

Cepsa service station customers can now collect Avios and redeem them for quality leisure experiences

- **Avios is the global currency used by, among others, the loyalty programmes of airlines including Iberia, British Airways and Aer Lingus**
- **Iberia Plus members can also take advantage of the Cepsa Porque TU Vuelves programme**

Energy group Cepsa today joins the Iberia Plus loyalty programme partner network, meaning Iberia Plus members can now collect Avios quickly and easily by filling up at Cepsa petrol stations in Spain. Those presenting their Iberia Plus card at a Cepsa service station for the first time will also automatically be enrolled as a member of Cepsa's loyalty programme Porque TU Vuelves (Because YOU Return).

Specifically, the agreement reached will enable Iberia Plus card customers to accumulate two Avios for each litre of refuelled fuel at Cepsa service stations in Spain, while benefiting from the rest of the advantages of the customer loyalty program from the oil company, Porque TU Vuelves, as they are multitude of discounts, sweepstakes and prizes. For this, it is only necessary to present the Iberia Plus card.

All Avios collected can be redeemed for flights, hotel stays, car rentals, film tickets, experiences such as spa circuits, visits to wineries, etc. ... among many other quality leisure experiences.

"For Cepsa it is a great satisfaction to be able to count on Avios, a company that manages the rewards currency of Iberia Plus, one of the largest loyalty programs in our country. Working together will allow our Service Stations to be seen as a more attractive option for the Iberia Plus customers, who will find together with the quality and excellence of our products and services, new reasons for refuelling at Cepsa," in the words of Joaquín Abril-Martorell, Marketing Director for Cepsa.

María de Gonzalo, Head of Markets for Avios, Spain and Latin America, said: "We welcome Cepsa, it is an honor to have such a solid partner, with an extensive network of Service Stations that will allow us to establish important synergies. Members of the Iberia Plus program will be able to enjoy the numerous advantages of the Porque TU Vuelves loyalty program, such as the fuel discount, and benefit from accumulate Avios".

Regarding Avios partner network in Spain, it comprises over 90 enterprises across a variety of industries including insurance, retail, tourism, leisure, wellbeing and transport, offering multiple options to collect Avios. It is also possible to collect Avios through purchases via the IberiaPluStore, an online hub comprising over 150 leading brand names. Avios can in turn be redeemed not only for flights but also for quality

leisure experiences such as hotel accommodation, movie tickets, spa days and visits to wineries.

In 2016, Iberia Plus has issued over 12.8 billion Avios worldwide that the Iberia Plus clients have collected on their accounts. With this figure more than 2 million return tickets from Madrid to London or 9.2 million movie tickets. Furthermore, of those Avios, Iberia Plus issued over 8.9 Billion Avios in Spain only.

About Cepsa Service Station Network

There are around 1,700 service stations in the Cepsa network in Spain and Portugal, where the company offers an extensive range of products (fuels, lubricants, butane bottles, heating oil, EcoBlue) and services to cover customer requirements (Depaso stores, restaurants, car washes, fast repairs, etc.). Cepsa also recently presented its new, more efficient, sustainable and modern service stations featuring the latest technology and renewed its agreement with Carrefour to expand the successful Carrefour Express store network at its stations.

About Avios

Avios Group (AGL) Limited operates the Avios currency for the British Airways Executive Club, Iberia Plus, AerClub (Aer Lingus) and Meridiana Club frequent flyer programmes, as well as the Avios Travel Rewards Programmes in the UK and South Africa. Millions of customers collect Avios in over 220 countries world-wide. Part of the International Airlines Group, Avios is headquartered in the UK, with a global office network in Madrid, Johannesburg and New York City.

Customers can collect Avios when booking cash flights with partner airlines as well as on international hotel chains stays, holidays, car rental and on everyday purchases through partners. Avios can be used for travel rewards including towards flights and hotels, as well as for days out and experiences.

Cepsa is an energy group fully owned by the International Petroleum Investment Company (IPIC) that employs more than 10,000 people and operates at every stage of the hydrocarbon value chain: exploration and production of oil and gas, refining, distribution and marketing of crude oil and natural gas derivatives, biofuels, co-generation and electricity sales.

Cepsa has developed an important chemicals division that is closely integrated with the refining business, and that produces and markets the raw materials for high value-added products, principally used to make next generation plastics and biodegradable detergents. Cepsa has a leading position in Spain and, through the progressive international expansion of its business, also operates in several continents and markets its products across the world.

Madrid, January 12, 2017

For further details:

Cepsa Communication

comunicacion@cepsa.com

Tel: +34 91 337 62 02

www.cepsa.com



PRESS RELEASE

Avios Group Limited (AGL)

<http://www.avios.com>

Text100 Madrid

T. 91 561 94 15

Almudena Alameda – almudena.alameda@text100.es

Pilar Romero – pilar.romero@text100.es