



Cepsa launches new Cepsa GOW loyalty program to help customers save more than €300 a year

- **Cepsa has developed a broad ecosystem of partnerships, allowing customers to get up to 10% back on purchases at more than 40 partner brands, including Amazon, eDreams, Europcar, Mediamarkt, Pangea and Sprinter, to redeem at Cepsa**
- **Program members will also earn credit on their fuel, electric charges, car washes and product purchases at Cepsa stores – specifically, they can get up to 6 cents back per liter of fuel**
- **The company is also launching a new app to simplify and improve the customer experience, providing easy digital access to all services**
- **This project is part of its 'Positive Motion' strategy, through which Cepsa is transforming its relationship model with customers to meet their needs**

After being pioneers almost 20 years ago with "Porque TU vuelves," the first loyalty program for service stations in Spain, Cepsa is transforming its rewards formula. The company today launched its new loyalty program, Cepsa GOW, whose members can earn credit at Cepsa and in their daily purchases to redeem for fuel, electric charges, car washes and products sold at Cepsa stores.

Cepsa has created an extensive ecosystem of partnerships with around 40 companies, including Amazon, eDreams, Europcar, Mediamarkt, Pangea and Sprinter. The energy company's customers will receive up to 10% back on their purchases, helping them save more than €300 a year.

In addition, program members can earn 6 cents per liter on Optimum fuel and 5 cents per liter on Star fuel, extending the discounts that the company established in early April for its loyal customers. They will also receive 2 cents per kilowatt/hour on electric charging and 5 cents for each euro spent on store products or car wash services.

Elena Cabrero, Marketing Director of Cepsa's Mobility & New Commerce business, said: "Cepsa GOW is another step forward in the company's 2030 strategy, 'Positive Motion,' which is tailoring Cepsa's services to its customers' needs and to new market trends. This is made possible by our new partnerships and commitment to digitalization, to provide customers with an innovative, simple loyalty program that is useful in their everyday lives."

Users of the new Cepsa GOW app will be able to quickly view all the advantages offered by the GOW club, along with their balance and movements. They will even be able to



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pay to fuel or charge their vehicle from their cell phone, without having to go to the cashier.

Members of the "Porque TU vuelves" program will enjoy all Cepsa GOW benefits, and their accumulated discount points will be transformed into an equivalent balance in euros.

Cepsa service stations receive more than 12 million users each year, and the company has more than two million loyal customers.

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 criteria inspire all of Cepsa's actions as it advances toward its net positive objective. Over the course of this decade, it will reduce our Scope 1 and 2 CO2 emissions by 55% and the carbon intensity index of our products by 15-20%, with the goal of achieving net zero emissions by 2050.

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Cepsa – Communications Department

medios@cepsa.com

www.cepsa.com

Tel.: (34) 91 337 60 00