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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**  
Washington, D.C. 20549

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**FORM 6-K**

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**REPORT OF FOREIGN PRIVATE ISSUER  
PURSUANT TO RULE 13a-16 or 15d-16  
UNDER THE SECURITIES EXCHANGE ACT OF 1934**

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For the month of March 2023

Commission File Number: 001-14946

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**CEMEX, S.A.B. de C.V.**

(Translation of Registrant's name into English)

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**Avenida Ricardo Margáin Zozaya #325, Colonia Valle del Campestre,  
San Pedro Garza García, Nuevo León 66265, México**  
(Address of principal executive offices)

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Indicate by check mark whether the registrant files or will file annual reports under cover Form 20-F or Form 40-F.

Form 20-F  Form 40-F

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1):

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7):

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## Contents

1. Press release from CEMEX, S.A.B. de C.V. (“CEMEX”) (NYSE: CX), dated March 15, 2023.

**SIGNATURE**

Pursuant to the requirements of the Securities Exchange Act of 1934, CEMEX, S.A.B. de C.V. has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

CEMEX, S.A.B. de C.V.

(Registrant)

Date: March 15, 2023

By: /s/ Rafael Garza Lozano

Name: Rafael Garza Lozano

Title: Chief Comptroller

**EXHIBIT INDEX**

<u>EXHIBIT NO.</u>	<u>DESCRIPTION</u>
1.	Press release from CEMEX, S.A.B. de C.V. ("CEMEX") (NYSE: CX), dated March 15, 2023.



## Cemex updates its brand as part of an ongoing evolution

**Monterrey, Mexico. March 15, 2023** – Cemex unveiled today an updated brand in line with its ongoing evolution to help the world reach the next frontier of sustainable living, by becoming a more agile, innovative, and approachable company.

Cemex's logo, changing for the first time in over 30 years, presents a fresher, closer, and more dynamic visual identity while maintaining key elements of the company's legacy and storied 117-year trajectory. It reflects several transformative changes that the company has undergone in recent years to be at the forefront of the building materials industry, aiming to spearhead the industry's transition towards innovation, digitalization, and, above all, sustainability.

"I am excited to present the renewed image of our company," said Fernando A. González, CEO of Cemex. "But what excites me most is what is behind the change: a renewed commitment to helping our customers push the boundaries of sustainable construction through innovative solutions."

Cemex's ongoing evolution has been evident in several major strategic initiatives the company has launched in the past few years. With Cemex Go, the company kickstarted the digital era of construction, bringing to market the first-ever end-to-end digital solution for the building materials industry. By incorporating Urbanization Solutions as a core business, Cemex strengthened its focus on supporting the construction of resilient and sustainable cities where people can live better lives. Within this approach is *Regenera*, a Cemex company launched this year that focuses on being a leading partner in circularity solutions, particularly waste management.

Most recently, through the launch of Future in Action, its sustainable excellence program, Cemex committed to leading the way in decarbonizing the building materials industry with the most ambitious 2030 targets available to the industry and to becoming a net-zero CO<sub>2</sub> company by 2050. The Science-Based Targets initiative has validated both of these goals. As part of Future in Action, Cemex created Vertua, a sustainable product portfolio that leverages cutting-edge technology and innovation. Cemex's updated visual identity signifies its clear and decisive company transformation.

To know more, please visit the new Cemex website: <https://www.cemex.com/>

### About Cemex

Cemex (NYSE: CX) is a global construction materials company that is building a better future through sustainable products and solutions. Cemex is committed to achieving carbon neutrality through relentless innovation and industry-leading research and development. Cemex is at the forefront of the circular economy in the construction value chain and is pioneering ways to increase the use of waste and residues as alternative raw materials and fuels in its operations with the use of new technologies. Cemex offers cement, ready-mix concrete, aggregates, and urbanization solutions in growing markets around the world, powered by a multinational workforce focused on providing a superior customer experience, enabled by digital technologies.

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*This press release contains forward-looking statements within the meaning of the U.S. federal securities laws. CEMEX intends these forward-looking statements to be covered by the safe harbor provisions for forward-looking statements in the U.S. federal securities laws. These forward-looking statements reflect CEMEX's current expectations and projections about future events based on CEMEX's knowledge of present facts and circumstances and assumptions about future events, as well as CEMEX's current plans based on such facts and circumstances. These statements necessarily involve risks, uncertainties, and assumptions that could cause actual results to differ materially from CEMEX's expectations, including, among others, risks, uncertainties, and assumptions discussed in CEMEX's most recent annual report and detailed from time to time in CEMEX's other filings with the Securities and Exchange Commission, which factors are incorporated herein by reference, which if materialized could ultimately lead to the rebranding described in this release not producing the expected benefits and/or results. These factors may be revised or supplemented, but CEMEX is not under and expressly disclaims, any obligation to update or correct this press release or any forward-looking statement contained herein, whether as a result of new information, future events, or otherwise. Any or all of CEMEX's forward-looking statements may turn out to be inaccurate. Accordingly, undue reliance on forward-looking statements should not be placed, as such forward-looking statements speak only as of the dates on which they are made. The content of this press release is for informational purposes only, and you should not construe any such information or other material as legal, tax, investment, financial, or other advice.*