

LafargeHolcim builds largest retail network for construction materials in Latin America

LafargeHolcim reached another milestone in the roll-out of its retail strategy in Latin America with the opening of its first Disensa franchise store in Mexico. The Disensa concept offers self-builders and smaller contractors simple and easy access to LafargeHolcim's own building solutions as well as a wide range of other construction materials and services. As part of the strategy, the Group has also established a dedicated training center in Mexico to support future franchisees. The center provides training on product know-how, store management, marketing and finance.

The Disensa concept will be further rolled-out to markets in the region including Colombia, Central America and Argentina. LafargeHolcim plans to build a network in Latin America of around 1,000 Disensa stores by the end of 2017. In Mexico, LafargeHolcim will open 200 stores under the Disensa brand this year and a total of 600 franchises in the next four years.

Oliver Osswald, Region Head Central & South America at LafargeHolcim said: "Our vision is to become the largest retail network for construction materials in Latin America and Disensa will become a household name for building materials and services across the region. This initiative demonstrates how we are bringing our commitment to commercial excellence to life for our retail customers while developing a strong network of trained franchisees."

The Disensa concept was developed in Ecuador where LafargeHolcim already has around 540 branded franchise stores serving more than 500,000 customers. A Disensa e-commerce platform which offers around 3,000 products online was launched in Ecuador in November 2016.

Disensa stores support customers with microcredit and technical help as well as complete kits for different phases of home building. They also offer solutions to facilitate construction including financing plans, access to architects and standard building designs.

Expansion of retail offer as priority across emerging markets

Retail represents around 60 percent of LafargeHolcim's net sales. Globally, the Group operates around 2,000 branded retail-focused stores in emerging markets. Over time, the franchise concept will be further extended beyond Latin America to Middle East Africa and Asia Pacific.



The first Mexican Disensa store is located in Mexico City and was officially opened yesterday. Further pictures available on request.

About LafargeHolcim

LafargeHolcim is the leading global building materials and solutions company serving masons, builders, architects and engineers all over the world. Group operations produce cement, aggregates and ready-mix concrete which are used in building projects ranging from affordable housing and small, local projects to the biggest, most technically and architecturally challenging infrastructure projects. As urbanization increasingly impacts people and the planet, the Group provides innovative products and building solutions with a clear commitment to social and environmental sustainability. With leading positions in all regions, LafargeHolcim employs around 90,000 employees in more than 80 countries and has a portfolio that is equally balanced between developing and mature markets.

More information is available on www.lafargeholcim.com

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