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LAFARGE EMIRATES CEMENT / INAUGURATION / FUJAIRAH PLANT

Press Release

His Highness Sheikh Mohammed Bin Hamad Al Sharqi Inaugurates Emirates Cement Company's State-of-the-Art Facility in Fujairah

Fujairah: 23 March, 2010 - His Highness Sheikh Mohammed Bin Hamad Al Sharqi, Crown Prince of Fujairah, today officially inaugurated the new state-of-the-art facility for Emirates Cement Company, a joint venture between Dubai Group - a member of Dubai Holding, Lafarge Building Material and the Government of Fujairah.

Located in Fujairah, the plant has an annual production capacity of 3.2 million tonnes and is equipped with the latest technology to meet international environmental standards.

Antoine Duclaux, CEO, Emirates Cement Company, said: "This is truly a momentous occasion for us. The company aims to significantly contribute to the building material and construction sector in the UAE, and offer premium quality products, while being a leader in sustainable development with a high regard for corporate social responsibility programmes."

The premium quality cement types produced at the plant will cater to the requirements of different kinds of projects and applications. Its broad range of products are suitable for ready mix and precast players, individual customers and architects and include Portland cement, Portland limestone cement, and ground granulated blast-furnace. The varieties offer a high standard of concrete quality



with all elements needed to meet end-user requirements and industry expectations.

The Emirates Cement plant has its own quarry and crushers, with sophisticated unloading and handling facilities. It is strategically located close to the Emirates Road, allowing easy transportation access to all important markets in the UAE and the Sultanate of Oman. Emirates Cement is environment-friendly with a strong involvement in reducing carbon emissions. The company supplies cement in 50kg bags and bulk tankers for large construction projects, concrete product makers and ready mixed concrete.

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About Emirates Cement Company:

Emirates Cement Company LLC in Fujairah was established in September 2005. The company is a joint venture of Lafarge Building Materials in Partnership with Dubai Group, a member of Dubai Holding LLC and the Government of Fujairah

The Emirates Cement plant in Fujairah is equipped with the latest technology and meeting the Lafarge Group's environmental standards, with an annual production capacity of 3.2 million tons of cement, and a production line offering a wide and varied range of products

About Dubai Group:

Dubai Group is the leading diversified financial services company of Dubai Holding. The company's active investments include banking, financial exchanges, hospitality, real estate, insurance and Islamic finance.

Dubai Group is headquartered in Dubai, with offices in New York, Istanbul and Hong Kong. Through its subsidiaries and affiliates, the Group's areas of operation span the Middle East & North Africa (MENA) region, the European Union (EU), North America and Asia.

For more information please visit www.dubaigroup.com

About Lafarge Group

Lafarge is the world leader in building materials, with top-ranking positions in all of its businesses: Cement, Aggregates, Concrete and Gypsum.

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Lafarge now has 84,000 employees in 79 countries.