

Fidelidade's Family Life Protection protects over 100,000 customers

Lisbon, June 28th, 2021 - Fidelidade reinforced its leadership in the insurance market in Portugal, reaching 100,000 customers with the insurance product Proteção Vital da Família.

Launched in 2017, the Family Vital Protection was a pioneer in combining the life and health component and innovated by adapting to the assistance and protection needs of each person, at the different stages of life, so that life does not stop.

With more than 100 thousand customers, mostly aged between 25 and 44, the Family Life Protection is a comprehensive product, with coverage adjusted to the family unit, which offers a wide range of assistance services.

This solution provides a range of support services that vary from medical and family assistance in the most varied areas, online medical assistance, travel or home assistance, specialised assistance for the over-65s, assistance services and funeral expenses in the event of death and even compensation in the event of death or disability due to an accident.

For António Noronha, Manager of Fidelidade, "reaching this number in a very particular segment of our insurance offer, and which represents a truly comprehensive protection for families, is not only a reason for great satisfaction and pride, but it also shows that through the strong commitment and teamwork of the commercial network we were able to exceed the goals in the marketing of a unique product in Portugal".

The Family Life Protection is based on a strategic partnership between Fidelidade and the Spanish insurance company Santalucía. Santalucía, with more than seven million customers, is the market leader in family protection products in the funeral area.

Dominique Uzel, Director General of Business at Santalucía, emphasises that the insurer is "very satisfied with the work carried out by Fidelidade and hopes that the number of people insured continues to grow, so that more and more Portuguese families can enjoy the protection that millions of people already have in Spain".

Betting continuously on innovation and seeking to impose trends in the insurance sector, with Proteção Vital, Fidelidade accompanies the life cycle of families with a unique concept and services, which guarantee the protection of people throughout the various stages of life.

About Fidelidade

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

Fidelidade operates based on a defined and continued strategy of "Customer Centric Approach", where customers effectively come first. The fact that it gives crucial importance to the quality of the service it provides and to the comprehensive and innovative offer it provides make Fidelidade one of the most awarded insurers in Portugal, as well as internationally. 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 that jeopardised their physical, economic, and social reintegration.

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