



Cepsa presents Red Energy, its service stations network in Mexico

- **The company will present its proposal at Onexpo 2019, the most relevant convention of the hydrocarbons industry in the country**
- **The first station will be inaugurated in the next few days in State of Mexico and more will be opened on a rolling basis in other states of the country**
- **Cepsa will operate under this brand, maintaining its offer of quality fuels and customer service**
- **The company's goal is to open more than 150 stations in the next two years and achieve a market share of 4% in the long term**

Cepsa will present its service stations network in Mexico in [Onexpo 2019](#), the most relevant convention of the hydrocarbons industry in the country, to be held from 5 to 7 June in Veracruz. The company will present there its project and value proposal.

The opening of its service stations network in Mexico represents another step in its international expansion and a reinforcement of its business model. The company, which will operate in the country under the Red Energy brand, is transferring to the Mexican market the successful model developed in Spain and Portugal. The proposal is based on product quality and customer service, backed by its 90 years of experience in the sector.

In the initial phase, the company's goal is to open more than 150 points of sale in the next two years and achieve a market share of 4% in the long term. The company thus aspires to become a key actor and contribute to generating competitiveness in the Mexican energy market.

Red Energy's first station will be located in Tlalnepantla de Baz (State of Mexico) and the company plans to progressively grow in other states of the country. According to Álvaro Díaz Bild, Cepsa's Sales Director, "Mexico is a priority country in our 2030 strategy and the liberalization of the market offers great potential for a company like Cepsa. We seek to bring value to the country by offering solutions for mobility and we are confident that we can continue to expand our presence in the Mexican energy sector."

The energy sector in Mexico

According to Cepsa Energy Outlook 2030, a research report developed by the company that presents how the energy map of the future will be, Mexico's energy demand will grow by 20%



until 2030. Road transport will be one of the main engines of this increase, representing a quarter of this increase. For its part, fossil fuels will continue to dominate the Mexican energy mix: oil and gas will cover 80% of new demand.

Growth in Latin America

With this expansion of its service stations network, the company is strengthening its commitment to Mexico, a country in which it has three hydrocarbon exploration and production blocks, together with Pemex Exploración y Producción and Deutsche Erdoel México, and has been marketing its lubricants for years.

Growth in Mexico means expanding Cepsa's activities in this geographical area, a priority area for the company and one in which it has been operating for more than ten years. Cepsa has a significant presence in the region with oil exploration and production activities in Colombia, Peru, Brazil and Mexico; the supply of marine fuels in Panama and chemical activity in Brazil. In addition to Mexico, the company markets its lubricants in thirteen other Latin American countries: Argentina, Chile, Colombia, Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, Panama, Paraguay, Peru, the Dominican Republic and Uruguay.

More information: www.redenergy.mx

Red Energy is Cepsa's service stations network in Mexico. Through its network, it offers its customers top-quality fuels which are the result of the company's innovation and continuous improvement, while also offering efficient and professional service.

Compañía Española de Petróleos SAU (Cepsa) is a global energy company which operates in an integrated manner throughout every phase of the hydrocarbon value chain and which manufactures products based on plant raw materials, while maintaining a presence in the renewable energy sector.

The Company has more than 90 years of experience and a team of some 10,000 employees, who combine technical excellence with adaptability. It is present on all five continents through its Exploration and Production, Refining, Chemicals, Marketing, Gas and Electricity, and Trading business units.

Madrid, 3 June 2019

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