

With the aim of increasing the adoption of healthier lifestyle habits

Multicare promotes the 3rd Multicare Vitality Run for all ages

The Multicare Vitality Run takes place on October 1, with the aim of promoting physical activity for a healthier life at all ages. All the money raised from entries will go to Capiti - the Association for Child Development - whose mission is to promote the healthy growth and autonomy of children and young people in need.

Lisbon, September 20, 2023. Multicare, Fidelidade's health insurance company, is holding the third Multicare Vitality Run on October 1 at the Centro Desportivo Nacional do Jamor. This family event, which aims to promote sport for a healthier life at all ages, has a charitable nature, with the registration fee going to CAPITI - Associação para o Desenvolvimento Infantil (Association for Child Development).

Bearing in mind the low level of physical activity in Portugal and its importance for the health and well-being of the population at all ages, we want the Multicare Vitality Run to help raise awareness and promote regular physical activity throughout life. To this end, we will have routes adapted to different age groups and physical conditions. The third Multicare Vitality Run challenges participants to run the 5km or 10km distances or to complete 5km at a walking pace, together with Multicare Vitality ambassadors Isabel Silva and Patrícia Mamona, starting at 10 am. This year's edition also features its own course for children aged between 5 and 13, beginning at 9 am.

Ana Rita Gomes, Director of Multicare, said: "By organising the Multicare Vitality Run, we want to remind people of the importance of physical exercise for physical and psychological well-being at all ages, thus promoting awareness. Multicare invites all its customers and the general public to join this run or walk, thus protecting one of our most precious assets, our health, in a relaxed, family atmosphere."

According to Sérgio Carvalho, Chief Marketing Officer at Fidelidade and Multicare, "We want to play a decisive role and have a positive impact on the development of a sustainable society. Increasingly, our role goes far beyond simply protecting our customers and we know that we have to be active agents in promoting longevity that is lived and enjoyed with quality. The Multicare Vitality Run represents and materialises our commitment to promoting health and adopting healthy lifestyle habits. This year, in this, the 3rd edition of the run, we've taken another step and decided to encourage even more family spirit by designing specific circuits for children so that everyone can enjoy this moment. Multicare is for all ages."

Registration can be done at [Corrida Multicare Vitality](#) and the value of the registration (€5 for adults and €2 for children) will be donated in full to [CAPITI - Associação para o Desenvolvimento Infantil](#), which aims to promote the healthy growth and autonomy of

disadvantaged children and young people with developmental and behavioural disorders, through excellent medical and therapeutic support.

As in previous editions, the third Multicare Vitality Race will be organised by HMS Sports.

About Multicare

With over 1.2 million customers, Multicare, the health insurance company of the Fidelidade Group, is the undisputed market leader with a 36% market share in 2022.

Multicare stands out for its pioneering spirit and continuous commitment to innovation, examples of which are the regular check-ups at no additional cost that it has integrated into its offer since 2009, the first insurance company with specific cancer coverage, worth one million euros, launched in 2015 and the first telemedicine platform, [Online Medicine](#), made available to all its clients, since 2016, and which currently has a large number of medical specialities and services to promote healthy living. In 2020, Multicare was once again innovative, launching the [Multicare Vitality](#) programme, which encourages and rewards the adoption of healthy lifestyles and, in 2021, launching the pioneering and innovative [Mental Health](#) coverage which, among other care, includes psychiatric hospitalisation and reimburses Apps within the scope of prevention, clinically validated by the Portuguese Psychologists' Association.

Multicare is proud to have been re-elected this year as the most reputable health insurance company in Portugal, as a Trusted Brand, as a Superbrand and as Consumer Choice.

Since 2011, Multicare has been the only health insurance company with ISO 9001 Quality Management System certification, having in 2021 been distinguished with the "Committed to Excellence" recognition by the Portuguese Association for Quality (APQ).

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