

**Insurers recognised by Reader's Digest readers
Fidelidade and Multicare
are the Portuguese Trusted Brands**



Lisbon, April 19th, 2022 – Fidelidade and Multicare were distinguished as the Trusted Brands 2022 in the life and property, automobile, and health insurance categories by Seleções do Reader's Digest.

Since 2001, the Trusted Brands study, promoted by Seleções do Reader's Digest magazine, has focused on the trust readers have in brands, also analyzing consumer trends, the social and economic context, the environment, as well as personalities, in what is the oldest prestigious award on brands present in Portugal.

In all categories Life and Property Insurance, Auto Insurance and Health Insurance, Fidelidade and Multicare distinguished themselves significantly in relation to other insurers operating in the market, once again by promoting standards such as quality, cost/benefit ratio and perception of customer needs, as well as for their pioneering spirit and continuous focus on innovation.

With these awards, Fidelidade reinforces its position as the most awarded insurance company in Portugal, being recognised the work that the company develops centred on its customers as well as the quality of the services it provides and develops in a comprehensive and innovative way.

About Fidelidade

Founded in 1808, Fidelidade is the leading life and non-life insurer in Portugal and is present in Angola, Cape Verde, Mozambique, Spain, France, Macau, Peru, Bolivia, Paraguay and Chile.

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

About Multicare

Market leader and with more than a million customers, Multicare, which is the only health insurance company certified - Bureau Veritas Certification (ISO 9001), provides access to the largest private network of Health Care Providers in Portugal, covering 88 hospitals (including inpatient) and 2,500 clinics (outpatient), as well as an exclusive network with more than 700 reference providers in countries such as Spain, Angola, Mozambique and Cabo Verde.