

## **Rules, business and the environment: CEMEX and BirdLife jointly endorse EU Nature Directives**

Brussels, Belgium, May 27

In the presence of EU Environment Commissioner Janez Potočnik, Birdlife Europe and CEMEX, S.A.B. de C.V. (“CEMEX”) (NYSE: CX) issued today a joint statement wholeheartedly supporting the European Union’s Nature Conservation Policy.

The small informal ceremony has taken place at Birdlife Europe Headquarter in Brussels, Ave. Toison d’Or 67, today at 11,30. The joint statement emphasises that the EU’s solid legal frameworks for nature conservation, starting from its Birds and Habitats Directives, are good for both the planet and for business. Among other highlights, the statement:

- Recognises the importance of EU nature legislation in establishing a continent-wide level playing field, as well as in helping companies improve their environmental performance.
- Acknowledges the positive role that leading businesses can play in the preservation and management of Natura 2000 sites and the conservation of biodiversity.
- Calls for strengthening strategic land planning, public consultation procedures, and requests the EU and its member states to enact sweeping public procurement policies.

In his opening remarks EU Environment Commissioner Potočnik stressed that: “Effective protection and management of Natura 2000 areas is key for halting and reversing biodiversity loss in the EU. This can only be done with the active engagement not only of conservationists but also of people and businesses present on the areas. I warmly welcome the joint statement and partnership of CEMEX and BirdLife on the EU Nature directives and Natura 2000 as an excellent example that economic growth can go hand-in-hand with the need to protect and restore our valuable natural heritage.”

Ignacio Madridejos, President of CEMEX Northern Europe added: “Enlightened regulation drives industry innovation, and innovation drives everything at CEMEX. CEMEX’s global partnership with BirdLife enhances our ability to effectively and sensitively manage biodiversity, while proactively responding to regulatory needs through our relationships with BirdLife’s network of international partners”

The ceremony ended with the closing remarks of Angelo Caserta, BirdLife Regional Director:

“The EU provides world-class legislation for the protection of biodiversity. It offers what nature and industry need: a long-term perspective, clear rules that are respected by all, and science-driven implementation. Today’s statement is a significant milestone for the global partnership between CEMEX and BirdLife International, adding an important policy dimension to the extensive work carried out on the ground.”

“Begun in 2007, this cooperative partnership improves the sustainability of CEMEX’s operations, with a particular focus on safeguarding and enhancing biodiversity. CEMEX and BirdLife are now implementing Biodiversity Action Plans at high priority sites in six different countries with more projects in the pipeline”, concluded Karl Watson, Jr., President CEMEX USA.

**ENDS**

## NOTES

### **BirdLife International**

BirdLife International is the world's largest nature conservation partnership. Together, it comprises 120 BirdLife Partners worldwide—one per country or territory—and growing, with 13 million members and supporters, over 7,000 local conservation groups, and 7,400 staff. BirdLife's vision is a world rich in biodiversity, where people and nature live in harmony. It is driven by its belief that local people, working for nature in their own places, but connected nationally and internationally through its global Partnership, are the key to sustaining all life on this planet. This unique local-to-global approach delivers high impact and long-term conservation for the benefit of nature and people. Find out more at: [www.birdlife.org](http://www.birdlife.org).

### **CEMEX**

CEMEX is a global building materials company that provides high-quality products and reliable service to customers and communities in more than 50 countries throughout the world. CEMEX has a rich history of improving the well-being of those it serves through its efforts to pursue innovative industry solutions and efficiency advancements and to promote a sustainable future.

### **CEMEX/BirdLife Partnership**

BirdLife and CEMEX share a common vision of achieving environmentally sustainable development, and both recognize the business case for integrating biodiversity conservation into daily operations. To this end, BirdLife and CEMEX began a global partnership in 2007. The partnership demonstrates that corporations and NGOs with compatible aims and interests can generate significant gains for both business and biodiversity by working together.

###

This press release contains forward-looking statements and information that are necessarily subject to risks, uncertainties and assumptions. Many factors could cause the actual results, performance or achievements of CEMEX to be materially different from those expressed or implied in this release, including, among others, changes in general economic, political, governmental and business conditions globally and in the countries in which CEMEX does business, changes in interest rates, changes in inflation rates, changes in exchange rates, the level of construction generally, changes in cement demand and prices, changes in raw material and energy prices, changes in business strategy 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. CEMEX assumes no obligation to update or correct the information contained in this press release.

## CONTACTS

Luca Bonaccorsi, Policy Communications Manager, BirdLife Europe - Phone: +32 (0)2 238 50 94, Mobile: +32 (0)4 78 20 62 84, email: [Luca.Bonaccorsi@birdlife.org](mailto:Luca.Bonaccorsi@birdlife.org)