



Press information

LAFARGE HOLCIM ORDERED TO PAY DAMAGES TO CEM'IN'EU

In July 2019, Lafarge Holcim filed a claim against Cem'In'Eu with the Saint-Nazaire Commercial Court for unfair competition on the ground that Cem'In'Eu communications strategy had been misleading and denigrating. If the supposed goal for Lafarge Holcim was to put an end to a situation of unfair competition, in reality the goal was to thwart the Cem'In'Eu development.

The judgement of 28th April 2021 dismissed all of the claims made by Lafarge Holcim Ciments and Lafarge Holcim Distribution in the lawsuit between them and Cem'In'Eu and all of its different group entities including Cem'In'Log. Lafarge Holcim has, furthermore, been ordered to pay damages to Aliénor Ciments and to refund the legal costs of each of the entities assigned. Upon expiry of the prescriptive period allowed for appeal, Lafarge Holcim did not appeal.

The Saint-Nazaire Commercial Court has judged that the positive representation by Cem'In'Eu of its concepts as being innovative is not to be seen as unfair competition, such as:

- The communication regarding the proximity of the locations for cement bagging, on small sites close to its customers' building-sites.
- The communication regarding the environmental advantages of maritime, rail or river transport.
- Or the fact of praising its bagging process and its process for clinker grinding which locally represent lower carbon emissions.

The judgement was made on 28th April 2021, concluding that a state of unfair competition by denigration has not been shown and dismissing Lafarge Holcim in all of its claims.

In addition, the solicitation of the President of the Saint-Nazaire Commercial Court by Lafarge Holcim in respect of a seizure order by a bailiff and accompanied by local police officers at Cem'In'Eu customers has been considered by the Trade Tribunal to represent a misconduct having caused a commercial prejudice and an affront to the public image of Cem'In'Eu giving a right to compensation.

Lafarge Holcim has therefore been ordered to pay damages and interests as well as legal costs in respect of « article 700 » of 54,500 Euros.

The court ruling in full is available on the internet site of Cem'In'Eu: www.cemineu.com

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About Cem'In'Eu

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 located as close as possible to regional economic areas, with a catchment area of approximately 200 kilometres. Cem'In'Eu is forecasting the opening of a further four factories in France, each connected to the rail network or accessible by waterway. www.cemineu.com