



## Samsung Pay now includes Cepsa loyalty cards

- More than two million customers will benefit from the *Porque TU Vuelves* program through Samsung's mobile payment service
- This agreement is a further step in the collaboration between the two companies

Customers of the Cepsa *Porque TU Vuelves* loyalty program will be able to accumulate points and consult their transactions through Samsung Pay as of today, both companies have confirmed. The agreement is part of the energy company's digitization strategy and will see Cepsa transfer all the benefits of its loyalty program, which has more than two million customers, to Samsung's mobile payment service.

With the addition of Cepsa cards, Samsung Pay consolidates its portfolio of loyalty programs on its platform, helping users to have all their services in a fully digital portfolio on their mobile phone.

*"Since Samsung Pay was launched in 2016, more and more partners have been relying on our platform to offer advantages and value-added proposals to their customers via their mobile,"* said Inmaculada Anglada, Head of Samsung Pay in Spain. *"This alliance with Cepsa is a great incentive for us to work even harder to increase the benefits that our service can offer to loyalty programs."*

For his part, Santiago Ruiz, Director of Cepsa's Service Station Network, said: *"The agreement with Samsung brings us even closer to customers and offers Porque Tu Vuelves cardholders even greater convenience. It is also part of our loyalty strategy to offer better advantages and opportunities to our customers."*

Through the *Porque TU Vuelves* loyalty program, customers can get collect discount points at Cepsa Service Stations, and also enjoy exclusive special offers and benefits. By adding their *Porque TU Vuelves* card to Samsung Pay, customers will be able to accumulate and redeem their points, as well as view their transaction history.

Adding Cepsa's loyalty program to Samsung Pay is a further step forward in the collaboration between the two companies. In May 2017, Samsung and Cepsa organized Petrol Day, a day of special offers where Samsung Pay users could get direct discounts by using their smartphones to pay for their fuel at Cepsa service stations.

Madrid, April 7, 2018

## **About Samsung Electronics**

Samsung inspires the world and builds the future with transformative ideas and technologies. The company is redefining the world of televisions, smartphones, wearables, tablets, appliances, networking systems, memory, LSI systems, semiconductor manufacturing and LED solutions.

Please visit the Samsung Newsroom website for further information <http://news.samsung.com/es/>

## **About Cepsa**

Cepsa is a global energy company, which operates in an integrated manner at all stages of the hydrocarbon value chain, and manufactures products from raw material of plant origin and operates in the renewable energy sector. Mubadala Investment Company, one of the largest sovereign wealth funds in the world, is the only shareholder. With more than 85 years of experience and a team of nearly 10,000 professionals, with technical excellence and adaptive capacity. It is present on all five continents through its Exploration and Production, Refining, Chemical, Marketing, Gas and Electricity, and Trading divisions.

Currently, more than two million customers benefit from the advantages of Cepsa's *Porque Tu Vuelves* loyalty program, in close to 1,500 Service Stations of its Network in Spain, as well as access to exclusive special offers and benefits.

For further information please visit [www.cepsa.com](http://www.cepsa.com)

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