

Reinforcing its support for the cultural sector in Portugal

Fidelidade sponsors Clara Azevedo's exhibition that portrays a year of the pandemic in Portugal

The exhibition "365 days that changed our lives" will be on view in Galeria Santa Maria Maior, in Lisbon, between April 14th and May 7th, with free entrance.

Lisbon, April 13, 2022 – Fidelidade is the main sponsor of the exhibition "365 days that changed our lives" - a project by photographer Clara Azevedo that portrays a year of the pandemic in Portugal.

Presented as a photographic diary and visual narrative of a pandemic year in Portugal, "365 days that changed our lives" is a project initiated in March 2020 and completed by the author at the end of 2021 with publication in book form by Imprensa Nacional-Casa da Moeda (INCM), with a preface by Prime Minister António Costa.

Fidelidade's association takes place within the scope of its Social Responsibility Programme, one of the measures being the support to the culture sector, also promoting a more significant approach of the population to culture and art.

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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.

www.fidelidade.pt