

CEPSA renews its sponsorship of the Spanish National Football Team

- **CEPSA consolidates its position as sponsor of the national team, extending its support through to 2014, after the conclusion of the Brazil World Cup.**
- **Chairman of the RFEF Ángel María Villar, National First-Team Coach Vicente del Bosque and CEPSA Co-Chairman Santiago Bergareche met with other executives at the company's head offices to conclude the agreement**

CEPSA has renewed its official sponsorship of the Spanish National Football Team. The agreement will remain in force until 2014, the year of the next World Cup, to be held in Brazil. This will enable CEPSA to accompany “La Roja” along its sporting path for a further two years. During this time, as well as competing in the World Cup, the national team will also play in the Confederations Cup 2013, also in Brazil, for which it has already qualified.



The new agreement was concluded on Tuesday, 23 October at CEPSA's head offices.

Present at the meeting was the Chairman of the Real Federación Española de Fútbol Ángel María Villar, National Coach Vicente del Bosque, as well as technical staff and other executives. CEPSA was represented by Co-Chairman Santiago Bergareche, accompanied by company executives.

CEPSA believes that the Spanish National Football Team represents values with which the Company is identified; values such as competitiveness, teamwork, dedication and tenacity.

These values have enabled the Spanish team to achieve unprecedented success for a national football team, and also represent the values on which CEPSA bases its activities and which help the Company to achieve its business objectives.

This agreement gives CEPSA the rights to use images of the Spanish National Team, just as in the previous sponsorship deal. This includes the right to carry out any kind of advertising, radio or TV spot using the image and facilities of the Spanish National Team for any of CEPSA's business divisions. The deal will also enable promotions with official “La Roja” products and other hospitality rights such as free tickets or the right to use executive boxes.

As far as football stadiums are concerned, the CEPSA brand will be visible within the U-shaped perimeter of the pitch on smart-vision LED screens. A new aspect of the current sponsorship deal will be the use of the Portired advertising medium, positioned on either side of the goal to provide extensive visibility of the brand.



Press Release

CEPSA is an energy group which is wholly-owned by IPIC, employing almost 12,000 professionals and operating at every stage of the hydrocarbon value chain: the exploration and production of oil and gas; refining, transport and marketing of oil and natural gas derivatives; biofuels; cogeneration; and marketing of electricity. CEPSA has developed an important petrochemicals division which is closely integrated with its oil refining activities, where the company manufactures and markets raw materials for the preparation of high added-value products mainly used for the production of new generation plastics and biodegradable detergents. CEPSA has a notable presence in Spain and, with the gradual internationalisation of its activities, it now also conducts its business in Algeria, Brazil, Canada, Colombia, Egypt, Panama, Peru and Portugal, thereby marketing its products worldwide.

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