Service Manifesto
At CEMEX Philippines, we pursue excellence to focus on you - Our **CUSTOMERS**. We strive to delight you by delivering our cement brands and other building solutions in an effective, easy and enjoyable manner. We will work hard to offer you a superior customer experience, anytime, anywhere.

We commit to be the partner of choice for your business. Through this service offer, we will ensure a consistent and reliable delivery of our services to your market.

This is **OUR COMMITMENT**.
This is **OUR PROMISE**.
About CEMEX

CEMEX is a leading global company in the construction materials industry that manufactures and distributes cement, ready-mix concrete and aggregates in more than 50 countries in America, Europe, Africa, the Middle East and Asia.

CEMEX currently employs more than 40,000 employees and operates 66 cement plants, 2,000 ready-mix-concrete facilities, 400 quarries, 260 distribution centers and 80 marine terminals around the world. The company’s global headquarters are in San Pedro, Monterrey Metropolitan Area, Mexico.

CEMEX began operations in the Philippines in 1997 and has grown to become one of the leading cement producers in the Philippines, based on installed annual capacity of 5.7 million tons as of March 31, 2018. We produce and market cement and clinker in the Philippines through direct sales using our extensive marine and land distribution network.

Our cement manufacturing subsidiaries, Solid Cement in Antipolo City, Rizal and APO Cement in the City of Naga, Cebu, have a multi-decade history in the Philippines. We offer a broad product mix and work closely with other CEMEX companies to develop and introduce innovative products to the Philippine market. Our well-established brands, such as APO, Island and Rizal, each has a multi-decade history in the Philippines and with our strong brand recognition and customer-centric direct sales approach, we have developed a long-term customer base in the country.

We are CEMEX. The Cement Expert.
Our Brands

The products we sell primarily comprise gray portland cement, masonry or mortar cement, and blended cement. Our cement products are sold under the APO, Island, and Rizal brand names. Our Island and Rizal brands are primarily sold to our customers in NCR and Luzon, while our APO cement brand is sold to our customers in the Visayas and Northern Mindanao.

Cement

Cement is the most used construction material worldwide that provides beneficial and desirable properties such as compressive strength, durability, and aesthetics to a variety of construction applications.

CEMEX R&D, Innovation and Business Development projects are part of the global R&D collaboration network, headed by CEMEX Research Centers, based in Switzerland.
Safety is our Priority

Our Safety Principles:

• Our priority is the lives and integrity of our people
• Zero injuries is not just a goal, it is our responsibility
• Healthier people are happier and live longer
• We must ensure our workers are prepared and always protected
• Contractors should comply with Health & Safety requirements at all times
• We must hold each other accountable for applying these principles

For Truck Deliveries:

• Our trucks and loading equipment conform to the highest safety standards and 360° inspections before assignment and deployment
• Our drivers underwent a stringent certification process and are fully trained and equipped with a safety mindset when operating our trucks and delivering our product
• Our helpers handle our product with utmost care in loading and unloading
• For any deviations, CEMEX will immediately engage and follow through with remedial action in order to sustain our commitment to safety

For Vessels Deliveries:

• Our vessels and equipment conform to the highest safety standards and 360° inspections before assignment and deployment
• Our crew are well trained and fully equipped with a safety mindset when operating our vessels and delivering and handling our product
• For any deviations, CEMEX will immediately engage and follow through with remedial action in order to sustain our commitment to safety

- Consistent with the organization’s quality, environment, energy, health and safety policy, the intended outcomes includes the following:

  - Enhancement and continual improvement of quality, environment, energy, health and safety performance;
  - Fulfillment of compliance obligations;
  - Achievement of quality, environment, energy, health and safety objectives.
  - Customer satisfaction
SERVICE CENTER (CUSTOMER SERVICE)

Inquiries, Requests, Complaints: Our Service Center is operational from Mondays thru Saturdays from 5 AM to 10 PM and on Sundays from 7 AM to 5 PM. You may reach us thru the following customer channels: landline: 849-3501; email: phl-servicecenter@cemex.com; fax: 849-3502; Viber: 0917-549-8009. For clients enrolled in our Mselling program, the numbers are: 0917-522-9418 (Globe), 0998-599-5898 (Smart), 0925-714-6935 (Sun).

Cancellation of orders: Cancellations may be allowed one (1) day prior to the intended date of delivery. For cancellations made less than 24 hours from the intended earliest delivery window times, our policy requires a corresponding charge as stated in the section on “Additional Services”.

Complaints handling: Upon filing of a complaint, a folio number will be immediately provided to you. We will endeavor to give you feedback within 24 to 72 hours from filing of the said complaint.

PAYMENT CHANNELS

Whether your transaction is in cash or credit, the following are acceptable modes of payment:

• Deposits made directly to partner banks
• Automatic debit arrangement (ADA) with partner banks
• Checks submitted directly to the Company’s authorized 3rd party collectors
• Distribution Card (with accredited partner banks)
• Dealer Financing Arrangement (with accredited partner banks)
• Bills Payment Facilities thru On-line Banking (with accredited partner bank)

BILLING

All questions and requests regarding your commercial documents (invoices, credit memos, debit memos, acknowledgement receipt) may be coursed thru your assigned Area Sales Manager or thru the Service Center.
Service Offer to Inland Clients

Dispatch Reliability

Product Availability:
Delivered Clients: Deliveries within 48 hrs. upon confirmation of a clean\(^1\) sales order by the Service Center.
Pick-Up Clients: Clients to confirm schedule with the Service Center prior to proceeding to any of the Company’s facilities.

On-Time Delivery (for delivered clients):
Based on committed date and time window.

Delivery window times are as follows:

- 12AM to 8AM / Early Morning
- 8AM to 5PM / Daytime
- 5PM to 12AM / Night time
- Anytime / 24 hours

Loading Time (for pick-up clients):
Clients can pick-up from any of the following facilities:\(^2\):

LUZON:
Solid Plant (Antipolo)          Manila Terminal          Cavite Warehouse
Batangas Terminal             Legazpi Warehouse
Naga Mlaor Warehouse

VISAYAS:
Apo Plant (Cebu)               Cebu City Warehouse      Iloilo Terminal
Bacolod Terminal              Bacolod Warehouse        Tacloban Warehouse
Iloilo Warehouse

MINDANAO:
Davao Terminal                Surigao Warehouse
Cagayan de Oro Warehouse

Below are the loading pick-up times you can expect from our facilities:

- Solid & Apo Plants: up to three (3) hours
- All Terminals: up to three (3) hours
- All Warehouses: up to three (3) hours

Unless otherwise advised, our facilities are operational 24 hrs.

\(^1\) Clean – Sales order is not on hold due to an unpaid receivable or credit exposure of client has not exceeded their credit line (for credit clients). For bulk orders, please coordinate with the Service Center.

\(^2\) Subject to confirmation of agreed pick-up schedule
Service Offer to Inland Clients

SALES TEAM (PROFESSIONAL SALES ASSISTANCE)

We will assign a dedicated Area Sales Manager (ASM) for you who will help develop your business by conducting/organizing product presentations to your target clients, provide you with updated market information and construction trends, build your network through business referrals and create marketing activities that will increase our product offtake.

TECHNICAL SUPPORT (EXPERT ADVICE)

Product Accreditation: We will be providing technical and equipment support for product accreditation of CEMEX products to your customers ranging from provision of supporting documents to on-site support.

Technical Services: Access to CEMEX’s technical capabilities and knowledge will be available to customers in support of their operations and products.

PRODUCT QUALITY

Our products conform to the requirements of PNS and exceed their performance requirements in terms of compressive strengths.

ADDITIONAL INFORMATION

Client’s Own Helper - clients who provide their own helpers to facilitate unloading of their orders will be paid P1.68 per bag (VAT inclusive) subject to the following conditions:

- Client must have at the minimum two (2) helpers
- Unloading must be completed within three (3) hours
- Service Center must be advised prior to order placement

3 Please call our Service Center or your Area Sales Manager for more details on our Technical Support Services.
**Service Offer to Inland Clients**

**ADDITIONAL SERVICES (with surcharges)**

**Partial load** – we can accommodate deliveries less than a truck load provided it is not less than 200 bags. There will be a surcharge for the difference between the requested quantity and the full truck load based on the freights listed below:

a) Within Metro Manila = P13.44 / bag  
b) Cavite and Laguna = P17.92 / bag  
c) Within Cebu = P11.20 / bag  
d) Batangas = P23.10 / bag  
e) Quezon = P32.48 / bag  
f) Iloilo City = P7.84 / bag

Note: All amounts above are inclusive of VAT

**Express Delivery** – all orders for immediate delivery made less than 24 hours from the time of request made with the Service Center will be given a surcharge of P5.60/bag (VAT inclusive).

- Please call our Service Center for delivery availability and scheduling

**Cancellation of Orders** - For cancellations made less than 24 hours from the intended earliest delivery window time, a charge of P2,800 (VAT inclusive) will be imposed.

**Diversion** - In case orders are not received by the client within two (2) hours upon arrival at site and are diverted to another destination, a charge of P2,800 (VAT inclusive) will be imposed per trip.

The above will apply only if our delivery is on time.
DEFINITION

Offshore transactions are classified under two modes:

1. Cost Insurance & Freight (CIF)
2. Freight On Board (FOB)

Shipments can be transported via the following: general cargo vessel (GCV), landing craft tank (LCT), containerized 20-feet vans and loose cargo/commercial vessel.

Shipments size is determined based on port restrictions (i.e. draft, port specifications).

Travel time per destination varies depending on distance, safe weather and sea conditions.

OFFSHORE PLOT/REQUIREMENT

Before the end of the current month, we commit to confirm all plots to be served for the succeeding months if these are servable or not thru your Area Sales Managers. Plots not confirmed will be put on the next available schedule.

VESSEL ASSIGNMENT AND CONFIRMATION

We will provide vessels assigned for you and your assigned ports.

We will confirm, at the soonest possible time, vessel assigned per disport. In the event of any vessel issues, we will provide feedback on vessel status at disport to allow for unexpected changes in vessel assignments and these will be relayed to you thru your Area Sales Managers.

Product mix-load should be provided by the client at least three (3) days prior to confirmed loading schedule.

Replacement: In the event that previously assigned vessels become unavailable, we commit to source replacement vessels within three (3) to seven (7) days upon notification.
SERVICE CENTER (CUSTOMER SUPPORT)

Inquiries, Requests, Complaints: Our Service Center is operational from Mondays thru Saturdays from 5 AM to 10 PM and on Sundays from 7 AM to 5 PM. You may reach us thru the following customer channels: landline: 849-3501; email: phl-servicecenter@cemex.com; fax: 849-3502; Viber: 0917-549-8009. For clients enrolled in our Mselling program, the numbers are: 0917-522-9418 (Globe), 0998-599-5898 (Smart), 0925-714-6935 (Sun).

Cancellation of orders: Cancellations may be allowed seven (7) days prior to the intended date of delivery. Our policy requires a corresponding charge as stated in the section on “Additional Services”.

Complaints handling: Upon filing of a complaint, a folio number will be immediately provided to you. We will endeavor to give you feedback within 24 to 72 hrs. from filing of said complaint.

PAYMENT CHANNELS

Whether your transaction is in cash or credit, the following are acceptable modes of payment:

• Deposits made directly to partner banks
• Automatic debit arrangement (ADA) with partner banks
• Checks submitted directly to the Company’s authorized 3rd party collectors
• Distribution Card (with accredited partner banks)
• Dealer Financing Arrangement (with accredited partner banks)
• Bills Payment Facilities thru On-line Banking (with accredited partner bank)

BILLING

All questions and requests regarding your commercial documents (invoices, credit memos, debit memos, acknowledgement receipt) may be coursed thru your assigned Area Sales Manager or thru the Service Center.
DISPATCH RELIABILITY

Estimated Delivery Time (from loading date):

- Visayas: six (6) to eight (8) days
- Mindanao: eight (8) to ten (10) days

Loading Time (for FOB):
Upon docking of your vessel, loading time are as follows:

- Less than 1,500 mt.: two (2) to three (3) days
- Between 1,500 mt. and 2,500 mt.: three (3) to four (4) days

The above will only commence once the following conditions have been met:

1) Orders have been plotted and confirmed by your Area Sales Managers;
2) Vessel assignment has been confirmed;
3) Sales orders is clean/servable.4

We will ensure that each vessel has at least two (2) crane operators to facilitate vessel loading.

Vessel Status Monitoring:
To keep you informed at all times about the status of your deliveries, pro-active notifications will be sent to you on the following:

Delayed Notification: These include notifications on weather swells, vessel repairs, vessel replacement.
In-Transit Alert: Client mobilization notifications such as arrival notice and vessel details.
Vessel arrival - alert will be sent upon actual arrival of vessel at disport.

Alerts may be sent via email notification or via text message.

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4 Clean – Sales order is not on hold due to an unpaid receivable or credit exposure of client has not exceeded their credit line (for credit clients). This also means mixload provided is final.
DISPORT MANAGEMENT

Thru our partnership with a third party service provider, we will be able to provide you discharging port services such as:

• Coordination with cargo consignee/receivers;
• Documentation at disport and
• PPA Clearance works

to facilitate your arrival, discharging and departure requirements.

SALES TEAM (PROFESSIONAL SALES ASSISTANCE)

We will assign a dedicated Area Sales Manager (ASM) for you who will help you develop your business by conducting/organizing product presentations to your target clients, provide you with updated market information and construction trends, build your network through business referrals and create marketing activities that will increase our product offtake.

TECHNICAL SUPPORT (EXPERT ADVICE)5

Product Accreditation: We will be providing technical and equipment support for product accreditation of CEMEX products to your customers ranging from provision of supporting documents to on-site support.

Technical Services: Access to CEMEX’s technical capabilities and knowledge will be available to customers in support of their operations and products.

PRODUCT QUALITY

Our products conform to the requirements of PNS and exceed their performance requirements in terms of compressive strengths.

5 Please call our Service Center or your Area Sales Manager for more details on our Technical Support Services.
ADDITIONAL INFORMATION

Cancellation of Orders - For cancellations made less than three (3) days before confirmed docking schedule of the assigned vessel at loading port, a charge of P1.12/bag (VAT inclusive) per actual order quantity.

Vessel Unloading - our unloading rate per day is 200mt (loose pile) and 400mt (sling bags)

Demurrage Fees - A fee of P1.12/bag (VAT inclusive) per day, per actual vessel load will be imposed for vessel unloading delays beyond the Computed Unloading Period. The Computed Unloading Period shall be computed based on the Actual Quantity Loaded per Bill of Lading and the Average Unloading Rate for a specific disport. The Computed Unloading Period shall start to run from issuance of the Notice of Readiness. Actual computation of the Demurrage Fees shall be pursuant to the fee computation guidelines to be issued by the Seller to the Buyer.

Despatch Fees - Clients will be incentivized at the rate of P0.56/bag (VAT inclusive) per actual vessel load for vessel unloading that is completed before the expiry of the Computed Unloading Period. Actual computation of the Despatch Fees shall be pursuant to the fee computation guidelines to be issued by the Seller to the Buyer.

Note: Demurrage/Despatch shall be calculated in accordance with the Statement of Facts and/or Time Sheet, whichever is applicable, signed by Vessel's Master, Disport Agent and Cargo Receiver at unloading port.
Service Offer to Offshore Clients

Vessel Delivery Delays

Delayed Delivery - Clients will be incentivized at the rate of P1.12/bag (VAT inclusive) per day per actual vessel load for Shipment Delivery Delays encountered that are directly attributable to the fault and/or negligence of the Seller. Delivery delays that are beyond the reasonable control of the Seller shall not be subject to the Delayed Delivery Incentive Fee.

The Delayed Delivery Incentive Fee shall only start to accrue after the last day of the Computed Delivery Period, as follows:

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\text{Computed Delivery Period} = \text{Sail Time} + \text{one (1) day allotted for PPA and PCG document processing}
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Computed Delivery Period shall only start to run from the Load Confirmation Date. For this purpose, the Load Confirmation Date shall be considered to be the date indicated in the Delivery Receipt issued by our company to the vessel captain stating that loading of the Actual Quantity Loaded onto the vessel has been completed.

Sail time shall refer to the estimated sailing days a particular vessel will take to travel from the port of origin and arrive at the port of destination, including the period until the vessel captain issues the Notice of Readiness to unload.

Note: Only one day is allotted for processing of Philippine Ports Authority (PPA) and Philippine Coast Guard (PGC) clearances conditioned upon the said agencies issuance of such clearances.