

It will offer its clients more personalized and exclusive products and services

## REPSOL BOOSTS ITS MULTI-ENERGY STRATEGY AND EXPANDS THE TECHNOLOGICAL COLLABORATION WITH SALESFORCE

- **A new agreement allows more personalized and exclusive functionalities for users of Repsol's products and services through a single platform that manages ten million customers.**
- **The development of this platform will enable integral management of energy homes and mobility and exclusive and personalized plans tailored to the needs of each person.**

Repsol has boosted its multi-energy marketing strategy with the expansion of its relation with the technological company Salesforce through a strategic agreement between both companies that allow the development of products and services to fulfil the energy needs of Repsol's ten million customers on a global level.

The services that Repsol is developing on the Salesforce technology platform allow a global offering that includes discounts, cross-offers, and personalized advantages through a single channel accessible from any device, resulting in a simpler, more unified, streamlined and effective relationship.

Repsol thus evolves its strategy in all of the company's commercial businesses, from the domestic energy services and mobility to direct sales, LPG, chemicals, lubricants, asphalts and specialty products.

The collaboration agreement between Repsol and Salesforce is a global alliance between the multienergy and the American company that will accelerate and optimize the development of products and services for customers through the close collaboration between both companies beyond the commercial relationship they have had for the last eight years.

In the words of María Victoria Zingoni, Repsol's Executive Managing Director for Commercial Businesses and Chemicals: "This agreement falls within the strategy of multienergy company and takes advantage of the multiple capacities that new technologies offer us to address the great challenges that energy companies are facing. Our goal is to be able to offer our customers the products they need at all times."

"Repsol is constructing its position in a digital-first world with the vision of developing a digital strategy focused on the customer," said Gavin Patterson, President and Chief Revenue Officer of Salesforce. "We are proud to partner with Repsol, as their trusted advisor on their digital transformation journey, as they build more value and stronger relationships with every customer."



To develop the agreement, the two companies have established a Digital Acceleration Office to work on different areas, with the aim of finding the best solutions and digital products, creating a common roadmap and jointly following up the initiatives implemented.

The agreement goes beyond the incorporation of Salesforce as the preferred partner in Repsol's digital transformation process. The two companies will also analyze collaboration possibilities in sustainability and emissions reduction as well as between Repsol and Salesforce.org with the aim of providing technology solutions for NGOs and non-profit educational entities.

Repsol's digitalization plan includes more than 190 initiatives, with very diverse technologies (Artificial Intelligence, Big Data, the internet of things, etc.) and with more than 1,000 professionals involved, with the final objective of becoming a more efficient and sustainable company.