



**Italcementi Group**

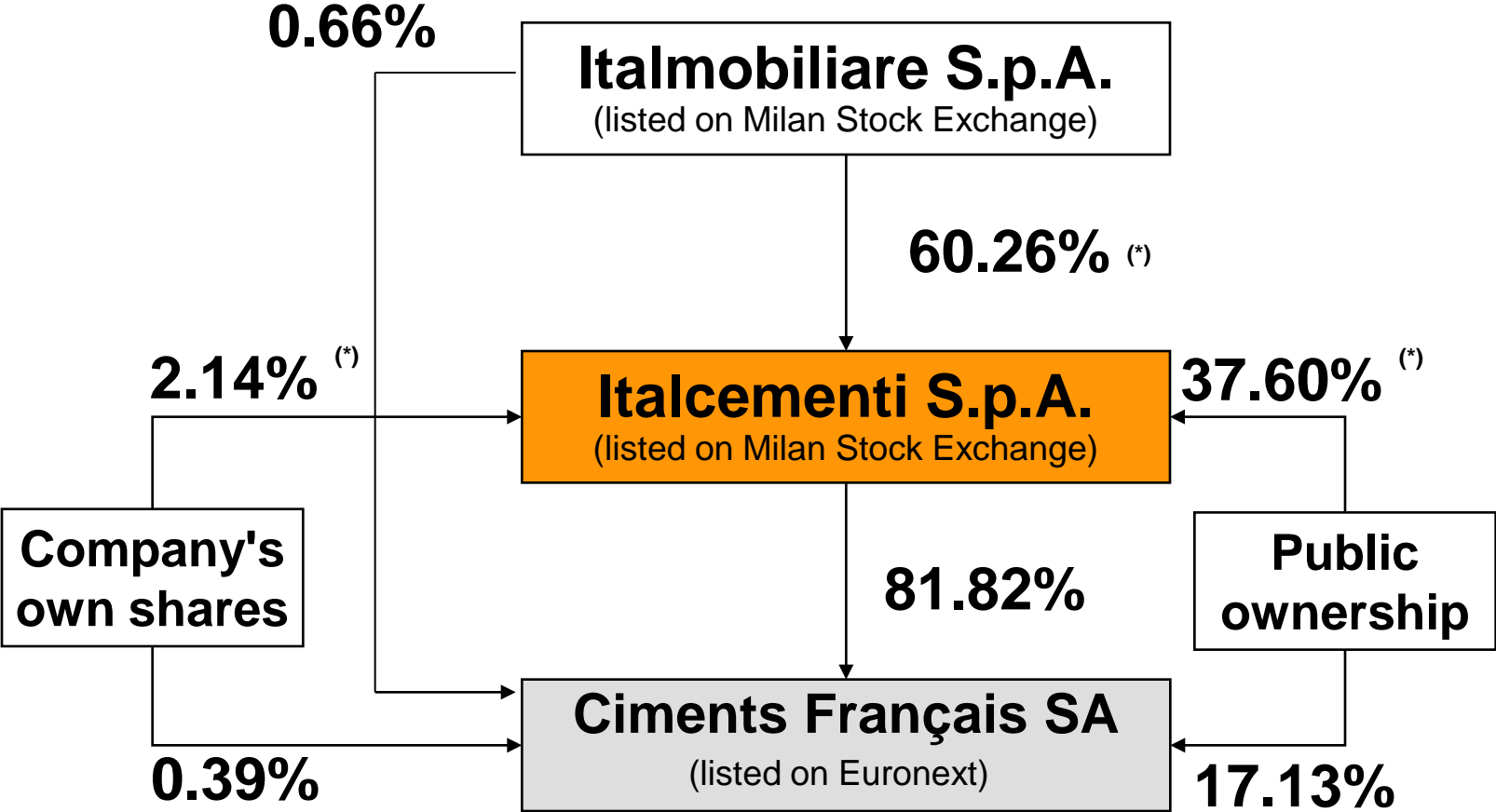
**A world class local business**



**Our World  
As at 31.12.2010**

[www.italcementigroup.com](http://www.italcementigroup.com)

# Italcementi Group structure



as at 31.12.2010

(\*) of ordinary shares

# Italcementi Group at a glance



**The world's fifth largest cement producer**

**A worldwide presence in 22 countries**



**A staff of about 21.000**

**A consolidated production capacity of approximately 75 million tons**



**2010 annual sales of about 4.8 billion Euro**

**The oldest cement company on the Italian Stock Exchange**



**Over 145 years-old successful business strategy implemented by a family-driven company**



# Italcementi Group profile

With an annual production capacity of approximately 75 million tons of cement, Italcementi Group is the world's fifth largest cement producer.

The Parent Company, Italcementi S.p.A., is one of Italy's 10 largest industrial companies and is listed on the Italian Stock Exchange.

Italcementi Group companies combine the expertise, know how and cultures of 22 countries in 4 Continents boasting an industrial network of 59 cement plants, 11 grinding centres, 5 terminals, 350 concrete batching units and 90 aggregates quarries. In 2010 the Group had sales amounting to about 4.8 billion Euro.

Italcementi, founded in 1864, achieved important international status with the take-over of Ciments Français in 1992.

Following a period of re-organisation and integration that culminates in the adoption of a single corporate identity for all Group subsidiaries, the newly-born Italcementi Group began to diversify geographically through a series of acquisitions in emerging countries such as Bulgaria, Morocco, Kazakhstan, Thailand and India, as well as operating in North America. As part of the plan to further enhance its presence in the Mediterranean area, in 2005 the Group boosted its investments in Egypt becoming the market leader. In 2006 Italcementi acquired full control of the activities in India and signed an agreement to strengthen its position in Kazakhstan while, in 2007, it further strengthened its presence in Asia and the Middle East through the operations in China, Kuwait, Saudi Arabia. At the beginning of 2011 Italcementi sold the Turkish subsidiary Set Group to Limak Holding.

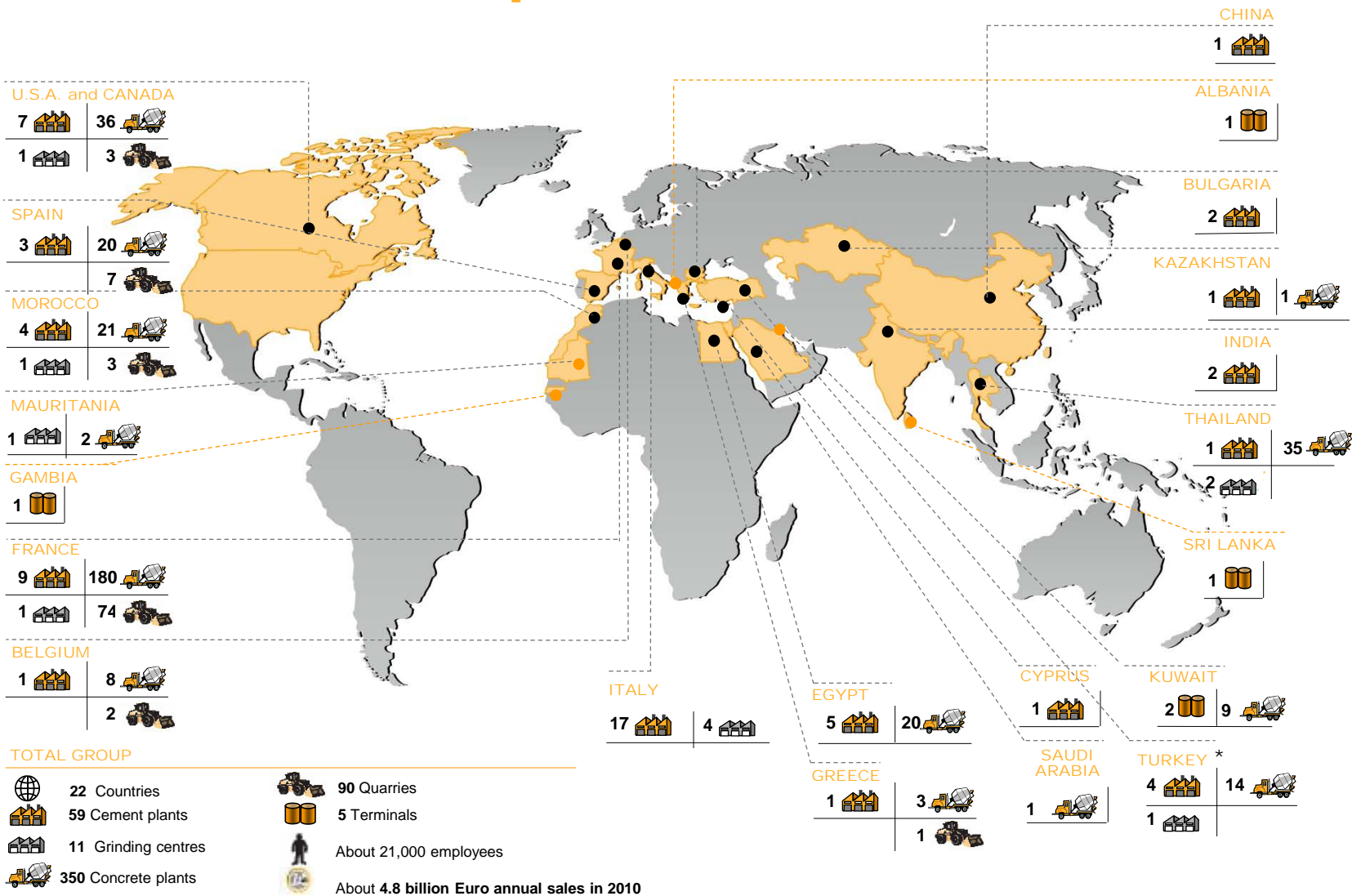
# Italcementi Group profile

As a member of the **World Business Council for Sustainable Development (WBCSD)** Italcementi Group has signed the Cement Sustainability Initiative's *Agenda for Action*, the first formal commitment that binds a number of world cement industry leaders to an action plan that aims at satisfying present-day needs at the same time as safeguarding the requirements of future generations. To further confirm its commitment on these issues, the Group has taken over the co-Chairmanship of the Cement Sustainability Initiative for the period 2006-2007.

Moreover, Italcementi has been included in “**The Sustainability Yearbook 2011**” the most comprehensive publication on corporate sustainability released yearly by SAM (Sustainable Asset Management) ), and has adhered to the **UN Global Compact**, a strategic initiative promoted by the United Nations to align companies operations and plans with universally accepted principles in the areas of human rights, labour, environment and ethics.

Through the activities of its **Research and Innovation** centres in Italy and in France, the most advanced in Europe, the Group intends to anticipate market trends and requirements giving priority to environmental issues and the optimization of resources.

# Italcementi Group industrial network



\* Set Group sold on 25.03.2011

# Italcementi Group main companies network

## NORTH AMERICA (U.S.A./CANADA)

ESSROC  
ESSROC SAN JUAN  
CIMENT QUEBEC (JV 50%)  
ESSROC READY MIX  
AXIM

## SPAIN

FYM

## MOROCCO

CIMENTS DU MAROC  
BETOMAR  
AXIM MAROC  
ITALGEN MAROC

## MAURITANIA

MAFCI

## GAMBIA

GACEM

## FRANCE

CIMENTS FRANÇAIS  
CIMENTS CALCIA  
UNIBETON  
AXIM  
GSM

## BELGIUM

CCB

## ITALY

ITALCEMENTI  
CALCESTRUZZI  
CTG  
AXIM ITALIA  
ITALGEN

## CHINA

FULI CEMENT

## BULGARIA

DEVNYA CEMENT

## KAZAKHSTAN

SHYMKENTCEMENT  
BETONATA

## KUWAIT

HILAL CEMENT  
AL MAHALIYA

## INDIA

ZUARI CEMENT

## THAILAND

JALAPRATHAN CEMENT  
ASIA CEMENT  
JALAPRATHAN CONCRETE

## SRI LANKA

SINGHA CEMENT

## EGYPT

SUEZ CEMENT GROUP OF COMPANIES  
RMB  
AXIM EGYPT  
ITALGEN MISR

## GREECE

HALYPS CEMENT  
ET BETON

## ALBANIA

EUROTECH CEMENT

## SAUDI ARABIA

ICC (JV 50%)

## TURKEY

SET GROUP (\*\*)  
AFYON CIMENTO

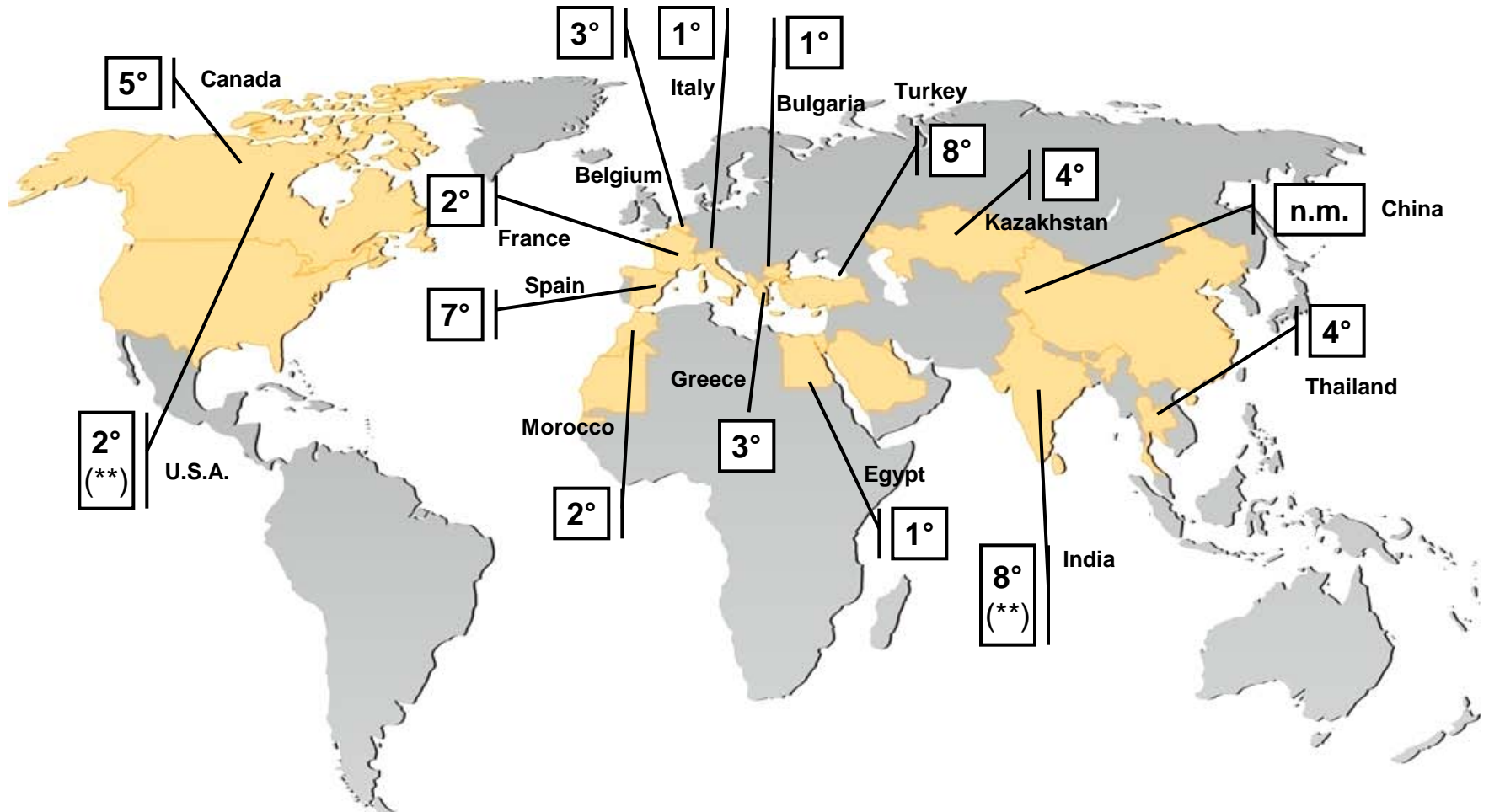
## CYPRUS

VASSILIKO CEMENT (\*)

(\*) Not fully consolidated company in which the Group holds an equity investment of <33%

(\*\*) Set Group sold on 25.03.2011

# Italcementi Group Country Ranking\*



Source: broker report

\* Italcementi Group cement production vs competitors in each country  
 \*\* Ranking in regions where the Group operates

# The energy business

Italgen, one of Italcementi Group subsidiaries, is an influential private player as electricity producer and distributor on the international markets.

## Mission

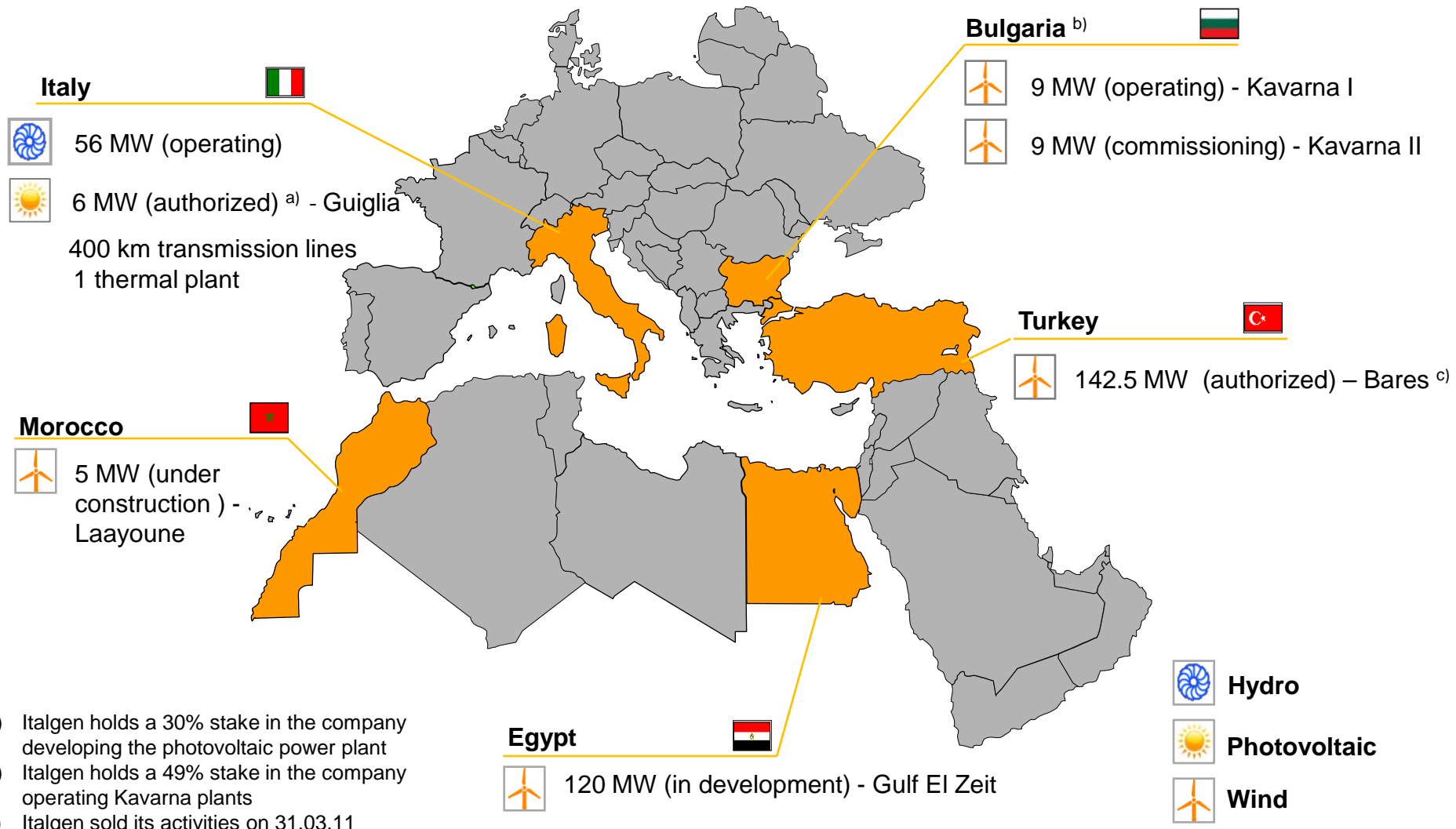
We are dedicated to doing business in ways that respect the environment and the territory. We do this by privileging sustainable energy production, raising supply from renewables and adopting the Best Available Technologies in line with the sustainable development policy of Italcementi Group.

## Figures

- ❑ The plants related to Italgen produced globally 360 GWh of electric energy in 2010
- ❑ 100% is the share of electric energy generated from renewables in 2010
- ❑ 14 hydro power plants in operation
- ❑ 2 wind farms 1 in operation, 1 in commissioning in Bulgaria
- ❑ 1 wind farm under construction in Morocco
- ❑ 1 wind farm to be started soon in Egypt, one of the biggest project in the Mediterranean area
- ❑ 1 photovoltaic power plant project to be started soon in Italy
- ❑ 1 thermal power plant
- ❑ 400 km of proprietary power transmission lines

*The Sustainable Electricity Company*

# The energy reference scenario



# The trading business

Interbulk Trading is the international subsidiary of Italcementi Group engaged in trading of clinker, ordinary and special cements, mineral products and solid fuels worldwide.

Interbulk Tradings's core activities include:

- ❑ Hydraulic binders trading
- ❑ Solid Fuels trading
- ❑ Shipping & Maritime Logistics
- ❑ Supervision of International Terminals



# International terminals

Italcementi Group is always eager to pick up on development opportunities in emerging countries as they arise, also by coordinating and managing 5 international terminals located in key geographical areas.

**Interbulk Trading** supervises the activities of four terminals:

**Albania: Eurotech Cement** commenced its activities at Durres in 1998. A second terminal has been activated at Vlora in February 2008 to cover the Southern Albanian market;

**The Gambia: Gacem** is part of Italcementi Group since 1993. Located in Banjul, Gacem is the sole Gambian cement importer;

**Sri Lanka:** controlled by the Group since 2000, the **Singha Cement** Terminal is located close to Colombo;

**Mauritania: Mafci** started its operations with a cement terminal in 1997 that was converted in a grinding centre in 2001. Mafci is ISO 2001 certified and has recently started the ready mixed business through the company MBR (Mauritanienne des Bâtiments et Routes).

The activities in **Kuwait**, a land terminal coupled with a floating silos, are directly supervised by **Hilal Cement**. Italcementi Group became the majority shareholder of this company, based in Safat and listed on the Kuwait City stock exchange, in August 2007.



# Italcementi: a company with roots in the 19<sup>th</sup> century

Over 145 years-old successful business strategy in the cement industry has been implemented by a family-driven company, listed on the Italian stock exchange since 1925.

- 1864.** The Società Bergamasca per la Fabbricazione del Cemento e della Calce idraulica is established.
- 1925.** The company is listed on the Milan Stock Exchange.
- 1964.** 13th biggest turnover in Italy, 28 cement plants and 8 associate companies.
- 1992.** Ciments Français, a company twice bigger than Italcementi, is purchased. The new Group amongst the world leaders in the sector. Biggest acquisition ever made abroad by an Italian Company.
- 1997.** Calcestruzzi is purchased in Italy to complete the downstream integration of the core business with ready-mixed concrete.  
The new brand and corporate identity is defined.
- 1998.** Internationalization towards emerging countries: Morocco, Bulgaria, Kazakhstan and Thailand.
- 2001.** Joint-venture with Zuari Industries in India.  
Italcementi becomes the reference shareholder in Suez Cement, the leading Egyptian producer.
- 2005.** Expansion in the Egyptian market: the Group is the main operator with more than 30% of the market. Collaboration deal signed with Arabian Cement Company (Saudi Arabia).
- 2006.** Acquisition of Zuari Cement in India. New agreement signed in Kazakhstan.
- 2007.** Acquisition of Fuli Cement in China and Hilal Cement in Kuwait. Joint venture in the concrete sector with Arabian Cement Company. Italcementi enters the Dow Jones Sustainability Indexes.
- 2008.** Further Acquisition in the concrete business in the USA and Kuwait.
- 2010.** Italcementi Group is included in “the Sustainability Yearbook 2010” released yearly by SAM (Sustainable Asset Management) attaining the Bronze Class in 2010 and the Silver Class in 2011.
- 2011.** The Turkish subsidiary Set Group is sold to Limak Holding.

# A family-driven company since five generations



**Giampiero Pesenti** (Born in Milan on 5 May 1931 - Graduated in Mechanical Engineering – Milan Polytechnic; Honoris Causa Degree in Management Engineering – University of Bergamo)

Chairman and Chief Executive Officer of Italmobiliare S.p.A. And Chairman of Italcementi S.p.A. After graduating, in 1958 he began his career at Italcementi. In 1983 he was appointed Chief Operating Officer and in 1984 Chief Executive Officer; in 2004 he was appointed Chairman of Italcementi S.p.A. In addition to his position in the Italmobiliare Group, Giampiero Pesenti is a member of the Board of Directors of major Italian companies, such as Allianz S.p.A., RCS Quotidiani, Pirelli S.p.A. and Mittel S.p.A. He is also a member of the voting trusts of Mediobanca and RCS MediaGroup of which he is Chairman He is a member of the Executive Committee of Confindustria, of which he was Deputy Chairman from 1992 to 1996. He is Deputy Chairman of the Italcementi Cav. Lav. Carlo Pesenti Foundation and since 2010 has been a member of the Board of Directors of the Italy China Foundation. In 1977 Mr. Pesenti was created a Grand Officer and in 2009 a Knight of the Grand Cross of the Order of Merit of the Italian Republic. In 1989 he was created a Knight of the Order of Labor Merit. In 2004 he was created a Knight of the Légion d'Honneur by the President of the French Republic.



**Carlo Pesenti** (Born in Milan on 30 March 1963 - Graduated in Mechanical Engineering – Master in Economics & Management)

After working as Joint Chief Operating Officer, in May 2004 he was appointed Chief Executive Officer of Italcementi. He has been Deputy Chairman of Ciments Français since April 2007 . In addition to his positions in the Italmobiliare Group, Carlo Pesenti is a member of the Boards of Directors of several other leading companies, including UniCredit, RCS MediaGroup and Mediobanca. In 2003 he was appointed to the Executive Committee of Confindustria. In the two-year period 2006-2008, he was Co-Chairman of the Italian-Egyptian Business Council. He is a member of the Italy-India CEO Forum.

# Stakeholders: Italcementi main priority

The Group is strengthening its policy commitment to economic, social and environmental responsibility founded on an ethically based Corporate Governance model, industrial growth that respects natural resources and even greater attention to local community needs. **Innovation, Corporate Governance and Sustainable Development** continue to be the three pillars of Italcementi Group strategy everywhere we operate.

Our vision of “A world class local business” where the Group’s world ambitions are integrated with its local values in each single country means playing a leading part in the realization of a better, sustainable future for all our stakeholders wherever we operate. This vision flanks our mission: to create value in the construction materials industry through innovative, sustainable use of natural resources to the benefit of the community and our customers.

A common commitment based on the five core values that guide the Group’s operations and decisions day after day: responsibility, integrity, efficiency, innovation, and attention to differences. These values will be the foundation for Italcementi to guarantee constructive relationships.

**Giampiero Pesenti**  
Chairman



**Carlo Pesenti**  
Chief Executive Officer



# Vision and Mission

## Building our vision

To be a **world class local business** building a better and sustainable future for all our stakeholders

## Building our mission

To create value in the building materials sector through the **Innovative** and **sustainable** use of natural resources for the benefit of our communities and clients.



# Building our values

Five values lie at the heart of our Group. These values not only define us but also act as a guide for our daily activities.

## **Responsibility**

Our long term commitment to sustainability seeks to combine profitable economic performance with protecting the environment and improving the quality of life for present and future generations.

## **Integrity**

We place ethical behaviour at the heart of all our businesses worldwide. We earn the trust of our partners in business and in the community through accountability and consistent corporate governance. Our daily commitment is to act with respect, honesty and transparency.

## **Efficiency**

We strive for operational excellence by combining the technical expertise and cost management necessary to be a globally effective and efficient building materials manufacturer. We add value by delivering consistently high quality products and services customised to each local market around the world.

## **Innovation**

We believe in the importance of innovation not only in the development of new products, applications and services, but also in our management approach. We must embrace change and be open to new ideas in order to attract the best talents.

## **Diversity**

Diversity is a source of energy and value that fuels our growth. We aim to create an environment of trust and belonging where differences add value and where everyone feels part of our world. For sustainable globalisation to succeed we must capture and redistribute local knowledge and experience for the benefit of the whole Group.

# Corporate Governance

Italcementi Group considers the adoption of good rules of Governance as the real lever to achieve efficiency, transparency, appropriate management and control efficacy.

Corporate Governance stands for **business ethics** together with the **creation of value** in a context of **sustainable development**.

In this respect, Italcementi Group:

- ❑ established a well defined **decision making structure** leading to the listing of ethical and managerial rules, principles and behaviours to be applied in all Group companies;
- ❑ adopted a consistent system of **policies**, organized **procedures** and **behaviours** complying with local legislations and best practices to establish transparency and efficiency in decisional and operational activities;
- ❑ published in 2006 the **Charter of Values**, an important milestone that sets out the fundamental principles of the Group's engagements in Corporate Governance;
- ❑ recently launched the **Risk & Compliance project** to provide risk mitigation guidelines and operational tools hedging corporate **risks**.



# Sustainability

- ❑ Italcementi Group is aware of its social role and promotes a socially responsible behaviour among all its employees and subsidiaries.

The Group believes that Sustainable Development, as a combination of economic prosperity, environmental protection and social responsibility, is the basis of its own future.



World Business Council for Sustainable Development

- ❑ Italcementi Group is a member of the **World Business Council for Sustainable Development (WBCSD)**, a coalition of some 200 international groups sharing the same principles concerning “Sustainable Development”. In this framework, in July 2002, the Group signed the *Agenda for Action*, the first formal commitment that binds the cement industry to Sustainable Development policies. The agreement was signed by ten major cement producers and sets out a five-year action plan aimed at ensuring an industrial development that preserves the needs of future generations.

- ❑ Italcementi Group has been included in the “Sustainability Yearbook”, the most comprehensive publication on corporate sustainability released yearly by SAM (Sustainable Asset Management), attaining the Bronze Class in 2010 and the Silver Class in 2011.



- ❑ Italcementi Group has adhered to the **UN Global Compact**, the United Nations initiative set up to safeguard the social and environmental sustainability of economic growth processes.

- ❑ In 2011 a **new set of policies** has been defined aiming at guiding all the employees, consistently with the Group public commitments and the expectations of its stakeholders.



# Innovation

**Italcementi Group's commitment to research and innovation is of strategic importance as a guarantee of growth, global competitiveness and a contribution to a better quality of life for the community in general.**

**i.nova** is the company flag for innovation, research and the building community, a veritable container of innovation dedicated to the search for new ecological materials at the disposal of architects and designers.

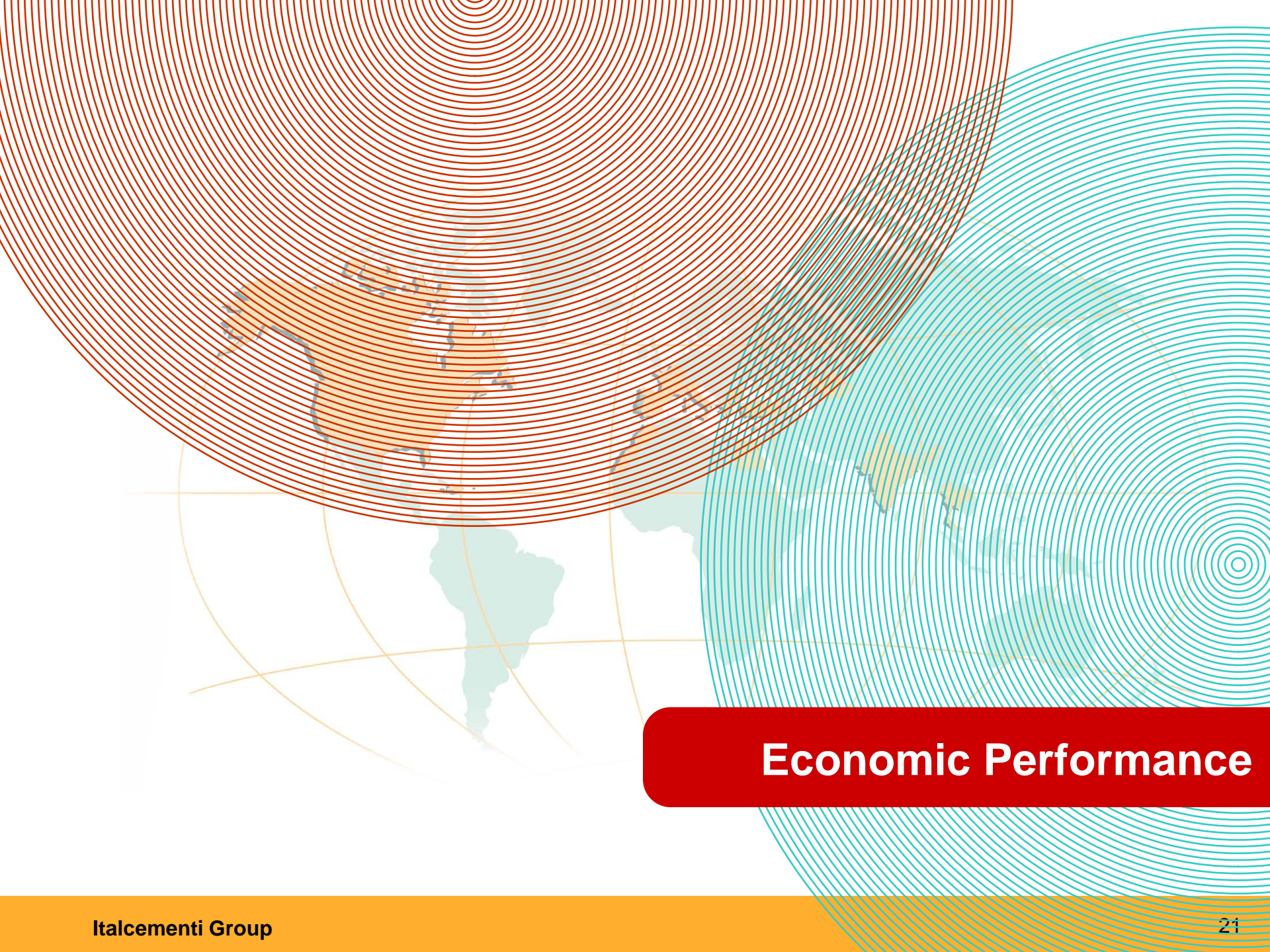
At the heart of Italcementi Group's innovation are the laboratories based in Bergamo and Paris, where the daily work of about 170 researchers, including chemists, geologists and engineers has made it possible to file over 60 patents in the last decade. Italcementi Group's new research centre, known as **i.lab** - Innovation and Technology Central Laboratory, is rising on the Kilometro Rosso site in Bergamo. The new construction will boast a surface area of 11,000, of which over 7,000 m<sup>2</sup> totally devoted to research laboratories.

Italcementi Group has developed a network of international scientific cooperation consisting of research centers, universities and companies of the building and building material industry.

The current network includes 10 external centers, 30 companies and 26 Italian, European and non-European universities.

With that, the Group intends to anticipate market trends and requirements through an approach whose priority is real attention to environmental issues and optimization of resources.





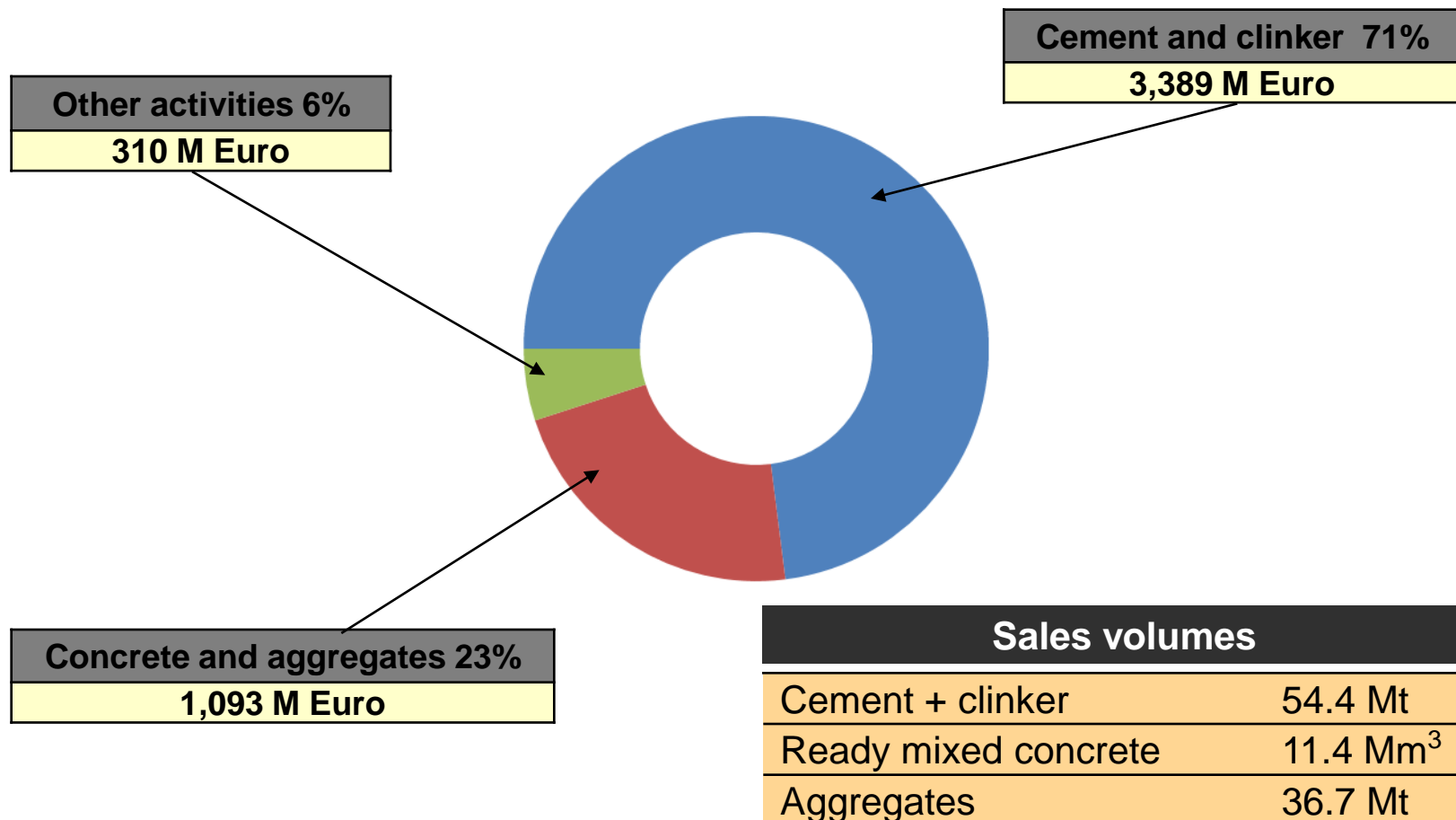
# Economic Performance

# 2010 Highlights \*

M Euro	2010	2009	% Var.
<b>Revenues</b>	<b>4,791</b>	<b>5,006</b>	<b>- 4.3</b>
<b>EBITDA - recurring</b>	<b>836</b>	<b>972</b>	<b>- 13.9</b>
<i>% on revenues</i>	<i>17.5</i>	<i>19.4</i>	
<b>EBIT</b>	<b>354</b>	<b>443</b>	<b>- 20.1</b>
<i>% on revenues</i>	<i>7.4</i>	<i>8.8</i>	
<b>Net profit</b>	<b>197</b>	<b>215</b>	<b>- 8.5</b>
<i>% on revenues</i>	<i>4.1</i>	<i>4.3</i>	
<b>Group net profit</b>	<b>46</b>	<b>71</b>	<b>- 35.8</b>
<b>Employees</b>	<b>20,763</b>	<b>21,155</b>	















\* Calcestruzzi SpA activities are not consolidated in 2010 Group results (IAS 27 § 21)

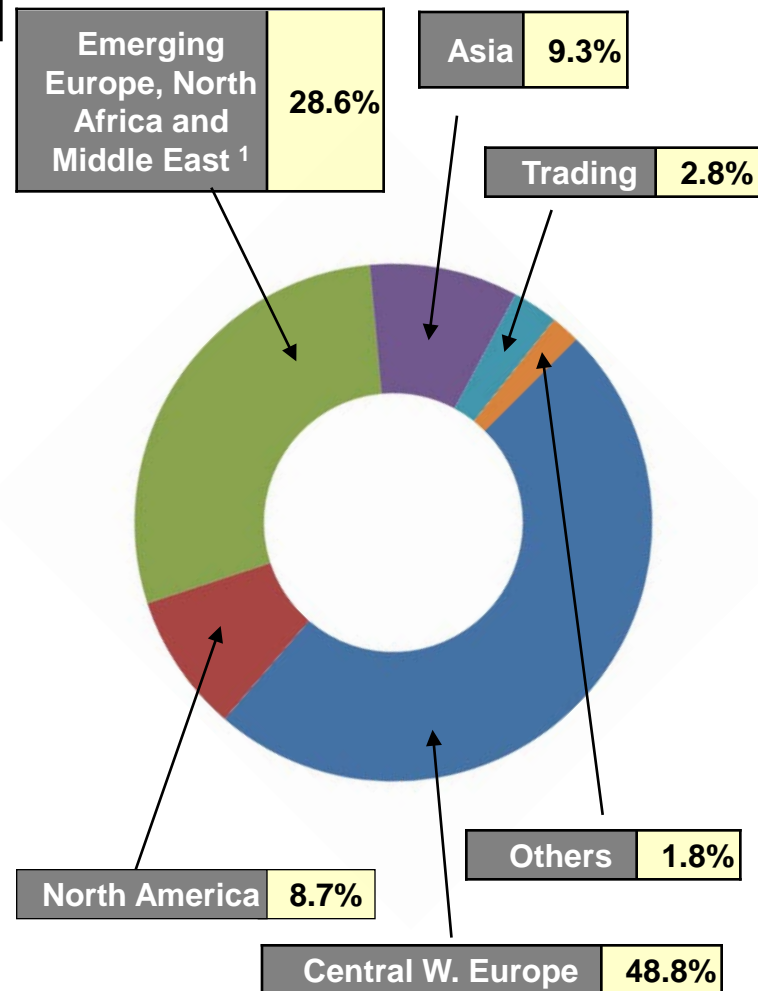
# Revenues by business \*



\* Calcestruzzi SpA activities are not consolidated in 2010 Group results (IAS 27 21)

# Revenues by country \*















	31.12.10 (in M Euro)	% Change '10/'09
 Italy	689	- 16.4
 France/Belgium	1,494	- 2.4
 Spain	176	- 22.2
 Greece	70	- 15.6
 North America	415	3.5
 Egypt	789	-0.5
 Morocco	326	1.8
 Bulgaria	56	- 44.1
 Turkey	157	19.0
 Kuwait	50	2.4
 Thailand	180	12.1
 India	170	- 1.2
 China	52	11.3
 Kazakhstan	47	44.9
Trading cement	229	3.7
Others	426	20.3
Eliminations	- 537	-
<b>Total</b>	<b>4,791</b>	<b>- 4.3</b>

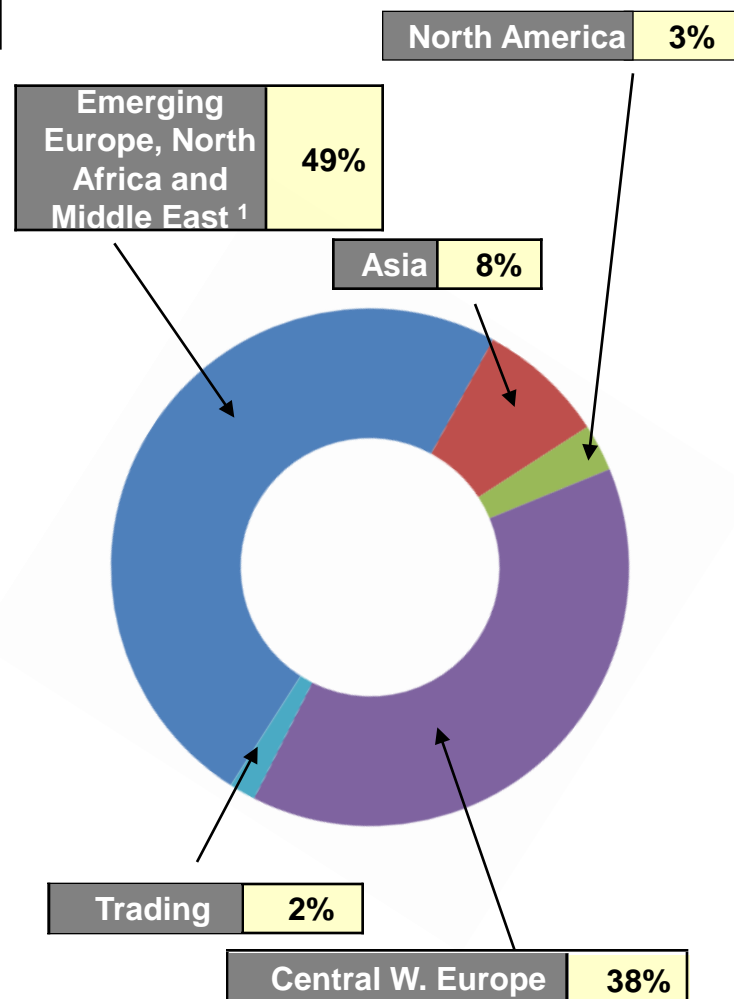


\* Calcestruzzi SpA activities are not consolidated in 2010 Group results (IAS 27 § 21)

<sup>1</sup> Egypt, Morocco, Turkey and Bulgaria

# Recurring EBITDA by country\*

	31.12.10 (in M Euro)	% Change '10/'09
 Italy	- 36	<i>n.s.</i>
 France/Belgium	318	-4.7
 Spain	32	-25.0
 Greece	15	-31.2
 North America	25	102.7
 Egypt	271	3.2
 Morocco	126	-4.9
 Bulgaria	17	-34.3
 Turkey	- 4	38.6
 Kuwait	5	23.3
 Thailand	15	-32.8
 India	36	-40.5
 China	8	-10.0
 Kazakhstan	9	<i>n.s.</i>
Trading cement	14	30.0
Others	-15	<i>n.s.</i>
<b>Total</b>	<b>836</b>	<b>-13.9</b>



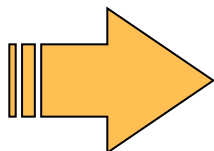
\* Calcestruzzi SpA activities are not consolidated in 2010 Group results (IAS 27 § 21)

<sup>1</sup> Egypt, Morocco, Turkey and Bulgaria

# Financial ratings (as at 25 November 2010)

## ITALCEMENTI S.p.A.

- First official rating in 2006



STANDARD & POOR'S:

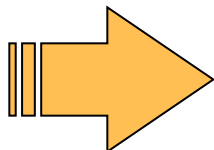
BBB-/Stable

MOODY'S:

Baa3/ Stable

## CIMENTS FRANÇAIS

- First official rating in 2002



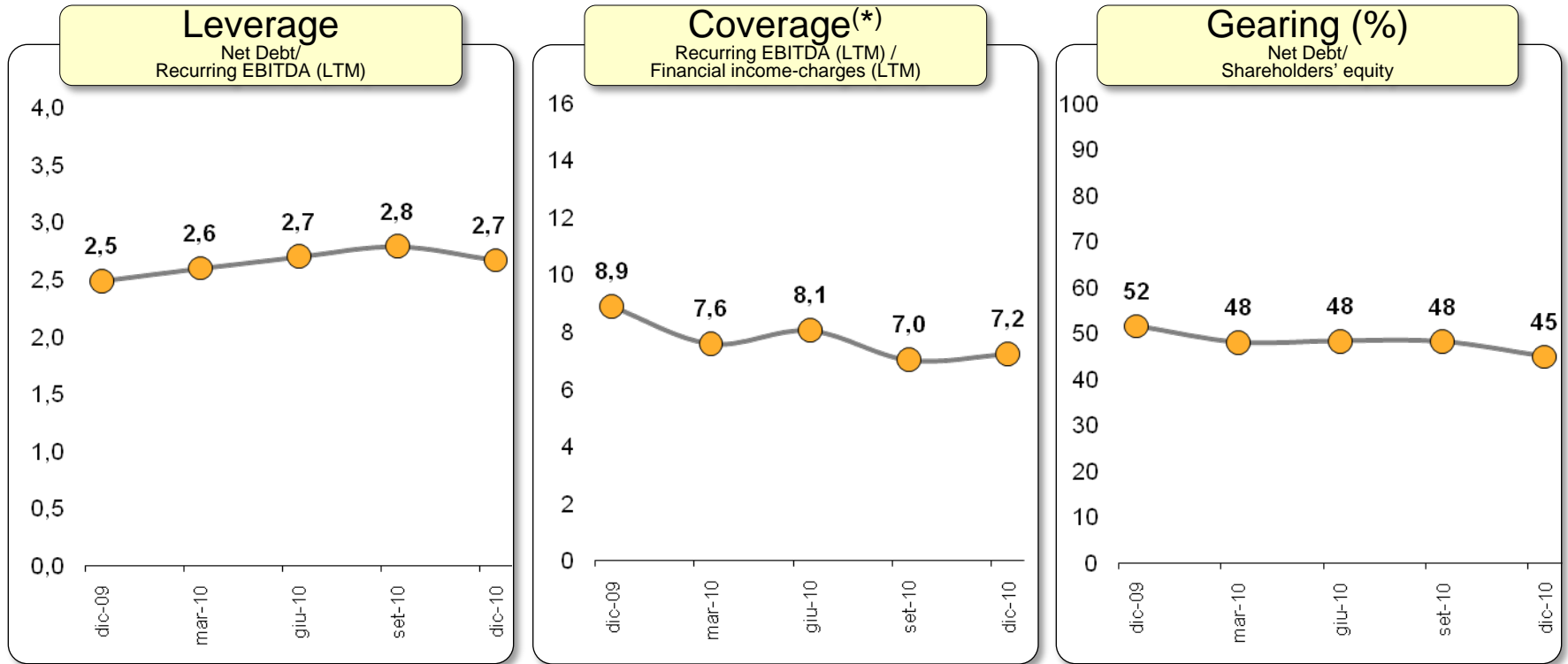
STANDARD & POOR'S:

BBB-/Stable

MOODY'S:

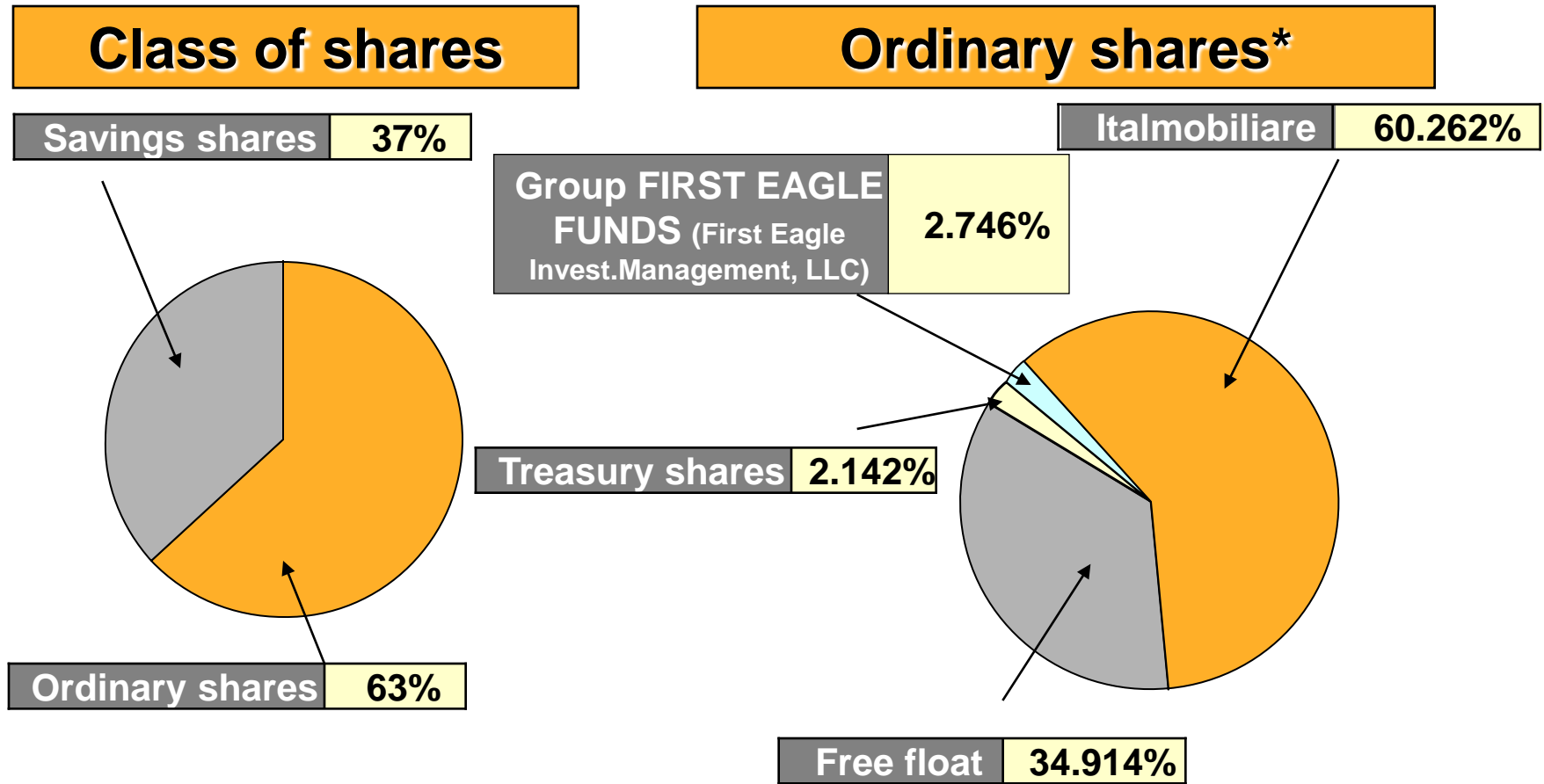
Baa3/ Stable

# Financial ratios



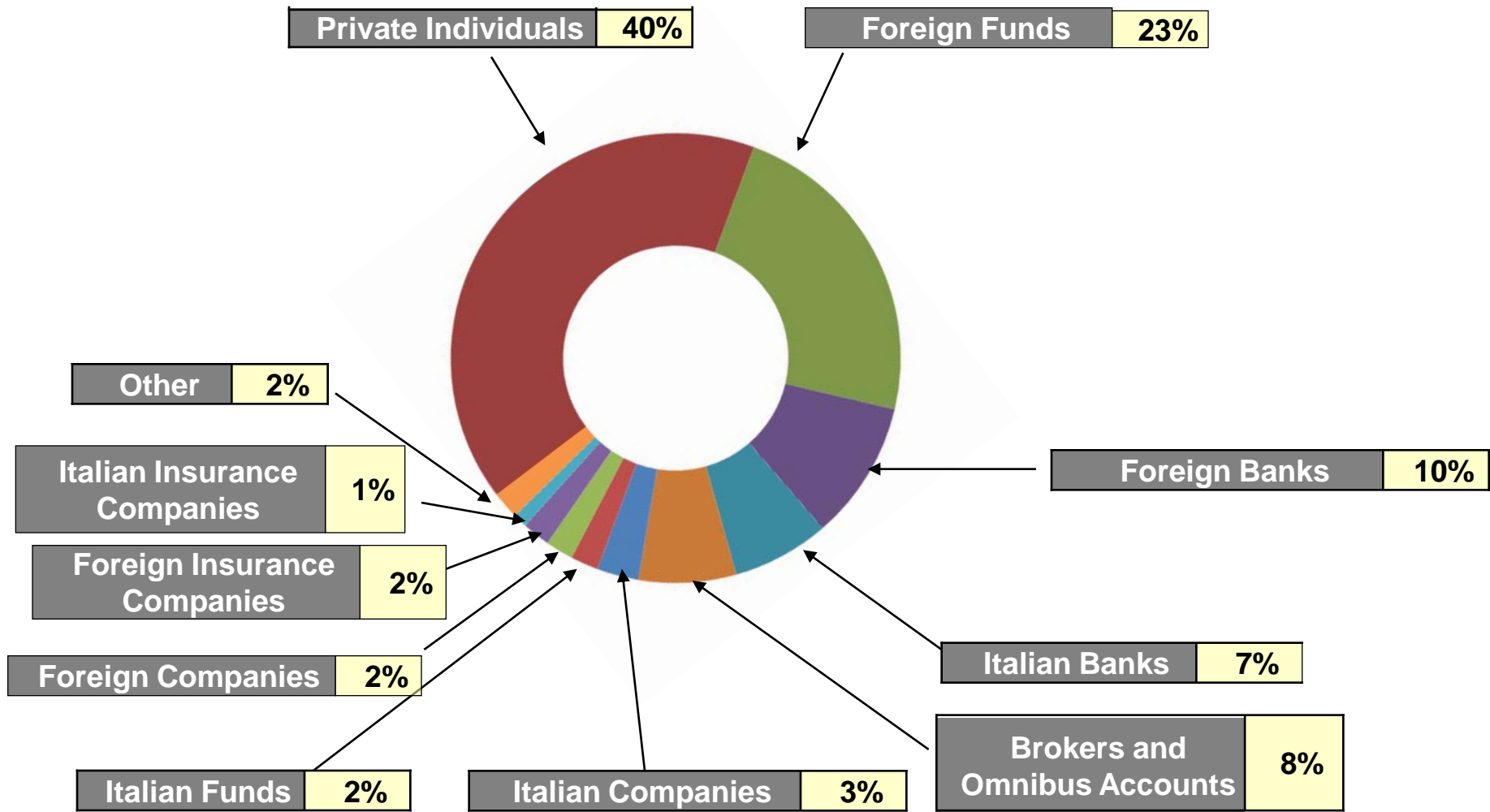
(\*) Excluding capital gains and losses on financial assets

# Shareholders' structure and class of shares



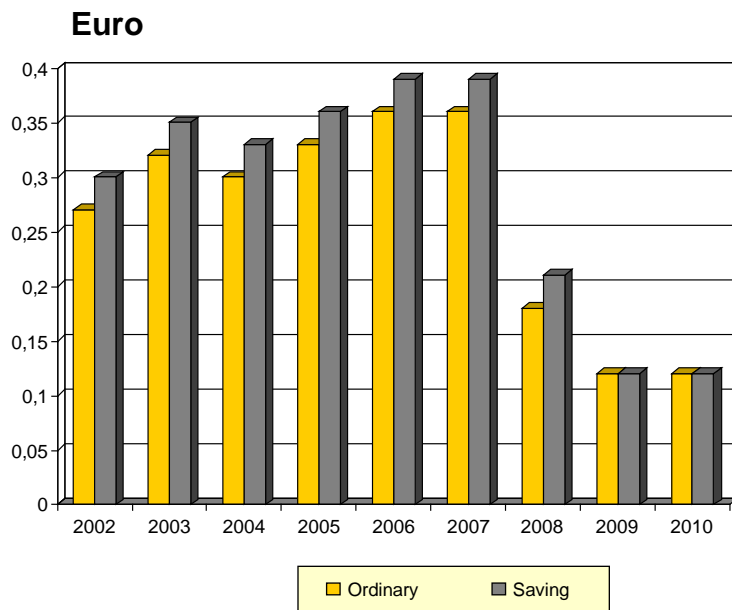
(\*survey of shareholders with over 2% of the share capital)

# Breakdown of free float

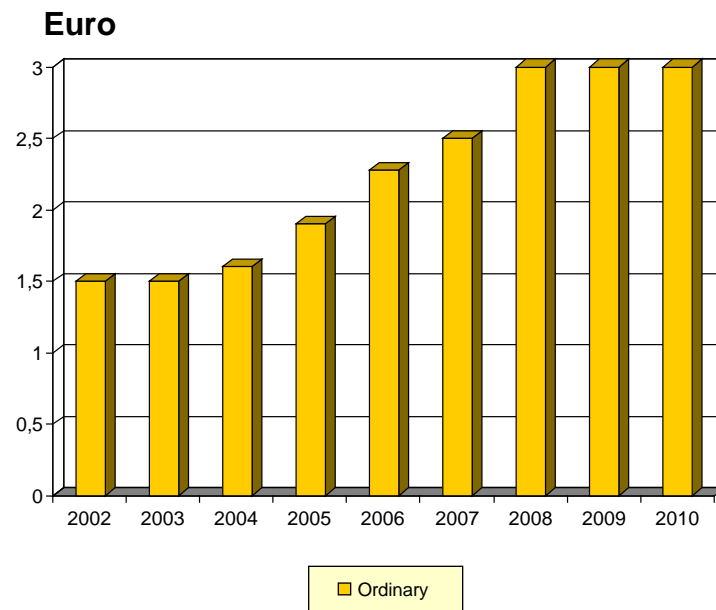


# Italcementi and Ciments Français dividends

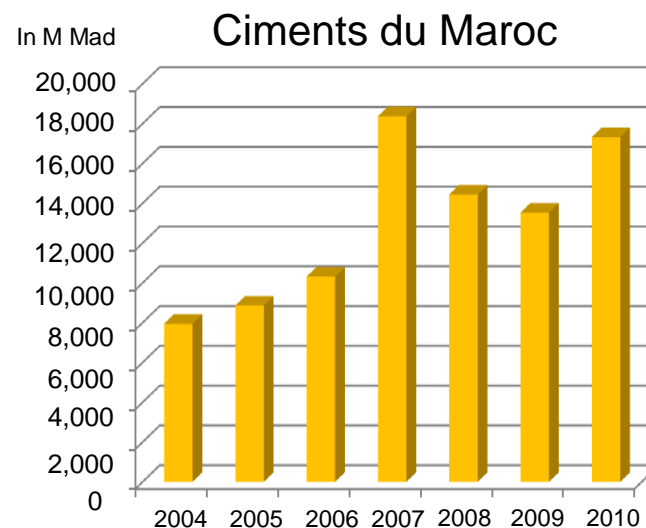
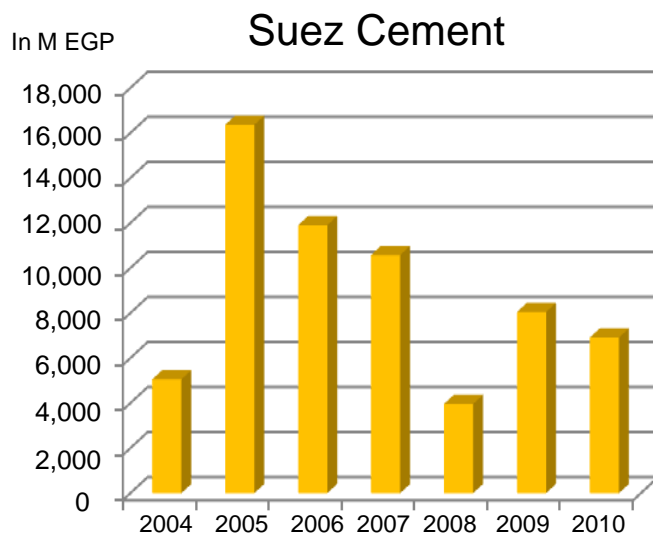
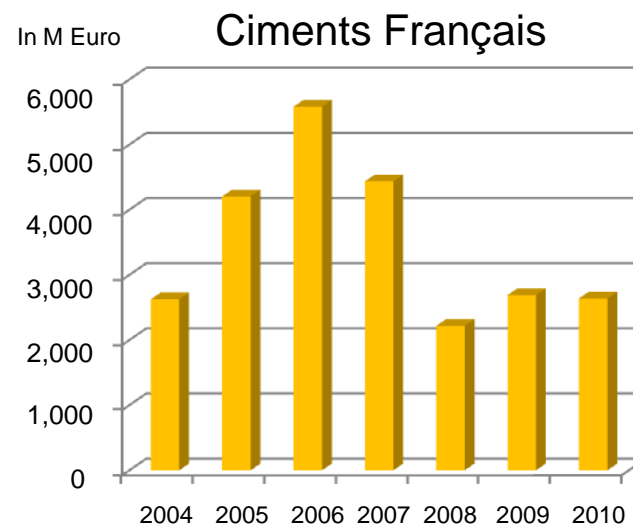
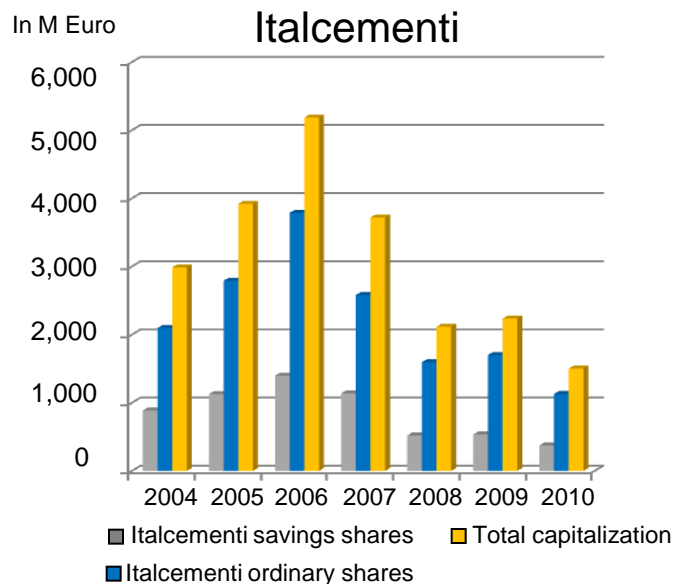
## Italcementi dividend



## Ciments Français dividend



# Market capitalisation



# A SUSTAINABLE DEVELOPMENT



**Research &  
Innovation**

# CTG: the Group Technical Centre

**Italcementi Group's commitment to research and innovation is of strategic importance as a guarantee of growth, global competitiveness and a contribution to a better quality of life for the community in general.**

Thanks to its extensive industrial experience, Italcementi Group has consolidated an outstanding scientific and technological know-how.

This wealth of skills and expertise has merged into CTG, the Group Technical Centre, one of the most important European research centre on cementitious materials. Since 1994, CTG has brought together the knowledge and specialized skills of the previously separated technical centers of Italcementi and Ciments Français.

The CTG has its headquarters in Bergamo (Italy) and a branch office in Guerville (France). It is composed of 400 employees, 170 of whom are researchers and technicians. Research and Innovation gathers Group synergies from Engineering, Chemistry, Physics and Science of Materials.

## ***CTG main activities***

- ❑ Research and development of materials, products and processes
- ❑ Designing and building industrial plants and machinery
- ❑ Modernization and optimization of production processes
- ❑ Checking technical and economic performance for plants
- ❑ Specialist technical assistance

***Since 1994, the Group has filed more than 60 patents***

# Research

Italcementi Group laboratories have gained recognition for its strong commitment to R&D both locally and overseas. Such recognition has also allowed CTG to obtain European and national funding for specific research.

The CTG laboratories have been accredited by ACCREDIA (Ente unico nazionale di accreditamento) in Italy and by COFRAC (Comité Français d'Accréditation) in France, proving their competence and the reliability of the tests carried out.



The metrological laboratory is accredited by ACCREDIA as well. Such an important award is for Italcementi Group a recognition of high quality on a national and international level, considering the leading role that testing laboratories play in the assessment of products, plants, systems and works quality.

# Innovation

A specific **Innovation Division** has been created to recommend and approve projects for new products and applications.

With that, the Group intends to anticipate market trends and requirements through an approach whose priority is real attention to environmental issues and optimization of resources.

In response to the market, the Group has launched an **Innovation Project** for the development of high-performance products that can be effectively adapted to specific user needs. The project aims to act as a reference model for industrialization in the building sector, using a partnership approach between Italcementi Group and its customers to market exclusive innovative products resulting from this integration.



*Project of Italcementi new Research and Innovation Centre  
i.lab has been recently recognised as the best new building in Italy for energy efficiency in the “Best New Building” category and has been awarded by European Commission with the “European GreenBuilding Award 2010”.*

# i.light<sup>®</sup>, the new transparent cement

**i.light<sup>®</sup>** is the new transparent cement especially developed by Italcementi Group to build the **Italian Pavilion at the 2010 World Expo in Shanghai**.

The product ensures transparency through an innovative cement admixtures mix design. The excellent flow properties of the mix allow bonding a plastic resin matrix into a final panel that combines the typical robustness of cementitious materials and the possibility of filtering light both inwards and outwards.

The resins if adequately inserted in the cementitious material have higher transparency performance than the optical fibres experimentally used in this field, but also cost much less allowing for their application on a large scale. These resins, which may have different colors, interact both with artificial and natural light creating a soft, warm light inside the building and a clear bright image on the outside. The transparent cement offers a greater luminosity, since the resins are able to exploit much wider angles of light incidence than optical fibres.



# i.clime, the innovative thermal cement

**i.clime®** is the innovative “thermal cement” developed by Italcementi Group researchers. It consists of an ecological product that reduces energy consumption in buildings.

This material is intended for variety of applications, from building structures to curtain walls (internal/external), specifically designed to optimize energy efficiency and environmental friendliness. i.clime® delivers the durability and strength of traditional cements with very low thermal conductivity, high steam permeability and appreciable thermal inertia, guaranteeing a comfortable climate all year round.

In addition to its intrinsic characteristics, i.clime® is competitive over the entire life cycle: aggregates contained in the concrete do not come from raw materials but are re-used from other materials such as vitreous recycled components that come from TV screens and discarded computers. With respect to the environmental sustainability, thanks to its low impact on non-renewable resources, it is possible to abate CO<sub>2</sub> emissions during the production phase. Thanks to the ecological nature of the material they can be completely re-used after dismantling.



The “thermal cement” i.clime® has been conceived for the **100K€ House**, a 100-square-meter house for 100 thousand Euro designed by Italian Architect Mario Cucinella.

# TX Active®: a bio-friendly product

The production and marketing of photocatalytic products containing TX Active® is the main concrete result after ten years of research and experimentation aimed at innovation.

TX Active® is a photocatalytic principle for cement products which can reduce organic and inorganic pollutants that are present in the air. Its effectiveness has been thoroughly tested and thus certified by important independent research centres (CNR, ARPA, Ispra Research Center).

Thanks to TX Active® Italcementi enters into the market of exclusive products. The self-cleaning and anti-polluting ability makes TX Active® an unmatched product in the market. Moreover, it provides a genuine industrialized solution to the problem of pollution in cities.



*"We believe that the mission of a major industrial group also includes meeting the need to improve the quality of life for all of us. With this product we feel we can provide a proactive solution for at least one of those problems which are seen everyday in the air quality of our cities. Thus we offer the public sector and other principals the possibility of opting for structured, long-lasting and targeted solutions as part of their programmes to fight pollution".*

*Carlo Pesenti,  
Italcementi CEO*

# TX Active®: some projects

TX Active® is the active photocatalytic principle for cementitious materials patented by Italcementi. Products containing TX Active® reduce the harmful substances present in the air and preserve the aesthetic quality of buildings over time.



**Preserving aesthetic**  
Paris, Air France Headquarter Paris,  
Roissy Charles de Gaulle



**Abating Pollution**



Vanves, Paris. TX Aria® has received “Les Rocs d’or” award

**Italcementi was the first industrial group to patent photocatalytic cementitious materials and to offer an industrialized solution to the problem of pollution in cities.**

# Alipre®: a high-tech product

ALIPRE® is Italcementi Group brand for its products family based on calcium sulfoaluminate technology.

ALIPRE® is a new range of high-tech, eco-compatible sulfoaluminate clinker-based products, an ideal base for formulating a wide range of premixed products.



ALIPRE® is an example of high technology resulting from a production process with a low environmental impact: energy consumption and CO<sub>2</sub> emission are positively less than in OPC manufacturing, which has been possible also thanks to a modern industrial system and the adoption of advanced methods of process parameter control.

ALIPRE® based products are obtained by mixing calcium sulfoaluminate clinker with calcium sulfate and Portland cement. Proper blends of the three components allow to satisfy a wide range of needs like:

- Highly adjustable setting time
- Rapid early strength development
- Progressive strength increase, exceeding top-performing Portland cements
- Low shrinkage values
- Low alkali content

# Quality

**The main objective of Italcementi Group is to continuously improve the quality of its products and services in order to meet customer satisfaction.**



These results can be reached through the Quality Policy and Objectives which call for actions guided by our Environment and Safety Policies. Initiatives should promote a lasting Sustainable Development and involve all the staff.

In accordance with ISO 9001:2008 “Quality Management Systems”, Italcementi Group wants to reinforce the Quality concept through a Quality management system that extends monitoring to all corporate processes in order to fulfill client’s requirements and needs.

All Italcementi Group’s companies operate in conformity with ISO 9001:2008 or other quality standards as defined by the relevant public authorities.



ISO 9001:2008

# Services

As a concrete approach to Quality, Italcementi Group can provide its customers with

- technical information on products and relevant applications
- tests and analyses in laboratory and on the building sites
- updated information on current standards
- training of laboratory technicians for customers' production facilities.



In addition, the Group offers the following innovative services :

- **Maturity meter:** an instrument devised to measure concrete early strength on freshly-cast structures directly
- **Mobile Lab:** a suitably instrumented van for tests and analysis on cement, admixtures, aggregates and concrete: a unique opportunity for customers to be assisted directly at building sites, pre-casting facilities and concrete batching plants.