

# Customer Relationship Policy



## Purpose

The purpose of this Policy is to **establish the commitments that allow us to offer a differentiated customer value proposal, with high standards of quality, excellence and safety, aimed at improving the satisfaction of their expectations.** Our Company places its customers at the center of its business strategy to sustainably improve its relationship with them over the long term.

## Our Commitments

- To design an **attractive, personalized, differentiated and integrated value proposition** of solutions for individual customers, companies or institutions that anticipates their needs and allows us to exceed their expectations.
- **Accelerate investment in new digital, sustainable and mobility solutions** that promote energy transformation, carbon footprint reduction, and the circular economy, involving, assessing and accompanying customers in the energy transition and decarbonization in an integrated way, improving their lives and society in general.
- **To develop and market quality products and services**, ensuring the safety and protection of customers.
- Promote **continuous improvement to achieve excellence in processes and increase competitiveness and value creation** through the allocation of the necessary resources.
- Promote an **excellent and easy physical and digital experience for our customers** through our commitment to listening actively to their needs through multiple channels, always providing an adequate, fast and effective response, and increasing their loyalty and satisfaction.
- **To communicate and advertise in a transparent, complete, proportional, and truthful manner**, rejecting any type of content that is illicit, misleading or disrespectful of moral values or diversity.
- To ensure **ethical, transparent, and responsible** customer management with documents drafted in a **simple and unambiguous** manner, clearly informing them about products and services, conditions and rates, and avoiding any type of interference that may alter impartiality and objectivity, strictly complying with the Group's Code of Ethics and Conduct and **protecting customers' personal data and confidentiality.**
- **Respect compliance with applicable laws**, adapting our business activities to the socio-cultural environment of each country in which our Company is present.

## Scope of Application

**This Policy applies to Moeve, the Group's subsidiaries where effective control is exercised, their directors and employees, and to third parties with whom there are legal relationships and who have adhered to it.**

Additionally, persons acting as representatives of the Group in companies and entities not belonging to the Group, or where our Company does not have effective control, shall promote, to the extent possible, the implementation of principles and guidelines consistent with those set forth in this Policy.