

## Cepsa launches new online store through landmark partnership with Amazon Business

- **Cepsa will double the products available in its new marketplace and expects to reach 1,500 products by 2023, including a selection of sustainable items**
- **The orders will benefit from 'Amazon Business Prime' service offered by Amazon Business, with home deliveries taking two or three days**
- **This is a groundbreaking initiative in Spain, and it is exclusively for customers of Cepsa's 'Porque Tú Vuelves' loyalty program**
- **As part of its *Positive Motion* strategy, Cepsa is committed to using digitalization to transform the customer experience**

Cepsa has launched its new marketplace, a new online store for customers of its 'Porque Tú Vuelves' program, which offers a selection of products from Amazon Business. This is a groundbreaking initiative in Spain, and it is exclusively for members of the company's loyalty program.

Amazon Business is a global procurement solution used by more than five million business customers. The shopping experience customers enjoy on Amazon, tailored for businesses.

Cepsa's new online store ([www.tiendacepsa.com](http://www.tiendacepsa.com)) has 600 Amazon products, which can be purchased by 'Porque Tú Vuelves' loyalty customers and paid for with program points, euros, or both. This wide variety of items doubles the number of products that the company had on offer until now, and Cepsa's objective is to reach 1,500 by next year, including a section of sustainable products.

All orders placed in this marketplace will enjoy the benefits of Amazon Business Prime, that is, they will be delivered quickly to the customer's home, within a period of two to three days. This is a significant advantage that substantially reduces order delivery times, allowing the company to improve customer service and position itself at the forefront of innovation within the industry. The new online store will also offer competitive prices and a better website user experience.

José Domínguez, Cepsa's New Commerce Director stated: "Through this new marketplace we're continuing to transform the customer experience, one of the objectives we set in our new *Positive Motion* strategy: to become more agile and to offer a wide variety of items through a simple website that adapts to our customers' needs. All of this is possible thanks to Amazon Business technology and logistics capabilities, which allow us to improve our delivery service to our customers."

The development of this new marketplace is part of the company's new strategy, *Positive Motion*, which Cepsa wants to use to transform the customer experience and boost its loyalty program through the use of technology and digitalization.

**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 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 the carbon intensity index of its energy products sales, which includes Scope 1, 2 & 3 by 15-20%, with the goal of reaching net zero emissions by 2050.

#### **About Amazon Business**

Amazon Business helps millions of customers worldwide—from small businesses, schools, hospitals, non-profit organisations, and government agencies, to large enterprises with global operations—reshape their procurement with cost and time savings, greater productivity, and insightful purchasing analytics. Procurement and business leaders enjoy convenient shipping options on hundreds of millions of supplies across categories like office, IT, janitorial, food service, and professional medical supplies. Customers also have access to a variety of business-tailored features and benefits, including a curated site experience, Business Prime, business-only pricing and selection, single or multi-user business accounts, approvals workflow, purchasing system integrations, payment solutions, VAT invoicing tools, dedicated customer support, and more. Amazon Business is currently available in the United States, Canada, United Kingdom, Germany, France, Italy, Spain, Japan, and India. For more information, visit the Amazon Business Storefront, Amazon Business Blog, and @AmazonBusiness.

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**Cepsa – Communications**

[medios@cepsa.com](mailto:medios@cepsa.com)

[www.cepsa.com](http://www.cepsa.com)

Tel.: (34) 91 337 60 00