

Valuing the prevention and protection of the mental health of the Portuguese

Multicare promotes Mental Health with comedian António Raminhos

Lisbon, June 30, 2022. Multicare, Fidelidade's health insurance company, joined forces with comedian António Raminhos to promote greater public awareness of the issue of mental health.

Valuing the need to prevent and protect the mental health of the Portuguese, with the association with António Raminhos, Multicare intends to demystify some dogmas or prejudices associated with psychiatric diseases, considering their impact on the population. Portugal is the 5th country in the European Union with the highest prevalence of mental illness, considering that around 20% of the Portuguese population has a mental illness at the moment and 50% has had or will have a mental illness during their lives.

Within the scope of this partnership, Multicare will be the main sponsor of António Raminhos' road show *'It's not me... it's my head...'* - a show that will tour the country from September to November, where the comedian will share his life experience and the problems related to his mental health with the public, but with a lightness moderated by humour.

Multicare's association with the comedian takes place within the scope of the comprehensive mental health cover provided by the Insurer for the prevention and treatment of psychiatric illnesses and is directed at customers of the standard offer with outpatient capital.

Contrary to the sector in Portugal, which generally excludes mental illness, the innovation of Multicare's Mental Health cover is based on two fundamental pillars: prevention, the main objective of which is the adoption of habits and lifestyles that promote balance, health and general well-being; and treatment, which aims to provide a therapeutic response at various levels, when there is installed pathology.

In the prevention area, it has the Vitality Programme, which aims to promote health and well-being, associating a reward system to adopting a healthy lifestyle. In terms of treatment, the mental health approach covers psychology and psychiatry consultations and psychotherapy sessions and includes psychiatric hospitalisation coverage in its policies.

This protection is also one of the specialities available in Multicare's Online Medicine, with access to a team of specialist doctors who can give the best clinical advice.

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

Sobre a Multicare

Com mais de um milhão de clientes, a Multicare, que, é a única seguradora de saúde certificada - Certificação Bureau Veritas, (ISO 9001), permite o acesso à maior rede privada de Prestadores de Saúde em Portugal, abrangendo 88 hospitais (incluindo internamento) e 2.500 clínicas (em regime ambulatorio), bem como a uma rede exclusiva com mais de 700 prestadores de referência em países como Espanha, Angola, Moçambique e Cabo Verde.