



Repsol and Adobe join forces to transform the company's web assets

- Repsol and Adobe have reached an agreement for the transformation of Repsol's websites, both external and internal, aimed at improving its relationship with different stakeholders.
- The company has launched its corporate website www.repsol.com on the Adobe Experience Manager platform, as the first milestone in the transformation of its digital portals.
- This project is part of the company's Digitalization Program which promotes new ways of working and the development of new digital products and services to help Repsol become more in touch with its different audiences, with new digital experiences adjusted to their needs.
- The next website to be launched is the new MyRepsolnet intranet, followed by the rest of the group's websites, culminating in the full transformation of the company's nearly 30 websites.

Repsol and Adobe have formalized a technological collaboration agreement to transform all of the company's web assets by using the comprehensive digital asset and content management system, Adobe Experience Manager (AEM), which constitutes a leap towards a modern model of digital transformation thanks to its content and resource management system. The system has a common framework for all the websites, guaranteeing the quality and security of the processes, as well as an agile response at all times.

This platform allows the use of the same content manager on all websites to optimize posts, obtaining better results and ensuring the quality and validity of information automatically. Furthermore, it helps to streamline management, significantly improving response times through a simple and intuitive interface that facilitates the self-management of digital experiences and the involvement of all the company areas in the digital relationship with its stakeholders. The infrastructure also has the most advanced security measures, complying with stringent standards such as ISO 27001, SOC-2 audits, or the national security scheme.

It will give the more than 22 million annual visitors to Repsol's website an online experience that is personalized, unique, easier, more visual, intuitive, and adapted to all devices, since it will offer them content based on their interests and they will be able to customize it to their preferences. On the other hand, a new cloud architecture optimizes performance by improving response times for the end users. The new corporate website repsol.com marks the first milestone of a plan that includes the launch of the rest of the group's commercial and information websites in the next few months: repsol.es, repsol.br, repsol.pt, etc., which will represent the full transformation of Repsol's nearly 30 websites.

Next to be launched is the new multidevice and personalizable MyRepsol.net intranet, which favors local communication, fosters collaboration between employees, facilitates access to information and tools, and ultimately contributes to the achievement of the company's objectives.

With the possibilities that the new repsol.com offers, all audiences (customers, shareholders, employees, suppliers, media, and society in general) will be able to join the conversation and be an active part of the transition currently taking place in the energy sector.



About Repsol

Digitalization and technology play a key role in Repsol's strategy to meet its objective of having net zero emissions by the year 2050.

The company relies on digital technologies such as artificial intelligence, robotic process automation (RPA), cloud solutions, advanced data analytics, and omnichannel to increase the security and efficiency of its activities. In the field of technology, the company has its own research center, Repsol Technology Lab, in which more than 250 experts work on the development of new technological solutions for the whole value chain of the energy sector. Furthermore, it has several tools to help technology startups develop projects related to the energy transition, such as its Repsol Corporate Venturing strategic fund and the Repsol Foundation's Entrepreneurs Fund.

About Adobe

Founded in 1982, Adobe currently has more than 22,000 employees around the world and more than 12 billion dollars in global annual income from software and services.

The main goal of its mission as a company is to help its customers/partners to change the world through digital experiences, collaborating with them to create and offer exceptional experiences to their customers, improving the impact of their communications, improving their brand and productivity and, ultimately, helping them to achieve greater business success.

Together, they are converting ordinary interactions into more valuable digital experiences, across media and devices, anywhere and anytime.