

**Company presents new institutional campaign**  
**FIDELIDADE STRENGTHENS PROXIMITY WITH THE**  
**POPULATION**

***Reflecting the commitment, to always follow people at any time and when facing any adversity***

**Lisbon, December 13<sup>th</sup>, 2018** - Inspired by people who overcome adversity so that life does not stop, Fidelidade will launch a new institutional campaign, which reinforces its commitment to follow its clients at any moment.

Based on the creative concept "Fidelidade Continues", this campaign presents Fidelidade as the insurance company that is always present with suitable protection solutions, not only in terms of the assistance that it provides when unforeseen events occur, but also in the support and follow-up that it ensures in moments that require greater dedication and care, such as the fires of 2017 or, more recently, Leslie storm.

The campaign is, simultaneously, a message of pride and dedication to all who are Fidelidade, that remain together in the protection and care of each person, who often exceed their limits and move forward in order to be there for those who need it. It is, above all, a reinforcement of commitment to clients, with all those who trust in the Company to ensure their protection and who count on their presence and support, when they need assistance or when life requires overcoming so that life does not stop.

Alvarez Quintero, Administrator of Fidelidade, states "We want to be close to our clients, supporting when necessary. Last year only, we treated more than 3 million health situations, while in the remaining branches we solved close to 900 thousand claims. In total, compensations amounted to more than 525 million. I think these numbers speak for themselves and in the structural role we have in our clients' lives."

In concept, this campaign represents the "foot on the ground", of the "step forward", that is achieved through the steps of each collaborator, partner, mediator, creating this enormous capillarity, that brings Fidelidade closer to its clients, in any part of the country and under any circumstance.

Sérgio Carvalho, Director of Marketing and Clients, states "As a leading company that has been following the Portuguese for more than 200 years, with the launch of this institutional campaign, Fidelidade intends to strengthen its proximity to people and its clients, at any time, to continue providing tailored innovative services to their needs, but also to support and help overcome unforeseen situations that may arise."

This campaign will also have a very strong component of internal activation, through the offer of tennis shoes seen in the film to its employees and partners, thus reinforcing the message that Fidelidade is the result of the work, commitment and the capacity of overcoming its people.

With the signature of Ivity Brand Corp, Fidelidade's multimedia campaign counts on the participation of João Retorto as director of the institutional film,

with production of Playground and original music by Núcleo Audio. The campaign will begin on December 14<sup>th</sup> and will be present, during next year, in different communication media, such as television, radio, print, cinema, online media and outdoor media, in addition to being broadcast throughout Fidelidade's network and sale points.

### **Technical information on the “Fidelidade Continues” campaign**

Director: João Retorta  
Director's Assistant: Luis Lisboa  
Director of Photography: Krysztof Trojnar  
Executive Producer: Alexandra Dias  
Production Director: João Abreu  
Production Manager: Maria Guerra  
Production Coordinator: Patricia Alves  
Art Director: Rui Pina  
Wardrobe: Joanne Gatefield  
Photography: Andy Dyo  
Assistant: Hugo José  
Post-Production Coordinator: Ricardo Montez  
Post-production Image: Light Film  
Edition: Sérgio Pedro  
Grade: Marco Amaral  
Post-production Audio: Lisbon Sound  
Original Music and Sound Design: Core Audio  
Behind The Scenes: Filipe Neto

### **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  
 SEGURADORAS E  
 SISTEMAS DE SAÚDE  
 2018



BANCA 6 SEGUROS  
 2017  
**Exame**  
 MELHOR GRANDE  
 SEGURADORA  
 RAMO VIDA  
 E NÃOVIDA  
 2017



MARKTEST  
 REPUTATION  
 INDEX  
 2017



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



**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  
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