

With Isabel Silva disguised as Trusty

FIDELIDADE ROBOT DOG TAKES PART IN THE PROGRAMME

"THE MASK"



Lisbon, January 24, 2022 – The Chameleon, the character that changes every week in SIC's show, The Mask, was replaced in this weekend's edition by the Fidelidade Group mascot - Trusty.

In this special participation, Fidelidade and Multicare Vitality ambassador Isabel Silva who was disguised as Trusty ended up removing her mask on the most mysterious stage of Portuguese television, surprising the show's researchers.

Para Isabel Silva "For Isabel Silva, "It was, above all, an experience that gave me much joy and happiness. Not so much for the interpretation of the music, but mainly for all the secrecy surrounding Trusty, the dog that I incarnated. It was a challenge to conquer agility inside this mask, but I believe the challenge was overcome. Uma prestação muito especial para mim porque a minha máscara representa a minha ligação a uma marca da qual sou embaixadora e que está profundamente ligada aos valores que defendo na minha vida."

Trusty is Fidelidade's robot dog, a pet made with electronic circuits, which symbolises company digital positioning, seeking to keep up with technological changes, making innovation and technology available to people.

About Fidelidade

Founded in 1808, Fidelidade is the leading life and non-life insurer in Portugal, with a market share of 28 percent in 2020, and is present in Angola, Cabo Verde, Mozambique, Spain, France, Macau, Peru, Bolivia, Paraguay, and Chile. 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.

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