

Reinforcing the promotion of the entire mobility ecosystem

Fidelidade supports once again Portugal Mobi Summit

Insurance company will participate in the European Mobility Week by promoting the Fidelidade Drive app

Lisbon, September 19th, 2023 - Fidelidade will support, once again, the Portugal Mobi Summit, as a way of publicising and promoting the entire sustainable mobility ecosystem, in a debate of disruptive ideas and innovative solutions

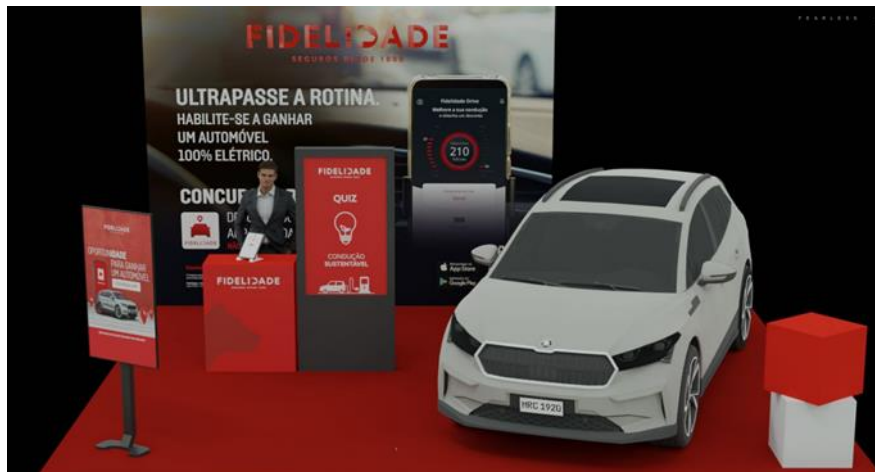
As part of the European Mobility Week celebrations, the Portugal Mobi Summit will feature two days of experiences dedicated to the future of mobility.

On September 23 and 24, Lisbon's Praça do Comércio will host the Mobility Fair under the motto "Lisboa vive a Rua" (Lisbon Lives the Street), where test drives, games, challenges, and other activities that can be enjoyed free of charge by family and friends will be promoted.

During this event, Fidelidade will be present with a stand promoting the Fidelidade Drive app - an application that rewards and encourages responsible, safe and sustainable driving behaviour - and where all participants can qualify to receive offers rewarding their knowledge of Responsible Driving. The stand will have on display the 100% electric Skoda car that will serve as the prize for the competition taking place on the app until October 31.

On September 22, marking the end of European Mobility Week, the Mobi Summit will bring together on stage at the Museu dos Coches in Lisbon several leading voices on topics such as sustainable mobility, smart cities and energy transition, in a panel of speakers and guests that will be attended by Rogério Campos Henriques, CEO of Fidelidade, at the opening session.

The 6th edition of the Portugal Mobi Summit focuses on carbon neutrality, with the central theme: "Towards a Net Zero world: An opportunity in the making".



FIDELIDADE

SEGUROS DESDE 1808

ULTRAPASSE A ROTINA.
HABILITE-SE A GANHAR
UM AUTOMÓVEL
100% ELÉTRICO.

CONCURSO DRIVE TO WIN



DESCARREGUE A
APP FIDELIDADE DRIVE
NÃO PRECISA SER CLIENTE FIDELIDADE





Fidelidade.pt

Condições de participação: O concurso é aberto a todos os clientes e não clientes da FIDELIDADE, residentes em Portugal, com idade superior a 18 anos, no momento da inscrição. O concurso decorrerá de 1 de Maio a 31 de Maio de 2022. O concurso decorrerá em 3 fases: 1. Inscrição; 2. Qualificação; 3. Final. O vencedor será o participante que obtiver o maior número de pontos no final do concurso. O vencedor será o participante que obtiver o maior número de pontos no final do concurso. O vencedor será o participante que obtiver o maior número de pontos no final do concurso.

About Fidelidade

Founded in 1808, Fidelidade is the leading life and non-life insurance company in Portugal, with a market share of 29.6% in 2022. Fidelidade is present in 12 countries, on 4 continents, and presented in 2022 a global growth in premiums of 4.2%, to 5,118 million euros.

The Fitch rating agency classified Fidelidade with an "A stable (IFS)" and "A -stable (IDR)" rating, one of the highest in the national corporate panorama, highlighting the Company's high capitalisation, namely its solvency ratio and the solidity of its investment portfolio.

With 2.3 million customers in Portugal and more than 8.5 million worldwide, Fidelidade conducts its activity through a Customer-Centric approach, using a distribution network and channels of large size and capillarity, which guarantees consumers an integrated and personalised experience, regardless of the channel used.

Fidelidade is guided by values that have always defined it: experience, innovation, excellence and proximity and, this year already, it has been re-elected Consumer Choice in the category of "Insurers", "Trusted Brand" and Most Reputed Insurance company in Portugal.

With sustainability at the core of its business and the vision of preparing the future, Fidelidade is committed to being a promoter of behavioural change in society, raising awareness of the role and impact of all people in the adoption of more sustainable behaviour. This action is also materialised in a Social Responsibility policy, embodied in the Fidelidade Community Programme, through which the Fidelidade Group contributes to strengthening the social sector, focused on the areas of ageing, preventive health, and inclusion of people with disabilities or impairments.

www.fidelidade.pt