

Zug, November 24, 2020

Acceleration of Green Building Solutions in Latin America with ECOPact launch and doubling of Disensa presence

- **Green concrete roll-out begins in key markets Ecuador, Colombia and Mexico**
- **EcoLabel for cement introduced in the region to meet growing demand for green products**
- **2,500 Disensa retail stores across the region by year end, doubling over last two years**

LafargeHolcim launches its green concrete ECOPact in Latin America, starting in Ecuador, Colombia and Mexico with all key markets due to follow in the first half of 2021. This roll-out of ECOPact, enabling carbon neutral construction, builds on its successful market adoption across Europe, the UK, the US and Canada.

Accelerating its green building solutions in Latin America, the company also plans to introduce its EcoLabel to transparently communicate the environmental benefits of its green cement range. As of December 2020 customers will be able to easily identify products that comply with the company's green criteria, including lower CO2 footprint and recycled content.

Products with the EcoLabel will be sold across the Disensa retail network, which has doubled over the last two years and will reach 2,500 stores by year end. Every country in the region will have at least one Ecolabel product, offering its customers the lowest-footprint cements in the market.

Oliver Osswald, Region Head Latin America: "With the roll-out of the widest range of green building materials in Latin America, we are committed to leading the way in sustainable construction. Building on our region's excellent third quarter results, demonstrating strong resilience despite an unparalleled health crisis, Latin America is well positioned to tackle the challenges ahead. We have a clear and unified strategy supported by two strong pillars: a rapidly expanding Disensa retail franchise network, and a fully orchestrated regional push toward green building solutions."

Disensa, LafargeHolcim's retail franchise network in Latin America, has delivered above expectations. The pandemic has accelerated the market shift towards more do-it-yourself construction and remodeling, as people are spending more time at home. This has resulted in a positive performance in countries like Argentina, Brazil, Colombia, Mexico & El Salvador, with double-digit growth in net sales in the retail segment.

During 2020 the region will pass the mark of 2,500 stores, almost doubling the number in the past two years. Disensa will become the central network to reach millions of consumers with a diverse product portfolio, based on quality and environmental benefits by offering ECOLabel products on a wide scale. Disensa will also introduce new digital experiences to the buying process and eventually become a full line of stores from Disensa Express to Disensa MAX!, which already opened in several countries.

From November 25-27 LafargeHolcim will host the First Latam Virtual Convention for current and potential Disensa franchisees. Participants from eight Latin American countries will meet virtually to discuss Disensa's new strategy and transformation, covering topics such as: new store formats, branding, category management, and financing plans.

ECOPact is sold at a range of low-carbon levels, from 30% to 100% less carbon emissions compared to standard (CEM I) concrete. Where regulatory conditions allow, ECOPact products integrate upcycled construction and demolition materials, further closing the resource loop. With this new ECOPact green concrete range LafargeHolcim aims to continue to lead the way in sustainable and circular construction. With one-third of its net sales already in sustainable solutions, LafargeHolcim offers the broadest portfolio of low-carbon products and technologies. With the industry's leading Research and Development (R&D) organization, the company dedicates 50% of its innovation resources to low carbon solutions, with 40% of its patents currently in this area.

EcoLabel applies to all cement and concrete with at least: 30% lower CO2 footprint compared to local industry standard or 20% recycled content.

About LafargeHolcim

As the world's global leader in building solutions, LafargeHolcim is reinventing how the world builds to make it greener and smarter for all. On its way to becoming a net zero company, LafargeHolcim offers global solutions such as ECOPact, enabling carbon-neutral construction. With its circular business model, the company is a global leader in recycling waste as a source of energy and raw materials through products like Susteno, its leading circular cement. Innovation and digitalization are at the core of the company's strategy, with more than half of its R&D projects dedicated to greener solutions. LafargeHolcim's 70,000 employees are committed to improving quality of life across more than 70 markets through its four business segments: Cement, Ready-Mix Concrete, Aggregates and Solutions & Products.

More information is available on www.lafargeholcim.com