

Press Release



**CEM'IN'EU IS AN INNOVATIVE INDUSTRIAL BUSINESS MODEL WHICH  
REASSESES THE SUPPLY CHAIN, MANUFACTURE AND SALE OF CEMENT IN  
EUROPE**

December 2019

## **Cement, at the heart of global environmental strategies**

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The impact of cement today is widespread: essential for the development of society as a whole and the well-being of everyone, this strategic material is also the source of 5 % of worldwide emissions of CO<sub>2</sub>. Faced with the current urgent situation of the environment, it has become time to rethink the entire circuit, both of the production and the distribution of cement, so as to reduce the impact of its production on the environment at each stage of the value chain.

## **Cem'In'Eu, an innovative business model**

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Cem'In'Eu is an industry start-up which has developed a completely new concept for the production and sale of cement in Europe. Its approach to the market is based on the principle of « small is beautiful » with small, compact and standardised production units located as close as possible to regional economic areas. From the point of view of the environment, everything has been thought about up front in order to offer a completely new and fully optimised business model allowing for the reduction of the environmental impact of each activity along the whole of the value chain.

### **1. A leitmotif : to improve at each stage and to be as close as possible to the resources and needs**

The founders of Cem'In'Eu have at heart the desire to make things happen in an industrial sector which has for too long been seen as conservative and traditional, Vincent Lefebvre and Franck Dupont insisting on « the need for a complete break with the traditional models of the large international cement groups as regards the sourcing, the logistics, the production and the sale of cement. »

Indeed the Cem'In'Eu strategy is built on fully optimised replies to the main challenges of the cement industry in terms of the sourcing of raw materials, the reduction of the impacts on the environment and the proximity to its markets.

This approach is supported by a systematic search for innovation along the whole of the value chain: to improve at each stage of the circuit in order to obtain an overall improvement in performance. The Cem'In'Eu concept is based on small units strategically placed at the heart of the regions, with an agile and responsible business model.

**Innovation, proximity, agility are the three terms which best describe the new business model which Cem'In'Eu is developing, presenting a real challenge within the very traditional universe of the cement manufacturing world.**

### **2. A perfectly secured regulatory framework**

At the beginning of October 2019 Aliénor Ciments, after receiving the CE standards certification in xxxx, received the French standards NF certification for all of the cements leaving its production lines. This acceptance by the standards body is the result of a demanding and conscious approach to quality management, in line with the other certifications previously obtained for this site: ISO 9000 and ISO 14000.

Vincent Lefebvre, CEO of Cem'In'Eu, reminds us : « the building market is very much regulated in France, so we have made the logical choice of only producing cements which are fully certified to assure the comfort and peace of mind of our customers and above all the safety of the end users. »

### **3. A French and pan-European deployment to meet the needs of regional markets**

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Following the opening of Aliénor Ciments in Tonneins, South West of France in July 2018, Cem'In'Eu has been pursuing its deployment programme and foresees the setting-up of 4 new production sites in France and 2 in Europe.

In the short term, the Rhône Ciments site was initiated in Portes les Valence, South East of France in July 2019. The first cement will be produced there from July 2020 and the first level certification (CE labelling) will be effective as of November 2020 followed closely by the NF standards labelling expected during 2021. Total investment for this site has reached 23 million Euros and includes a grinder made by the FIVES FCB brand, a French manufacturer, with an annual capacity of 240 000 tons. So far, the grounds and foundations have been laid and the buildings are in the process of being built.

As regards the future sites of Ciments des Trois Frontières, located in Ottmarsheim at the Swiss border principally aimed at the Swiss market, and of Thamesport Cement, located near to London (United Kingdom), discussions are in full swing with the setting up of different associations integrating local players. Following this stage, which is indispensable for the development of any industrial project, building work on these sites will begin as of 2021.

David peux-tu implanter ici la carte réalisée pour le site STP ?

### **Cem'In'Eu conquers investor confidence with a further raising of 50 million Euros of equity capital**

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After having raised € 40 M in equity from private investors in 2017, Cem'In'Eu is pursuing the reinforcement of its equity with an increase in capital of around 50 million Euros in order to finance the setting-up of this network of innovative cement plants in France and in Europe. So far, more than half has been subscribed.

The raising of funds and the structuring are organised by Pergam Paris, specialists in the management of client portfolios and private equity, a company run by its founding President Olivier Combastet.

In addition, for the construction of grinders Cem'In'Eu has recourse to external financing from several establishments, assisted by the Rothschild & Co Bank.

### **Cem'In'Eu rewarded by the profession; Aliénor Ciments honoured at the 2019 ICR Cement Industry Awards**

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Cem'In'Eu was honoured at the « International Cement Review 2019 » Awards in the « Grinding Plant of the year » category. The 2019 International Cement Review Awards single out the remarkable achievements of people, teams and organisations for their exceptional performance within diverse activities of the cement industry.

This prize recompenses the achievements of a grinding plant based on its overall operational excellence and unequalled performance within key areas, notably energy efficiency, health and safety.

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Aliénor Ciments is a grinding plant based in Tonneins between Bordeaux and Toulouse. Its modular concept has allowed it to be built rapidly and efficiently in order to serve a delivery radius of 200 km. The plant demonstrates numerous innovations which have been conceived to protect the environment and to be in harmony with the local community.

### **A constant factor in the projects undertaken by Cem'In'Eu: maintaining of local dialogue and the quality of the measures taken to protect biodiversity**

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Faithful to its desire to do the best possible at each stage of the value chain, Cem'In'Eu pays special attention to the installation of a dialogue and a collaboration of quality with all of the stakeholders of a proposed project implementation: local authorities, elected representatives, administrations, grassroots associations and local businesses.

The dialogue has thus been nurtured well in advance of public enquiries and compulsory ICPE (classified installations for the protection of the environment) administrative procedures.

This widespread collaboration has meant being able to benefit from the expertise of each and everyone in the matter of biodiversity regarding the setting-up of programmes for the protection of local flora and fauna on each site. By way of example, it has been with the assistance of the League for the Protection of Birds (LPO) in the Drôme region that compensatory measures have been put into place on the Rhône Ciments site in Portes les Valence for the protection of the natural habitat of an emblematic species; the Large Blue butterfly.

At the Aliénor Ciments site in Tonneins, a complete conservation programme for a species of protected plant-life; the protection of the *Lotus maritimus* very close-by which has been made possible by the establishment of a dedicated sanctuary space within the terrain.

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## **A modern and experienced management team**

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With an organisation chart based on modern management methods and a short decision circuit, the two founders of Cem'In'Eu, Vincent Lefebvre and Franck Dupont have surrounded themselves by recognised and experienced professionals coming from the cement and construction materials industry. The team thus formed attaches a lot of importance to diversity and the presence of women in key management positions. Yasmina Pilet joined the Cem'In'Eu adventure early on, as of September 2016, as Quality, Safety, Environment and Standards Director. Audrey Bonnet, Director of the Aliénor Ciments subsidiary is today the only woman at the head of a cement factory in France. Only very recently, Laurence Lamy joined Cem'In'Eu as Director of Marketing and digital communications.

### **In the spotlight: Vincent Lefebvre, a personality who is spreading the word about Cem'in'Eu at an international level with his nomination as Vice-President of the World Cement Association.**

The World Cement Association is the premier international cement association and represents the industry and its principal players. All of the members of the association are manufacturers of cement and have equal rights without distinction according to either size or nationality.

Mr Vincent Lefebvre has a dual experience both as Director of the international group Holcim and as founder of the Cem'in'Eu start-up. He has in-depth knowledge both of the markets and of innovation, bringing an extremely valuable contribution to the governing council of the WCA.

Vincent Lefebvre specifies « *I am proud to be associated with the WCA, which is committed to giving the same rights to all of the members of the association, whether they are big or small, whether they come from emerging economies or from developed countries and which brings concrete aid to help improve the environmental performance of the industry* ».

## **About Cem'In'Eu**

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Cem'In'Eu is an industrial start-up which has developed a new concept for the production and sale of cement in Europe. Its approach to the market is based on the principle of « small is beautiful » with small, compact and standardised production units set up as close as possible to regional economic areas. Cem'In'Eu is projecting the opening of four more factories in France, each linked to the railways or accessible by waterways.

[www.cemineu.com](http://www.cemineu.com)

## **Dates and Key Figures:**

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- Creation of Cem'In'Eu : 2014
- Opening of the Tonneins site : October 2018
- Opening soon the site of Portes-lès-Valence (Drôme) : second half of 2020
- An envisaged eventual production of about 250.000 tonnes of cement per grinder and per year
- 30 employees on average per factory
- Catchment area of the production units : 200 km

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