

Oldcastle Infrastructure

Creating a Competitive Adv w/ AI

CRH A global diversified building materials group

1970 CRH was formed through the merger of Cement Limited and Roadstone Limited.

Sales of c.€27 million, c.95% in Ireland

1978 CRH took its first steps in the US market with the acquisition of Amcor, a concrete products company based in Utah.

Sales of €328 million

1980's & 90's CRH expands into new markets completing 238 acquisitions

Sales of €6.7Billion

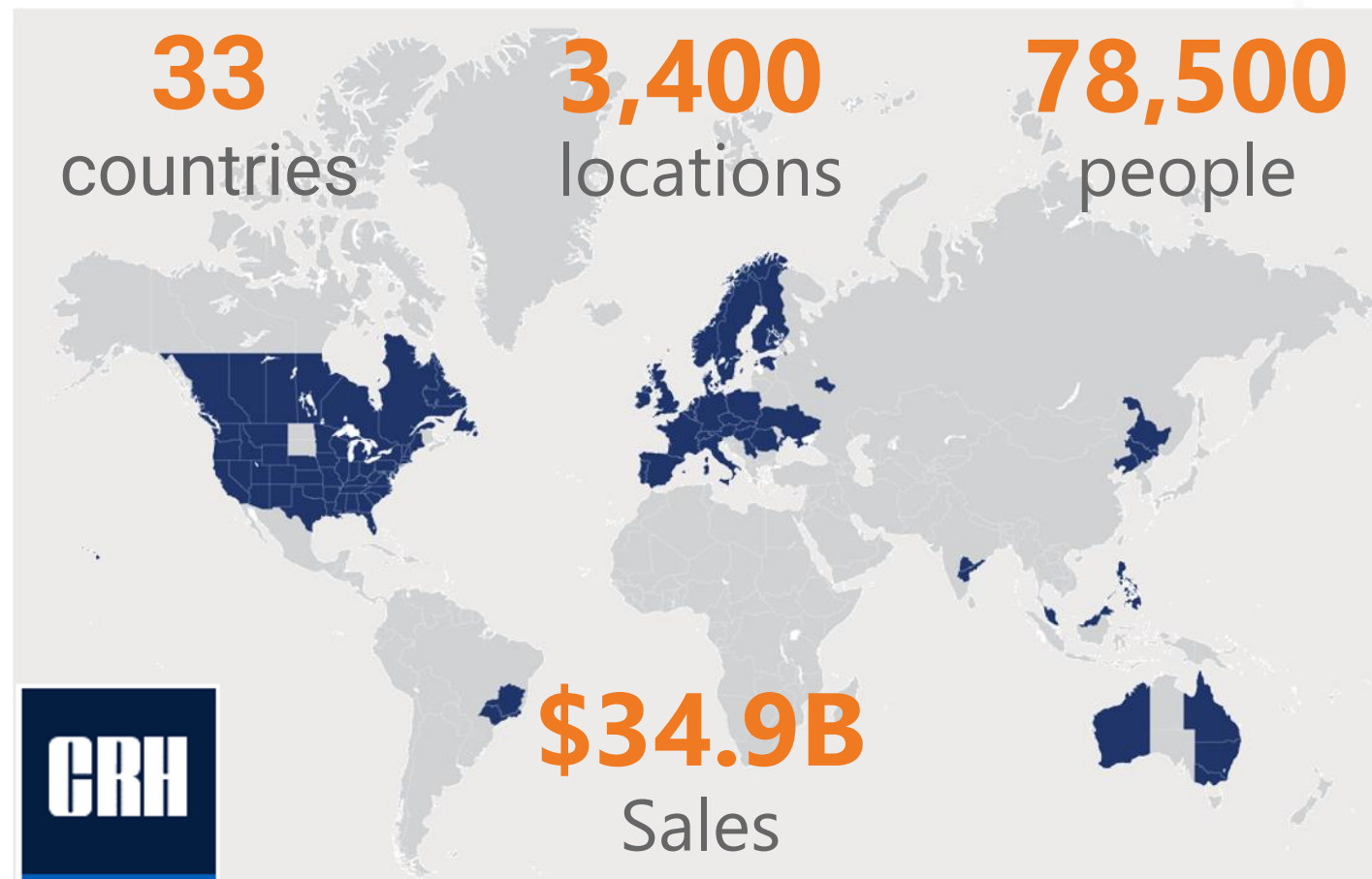
2000's CRH grows to 37K employees, across 1,100 locations, in 18 countries

Sales of €17Billion

2010's CRH becomes global leader in building materials with 90K employees, across 3,700 locations, in 32 countries

Sales of €26.8Billion

2023



As an industry leader in engineered building solutions. We deliver precast, plastic, and composite solutions that connect communities and improve how the world works.

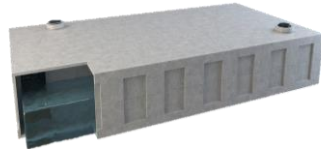
Communications



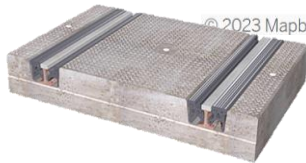
Energy



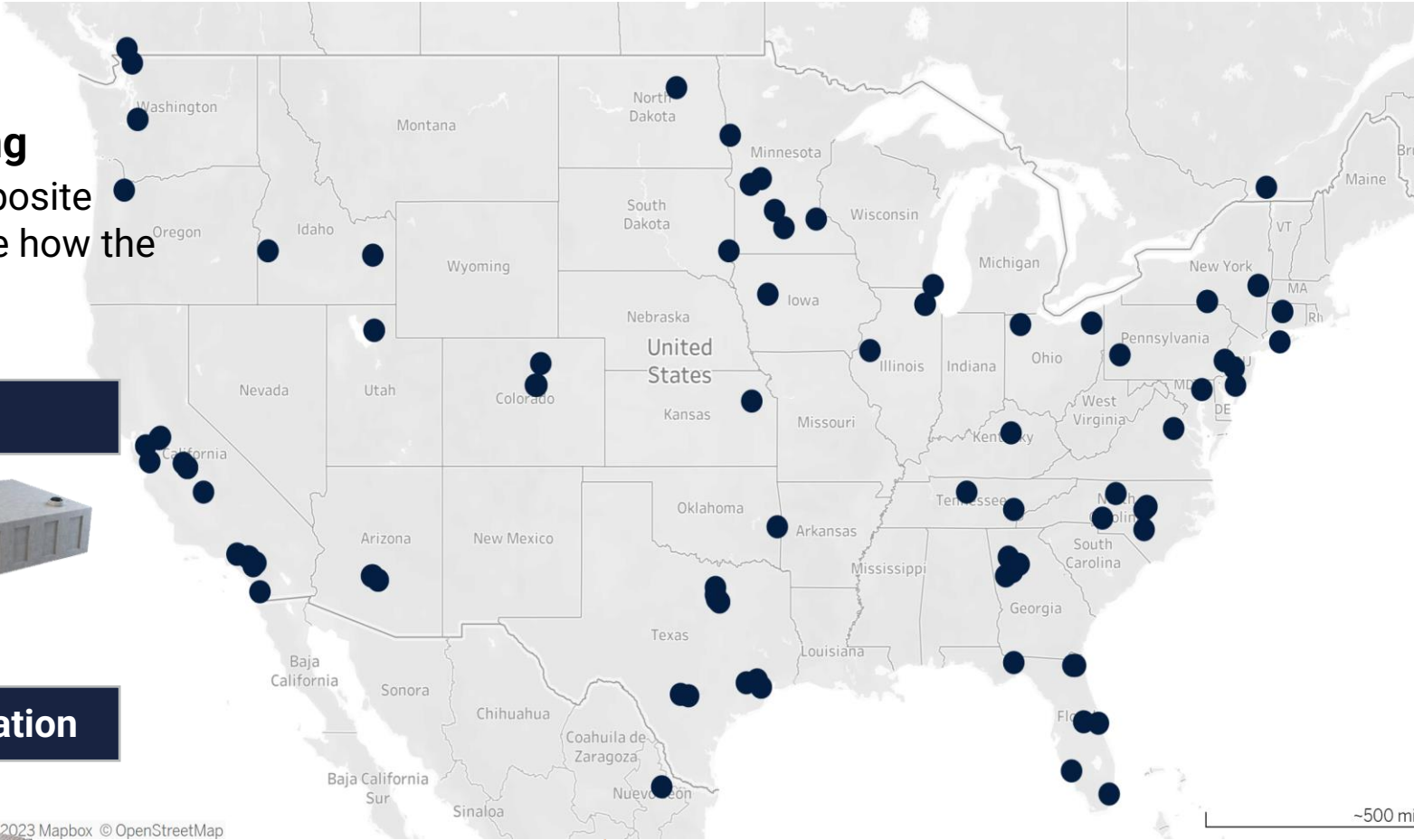
Water



Transportation



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3 Countries | **100+** Locations | **5000+** Employees

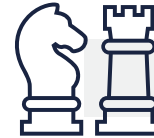
AI Strategy



AI Tooling

View: In the early stages, we are leveraging our currently available platforms. Our maturity level needs to progress before identifying common/standard platforms.

Recommendation: Stand up a Council with representatives across all business units to manage the sprawl and accelerate the maturity across CRH.



Enterprise Strategy

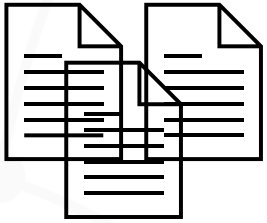
IPG Philosophy: Keep a heartbeat at the center, AI should augment people, roles, processes and decisions not replace them.

IPG Approach: Start small with meaningful impact, iteration is the key to innovation. Each project must have business value (not AI for AI-sake) and the potential to impact the global organization.

IPG Recommended Investments: Data mastering and cleaning must be done in parallel, investing in tech without investing in the data will result lackluster results.

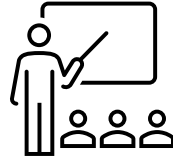
AI Opportunities

Summarization



Unstructured &
Large Data Sets

Education



Inform & Tailor
Learning

Prediction



Sales | Market |
Supply Chain

Optimization



Process & Productivity

Assist



Resolution & Research

“The mark of a successful organization is not whether or not it has problems, it’s whether or not it has the same problems it had last year.”

-John Foster Dulles

Questions