

Pedri, Andrea Medina, Celia Martínez, and David Rosa team up to drive a better future in Moeve's new advertising campaign

- **The four football players, who are part of the LALIGA EA SPORTS competitions, Liga F Moeve, LALIGA GENUINE Moeve, and LALIGA FC FUTURES, star in the multimedia advertising campaign launched by the energy company**
- **Under the slogan, "The world is our playing field. The future is better when we all play," the campaign promotes diversity and sustainability as values for together building a better world**
- **Moeve, a company undergoing a major transformation to become a leader in the energy transition, reinforces its new brand and positioning as a purpose-driven company by sponsoring all these professional football competitions in Spanish, taking its sustainable commitments to the field of social and sporting action**

Madrid, 09/03/2025 – Football players from FC Barcelona, Atlético de Madrid, Gimnàstic de Tarragona, and Sevilla FC play together in the advertising campaign launched now by Moeve. In the spot, the four football players from LALIGA EA SPORTS, Liga F Moeve, LALIGA GENUINE Moeve, and LALIGA FC FUTURES step off the pitch to promote the energy transition through sports, diversity, and the spirit of overcoming adversity.

Pedro González ("Pedri"), from FC Barcelona; Andrea Medina, from Atlético de Madrid; Celia Martínez, from Gimnàstic de Tarragona; and David Rosa, from Sevilla FC, are the four football players from LALIGA EA SPORTS, Liga F Moeve, LALIGA GENUINE Moeve, and LALIGA FC FUTURES, respectively, starring in the advertising campaign launched now by Moeve. The multimedia campaign launched by the energy company will be featured on all platforms during the months of September and October. It is based on the creative concept from the agency Publicis Spain, directed by Segal, and produced by Lee Films.

Using a globe as a metaphor for the field we all play on, the four players representing the men's league, the women's league, the league for individuals with intellectual disabilities, and the league for young talent play in harmony with this unique ball to the rhythm of Pachelbel's Canon, performed by the Bratislava Symphony Orchestra for the commercial, under the musical direction of musician and producer José Battaglio.

Elena Cabrero, Director of Brand and CMO at Moeve, stated, "We continue to build brand awareness with this new campaign, in which we wanted to move away from the usual communication codes of sports sponsorships to remind everyone that the future is better when we all play together, always respecting our planet and diversity, which are key pillars of our brand's positioning."

This campaign is part of Moeve's broader sponsorship of professional football competitions LALIGA EA SPORTS, Liga F Moeve, LALIGA HYPERMOTION, LALIGA GENUINE Moeve, and LALIGA FC FUTURES, thanks to the global agreement reached last May

between Moeve, LALIGA, and Liga F. This alliance responds to the energy company's goal of conveying its corporate purpose, based on the transformation of energy and mobility to build a better future together. For Moeve, achieving this future involves promoting collaboration, diversity, and inclusion, with a strong focus on social impact. With over 11 million customers and operations in 20 countries, Moeve is actively transforming its business model with the goal that, by 2030, more than 50% of its EBITDA will come from sustainable activities, such as green hydrogen, second-generation biofuels, and the rollout of one of the largest ultra-fast electric charging networks in Spain and Portugal.

Video of the spot: <https://youtu.be/UgUtXGQYwy0>

For further information:

Moeve is a global company comprising over 11,000 employees, committed to sustainable energy and mobility, with the ambition to drive Europe's energy transition and accelerate decarbonisation both within the company and for its customers.

After leading the energy sector as Cepsa for more than 90 years, the company launched its new brand, Moeve, in October 2024. This new identity reflects the acceleration of its transformation to lead in the production of sustainable energy powered by green molecules, including green hydrogen and second-generation biofuels, as well as sustainable chemical products. It is also developing an extensive network of ultrafast electric chargers in Spain and Portugal to boost sustainable mobility.

Through its 2030 Positive Motion strategic plan, Moeve is working to transform mobility and energy to create a better world, ensuring today's energy supply while focusing on sustainable energy solutions for the future.

LALIGA is the largest football ecosystem in the world. It is a private sports association that includes the 20 clubs of LALIGA EA SPORTS and 22 clubs of LALIGA HYPERMOTION, responsible for organizing professional football competitions nationwide. With more than 247 million social media followers globally, across 16 platforms and 20 languages, LALIGA is one of the most followed sports properties in the world. Headquartered in Madrid, Spain, LALIGA operates the largest international network among sports organizations, with a presence in 38 countries through 10 offices. LALIGA's social impact work is carried out through the LALIGA FOUNDATION, and it is the first professional football league in the world to feature a competition for athletes with intellectual disabilities: LALIGA GENUINE Moeve.

About Liga F

Liga F is a private sports association responsible for organizing Spain's professional women's football competition, the Primera División Femenina, which includes 16 participating clubs. In May 2021, women's football in Spain was officially recognized as a professional sport, making it the first professional women's sport in the country. Since its founding in the 2022/2023 season, Liga F's goal has been to promote the growth, professionalization, and visibility of women's football, its clubs, and its players, as well as to elevate the profile of women's sports more broadly in Spain.

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