

pluxee

CEMEX Case Study

**Working together to
bring Cemex's wellbeing
strategy to life**

**"Many of our employees take advantage
of the Pluxee benefits."**



The Pluxee partnership

A partnership that spans over a decade...

“I employ mainly men. Why do I need an Employee Assistance Programme?”

It's a response we sometimes hear when speaking with clients and prospects. The outdated and dangerous opinion that men don't need mental health support is rife in male-dominated industries.










Thankfully, not at [Cemex](#).

When speaking with a member of the Cemex HR Team about collaborating with us on this case study, we were impressed and inspired by the authentic and impactful approach they're taking to employee wellbeing.

Why? Because the business understands the need to support all of its employees' physical and mental health.

You're about to read the story of an organisation that takes the wellbeing of its workforce seriously, and about the trusted, thirteen-year strong partnership with Pluxee that empowers them to succeed.

Highlights...

-  Approx **£30,000** employee Tax & NIC savings in two years.
-  Approx **£12,000** in NIC reductions for Cemex through Cycle Scheme uptake.
-  **4%** employee uptake of EAP.
-  **46%** of EAP use is among men.
-  Financial wellbeing support where it matters most – the **daily essentials**.
-  **Discounts:** Up to 20% everyday essentials, holidays & treats.
-  **Pluxee Cashback Card:** Up to 15% cashback with over 80 retailers.
-  **Cycle to Work Scheme:** Spread the cost of a new bike and accessories while reducing your tax and NI Contributions.
-  **Employee Assistance Programme (EAP):** In-the-moment mental health support 24/7, 365 days a year.



Meet Cemex

A legacy dating back over 100 years

Formed in Mexico over 100 years ago, Cemex is a global building materials and solutions company that drives innovation to help the world reach the next frontier of sustainable living.

The UK business has been on a journey. It was acquired by Cemex in 2005 and is credited with establishing the UK's first Ready-mix Concrete Plant in 1930.



Today, this 1,700 strong UK workforce, part of the wider EMEA region, operates more than 30 quarries plus a marine aggregates business, two cement facilities, over 90 concrete plants, 4 concrete block factories and runs a fleet of modern vehicles.

X Mental health matters

Especially in a male-dominated workplace

We're starting with what we feel is the hero in this story: how Cemex is breaking down barriers to effective mental health support and removing the stigma in a male-dominated workplace.

"The management team have been very good in their leadership. When we hosted our first menopause session for the 300 women we employ, our male management team were fully involved, including members of the senior management team and other male team members. They want to understand the issues women face during the menopause, so that they can support both the female members in their teams and the male members who have loved ones who are going through the menopause."

Menopause has a massive impact on women, but it can also affect other family members, and our [guide to supporting working families](#) raises these issues and provides helpful advice.

Cemex's stance on involving men in menopause awareness is as refreshing as it is essential, and it's not the only barrier they're removing.

Cemex also has an employee **Wellbeing Strategy Group** that focuses on several physical and mental health issues during the year to raise awareness of key issues Cemex believes are critical to the wellbeing of the whole team.

EAP within Cemex is an integral part of the wellbeing strategy.



Tackling the problem before it takes hold

Between Sept 2024 and August 2025, 68% of people who accessed their Employee Assistance Programme did so while still in work, compared to the 6% using it while on sick leave.

Of the 71 EAP cases created during this period:

- X 62% were in-the-moment telephone support.
- X 23% were with an information specialist.
- X 9% were structured counselling sessions.
- X 3% were online counselling sessions.



The data gathered via our Employee Assistance Programme is anonymised, but we can reveal that:

46% of cases were with males, 30% with females, and 24% who didn't reveal their gender.

✘ Access and communication

Making mental health support just as common as tackling physical injury

Cemex ensures that the EAP service remains a **go-to resource for colleagues during times of change or uncertainty**.

They actively promote it in their newsletter, highlight upcoming webinars, and encourage managers to communicate with offline workers.

Like many UK businesses, especially within the manufacturing sector, Cemex has undergone organisational change and restructuring over the years.

Signposting employees to their EAP service for guidance and support during these times is now a standard part of the process.

We're seeing the impact in the data:

- ✘ 17% of cases were related to **stress and anxiety**.
- ✘ Of those calling for work-related issues, **30% were emotional, 20% changes at work**.
- ✘ 19% were calling for **family-related matters**.

X Retaining skills

Tackling labour shortages

The saying at Cemex is that if you stay for a year, you'll stay for a lifetime. It's true for many employees: in 2025, the business celebrated 44 employees with 25 years or more of service.

Cemex understands the financial strain that many families in the UK are experiencing and believes that our partnership is helping its employees to make the most of their salary by engaging with the **Cemex Lifestyle portal powered by Pluxee**.

It's times like these when **communicating the total value of your benefits package** is vital, especially regarding the **Pluxee Card**, which allows employees to earn up to **15% cashback**, and the **Discounts Marketplace**, which offers up to **20% savings** on daily essentials.

An average family of four spends approximately £129 on groceries each week. With a supermarket offering a **6.5% discount on our platform**, employees can save £8.38 on their weekly shop.

Repeat that behaviour 52 weeks of the year, and that's **£436.02 saved** by using discounts for a single area of essential spending.

Then there's holiday discounts, clothes, entertainment, travel – it all adds up.

Get in touch

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We've got a good suite of benefits to offer employees on top of their holiday entitlement, and people really value them."

Financial wellbeing

The best experiences made more affordable

Speaking of holidays.

Our Discounts Marketplace is home to a **holiday concierge service** that not only saves employees' money but also helps them plan their getaways.

Between October 2024 and September 2025, four Cemex employees took advantage of the holiday discounts package, **saving a combined £1,169.64**.

That's nearly **£300 saved per employee**, the equivalent of two weekly shopping trips, a brand-new smartphone, or even an annual gym membership!



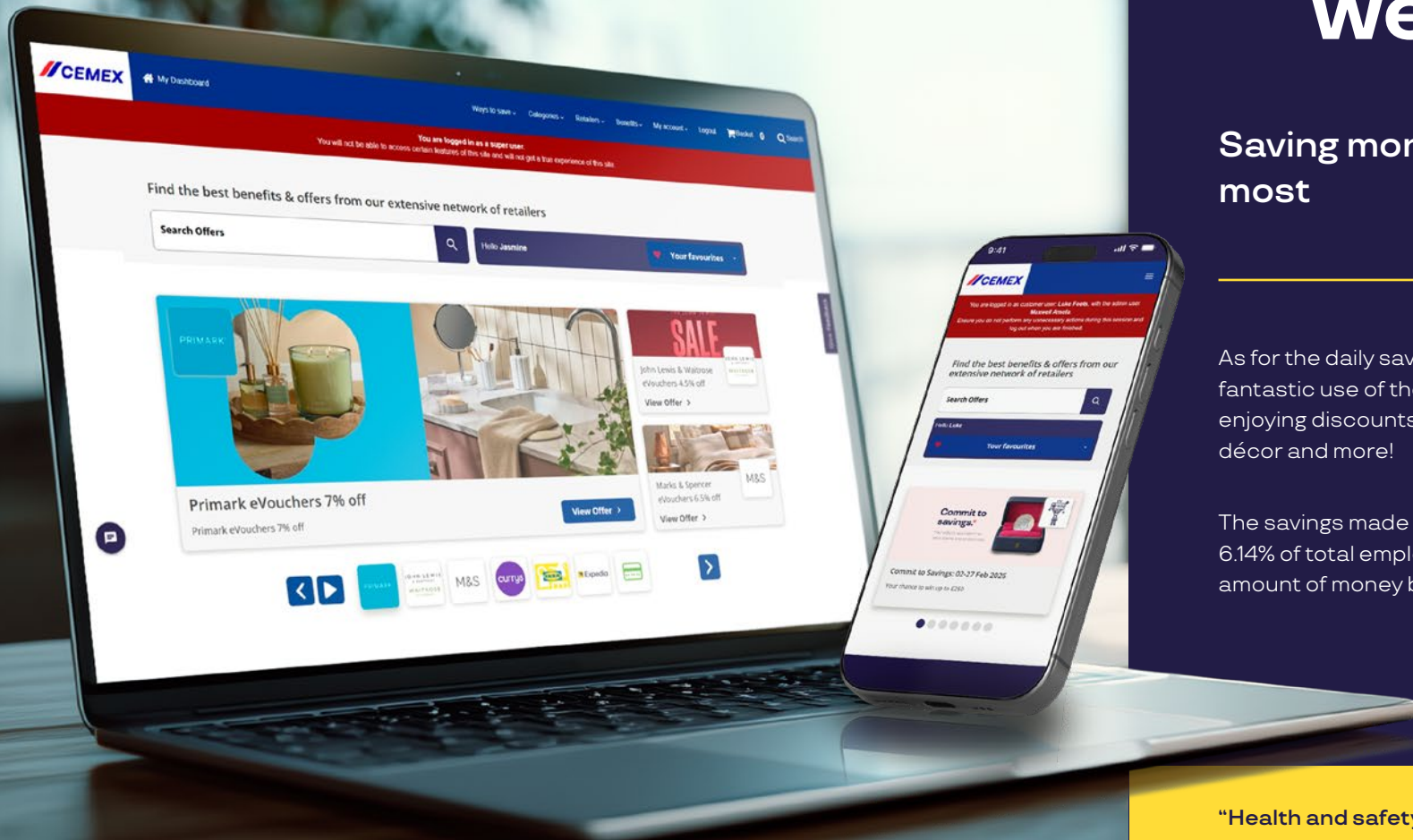
X Financial wellbeing

Saving money where it matters most

As for the daily savings, Cemex employees are making fantastic use of them across a range of retailers, enjoying discounts on tech, groceries, holidays, home décor and more!

The savings made across the entire scheme average 6.14% of total employee spend, putting a significant amount of money back in their pockets.

“Health and safety and health and wellbeing are our number one priority. Pluxee’s platform aligns with our values, with the discounts supporting financial wellbeing.”



X Physical health

Because wellbeing is holistic

Cemex also offers its employees our **Gym Discounts** package, giving them access to savings with over 3,000 gyms, fitness centres, bootcamps and online platforms.

Between October 2024 and September 2025, **226 Cemex employees** used the scheme, making a healthier lifestyle more affordable.

Cemex also runs our **Cycle Benefit scheme**. Since 2023, there have been **56 Letters of Collection** (LoCs) issued to the value of **£83,620**.

As a salary sacrifice scheme, employees have saved almost **£27,000 in tax and NIC reductions**.

Through the schemes, Cemex has shaved £11,539.56 off its NIC bill.

Salary sacrifice schemes aren't available to all employees, since rules stipulate that the repayments cannot push their salary below the National Living Wage.



The Government increased the National Living Wage and employers' National Insurance Contributions in the 2024 Autumn Budget.

The 2025 Autumn Budget announced another wage increase, with the National Living Wage and Minimum Wage for 18 – 20-year-olds set to rise again in April 2026.

Salary sacrifice schemes are an effective way to alleviate the burden, generating tangible business savings.



✕ Employee rewards

Making the festive season extra special

“We feel the Christmas card and voucher are more personal. It enables us to send a direct message to our employees and to thank them for all of their efforts during the year.”

Handling the heavy lifting, so the HR Team can get on with what matters most.

Donning our Santa hat to deliver Cemex's Christmas gift:

- ✕ Our in-house design team creates a bespoke card and branded envelopes
- ✕ Cemex supplies us with an employee database, including any variation in gift card value
- ✕ We glue the gift voucher to each card
- ✕ Apply employee addresses to each envelope
- ✕ Then send the gift on its merry way via Royal Mail.

#WorksBetterWithPluxee

How we earned Cemex's loyalty

It's vital to Cemex that every employee has the same opportunity to access their Pluxee employee benefits, and this is one of the reasons they continue to partner with Pluxee.

"We don't treat people differently, offering the same Pluxee benefits to everyone. We have a group of offline employees, and with the Pluxee portal allowing employees to register with a personal email address, we guarantee access to our entire workforce."

It's not just about supporting the workforce; it's about making life easier for the HR team.

"I don't even have to think about it, which is great when we're busy. It just gets done. That's what has made Pluxee such a valuable partner."



In true partnership style, we don't just deliver a service to Cemex, we're an extension of their team.

"We regularly catch up with our account manager and she's proactive in discussing different things that we can do."

X Success stories

Why we do what we do



I'm thrilled to bits with the benefits package offered by SIG. I've not felt this valued by a company in a long time."

Happy SIG UK Employee



The benefits platform at Salford has contributed significantly to my wellbeing. I like the wide variety of offers available and the selection of options, including prepaid cards, cashback, and general discounts."

Dean Brown, Careers and Enterprise Team, University of Salford



Meet Pluxee

Pluxee is the global leading employee benefits and engagement partner that opens up a world of opportunities to help everyone enjoy more of what really matters to them. Through a full range of innovative and digital solutions deployed in 28 countries, Pluxee creates meaningful, engaging, and personalised experiences to contribute to the well-being of individuals at work and beyond.

In the UK, Pluxee offers award-winning employee benefits, rewards and recognition all designed to bring more value to people. Globally, Pluxee supports the purchasing power and promotes the well-being of more than 37 million consumers. Pluxee accompanies 500,000 clients to develop more meaningful relationships with their employees and improve their engagement. Pluxee simplifies the life of 1.7 million merchants every day. Strengthened by its historical ties with Sodexo, Pluxee with its 5,600 employees is committed to increasing its influence as CSR leader by giving its clients, partners and consumers the means to make more sustainable choices every day.

www.pluxee.uk

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