



CEO

Holcim (Brasil) S.A.

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### **CARLOS FRANZ BÜHLER (KARL)**

Carlos F. Bühler, Chief Executive Officer of Holcim Brazil, is a Swiss and Argentinean citizen with a degree in business administration from the University of St. Gallen, Switzerland. He began his career at a Swiss pharmaceutical company in Basel, Switzerland. In 1984 he joined the Group Holcim as Financial Manager of the ready-mixed concrete business in Brazil. In 1986 he was transferred to Mexico as Chief Financial Officer remaining in that position for ten years. After two years as Area Manager for Latin America he became responsible for the acquisition of a company in Argentina and its merger with the existing Holcim operations, acting as the CEO until 2002. In October 2002 he assumed the positions of CEO of Holcim in Brazil and Chair of the Executive Committee of RedEAmerica Brazil (business and foundation leader). RedEAmerica Brazil, a private initiative with the active engagement of business leaders, is aligned and supporting RedEAmerica's Global Strategy (Poverty Reduction and Social Inclusion through Grassroots Development Projects).

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### **HOLCIM**

Founded in Switzerland in 1912, Holcim is one of the world's leading suppliers of cement and aggregates (crushed stone, sand and gravel). Holcim's core businesses include the manufacture and distribution of cement, and the production, processing and distribution of aggregates, ready-mix concrete and asphalt. The company also offers consulting, research, trading, engineering and other services. The company employs 85,000 people, with production sites in over 70 countries., Holcim is more globally spread than any other building materials group, allowing us to create a strong foothold in each individual market, and providing stable earnings for the Group. Aiming to keep a balanced portfolio, Holcim's business strategy is based on continuous growth in both developed economies and emerging, high-growth markets, where around three-quarters of our operational capacity is based. In 2008, Holcim recorded sales of over 25 billion Swiss francs. We attach great importance to sustainable development at an economic, ecological and social level. Dow Jones Sustainability Index named Holcim the "leader of the industry" for four years in succession. Holcim Brasil had gross revenue of about \$ 1.4 billion in 2008 and approximately 2,300 direct employees. The company is the fourth largest cement manufacturer in the country, with production of 4.05 million tones in 2008. It is also one of the leaders in the supply of concrete and aggregates.