

The insurance company's communication is recognised with 5 awards **Fidelidade wins four golds at the Effectiveness Awards**

Lisbon, November 29, 2022 – Fidelidade's excellence in communication was distinguished in the 2022 edition of the Effectiveness Awards(Prémios Eficácia), promoted by APAN - Portuguese Advertisers Association.

In the 18th edition of the award dedicated to recognising the effectiveness of communication campaigns in Portugal, Fidelidade was one of the two companies with the most prizes, winning four golds in the categories Financial Services and Insurance, Activation and Sponsorship, Low Budget and Commerce & Shopper:

- Financial Services and Insurance: with the Fidelidade Pets campaign, promoted by Mindshare/ComOn/Caetsu;
- Activation and Sponsorship: with the Fidelidade Pets campaign;
- Low Budget: with the Fidelidade Start campaign, promoted by Caetsu;
- Commerce & Shopper: with the Fidelidade Pets campaign

The leading insurance company in Portugal also won a bronze award, in the Financial Services and Insurance category, with the Fidelidade Start campaign, promoted by Caetsu.

For Sérgio Carvalho, Fidelidade's Marketing Director, "Receiving five awards at the Prémios Eficácia is a source of great pride for Fidelidade. On the other hand, it is the recognition of the great work that this team is doing, and a confirmation of the certainty of the strategy of strengthening the Fidelidade brand and its new positioning - Fidelidade a Todas as Idades - for the sustainable protection of the entire population, at any age".

The Effectiveness Awards are the only awards in Portugal that focus on and reward the joint work of advertisers and their agencies based on their communication campaigns' measured and proven effectiveness.

About Fidelidade

Founded in 1808, Fidelidade is the leading life and non-life insurer in Portugal, with a market share of 29.1% in 2021, achieving global premium growth of 38% to €4,917 million, and an improvement in net income to €270 million, up 21.6% compared to 2020. Fidelidade also achieved a remarkable growth of 107% in the premiums of the Financial Life business, as well as of the international business by about 20%, from operations spread over 12 countries and four continents.

The Fitch rating agency classified Fidelidade with an "A stable (IFS)" and "A -stable (IDR)" rating, one of the highest in the national corporate panorama, highlighting the Company's high capitalisation, namely its solvency ratio and the solidity of its investment portfolio.

With 2.3 million customers in Portugal and more than 7 million worldwide, Fidelidade conducts its activity with a "Customer Centric Approach" strategy and, through a distribution network and channels of high dimension and capillarity, guarantees consumers an integrated and personalised experience, regardless of the channel used.

Fidelidade is guided by values that have always defined it: experience, innovation, overcoming and proximity, and this year it was re-elected Consumer Choice in the category of "Insurers", "Trusted Brand" and Most Reputed Insurer in Portugal.

Supporting the development and construction of a sustainable society is an essential part of its Social Responsibility policy, which is embodied in the Fidelidade Community Programme, which distinguishes entities that work in the areas of ageing, health prevention and inclusion of people with disabilities

www.fidelidade.pt