

**Awarded with Consumer Choice 2019 and Consumer Choice  
Excellentia 2019**

**THE PORTUGUESE DISTINGUISH FIDELIDADE  
AS THE CONSUMER CHOICE**

**Lisbon, January 17<sup>th</sup>, 2018** - For the fifth consecutive year, Portuguese consumers have chosen Fidelidade as the "Consumer Choice 2019" in the insurance category, distinguishing the leading insurer in the insurance market for the second year, with the "Consumer Choice Excellentia 2018" award, by adopting the best client-oriented organizational practices (Customer Centric).

Fidelidade stands out for the trust in the brand, regarding the transparency and clarity of the information and services made available, as well as the attendance and capacity to adapt to the needs of the consumers and customization of its offer of products and services.

With these awards, which identify the most valued brands by Portuguese consumers, Fidelidade reinforces its position as the most awarded insurance group in Portugal, recognizing the work it develops continuously focused on its customers, so that life does not stop, as well as the quality of the services it provides in a broad and innovative way.

Promoted by Consumer Choice - Center for the Evaluation of Consumer Satisfaction, Consumer Choice gives voice to the Portuguese consumer, who annually evaluates and distinguishes the best brands in Portugal, selected by the degree of satisfaction they provide to consumers. In the Insurance category, consumers rated 12 brands, and Fidelidade received the highest satisfaction and recommendation score.

**About Fidelidade**

Fidelidade is the leading market insurer in Portugal, both in life and non-life, with a market share around 30.7%. The company is present in the various insurance business segments and benefits from the largest network in Portugal, with a presence in several countries, namely Angola, Cape Verde, Mozambique, Spain, France and Macau.

**Fidelidade is the most awarded insurer in Portugal**

Fidelidade operates based on a defined and continuous "Customer Centric Approach" strategy, where clients are effectively in the first place. The fact that it gives a crucial importance to the quality of the service that provides and to their wide and innovative offer, makes Fidelidade the market-leading insurer, the most awarded in Portugal and also with international distinction. In 2014, Fidelidade was distinguished by the

“Efma Accenture Innovation Awards”, in the “sustainable business” category, with its 'WeCare' project (which aims to support the correct reintegration of people who were victims of serious accidents, requiring physical, economic and social reintegration).

[www.fidelidade.pt](http://www.fidelidade.pt)



**A SUA CONFIANÇA É O NOSSO MAIOR PRÉMIO**  
A SEGURADORA MAIS PREMIADA EM PORTUGAL

**ESCOLHA DO CONSUMIDOR**  
ESCOLHA DO CONSUMIDOR  
SEGURADORAS E  
SISTEMAS DE SAÚDE  
2018

**BANCA & SEGUROS**  
2017  
**Exame**  
MELHOR GRANDE  
SEGURADORA  
RAMO VIDA  
E NÃOVIDA  
2017

**MARCA MAIS REPUTADA**  
2017  
**MARKTEST**  
REPUTATION  
INDEX  
2017

**FIDELIDADE**  
MELHOR REPUTAÇÃO,  
PÚBLICO, EMPRESAS  
E MÍDIA

**1**  
**BASEF SEGUROS**  
GLOBAL 2016  
MELHORES SEGUROS  
MELHORES PREÇOS  
A MAIS INOVADORA  
A MAIS SÓLIDA

**Efma**  
**EFMA**  
ACCENTURE  
INNOVATION  
AWARDS  
NEGÓCIO  
SUSTENTÁVEL  
2014

**MARCA DE CONFIANÇA**  
2018  
Seleções do Reader's Digest

[fidelidade.pt](http://fidelidade.pt)   