



A Cepsa customer in León saves 1500 euros on their fuel by using their loyalty program

- **In the first nine months of this program, Cepsa Gow has already enabled a customer from León to save 1500 euros that can be exchanged for refueling, purchases, or car washes at Cepsa service stations**
- **The 3.2 million customers enrolled in the Cepsa Gow loyalty program have obtained their discounts mainly in the booking of trips, leisure and dining, and purchases**
- **Among the 50 partners of the Cepsa loyalty program, the 10 most used by customers are Amazon, Booking, Shein, Endesa X Way, Druni, Mediamarkt, Just Eat, Primor, PC Componentes and TumejorITV.com**

Cepsa Gow, Cepsa's loyalty program, has enabled one of its customers to achieve discounts of up to 1,500 euros in less than a year, thanks to the credits obtained on their refueling in the Cepsa Service Station network and on purchases made in the more than 50 Cepsa Gow collaborating brands, where they can accumulate up to 10% of the credit balance of their transactions in these companies. Subsequently, program users can redeem the balance for refueling, purchases or car washes at Cepsa stations.

Customers of this program, which is designed to meet the daily needs of its users, have shown a special interest in travel, being the sector that has registered the most transactions within Cepsa Gow, with 19.9% of the cases. In second place were leisure activities and restaurants, where these companies accounted for 18.8% of the purchases made by users of the loyalty program. These were followed by shopping (15.9%), home (14.6%), mobility and transport (13.1%), motor (10.9%), insurance (4%) and banking (2.8%).

In terms of brands, the ten partners with the highest number of Cepsa Gow customer transactions were Amazon, Booking, Shein, Endesa X Way, Druni, Mediamarkt, Just Eat, Primor, PC Componentes and TumejorITV.com. Along with them, Cepsa's network of collaborators, which comprises 50 companies, also includes other top-level companies such as eDreams, Europcar, Telepizza, LG, Sprinter and Midas.

Cepsa renewed its loyalty plan in April 2023 with the aim of adapting all its services to customer needs and new market trends. Currently, 3.2 million customers are members of this loyalty program and, since it launched, the Cepsa Gow app has been downloaded one million times.

In addition to the balance that users can accumulate on their day-to-day purchases, members of this program earn 5 cents per liter on fuel, up to 4 cents per kilowatt/hour



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on electric recharging and 5% on store or car wash services. New customers also receive a €5 gift.

Any customer who wishes to can join Cepsa Gow immediately, easily, and free of charge, [through the web page](#), the Cepsa Gow app, or at the point of sale. The benefits of Cepsa Gow are available in the 1,500 establishments that make up the Cepsa Service Station network in Spain. To access them, customers enrolled in the program can identify themselves however they like using the program's app, cell phone, email, QR, or by providing their ID card.

Cepsa operates the second largest network of stations in Iberia, which are visited more than 12 million times each year, offering multi-energy solutions and other complementary services. As part of its '*Positive Motion*' strategy, the company is working on a comprehensive plan to revamp its service stations and make a green transformation across all its businesses, establishing itself as a benchmark in the energy transition.

Cepsa is a leading international company committed to sustainable mobility and energy with a solid technical experience after more than 90 years of activity. The company also has a world-leading chemicals business with increasingly sustainable operations.

Through its strategic plan for 2030, Positive Motion, Cepsa projects its ambition to be a leader in sustainable mobility, biofuels, and green hydrogen in Spain and Portugal, and to become a benchmark in the energy transition. The company places customers at the heart of its business and will work with them to help them advance their decarbonization objectives. ESG criterion inspire all of Cepsa's actions as it advances toward its net positive objective.

Over the course of this decade, it will reduce its Scope 1 and 2 CO₂ emissions by 55% and its carbon intensity index by 15-20%, with the goal of achieving net zero emissions by 2050.

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