

- **Elementia S.A.B. de C.V. made a successful Primary Global Public Offering of Shares in the Mexican Stock Exchange**
- **“ELEMENT” makes its debut in the capital market as one of the leading companies in Latin America focused on the construction materials industry**

Mexico, D.F., July 10, 2015.- Today, Elementia S.A.B. de C.V., with ticker symbol “ELEMENT”, made its successful Primary Global Public Offering of Shares, representing 26.46% of its social capital, including overallotment.

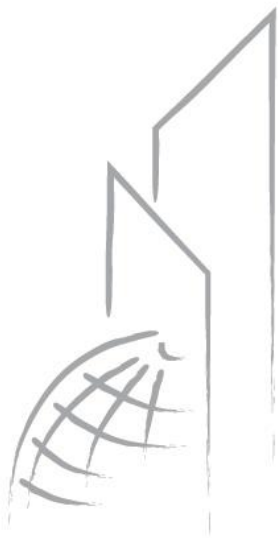
80.69% of the Global Public Offering of Shares from Elementia, was placed in Mexico through the Mexican Stock Exchange, and 19.31% in foreign market, in accordance with Rule 144A and Regulation S.

186,520,000 shares were offered in Mexico for MXN\$3,170’840,000; while 44,630,000 shares were placed in the international markets, representing MXN \$758,710,000; considering the overallotment options in both cases. In total, the amount of the Global Public Offering of Shares from Elementia, S.A.B. de C.V., reached 231,150,000 shares.

The placement price per share was MXN\$17.00, taking the Global Offering up to MXN\$3,929’550,000.

The Offering from “ELEMENT” got distributed among 2,412 investors.

The Placing Brokers in Mexico were Casa de Bolsa Credit Suisse (Mexico), S.A. de C.V., Grupo Financiero Credit Suisse (Mexico); Morgan Stanley Mexico, Casa de Bolsa, S.A. de C.V.; Acciones y Valores Banamex, S.A. de C.V., Casa de Bolsa, a member of the Banamex Financial Group; HSBC Casa de Bolsa, S.A. de C.V., Grupo Financiero HSBC; Casa de Bolsa Santander, S.A. de C.V., Grupo Financiero Santander Mexico; Casa de Bolsa BBVA Bancomer, S.A. de C.V., Grupo Financiero BBVA Bancomer; Inversora Bursatil, S.A. de C.V., Casa de Bolsa, Grupo Financiero Inbursa and Casa de Bolsa Ve Por Mas, S.A. de C.V., Ve Por Mas Financial Group.



Elementia, S.A.B. de C.V. will use the resources from the Global Offering for investments within the next 24 months, mainly to increase the productive capability in the cement division, as well as to cover the last installment of the acquisition of the non-controlling participation of Lafarge, and the remainder, if any, for overall corporate purposes, including acquisitions, investment, debt settlement and capital expenses.

About Elementia, S.A.B. de C.V.

Elementia is a consortium which encompasses leading companies from the construction and industrial sectors. It manufactures and sells a wide array of products, mainly cement, fiber cement, plastic and copper-based, used throughout every stage of construction. It has 26 manufacturing facilities located in Mexico, United States, Bolivia, Colombia, Costa Rica, Ecuador, El Salvador, Honduras and Peru. Its network is comprised by 4,300 independent distributors and customers in 42 countries. It also exports products to more than 40 countries through 6 distribution hubs, 12 warehouses, a distribution hub in Laredo, Texas and a Sales Office located in Houston, Texas. Elementia operates through 3 business divisions: Cement, Contrusistemas (Construction Systems) and Metal Products.

About BMV Group

BMV Group is a fully integrated Exchange Group that operates cash, listed derivatives and OTC markets for multiple asset classes, including equities, fixed income and exchange traded funds, as well as custody, clearing and settlement facilities and data products for the local and international financial community.

BMV is the second largest stock exchange in Latin America with a total market capitalization of over US\$ 530 billion.

