

Reinforcing its social responsibility strategy

Fidelidade and Paralympic Committee of Portugal establish partnership

Insurer strengthens its commitment to follow and to take care of people during their life

Lisbon, March 20th, 2019 - Fidelidade and the Paralympic Committee of Portugal (CPP) have established a collaboration protocol.

This partnership is developed under the Fidelidade Community Program, allowing the insurer to reinforce its social responsibility strategy and its Wecare commitment, which aims to contribute to the sustainable development of society, so that life does not stop, and to support the most vulnerable population after an accident with serious physical consequences in terms of professional and family physical rehabilitation and social reintegration.

José Alvarez Quintero, Vice-President of Fidelidade, states "the collaboration protocol with the Paralympic Committee reinforces our commitment to Wecare. Our customers trust us with their lives, and that's why it's up to us to be by their side, in the most difficult times and when it's really necessary. Not only fulfill, but go beyond our duties, following and caring for people during their life. Joining a project like this is for us to fulfill the Wecare purpose".

As the Official Sponsor of the CPP, Fidelidade will activate its brand in initiatives organized by the Paralympic Committee, as well as provide access to insurance for motor vehicle liability, health and labor accidents to the institution.

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



fidelidade.pt   