

Cepsa extends extra discount of 10 cents per liter for loyalty customers until January

- **Both private and professional customers can enjoy this promotion on the entire range of fuels until January 15 through the Cepsa GOW and Starressa programs**
- **Additionally, customers who sign up for these loyalty programs will receive a €10 welcome discount until the end of the year**
- **For Cepsa GOW, which has more than three million individual customers, the promotion can also be combined with other savings programs of the company, such as its programs with Wizink and Carrefour**
- **Starressa is the company's loyalty program aimed at professional customers, under which Cepsa offers personalized discounts and complementary services**

Cepsa is extending its discounts of 10 cents per liter for private and professional customers until January 15 through its Cepsa GOW and Starressa programs. The promotion, which has been enthusiastically received by users since it launched in late October, may be used for any type of fuel (gasoline, diesel, and LPG) and is available at the 1,500 establishments that comprise Cepsa's network of service stations in Spain. To participate, customers who are members of Cepsa's loyalty programs will only have to identify themselves with the Cepsa GOW app, their Starressa card, or by presenting their ID card.

Also, the users who sign up for Cepsa GOW and Starressa before January 15 will get a €10 welcome discount. Any customer who wishes to join the Cepsa loyalty program can do so easily and free of charge, [through the web page](#), the Cepsa GOW app, or at the point of sale. For Cepsa GOW, you can even immediately use it once registered.

With this promotion, individual drivers will earn a higher balance in the Cepsa GOW loyalty program, which they can then redeem to buy gas, in-store purchases, or to wash their vehicles at Cepsa Service Stations. In addition, these discounts are compatible with Cepsa's savings programs with Wizink and Carrefour, by presenting the cards together. Meanwhile, professional customers will receive a direct welcome discount of €10 and 10 cents per liter on gas, in addition to the benefits offered by the Starressa program for carriers and fleets.

Cepsa GOW

Cepsa renewed its loyalty plan in April 2023 with the aim of adapting all its services to customer needs and new market trends. Through Cepsa GOW, members can accumulate an average balance of over €300 per year, earning rewards from both Cepsa and their everyday purchases. These rewards can be redeemed for fuel, electric recharges, car washes, or products available at Cepsa's store.

Cepsa GOW has more than 40 collaborating companies, including Amazon, Booking, Europcar, Mediamarkt, Telepizza, and Primor. The energy company's customers can earn more than €300 for their purchases with these companies, in addition to getting credit for buying gas and in-store purchases and car wash services at Cepsa Service Stations.

Currently, more than 3.1 million customers are members of this loyalty program, which has added 20% more customers in the last year alone. In addition, since it launched in April, the Cepsa GOW app has been downloaded more than one million times.

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.

Starressa

[Starressa](#) is Cepsa's loyalty program for carriers and fleets, through which the company offers different complementary services, such as emissions offsetting, tax refund, electronic tolls, and personalized discounts to its professional customers.

Cepsa provides different types of Starressa cards adapted to the needs of different types of professional customers and can be used in all of the company's service stations, in addition to 12,000 stations throughout Europe.

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.

In 2022, Cepsa presented its new strategic plan for 2030, Positive Motion, which 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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