



Bühler, Carlos F.

CEO
Holcim Brasil

Carlos F. Bühler, Chief Executive Officer of Holcim Brazil, is a Swiss and Argentinean citizen with a degree in Business Administration at the St. Gallen University, 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 business in Brazil. In 1986 he was transferred to Holcim 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 local Holcim operations, acting as the CEO until 2002. In October 2002, he assumed the position of CEO of Holcim Brazil. Carlos F. Bühler is also a member of the board of the RedEAmerica Brazil, a private initiative to improve the active engagement of business leaders, aligned with the RedEAmerica's Global Strategy (Poverty Reduction and Social Inclusion through Grassroots Development Projects).

HOLCIM

Founded in Switzerland in 1912, Holcim is one of the world's leading suppliers of construction materials – 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 to the construction market. The Group employs more than 70,000 people, with production sites in over 70 countries. Holcim is more globally spread than any other building materials group. They create a strong foothold in each individual market, and provide stable earnings for the Group. Holcim's business strategy is based on continuous growth in developed and emerging economies, high-growth markets, where around three-quarters of its operational capacity is based. Holcim attaches great importance to sustainable development at an economic, ecological and social level. The company has been in Dow Jones Sustainability Index for seven consecutive years. Holcim Brasil employees approximately 2.000 direct employees. The company is the fifth largest cement manufacturer in the country, with production of 4 million tons in 2008. It is also one of the leaders in the supply of concrete and aggregates.

