

Fidelidade's health brand reinforces its leadership in the health insurance market



Multicare reaches 1 million customers milestone

In order to show appreciation *for customers' trust*, Multicare has launched *a multimedia campaign*

Lisbon, May 31st, 2019 - Multicare, the health brand of Fidelidade Group, strengthened the leadership of the health insurance market in Portugal, reaching one million clients in 2019.

In 2018, Multicare achieved a market share of 37% and an annual premium value of € 293 million, with the number of customers having an annual growth of 9% reaching the 1 million milestone.

Fidelidade Group's healthcare company in 2018 covered more than one million medical appointments and 38 thousand annual hospitalizations (2017), thus reinforcing the leadership and commitment on caring for people throughout life providing innovative products and services.

Multicare, which is the only certified health insurer - Bureau Veritas Certification (ISO 9001), allows access to the largest private network of Healthcare Providers in Portugal, covering 88 hospitals (including hospitalization) and 2,500 clinics (outpatient), as well as an exclusive network with more than 700 prestigious providers in countries such as Spain, Angola, Mozambique and Cape Verde.

Continuing its commitment on innovation and seeking to keep up with trends in the health sector, the insurer provides an unconventional therapies and wellness networks with more than 800 partners nationwide for a broad offering, including cosmetic surgery, stress management or smoking cessation.

The insurer has also changed the health insurance paradigm, with the provision of pioneering services that meet the most current needs of the population. In order to anticipate the digital transformation, it launched Online Medicine, which by phone and an application allows immediate access, at any time, to a team of doctors, who advise and help make the best decisions in terms of health care, allowing access to doctors' appointments by phone, video, or app and more specific services like traveler's consultation or nutritional counseling.

With the Oncology Insurance, which has annual coverage that can go up to € 2 million euros in a prestigious medical network in the investigation and treatment of these neoplasias, Multicare has innovated once again by

providing its clients with a preventive check-up and detection program of oncological diseases.

FIDELIDADE
SEGUROS DESDE 1808

According to Rogério Campos Henriques, President of Multicare, "We are very proud on achievement this significant milestone, which rewards our positioning on continuous innovation and reinforces our clear leadership. This pride is followed by a great sense of responsibility both towards our clients and contributing to the development of a health ecosystem in which the complementarity between public and private is increasingly healthy."

In order to show appreciation for the vote of confidence of its clients, Multicare has launched a multimedia campaign, in which emphasizes that customers encourage the insurer to invest continuously in prevention and digitally innovate to be always present.

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 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).

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