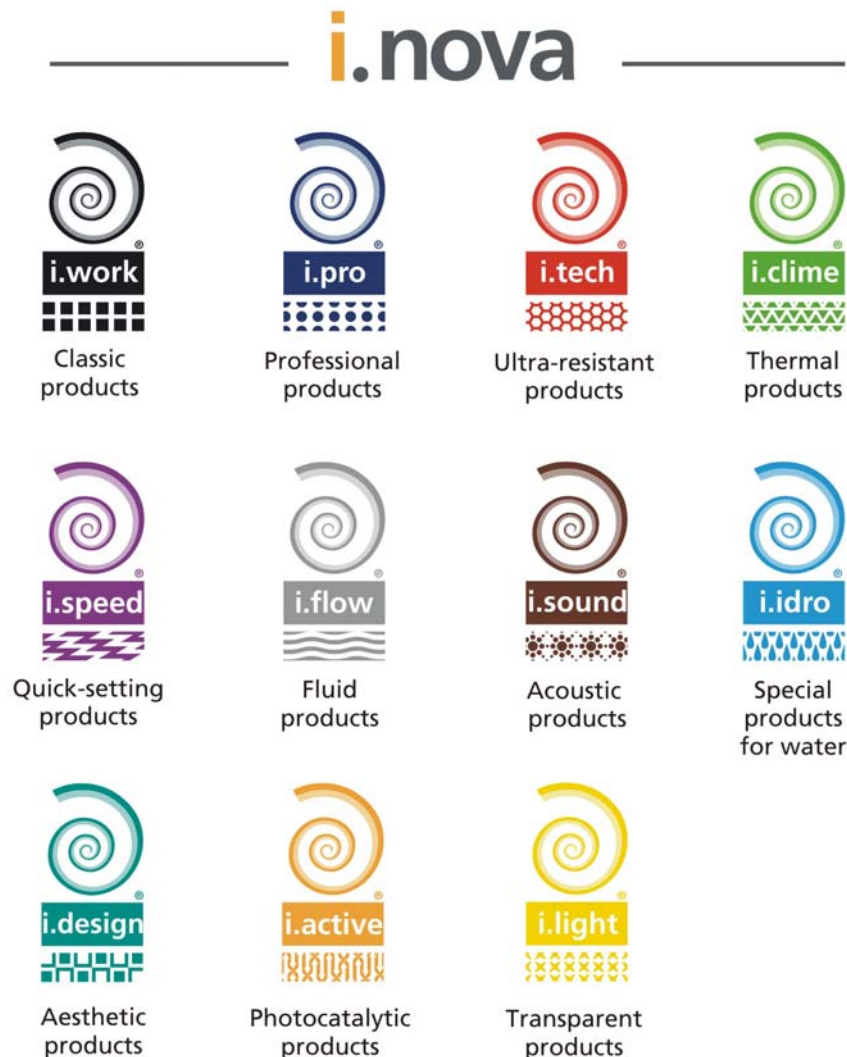


11 families, 11 performance, a unique market approach

Performance is the central concept around which the Group has rationalized its products range and it represents Italcementi Group Unique Selling Proposition at worldwide level.

All Italcementi products, classic and innovative, are grouped in an easy and intuitive way into 11 Performance Families, able to offer an immediate and complete vision of the entire product portfolio, vertically integrating all sectors of activity (cement, concrete, lime and mortar).

The 11 Families:



i.work –all the classic products with Italcementi Group quality standards and know-how

i.pro –products for professional usage, designed to facilitate the users' work.

i.tech –highly technological products, able to guarantee ultra-high performance in terms of strength and safety

i.speed –quick-setting products to speed up work

i.flow –self-compacting and self-levelling products, able to reduce labour requirements

i.clime –all thermal insulation products for energy-saving

i.sound –all sound-proofing products that improve living comfort

i.idro –all products offering specific water-related performance (drainage and underwater applications)

i.design –all products for highly aesthetic results (architectural, design and artistic purposes)

i.active –products containing the photocatalytic principle TX Active and featuring self-cleaning and depolluting properties

i.light –products able to provide transparency performance

The new codes

Another innovation of i.nova system are the codes chosen to best represent an offer structured in different businesses and countries.

“i.”

for “Italcementi Group” and for “innovation”: the recognition code characterizing the name of each of the 11 Families

Name and surname to identify the product

Each product is identified by a surname (identifying the performance) and by a name (identifying a specific product line). The combination of surname-name identifies the single product, thus positioning it in a clear and comprehensive way and guiding quickly and precisely the customer among the range of Italcementi products.

Double entry portfolio access

The new i.nova system offers the customers a two-way product portfolio access. This gives a rapid and clear overview of the different building possibilities.

	Cementitious Coating	Cementitious Slurry	Pervious Concrete	Structural Concrete
	COAT	CARGO	DRAIN	STRUCTURA
i.work	i.work COAT			i.work STRUCTURA
i.pro	i.pro COAT			i.pro STRUCTURA
i.tech	i.tech COAT	i.tech CARGO		i.tech STRUCTURA
i.clime	i.clime COAT			i.clime STRUCTURA
i.speed	i.speed COAT			i.speed STRUCTURA
i.active	i.active COAT	i.active CARGO	i.active DRAIN	i.active STRUCTURA
i.idro			i.idro DRAIN	i.idro STRUCTURA

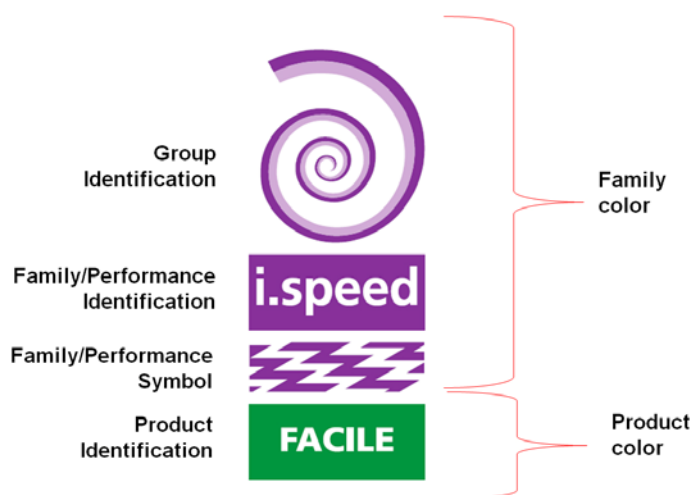
It is possible to access:

- by Performance**
 It gives a thorough view of the complete range of products offering the same performance, even if belonging to different product categories. This way the customer has a clear vision of all the products that can satisfy his needs
- by Product**
 It allows to see all the performance that a specific product can offer. This way the customer can select a product and see the entire line of performance offered, discovering new options in product categories already known.

The visual identity: colours and symbols

The symbol chosen for the new branding system is the spiral, a graphic element identifying the Group Corporate Identity since 1997 and representing the quality and know-how the Group is able to offer.

The spiral, grey in the corporate version, is now proposed in the 11 families colours. This way it will be possible to distinguish immediately the different performance on bags and on all communication tools.



New communication tools

i.nova is not only a new branding system reorganizing the product offer. It is a new market approach that needs a new tone of voice, more friendly and simple, even if always in line with a technical and specialized communication.

The project had impacts on all communication tools addressed to the market: brochures, technical and product fact sheets, leaflets have been re-edited not only with a new graphical layout, but also with a new narrative style able to convey the product's key values even to a less technical audience.

Digital marketing tools

i.nova web portal (www.i-nova.net) is the core tool for commercial communication, aimed at presenting the Group products in a clear and modern way.

Design to work also with new generation smartphones and tablets it can show the entire Group product portfolio at worldwide level by market, by business, by performance and by specific research channels.

An electronic product catalogue, set up following an e-commerce approach, always offering the customer a tailor-made overview of the portfolio, fitting his specific needs.

Some APPs extending the websites' features in support of the customers will be soon released.

Italcementi is also working in the context of the "communities": G+, Youtube, Twitter and Facebook are only the first of a rich list of tools aimed at interacting with the customers and with all the stakeholders interested in issues like innovation in the building sector, architecture and sustainability.