

**Auction of the former Popular Fair lands**  
**Fidelidade Group wins and builds new  
headquarters in Entrecampos**

***Fidelidade - Property Europe, S.A. ("Fidelidade") presented the winning proposal in the auction of the former Popular Fair lots***

**Lisbon, December 12, 2018** - In the public auction held today by the Lisbon City Hall, regarding the Integrated Operation of Entrecampos, all the lots that incorporated the former Popular Fair were awarded to Fidelidade, which will allow not only to boost the construction of the Group's new headquarters in Lisbon, but also to participate in a real estate project that is truly innovative and transforming for the city, which will define a new centrality, with high creation value and international visibility.

The largest insurer in the Portuguese market is therefore taking another step to unify the various services dispersed in several buildings in a single location, in a single location, not only providing better working conditions, but also reinforcing their efficiency. The New Headquarters project started about a year ago, through a series of studies that sought to ensure greater organizational efficiency and the creation of a place with better conditions and well-being for Employees and, at the same time, to continue branding strategy, which is to build a headquarters building in innovative ways, open to the Community in its various dimensions and aspects.

The scope of this new Real Estate Project, which involves not only commercial offices and services, but also housing, will certainly turn into a potential meeting with other investors and partners who, together with Fidelidade, will make this an Icon of our City.

This real estate investment is one more step in the process of reconfiguring the Company's real estate portfolio, which reaffirms its continued commitment to Portugal, strengthening its position as a major investor in our country and particularly in Lisbon, in a market with currently very limited offer.

**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 customers 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)



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