

## Moeve revolutionizes service stations, creating a new digitized space for commerce, leisure, food, and multi-energy services

- A new milestone in the Positive Motion strategy aimed at boosting sustainable mobility and offering a unique premium customer experience
- Remodeled service station inaugurated in Madrid with the presence of Madrid Mayor José Luis Martínez-Almeida, Secretary of State for Transport and Sustainable Mobility José Antonio Santano, and Moeve CEO Maarten Wetselaar
- Moeve to progressively transform its service stations in Spain and Portugal with the new brand at a rate of 600 per year
- The energy company aims to lead ultra-fast electric charging in Spain and Portugal to facilitate sustainable inter-urban mobility. It already has close to 180 charging points in operation and expects to end the year with 400 installations
- To facilitate the decarbonization of its professional clients, Moeve will supply renewable fuels (HVO100) in the Peninsula's main logistic nodes and is already designing the development of the first hydrogen generators
- The company has also diversified its business model by incorporating new food services adapted to each location's consumer trends, including the Moeve Market, Moeve Eats and R'SPIRO brands, reaching 350 corners

**Madrid, December 10, 2024.** Moeve is revolutionizing the service station market with the launch of its new range of establishments, moving forward in its *Positive Motion* transformation strategy. The energy company presented its flagship of the new network of service stations today in Madrid entailing a distinctive new customer experience focused on multi-energy supply alongside food, leisure, and shopping services. Moeve plans to convert its 1,800 service stations in Spain and Portugal under this new concept, creating a space for customers to enjoy a personalized and pleasant experience.

The transformation of **the second largest network of service stations in Spain and Portugal combined** will take place progressively through 2027, with the aim of transforming 80 establishments by the end of 2024 and continuing at a rate of 600 per year.

The Secretary of State recognized the contribution of companies such as Moeve to sustainable mobility, energy transition and innovation. José Antonio Santano also highlighted that "transport decarbonization is a national challenge that requires all our strengths to meet the sustainability objectives we have set ourselves."

"We have designed this new concept of service stations to transform the experience that our customers are used to, complementing a multi-energy supply by a wide range of ultra-convenience, leisure, and food services, tailored to the needs of each location and under a fully digitized model," says Maarten Wetselaar, CEO of Moeve.

### **Flagship and laboratory of new technologies**

Moeve's service station at Campo de las Naciones in Madrid, next to the M-40, will be the testing ground for new technologies for the Moeve network. The establishment, with more than 700,000 customers each year, now has new technology to personalize the customer experience and optimize operations, as well as spaces for rest, food, and multi-energy solutions.

This station currently has six ultra-fast 350kW charging points powered by 100% renewable energy supplied by Moeve and in the coming months will add another six charging points. These will be in addition to the 20 traditional fuel pumps, each with digitalized payment at the same pump and prepared to supply renewable diesel (HVO100), and 6 gas supply points (LPG and CNG).

Inside the station, customers will find 300m<sup>2</sup> of store space with food, hygiene, household cleaning, and parapharmacy products in partnership with Carrefour, as well as a Food Hall with a wide variety of culinary options including varied menus and brands such as DESFASE, Aloha Poke, Black Turtle and R'SPIRO, among others, to be enjoyed indoors, on the terrace, or for take-away or delivery.

The entire station is fully digitized and equipped with sensors to offer an optimal customer experience, including personal digital offers and heat maps, and digital receipts through the Moeve go app or Whatsapp. This messaging channel will also be available for people with reduced mobility to request assistance with refueling.

The building has a vertical garden and a large terrace. In addition, 150 solar panels with a production capacity of 112 MWh/year have been installed on the upper part of the building. These panels power the station during the day, while the surplus is fed into the distribution network, thereby optimizing its energy efficiency and enabling 100% of its energy use to come from renewable sources.

This facility, located on one of the busiest roads in the capital, will continue to expand its services in the coming months with a pioneering integrated car wash center featuring the most advanced technology in Europe. The center will include a more than 42-meters-long tunnel with a capacity to wash 110 vehicles/hour (300,000 vehicles/year), 17 pressure washing boxes and 26 vacuum cleaner spots. The facility will also have a children's leisure area covering more than 200 m<sup>2</sup>, among other services.

### **Full transformation of the second largest network in Spain and Portugal combined**

The decarbonization of road transport and sustainable mobility play a fundamental role in Moeve's *Positive Motion* strategy.

As part of its multi-energy supply service, Moeve seeks to promote electric mobility by installing ultra-fast chargers along the main interurban and road transport corridors. These ultra-fast chargers (with at least 150kW of power), can recharge 80% of the battery of electric cars in 10-20 minutes—depending on the type of vehicle—similar to the time for refueling a combustion engine. Moeve's network of service stations currently has 180 ultra-fast chargers in operation and should end the year with 400 installations.

The energy company also intends to provide solutions to facilitate the decarbonization of its heavy transport customers, where electrification is difficult, with a commitment to green molecules such as renewable diesel (HVO) and, in the long term, green hydrogen. Moeve supplies renewable diesel produced by the company from used cooking oils in 15 stations dedicated to professional customers, located in the main corridors and logistics nodes of the Peninsula. It is also making progress in opening new locations strategically located on transport routes. In addition, the company is working on developing hydrogen generators to supply green hydrogen to vehicles that consume this energy in the future, for which it is making progress with different pilot projects that it expects to launch in 2025.

### **Moeve Market: from restaurants to pharmacies**

Moeve is diversifying its business model by complementing multi-energy service with new food service concepts and food and parapharmacy products in its stores, which will be renamed Moeve Market, as well as services such as package collection and more sustainable vehicle washing, among others.

The company has developed two of its own food service concepts: R'SPIRO, which now offers a premium range of coffee, sweet and savory bread and pastries, and ready-to-eat products such as salads or sandwiches at 350 stations, and Food Halls, a pioneering format in service stations in Spain based on a multi-brand food service space of international reference with a diversified gastronomic and beverage offering adapted to local tastes which can be consumed on site or purchased for take-away or home delivery.

In addition, the Moeve go loyalty program will allow users to earn credit both at Moeve and from their day-to-day purchases to be redeemed for fuel, electric recharging, washing, or products from the Moeve Market store. Thanks to the ecosystem of partnerships driven by the company, customers can earn credit through their purchases with more than 50 partner brands including Amazon, Midas, and Lastminute.com.

**Moeve** is a global company comprising over 11,000 employees, committed to sustainable energy and mobility, with the ambition to drive Europe's energy transition and accelerate decarbonisation both within the company and for its customers.

After leading the energy sector as Cepsa for more than 90 years, the company launched its new brand, Moeve, in October 2024. This new identity reflects the acceleration of its transformation to lead in the production of sustainable energy powered by green molecules, including green hydrogen and second-generation biofuels, as well as sustainable chemical products. It is also developing an extensive network of ultrafast electric chargers in Spain and Portugal to boost sustainable mobility.

Through its 2030 Positive Motion strategic plan, Moeve is working to transform mobility and energy to create a better world, ensuring today's energy supply while focusing on sustainable energy solutions for the future.

**Madrid, 10 December, 2024**

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