



July 24th, 2014

The General Manager
Karachi Stock Exchange Limited
Stock Exchange Building
Stock Exchange Road
Karachi – 7400, Pakistan

The General Manager
Lahore Stock Exchange Limited
Lahore Stock Exchange Building,
19, Khayaban-e-Aiwan-e-Iqbal,
P.O. Box: 1315,
Lahore – 54000, Pakistan

The Managing Director
Islamabad Stock Exchange Limited
ISE Towers,
55-B, Jinnah Avenue,
Islamabad, Pakistan

By Fax and Hand Delivery:

Fax No. 021-3241 0825 (KSE)
Fax No. 042-3636-8484 (LSE)
Fax No. 051-111-473-329 (ISE)

Total pages [5]

Re: Material Information

Dear Sir,

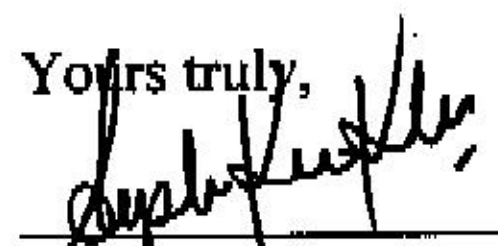
In accordance with Section 15D of the Securities & Exchange Ordinance, 1969, Clause (xx) of the Listing Regulations No. 35 of the Code of Corporate Governance and Section 5(1)(a) of the Listed Companies (Substantial Acquisition of Voting Shares and Takeovers) Regulations, 2008, we hereby convey the following information:

Lafarge Pakistan Cement Limited (“LPCL”) has been informed by Sofimo SAS (the holding company for the main subsidiaries of the Lafarge Group) as indirect holder of approximately 75.86% shares in LPCL that Bestway Cement Limited (as the “Purchaser”) and Pakistan Cement Holding Limited and Camden Holding PTE Limited (as the “Sellers”) have entered into a binding share purchase agreement dated as of 23rd July, 2014 (the “Share Purchase Agreement”) for the purchase by the Purchaser of approximately 75.86% shares in LPCL from the Sellers at the purchase consideration of USD 217,794,657 (corresponding to an enterprise value at 100% of USD 329,454,435), subject to adjustments specified in the Share Purchase Agreement. The consummation of the transactions contemplated by the Share Purchase Agreement are subject to satisfaction of regulatory approvals, compliance with regulatory obligations and other conditions precedent specified therein.

A copy of the letter from Sofimo SAS informing LPCL of the execution of the Share Purchase Agreement is enclosed as **Annexure A** hereto.

A disclosure form as required under S.R.O. 143/(1)/2012 dated December 5, 2012 read with Section 15D of the Securities and Exchange Ordinance, 1969 is also enclosed as **Annexure B** hereto.

Yours truly,


Ayesha Khokhar
Company Secretary

Cc: Chairman, Securities & Exchange Commission of Pakistan