

## Cepsa lifts discounts to 10 cents per liter for loyalty customers

- **Both private and professional customers can enjoy this promotion on the entire range of fuels from October 27 to November 30 through the Cepsa GOW and Starressa programs**
- **Additionally, customers who sign up for these loyalty programs during this period will receive a €10 welcome discount**
- **For Cepsa GOW's more than 3 million individual customers, the promotion can also be combined with other partnership savings programs such as those 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 expanding its discounts for private and professional customers through its Cepsa GOW and Starressa programs. Specifically, the company will offer discounts of 10 cents per liter between October 27 and November 30, both days included.

The promotion 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, 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, new users of Cepsa GOW and Starressa will receive 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](#) or at the point of sale. Cepsa GOW can be used immediately after registration.

With this promotion, individual members of the energy company's loyalty program will earn a higher balance in Cepsa GOW, which can be redeemed 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.

### 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.

Through the broad ecosystem of partnerships that Cepsa has created with more than 40 collaborating companies, including Amazon, eDreams, Europcar, Mediamarkt, Telepizza, and Sprinter, the energy company's customers can earn up to 10% credit 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 three million customers are members of this loyalty program and, since it launched in April, the Cepsa GOW app has been downloaded 800,000 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 professional customers' various needs and which 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 CO<sub>2</sub> 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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**Cepsa – Communications Department**



**PRESS RELEASE**

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