CEMEX estimates

# We expect residential to lead growth in 2014



## Residential Sector

- 1 Housing market to continue recovering
- 2 Record high levels of affordability
- 3 Inventory levels have bottomed-out
- 4 Credit availability to gradually improve

## Non-Residential Sector

- 1 Commercial real estate prices increasing with occupancy rates and rents increasing
- 2 Commercial delinquency rates declining
- 3 Credit availability improving

## Public Sector

- 1 State fiscal situation improving, but sector lagging behind
- 2 MAP21 maintaining grant program, but expires in September
- 3 MAP21 expanding Federal direct loan program (TIFIA)
- 4 Concrete becoming more economical and greener than asphalt

'14e Cement  
Demand  
(YoY %)

18.8%

10.4%

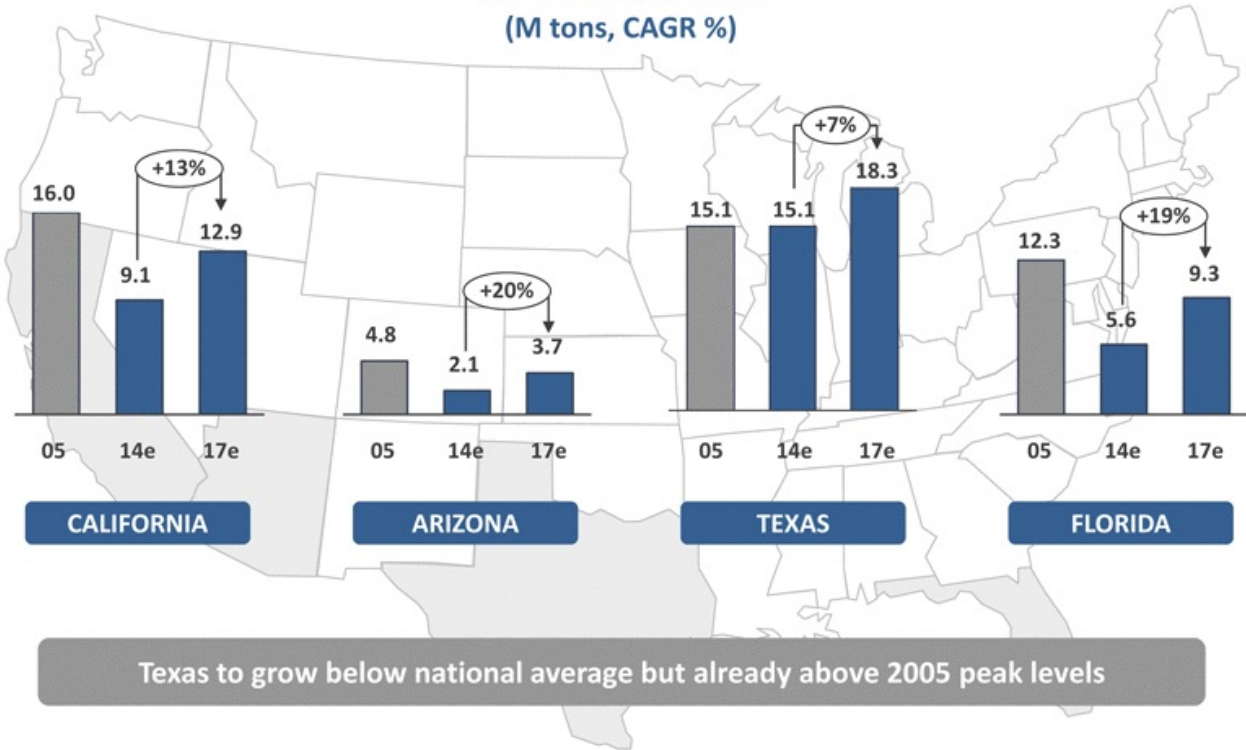
3.2%

Source: CEMEX estimates

Most of our main markets expected to grow faster than the 11% national average



### Cement demand (M tons, CAGR %)

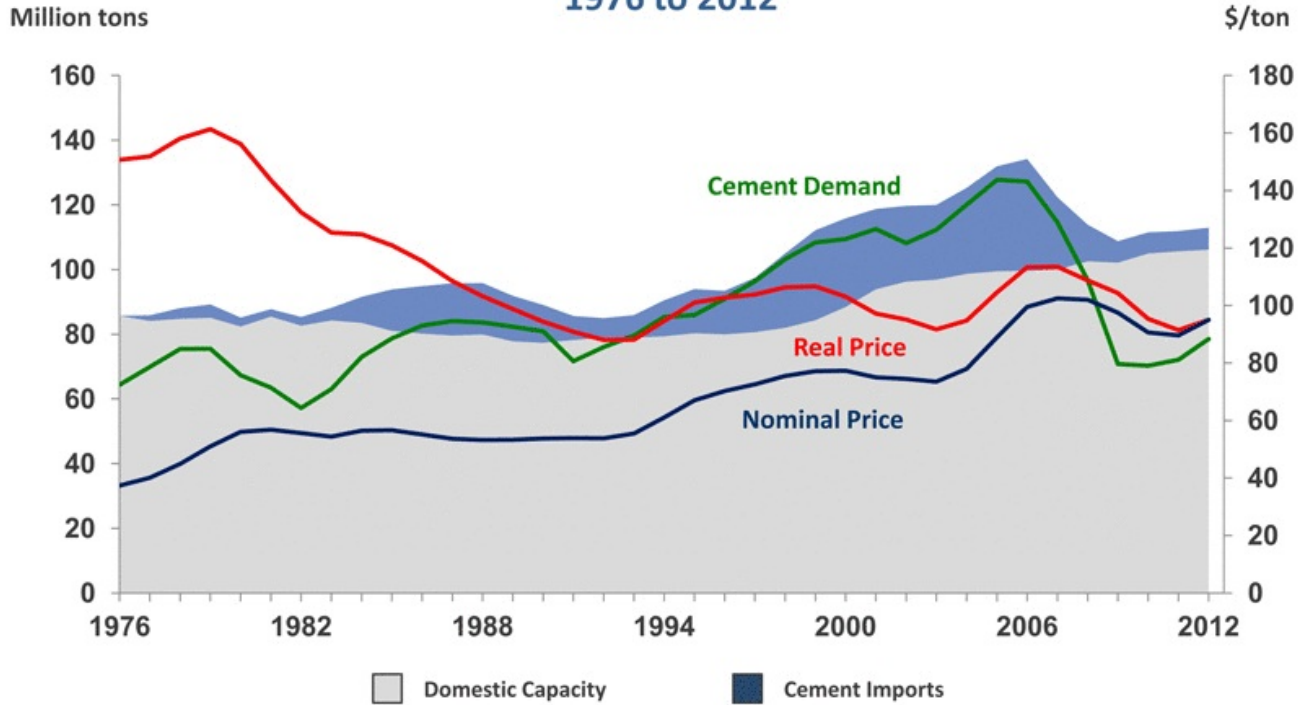


Source: PCA, CEMEX estimates

A long way to go... but we've been there before



### Evolution of cement price and volume in the U.S. 1976 to 2012

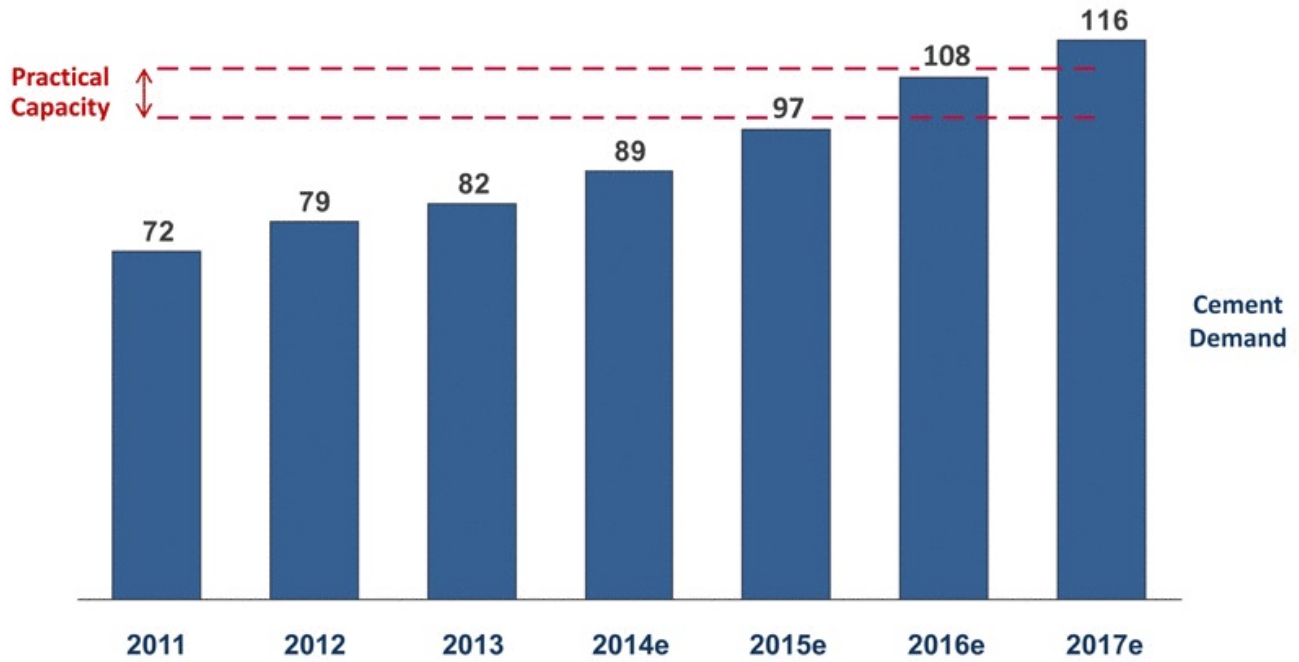


Note: Cement demand includes Portland, Blended and Masonry cement.  
Source: USGS, PCA

Supported by favorable cement supply/demand dynamics



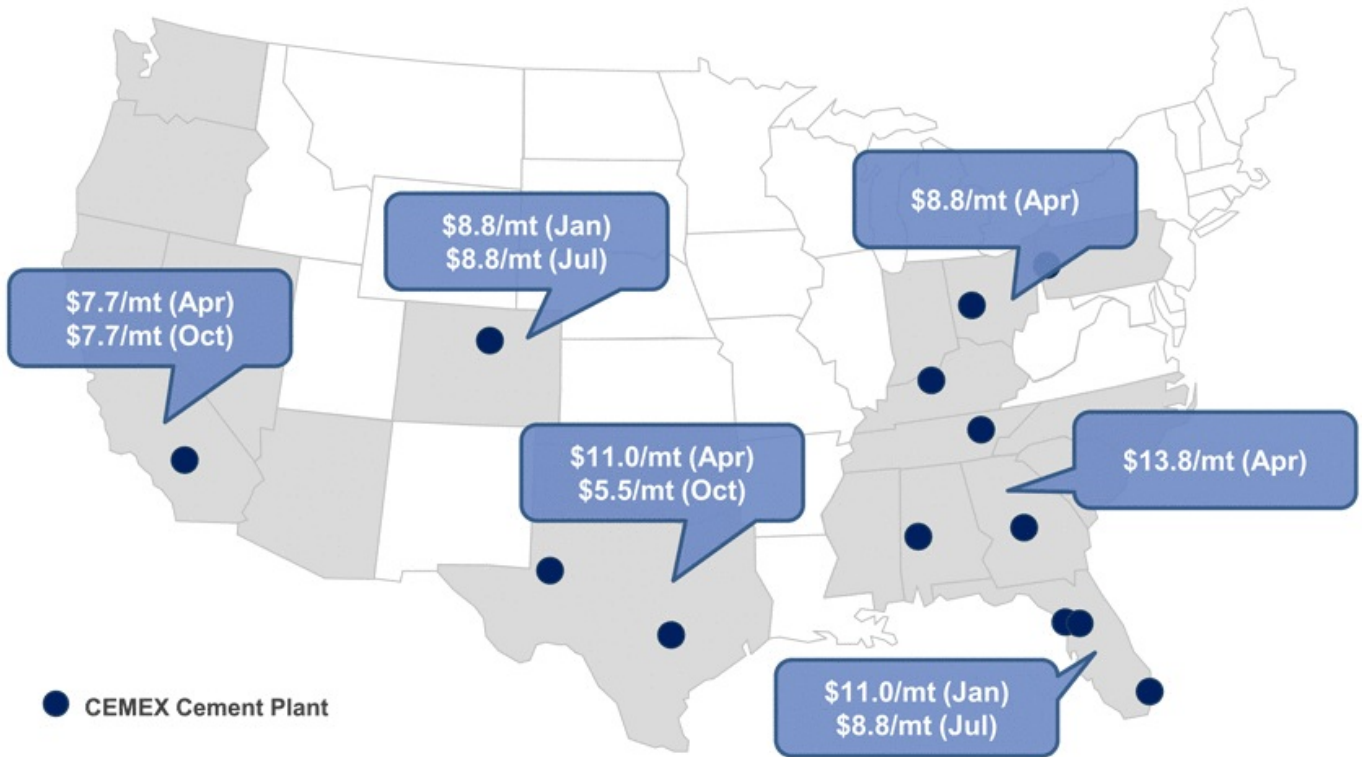
### U.S. cement supply / demand dynamics (M tons)



Note: Cement demand includes Portland, Blended and Masonry cement.  
Source: USGS, PCA and CX estimates



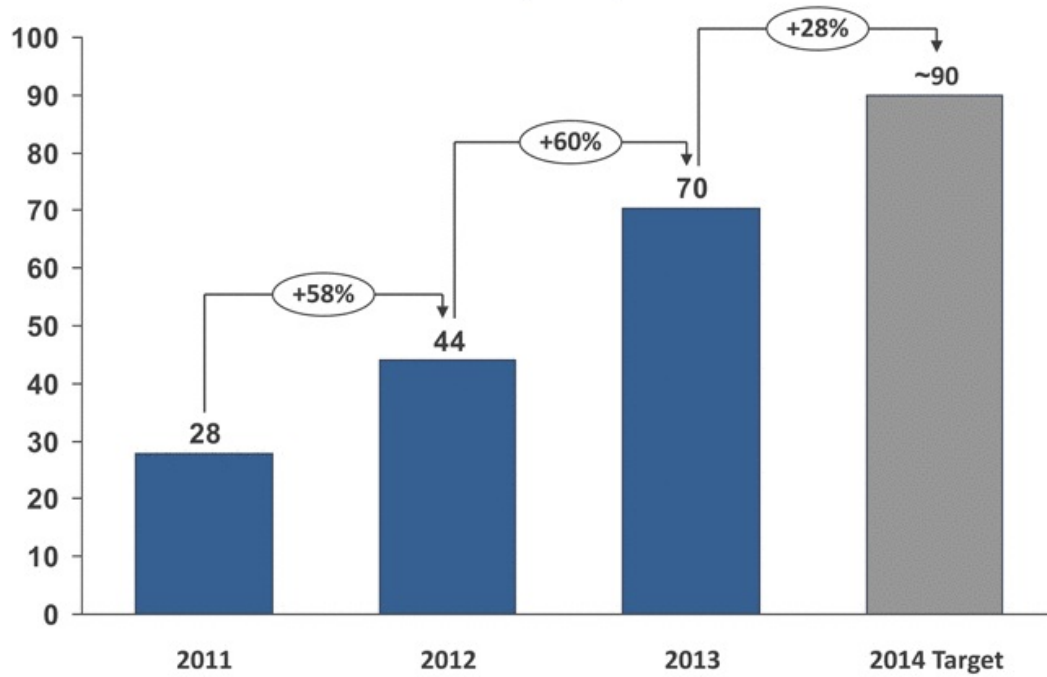
# Announced cement price increases for 2014



# Successfully implementing ready-mix fees & surcharges strategy

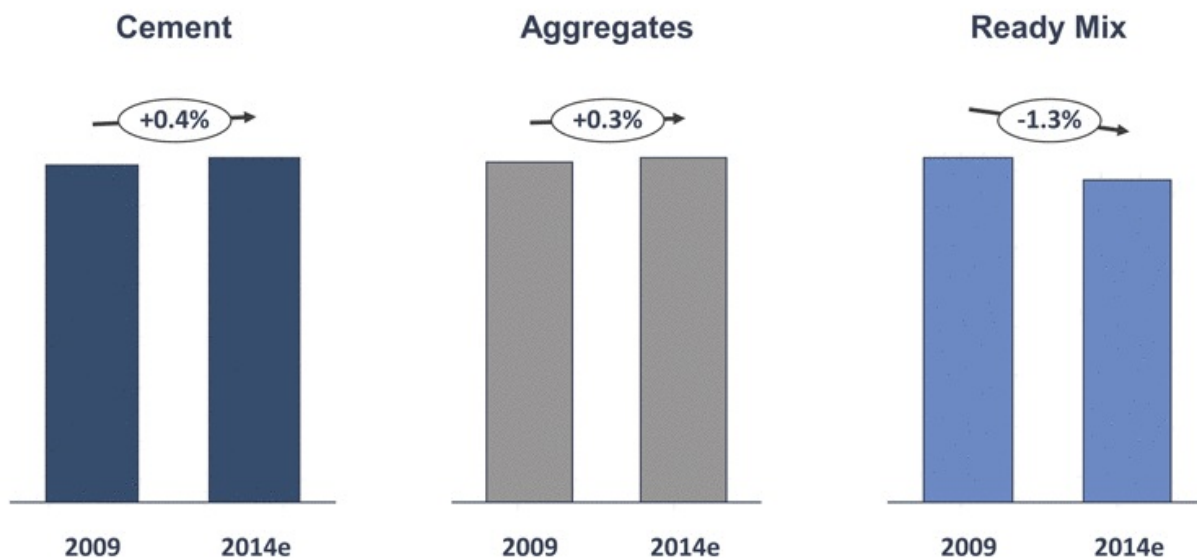


### Ready-mix fees & surcharges (US\$ M)





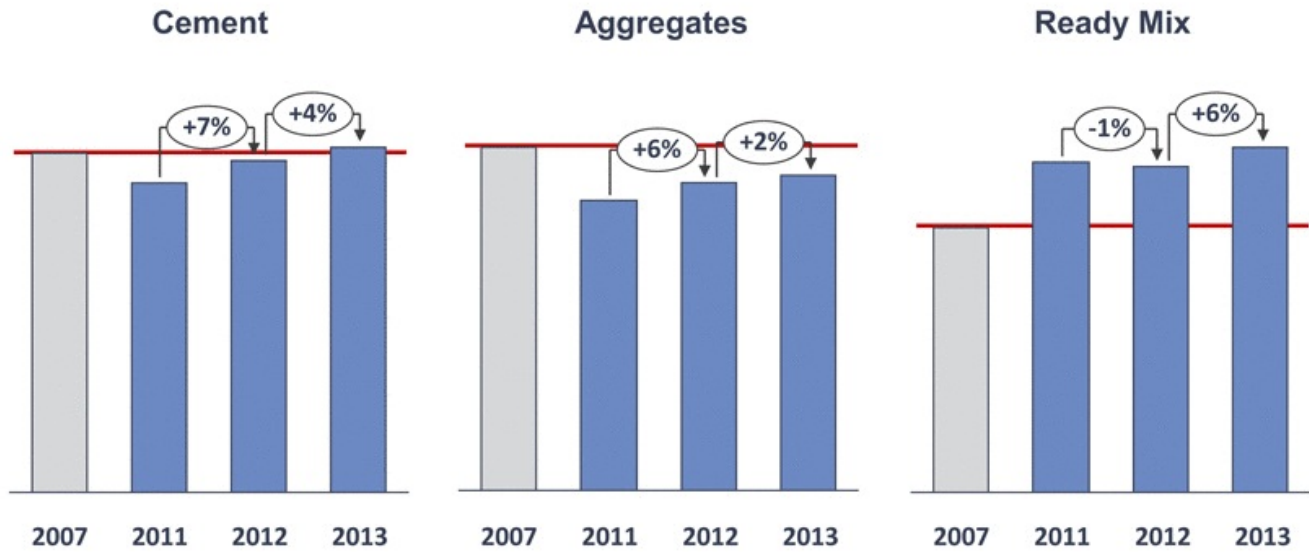
## Total production unitary costs (2009 – 2014e CAGR)



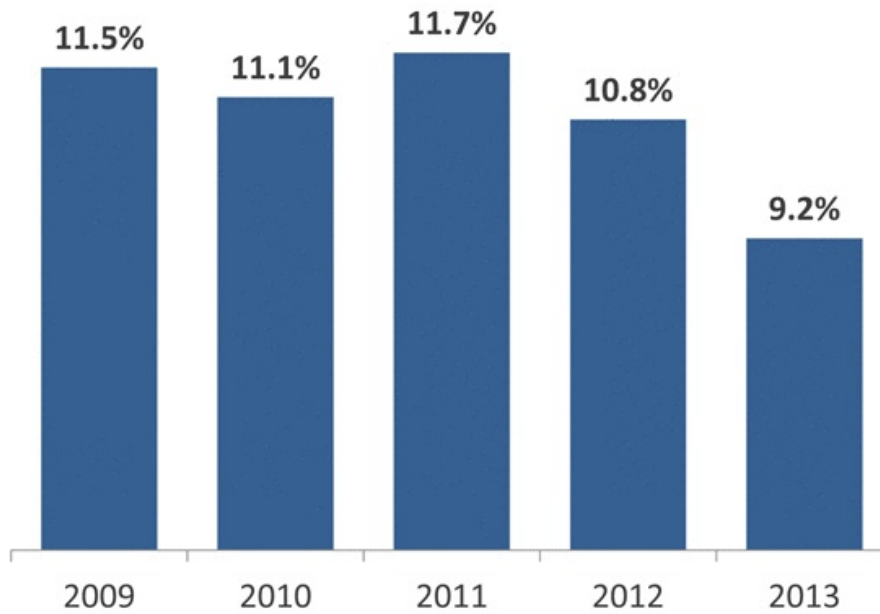
# Productivity levels above pre-crisis levels for cement and ready mix



## Productivity (YoY change in volume per working hour)

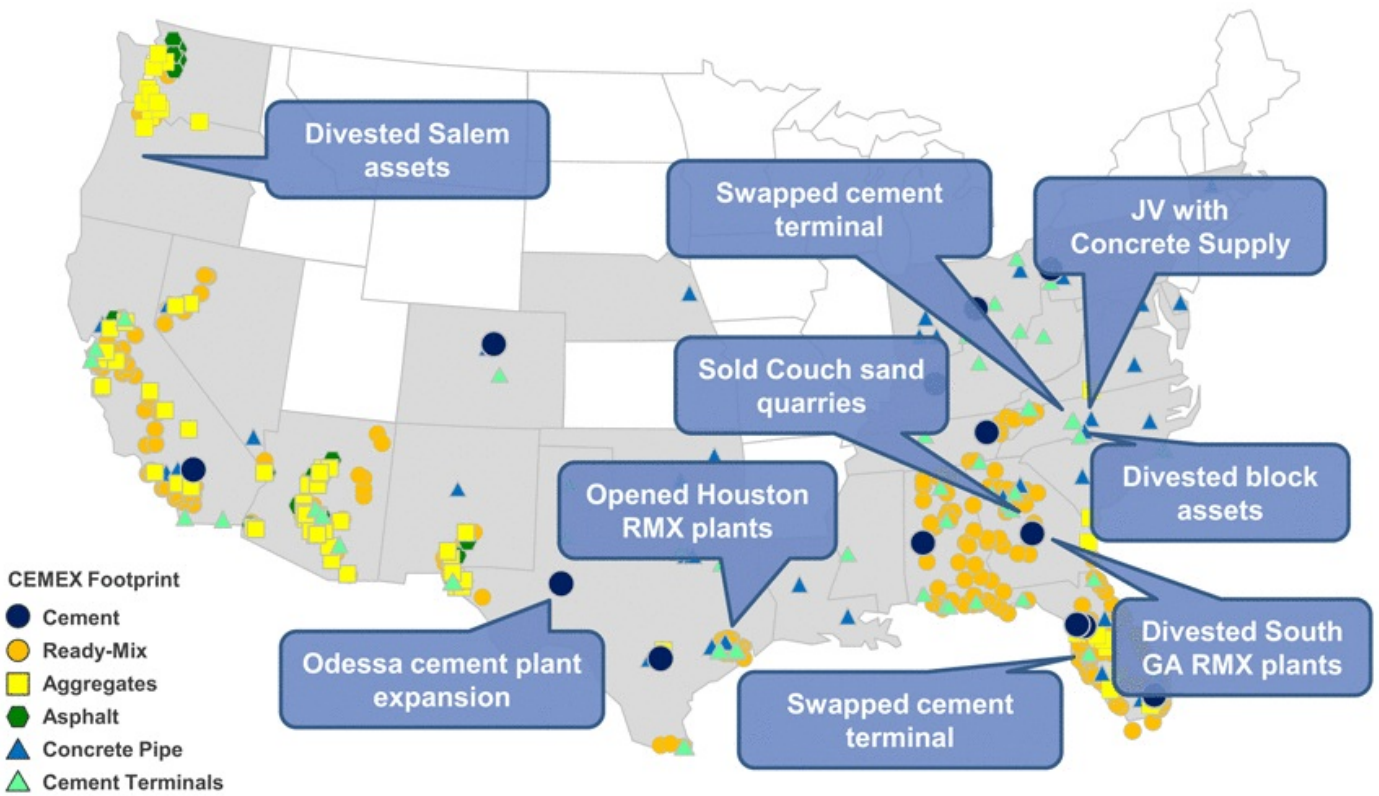


**SG&A <sup>1</sup>**  
(as % of Revenue)

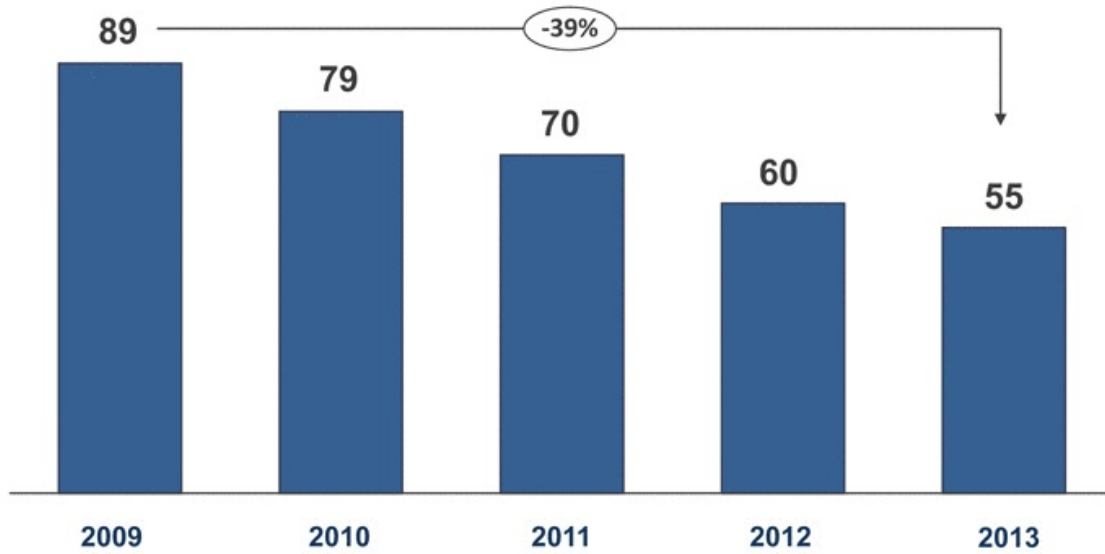


(1) SG&A excluding freight, distribution costs and depreciation

# Proactively enhancing our asset base



**Working Capital**  
(Average Days)



# Strong operating leverage embedded in our business



## Operating leverage (YoY change)

Full-year operating leverage

30%

84%

Revenue  
US\$3.1 B

Revenue  
US\$3.3 B

