

## **Cepsa GOW will sponsor the return of the "Un, dos, tres..." 18 years later**

- **The program will be broadcast in a single gala adapted to current times, on TheGrefg's Twitch channel, who is one of the largest content creators worldwide**
- **Cepsa will sponsor the second phase of the program, the physical tests, one of the most fun and favorite moments of the program**

After 18 years, the "Un, dos, tres..." returns with the sponsorship of Cepsa GOW. The legendary Spanish television program returns with Alejandro Ibáñez, son of the original creator of the format, Chicho Ibáñez Serrador, but adapted to modern times and broadcast through Twitch.

Cepsa's loyalty program will sponsor the second phase of the program, which will maintain its original three-stage structure, combining questions and answers, physical tests and its well-remembered auction. In this way, the energy company will be in charge of supporting the physical challenges, one of the audience's favorite moments in the original program.

The broadcast, which will feature some of the most emblematic characters of the program such as the assistants (and on this occasion, there will be male assistants), the stingy ones or the famous pumpkin icon of the program, will take place in a single gala that will include musical, magic, humor and dance performances.

Likewise, the Twitch channel that will host the program will be that of TheGrefg, one of the most relevant content creators not only in Spain, but worldwide, with a channel that has more than 11 million followers, which has two of the five most viewed broadcasts in the history of the streaming platform with audiences of 2.5 and 1.7 million simultaneous viewers.

The broadcast date and other details of the program, such as the contestants and the rest of the participating characters, will be unveiled at a presentation event in the near future.

### **Cepsa GOW**

Cepsa launched its new 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 has built a broad ecosystem of alliances with over 40 collaborating companies, including popular names like Amazon, eDreams, Europcar, Mediamarkt, Telepizza, and Sprinter. Through this network, customers of the energy company can earn up to 10% of their purchases as credit from these companies. Additionally, they receive 6 cents of balance per liter with Óptima fuel, 5 cents per liter with Star fuel, 2 cents per kilowatt-hour in electric recharges, and 5 cents for every euro spent on products from the store or car wash services.

Cepsa operates the second largest network of stations in Iberia, 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 service stations receive more than 12 million users each year, and the company has more than three 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 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.

Madrid, September 01, 2023

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