

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, 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):

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## Contents

1. Second 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*.

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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 14, 2013

By: /s/ Rafael Garza

Name: Rafael Garza

Title: Chief Comptroller

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**EXHIBIT INDEX**

EXHIBIT NO.

DESCRIPTION

1. Second 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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# **Jaime Elizondo**

President South & Central America, and the  
Caribbean

February 14, 2013

# Unique value creation strategy based on solutions



## Five Pillar Strategy

- 1 Agile, flexible and market-focused organization
- 2 Commercial strategy to support market expansion and higher value creation
- 3 Results-driven operation with superior productivity
- 4 Full dedication and commitment from highly talented pool of employees
- 5 Excellent reputation and relationship with stakeholders

## Portfolio of Solutions





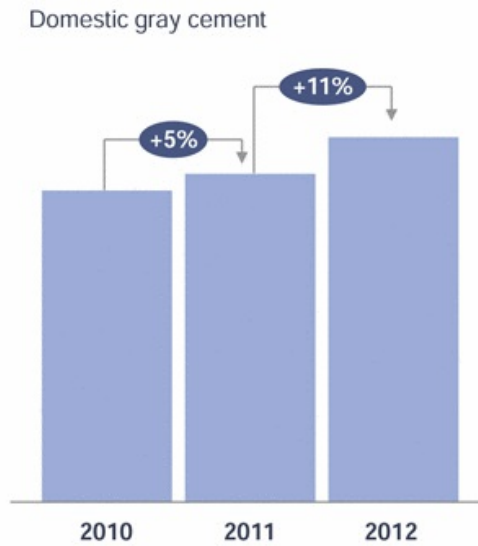
# A strategy built around customer needs and operational efficiency



## Market Development

<b>Housing Solutions</b>	New houses being built in the region
<b>Infrastructure Solutions</b>	500K m <sup>2</sup> of pavement
<b>Distribution Channel Solutions</b>	150 Construrama stores
<b>Builders Solutions</b>	13 onsite mini plants installed

## Pricing



## Operational Excellence

### Product Availability

- Eliminate bottlenecks
- New capacity in Colombia and Nicaragua

### Efficiency

- Energy consumption cost per ton reduced by 3.7% vs. 2011
- Increased use of alternative fuels to 20%, vs. 9% in 2011

## Further increasing our efficiency and production capacity



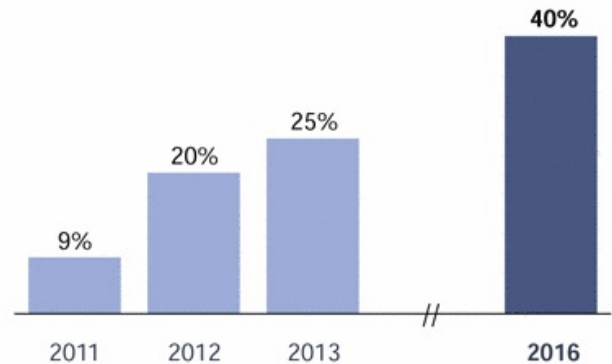
### Actions to Assure Product Access

- Increase grinding capacity in Colombia and Nicaragua
- Eliminate bottle necks of transport equipment
- Cement packing automation system
- Contingency spare parts to avoid stoppages



### Energy Cost Improvement

- Plan to increase alternative fuels



- Ongoing actions to reduce power cost

- ✓ Solar panels
- ✓ Long-term contracts

EBITDA variation 2012-2016  
(\$ M)



We expect to grow close to 10% per year on average over the next four years



# **Ignacio Madrideojos**

President Northern Europe

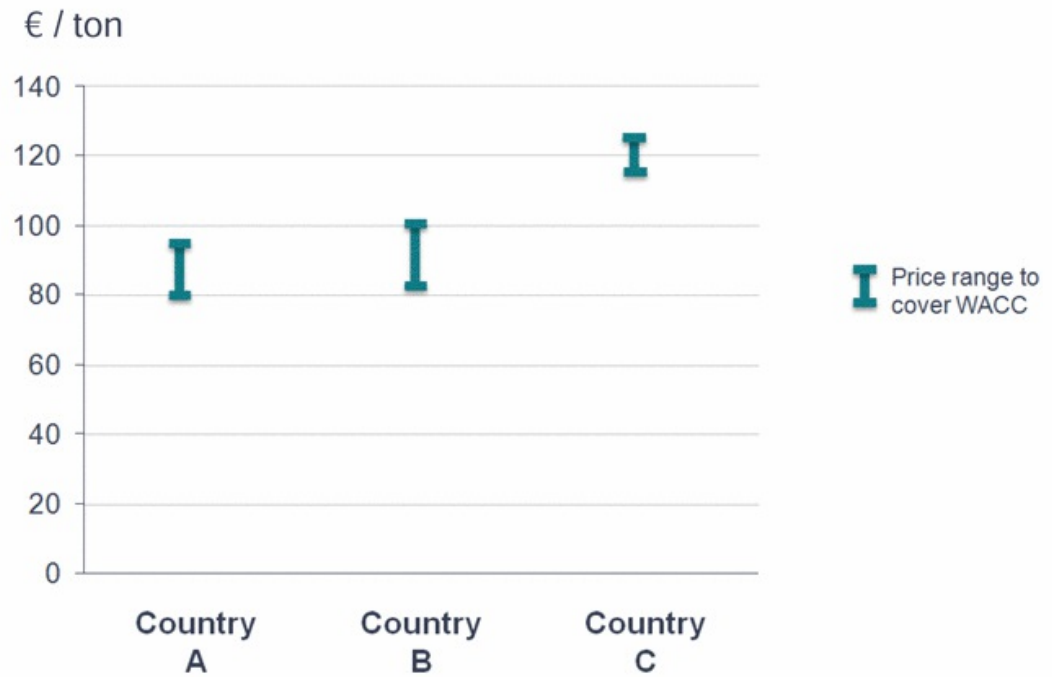
February 14, 2013

	2013 cement volume guidance <sup>(1)</sup>	Cement consumption 2013E (kg per capita <sup>(2)</sup> )	2013-2016E Avg. volume growth	Cement consumption 2016E (kg per capita <sup>(2)</sup> )
United Kingdom	-4%	133	+4%	148
France	-3%	308	+2%	326
Germany	+2%	331	+2%	355
Poland	-4%	400	+4%	452

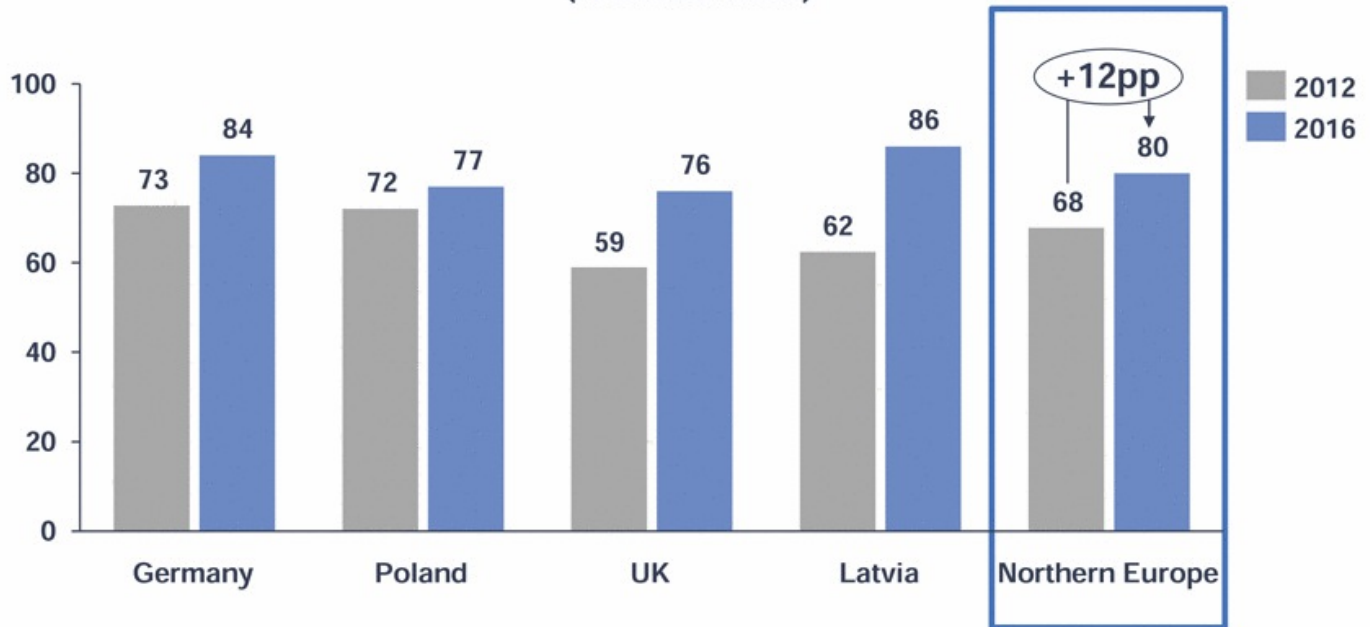
1) Cement volume guidance, except for France, where ready-mix guidance is presented

2) Based on internal demand forecasts and 2012 population data

### Medium Term Price Targets for our Products

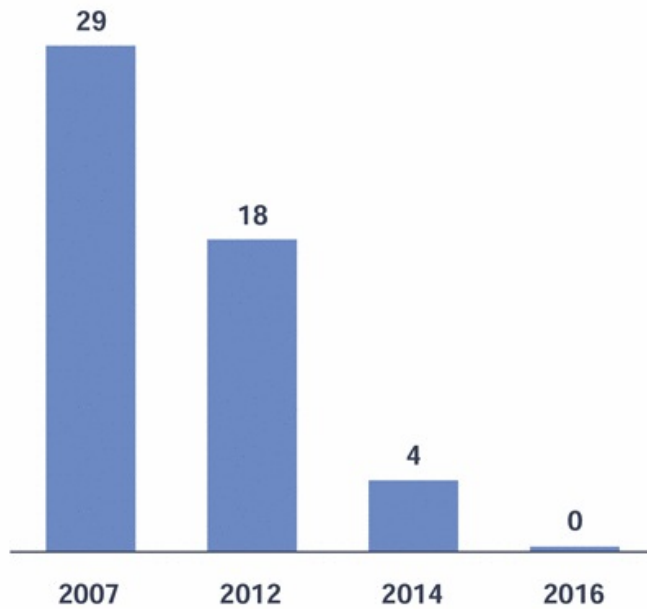


## Alternative Fuels Substitution 2012-2016E (% of total fuels)



- Actively managing energy and fuels costs
- Strategically securing key inputs

## Working Capital (Average days)

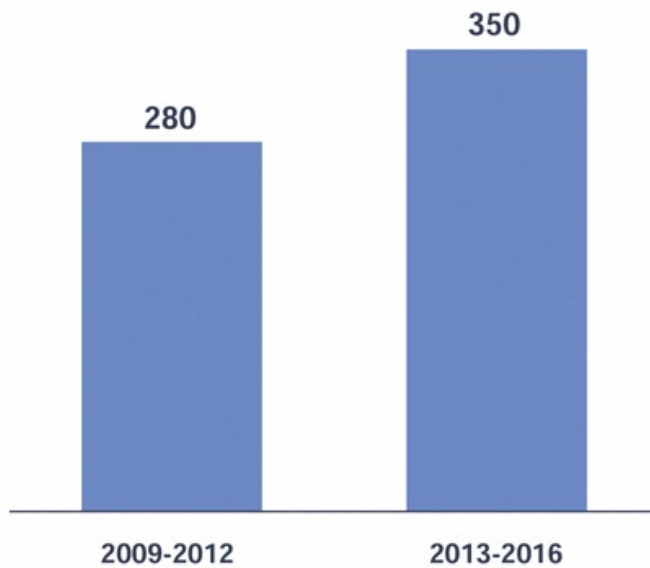


- Strict monitoring of payment terms
- Improved training and incentives for sales forces
- Extension of supplier finance program
- Aggressive inventory management
- Implementation of raw materials consignments

Continuous improvement programs across the region



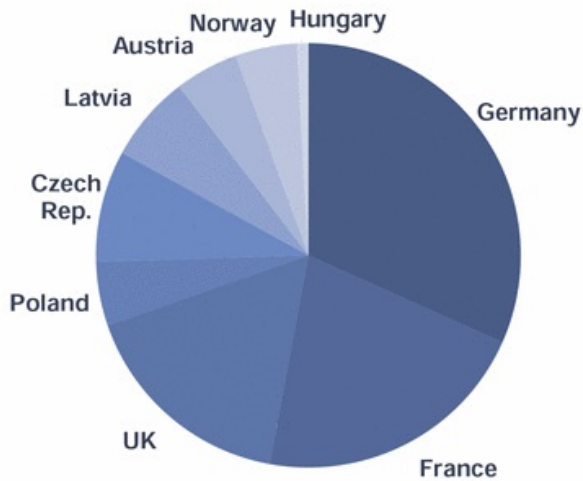
## Asset Divestments (\$ M)



- Sale of non productive real estate in the UK
- Disposal of idle offices in various countries
- Divestment of non-core business units

**\$106M of divestments in 2012**  
**Aiming for more than \$100M in 2013**

## 74 TPF Transactions in 2012 (Breakdown by Country)



### Aggregates

- Royalty schemes and local partnerships

### Ready Mix

- Rental schemes and partnerships with equipment manufacturers

### Cement

- JVs to secure key inputs and fund environmentally friendly projects

## EBITDA Evolution 2012-2016 (\$ M)



1) Includes a \$67M one-time benefit resulting from a change in a pension plan scheme in the region



**Jaime Muguiro**  
President Mediterranean

February 14, 2013

# Key markets affected by recession and social & political instability



## Egypt

- Social and political transformation dampening short term growth
- Expect currency devaluation and a gradual reduction in energy subsidy
- Cement demand growing below full potential



## Spain

- Expect cycle to bottom out in 2013, with recovery starting next year
- Current cement demand at 1962 levels, at around 11 million tons
- Demand likely to increase to 15-20 million tons from 2016 onwards



# Key markets affected by recession and social & political instability



## Israel

- Economic growth remains strong, despite geopolitics
- Increased construction to drive demand for ready mix and aggregates
- Profitable opportunities to expand along the value chain



## Others

- Croatia will join the EU in July 2013, underpinning structural reforms and future demand growth
- Gulf states still recovering and industry needs to consolidate



**Costs & Efficiencies**

- 1 Continue downsizing to reduce personnel, SG&A, and corporate expenses
- 2 Shut down capacity to minimize fixed costs
- 3 Increase use of alternative fuels and production of low temperature clinker

**Revenue**

- 4 Pricing aligned with value before volume strategy
- 5 Increase the sale of special products, with better margins
- 6 Improve our offer of concrete paving & walling systems

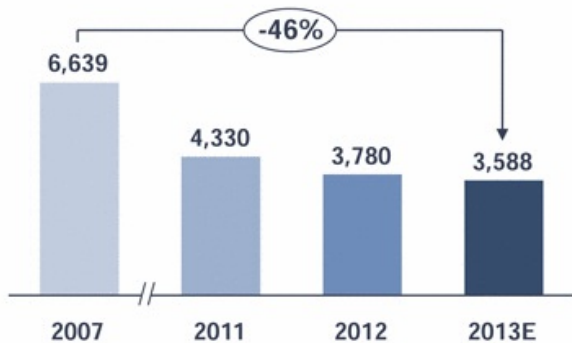
**Return on Capital**

- 7 Reduce CAPEX and working capital
- 8 Divest non-core and mothballed assets

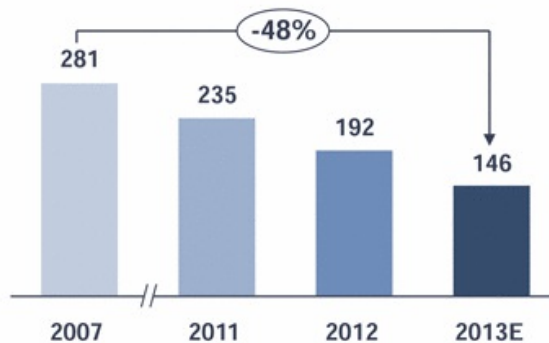
# 1 EBITDA has been supported by downsizing efforts in the region



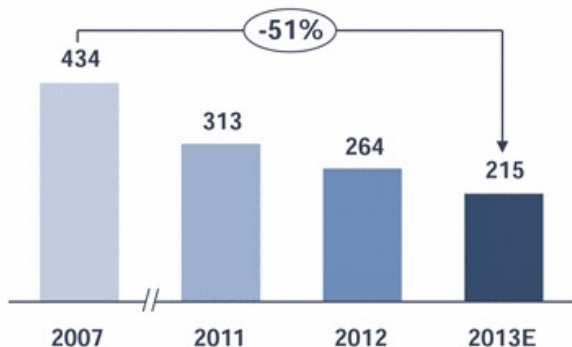
### Headcount



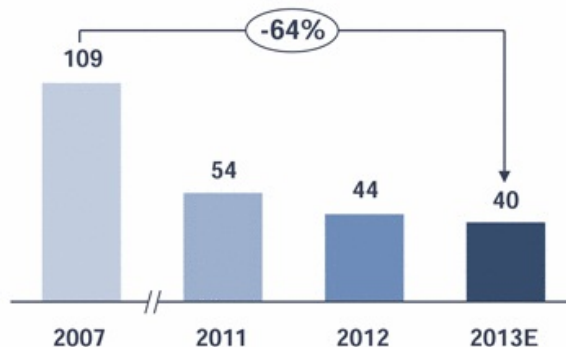
### Personnel Expenses (\$ M)



### Fixed Costs (\$ M)



### Corporate Expenses (\$ M)

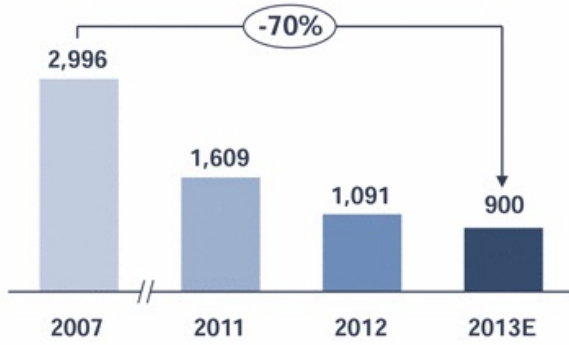




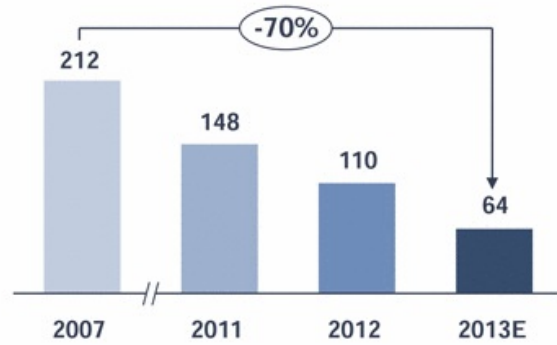
# Spain: significant downsizing in an unprecedented economic downturn



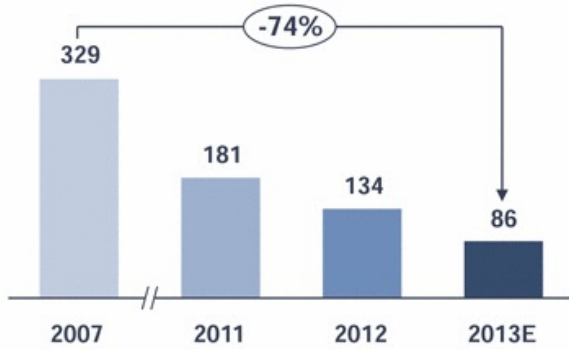
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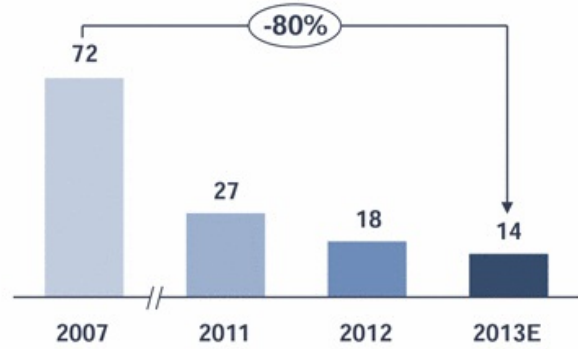
Personnel Expenses (\$ M)



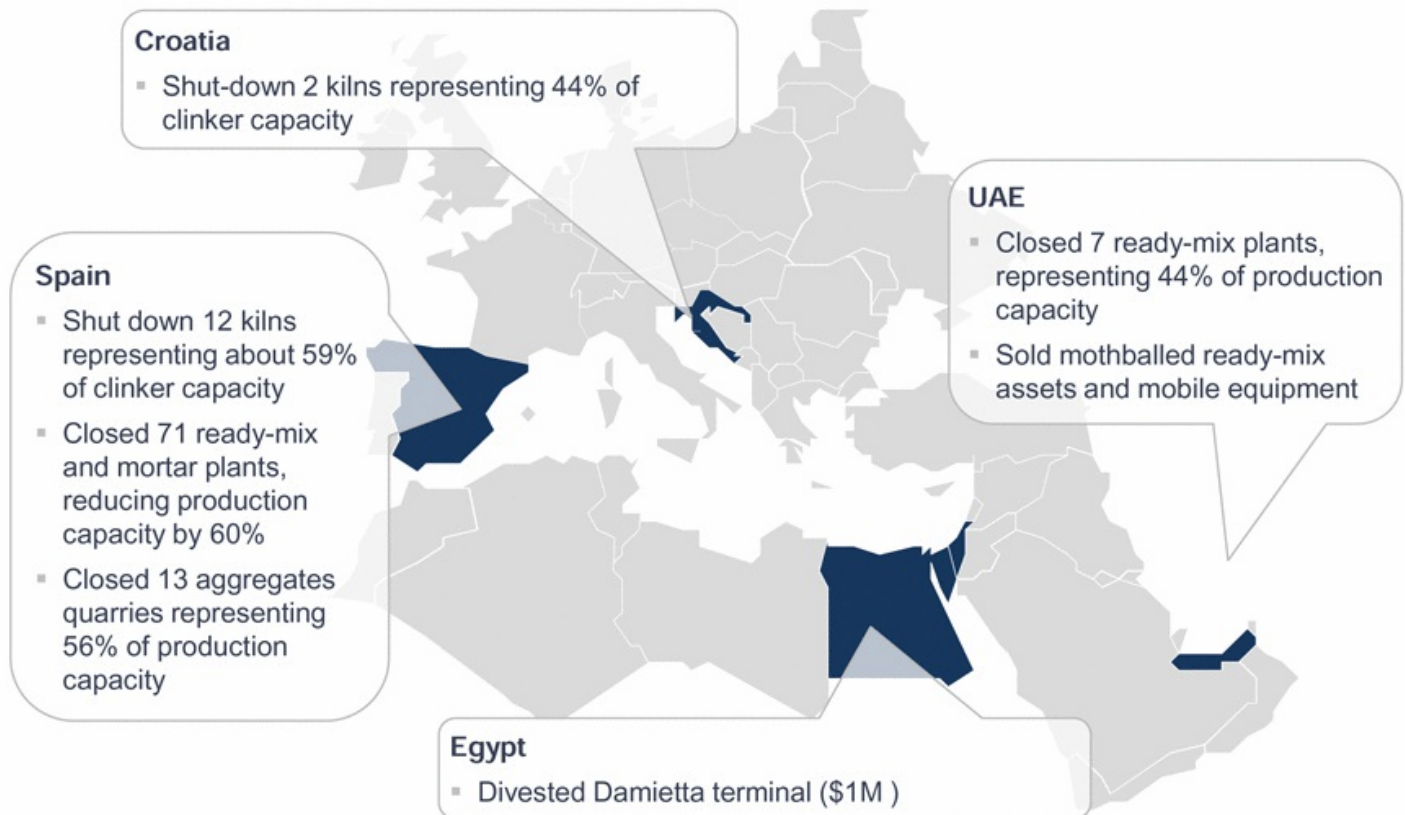
Fixed Costs (\$ M)



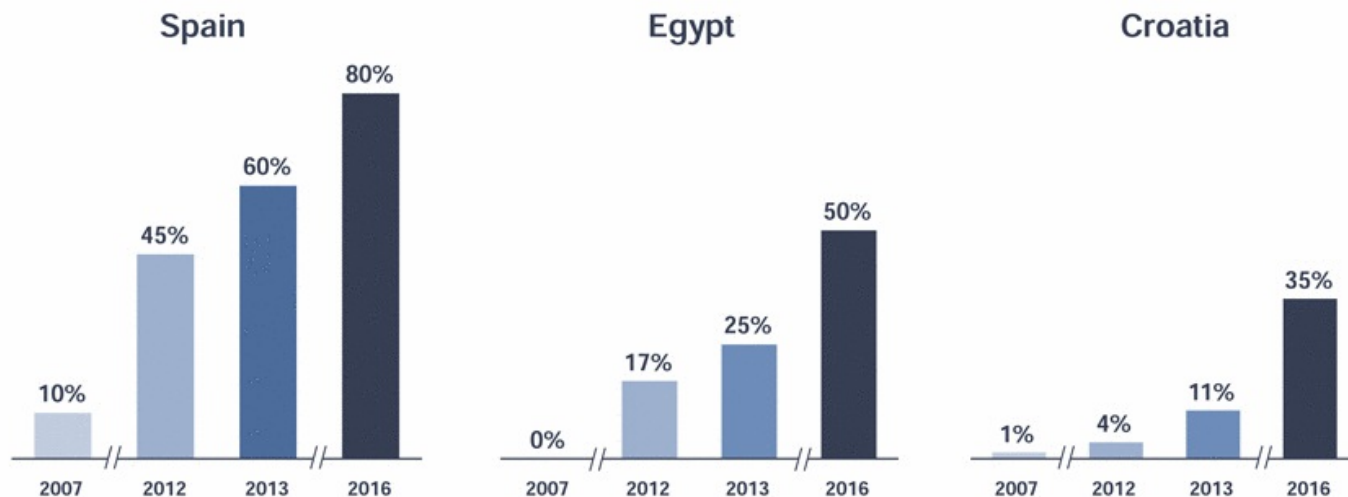
Corporate Expenses (\$ M)



## With the exception of Israel, we have shut down capacity across the region

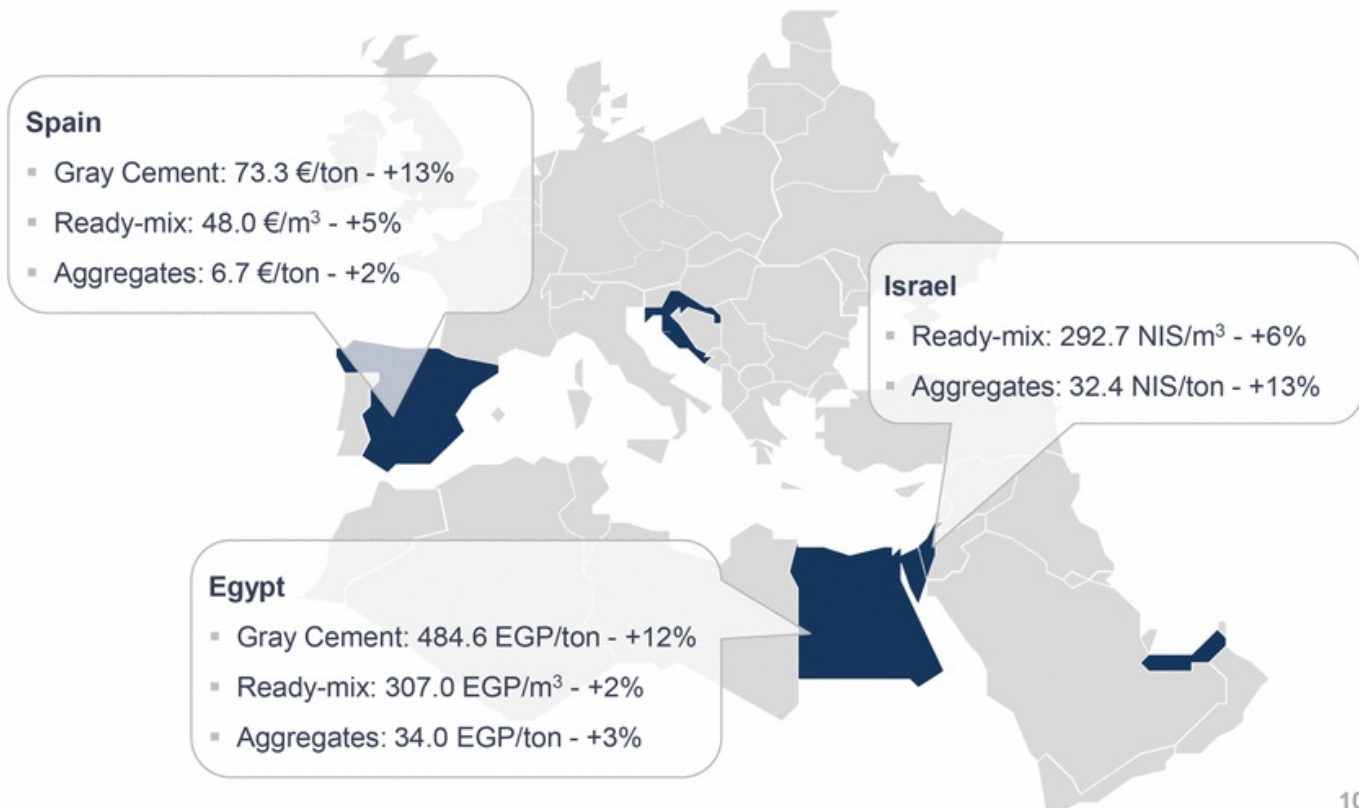


### 3 Targeting further increases in alternative fuels

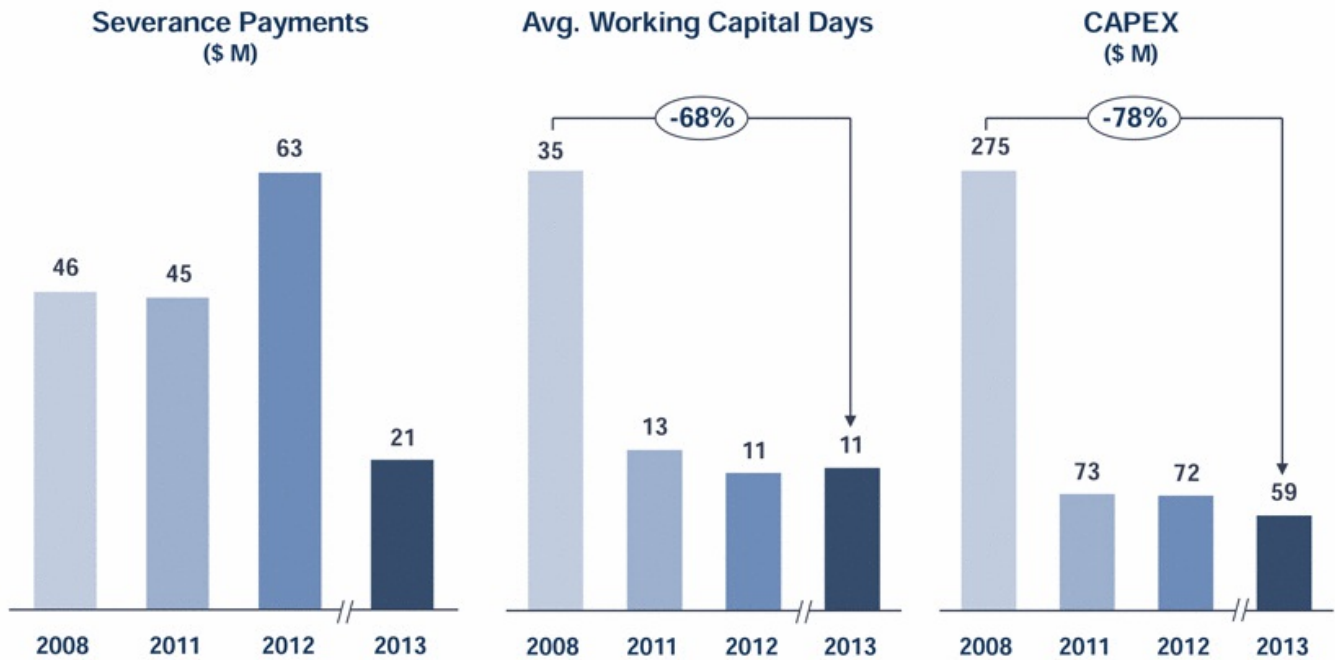


Introduction of petcoke in Egypt in 2013 to yield savings of \$6 - \$8 per ton  
Switched to high-sulfur petcoke in Croatia, with savings of about \$1 per ton

## Prices at end of 2012 &amp; announced price Increases



## 7 Continuing efforts to maximize cash generation



8 Expect about \$90M of asset sales in 2013-2015

## EBITDA variation 2012-2016 (\$ M)





**Joaquin Estrada**  
President Asia

February 14, 2013

# Country operations are moving up the value chain by entering into new businesses



**Cement**

**Aggregates**

**Admixtures**

**Ready mix**



**Philippines**



**Bangladesh**



**Thailand**



**Malaysia**



**China**



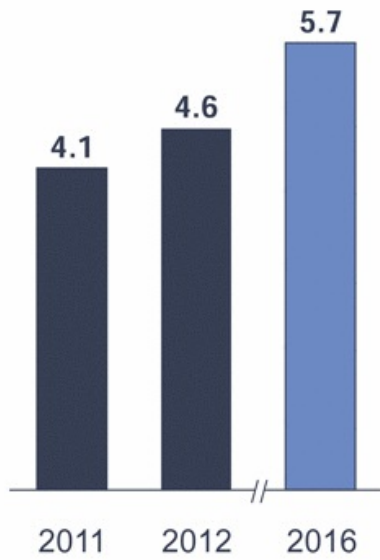
Note: Lighter shade indicates possible new businesses



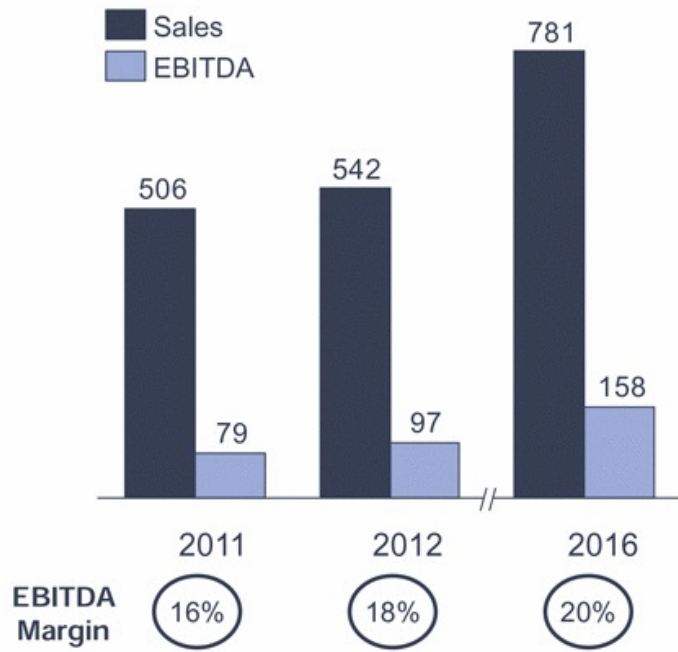
# Growth in the region translating into strong results



### Domestic Cement Sales Volume (M tons)



### Sales and EBITDA (\$ M)



# Philippines: commercial initiatives allows us to provide integrated solutions to clients



## Ready mix



- Focus on high-quality special concretes and “green” production process.
- Basic and non service-oriented market provides a good opportunity

## Aggregates



- Leading the industry with the introduction of limestone aggregates instead of basalt
- Facilities well located to serve main markets in the country

## Admixtures



- R&D and production of admixtures for specialized design applications.
- Basic and non service-oriented market provides a good opportunity

## Construction Solutions



- Paving and precast solutions
- Affordable housing services and solutions

# Commercial initiatives to expand our value proposition in the rest of our portfolio



## Bangladesh



- Promoting premium-quality cement through new channels, brand-building and marketing initiatives

## Thailand



- Entering niche markets for cement products such as co-branded cement in the do-it-yourself segment

## Malaysia



- Promoting special products such as Concrete NEXT, Promptis and Self Compacting Concrete
- Leveraging asset base through contracted quarry operations

## China



- Focusing on specialized applications such as high-strength concrete
- Recognized as a top quality ready mix company

EBITDA expected to grow about 12% per year on average over the next 4 years



EBITDA variation 2012-2016  
(\$ M)

