

Reinforcing the positioning of the Multicare Vitality programme
Fidelidade participates in the Surf Championship
Capítulo Perfeito

Insurer promotes the practice of sports, in different disciplines, for the adoption of healthy lifestyles

Lisbon, January 26, 2022. Fidelidade will support the Capítulo Perfeito powered by Billabong, the surf championship that takes place on the best wave day of the Portuguese winter, at Carcavelos Beach, in Cascais.

The waiting period, for the day of the event, runs from January until March 17 and can take place with a 72-hour notice, when the swell and weather conditions have been met to ensure powerful and tubular waves for the execution of the event.

Capítulo Perfeito is an innovative championship, since the participating surfers are chosen by the public, through online voting, who recently chose the national and international athletes to compete in the eighth edition of the event, after a pre-selection made by the Committee of Notables, composed of prominent members of the Portuguese surfing community.

In this eighth edition, and for the first time, Fidelidade participated in the selection of surfers, by sharing videos of their best tubes on social media, where their followers could vote for their favourite video (tube) to go to the final selection.

According to Sérgio Carvalho from Fidelidade, "Fidelidade's presence in Capítulo Perfeito is part of the Multicare Vitality programme's activation strategy, which aims to stimulate the adoption of a healthy lifestyle and the practice of physical exercise among the population in order to build a more sustainable and balanced society in terms of health and well-being".

With the association with surfing, Fidelidade reinforces its position on the prevention of physical and mental health as fundamental axes for a balanced society and a more sustainable future. The Multicare Vitality Programme thus materialises this focus of the insurer on health prevention, promoting regular physical exercise, whatever it may be, and the adoption of healthy lifestyle habits for everyone.

About Fidelidade

Founded in 1808, Fidelidade is the leading life and non-life insurer in Portugal, with a market share of 28 percent in 2020, and is present in Angola, Cabo Verde, Mozambique, Spain, France, Macau, Peru, Bolivia, Paraguay, and Chile. 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 7 million worldwide, Fidelidade conducts its activity with a "Customer Centric Approach" strategy and, through a distribution network and channels of high dimension and capillarity, guarantees consumers an integrated and personalised experience, regardless of the channel used.

Fidelidade is guided by values that have always defined it: experience, innovation, overcoming and proximity, and this year it was re-elected Consumer Choice in the category of "Insurers", "Trusted Brand" and Most Reputed Insurer in Portugal.

Supporting the development and construction of a sustainable society is an essential part of its Social Responsibility policy, which is embodied in the Fidelidade Community Programme, which distinguishes entities that work in the areas of ageing, health prevention and inclusion of people with disabilities.

www.fidelidade.pt