

**Domus populi**

## **Domus Populi Participações S.A.**

(formerly MCM Cimentos S.A.)

CNPJ/MF nº 11.858.621/0001-27

NIRE nº 35.300.378.024

### **MATERIAL FACT**

**Domus Populi: a company focused on producing and supplying high volumes of premier industrialized pre-fabricated housing solutions for the booming Brazilian low-income real estate market.**

Domus Populi Participações S.A., formerly named MCM Cimentos S.A., (“Company”), pursuant to the fourth paragraph of article 157 of Law No. 6.404, of December 15, 1976 and CVM Ruling No. 358, of January 3, 2002, hereby informs the shareholders and the market in general that, on April 27, 2011, the Shareholders’ Meeting of the Company unanimously approved the change of name and corporate purpose of the Company amongst other matters, and that:

- Domus Populi is a company focused on producing and supplying state-of-the-art sustainable, cost and labour efficient products and services for real estate developers operating in the booming Brazilian low-income market;
- The Company has just approved the acquisition of 99.99% of Domus Populi Empreendimentos S.A., a company that owns the Brasitherm “Industrialization of Construction” Technology: a technology for the manufacturing of pre-fabricated concretes slabs and panels of parts of houses and buildings that can be assembled insitu;
- The use of Brasitherm Technology generates significant reduction in costs and delays in the construction of houses and buildings, as well as an increase in construction quality;
- Mr. Carlos Bier Gerdau Johannpeter is the new Chairman of the Board of Directors and CEO of the Company; and Ms. Suzana Costa Rocha is the new Investor Relations Officer. Mr. Johannpeter also joined the Company’s controlling group;
- The Company’s expansion plan involves the construction of new factories in the most promising markets of the country like São Paulo, Rio de Janeiro and Minas Gerais in the coming years;
- The Company intends to increase its corporate capital to R\$150 million so as to support its expansion plan for the next coming years and conclude the acquisition of DPE;
- To provide investors with the assurance of a public company level of corporate governance, the Company is already registered as a public company by the Brazilian Securities Commission, and is under the process of obtaining its ticker symbol to be traded before BM&FBovespa S.A. – Bolsa de Valores, Mercadorias e Futuros.

The Company estimates that the capital increase and the acquisition shall be concluded within 60 to 90 days. The acquisition is subject to the execution of documents and certain conditions as set forth in the relevant agreements.

As soon as new facts arise and the conditions to which the transaction is subject to are complied with, the Company shall publish a new material fact to the market.

Additional information about the Company, its area of practice and its businesses may be found in the Company’s website ([www.domuspopuli.com.br](http://www.domuspopuli.com.br)) and on CVM’s one.

São Paulo, April, 27, 2011

**Suzana Costa Rocha**  
Investor Relations Officer