

LafargeHolcim expands its retail network for construction materials in Middle East Africa

LafargeHolcim announces the rollout of its specialized retail network for construction materials in Middle East Africa under the new Binastore banner. LafargeHolcim already has the largest network in the region with 500 stores of different sizes. Serving the needs of end-consumers, self-builders, masons and smaller contractors, Binastore shops sell a broad range of LafargeHolcim's own products and solutions as well as a variety of other construction materials from partner suppliers. The stores offer also numerous differentiating and attractive services to its clients such as credit services, click&collect, technical support and access to architects and building designs. The objective of all these services is to facilitate the construction process and work with customers with professionalism and care.

The first stores operating under the Binastore brand have begun to serve customers in Algeria, Cameroon, Iraq and Lebanon. Existing stores in the region will gradually be rebranded as Binastore while new stores will also open under this brand. The brand will extend its footprint to all the Middle East Africa countries in which LafargeHolcim operates.

The full range of store formats will form the network, from the smallest of 50 m² to the largest of 2000 m², it will also include mobile stores in rural areas. To meet its customers' needs as effectively as possible, these stores will also provide a channel through which the Group can market its latest innovations, products and services.

Saâd Sebbar, Region Head Middle East Africa, commented: "Our vision is to build the largest retail network for construction materials in the Middle East Africa region so the Binastore brand becomes a household name for small and medium-size builders. Building on our success in Algeria, our goal is to deliver a range of building products, including our own, through multiple channels to meet the needs and lifestyle of our customers who are becoming more and more sophisticated."

The Binastore network is part of LafargeHolcim's long-term strategy of expanding its retail business in emerging markets. In April 2017, the Group announced the rollout of Disensa, a similar concept, in Latin America, where the goal is to have a network of around 1,000 stores operating by the end of 2017.



Two Binastore shops located in Algeria and Cameroon.

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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