



## FREQUENTLY ASKED QUESTIONS

### What is our new brand name?

**Danucem, a CRH Company**

### What will be the connection between CRH and Danucem?

Danucem stays under the flag of the CRH group. Ownership remains unchanged. You may see it in our new brand name as well – Danucem, a CRH Company.

### Will legal company names be changed as well?

Yes, we are going to change our legal names as follows:

CRH (Slovensko) a.s. to **Danucem Slovensko a.s.**

CRH Magyarország Kft. to **Danucem Magyarország Kft.**

CRH (Wien) GmbH to **Danucem Wien GmbH**

This does not effect our company registration numbers, which will not change.

### When will it happen?

**October 1st, 2021 is official Legal Day One.**

### What will happen from April 30 till October 1?

Before legal change, we officially start with rebranding activities, step by step changing CRH to Danucem on all our assets (fleet, buildings, offices, signs, products etc.).

We will run external communication through media, online campaigns included, and organize various initiatives, actions and events as well. We will launch new rebranded Danucem cement bags too.

From today, we are going to present ourselves as Danucem, a CRH company.

### As a CRH customer, what do I need to do in Danucem rebranding process?

Rebranding of our company is not going to take any change in our cooperation.

After October 1 you shall change all your business documentation to Danucem - in your business tools, programs or software, in the billing departments, or even on your cell phone.

We will inform you in advance about all required changes.

### As a CRH business partner, what do I need to do in Danucem rebranding process?

As for our business partner, our cooperation stays unchanged - you do not have to make any changes yet. However, from today, in our communication you may notice frequent usage of the new Danucem brand.

We will change the legal requirements of our cooperation from October 1 and we will send you all the documents needed.

### **As a CRH stakeholder, what do I need to do in Danucem rebranding process?**

From today, we would appreciate if you could adopt our new brand Danucem and promote it within your organizations and communities. We look forward to fortifying our cooperation with you.

### **Why we are doing this rebranding?**

New branding projects had been started by CRH a long time ago with the involvement of several European countries. Due to Covid crisis we had to postpone implementing our rebranding in the CRH North Danube cluster.

We run this process as our company is undergoing various changes now, which are reflected in the goals, values, visions, and in communication with communities, customers, and partners as well.

We have summarized our activities into 3 major points:

- 1) Adaptation to the global brand policy of the CRH Group
- 2) Strengthening the leading position in the region in which we operate using our international background
- 3) Building our business and social values more with a focus on the development of our regions

### **Where is it possible to find more information?**

We will share more detailed information on our website **danucem.com**, as well as on our regional websites and portals, and on our social network channels.

Your CRH sales representatives or business partners can provide you with more information as well.

If you have any questions, you can also write us an email to: **danucem.news@sk.crh.com** or contact any of our contact points of operations.