

Cepsa commits to user experience as one of the cornerstones of its digital transformation

- **The company promotes the design of digital experiences that empower its professionals and are differentiating for its customers, in order to address the challenges posed by the energy transition with intelligent solutions.**
- **Cepsa held the first edition of the 'Industrial Xperience Summit' at its headquarters, with the participation of experts in product design, applications and digital tools that improve the user experience.**
- **At this meeting, Cepsa presented as a use case its application for Energy Parks employees focused on the user.**

Cepsa held the first edition of the "Industrial Xperience Summit" in the auditorium of the Cepsa Tower, a conference that brought together some of the leading experts in user experience from different sectors to exchange knowledge on this subject and how it can be applied in industrial environments. This initiative is part of the company's commitment to digitalization, conceived as an engine to drive sustainability and business growth, and as an articulator of people, processes and platforms.

The event was attended by Víctor Calvo-Sotelo, CEO of DigitalES and former Secretary of State for Telecommunications, and experts from different companies, such as AXPE Consulting, Cepsa, Grupo Día, General Technologies Consulting, Getronic, Keeper and Minsait. The conference included different presentations on the use cases and success stories of the various companies, who were able to share their vision of the user experience in their environment, and the measures they are developing to optimize this process.

Víctor Calvo-Sotelo, CEO of DigitalES, highlighted at the opening the disruptive effect of technologies such as artificial intelligence, 5G and, in the near future, 6G: "The combination of software and data in the digital world will help to address the great challenge of climate change and develop cleaner economies. Moreover, what is truly transformative is not the technologies, but the people."

For his part, David Villaseca, Cepsa's Digital Transformation Director, wanted to highlight the digital transformation process that companies are facing and to explore in more depth the current situation in which Cepsa finds itself: "We're currently undergoing a second transformation, one that allows us to 're-imagine' the future of all our businesses and corporate areas through the agile development of solutions to accelerate the energy transition. As part of this transformation, the design of experiences that empower employees and improve our customers' day-to-day lives is our priority."



At this meeting, Rafael Benítez, UX/UI Expert in the Digital Transformation area at Cepsa, presented a project as an example of a user-centric application. The application is intended to be used by Energy Park inspectors to prepare inspection reports adapted to industrial needs, thus improving their day-to-day work by optimizing the time dedicated to the preparation of these reports and allowing them more time to dedicate to other value added tasks. It also standardizes report types and avoids loss of information.

Digitalization, the key to Cepsa's transformation

Cepsa's digital transformation is a lever for accelerating the objectives of its *Positive Motion* strategic plan. The company is developing a data-driven culture, using advanced analytics and artificial intelligence to optimize its processes, reduce the environmental impact of its industrial activities, and transform the customer experience to offer comprehensive services in real time.

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 goals. ESG criteria inspire everything Cepsa does as it advances toward its Net Positive objective. 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 reaching net zero emissions by 2050.

Madrid, March 10, 2023

Cepsa – Communications Department

medios@cepsa.com

www.cepsa.com

Tel.: (34) 91 337 60 00