

Reinforcing its international expansion strategy

Fidelidade establishes a partnership with the largest Chinese insurer

Lisbon, July 15, 2019 - Fidelidade, Portugal's leading insurer in the insurance market, has strengthened its internationalization strategy by signing a collaboration agreement with China Reinsurance, the largest insurer in China.

This partnership will contribute to the implementation of reinsurance solutions associated with Chinese investments and projects in Portugal, Spain, France, Angola, Mozambique, Cape Verde and Peru.

Fidelidade and China Reinsurance aim to strengthen institutional and commercial relationships under the "Belt and Road" initiative, which seeks to develop relations between China and the major economies. With this collaboration, it will be possible to identify investment opportunities in these countries, as well as Fidelidade's products and services, as well as to share best practices in this sector.

Fidelidade can thus diversify its scope and develop new opportunities for international business growth, bolstering its offer to the Chinese community around the world. The insurer of the Fosun Group has devoted particular care to the Chinese community and companies, currently positioning itself as the leading insurer.

In Portugal, the Fidelidade Group offers an array of fully differentiated and customized solutions and services to the Chinese community, namely a Chinese business unit with a network of bilingual agents, a call centre (in Mandarin), a Wechat and an exclusive website in Mandarin. In addition to partnerships to better serve Customers in Occupational Health and Safety, Occupational Medicine, and access to modern, innovative and integrated healthcare through Luz Saúde, with a support service to Chinese clients at Hospital da Luz Lisboa.

About Fidelidade

Fidelidade is the market-leading insurer in Portugal, both in the life and non-life sector, currently registering a market share of about 30,7%. The company is present in the various business segments of the insurer activity and benefits from the largest network in Portugal, marking presence in several countries, namely Angola, Cape Verde, Mozambique, Spain, France and Macau.

Fidelidade operates based on a defined and continued "Customer-Centric Approach" strategy, wherein customers are the foremost priority. The fact that it gives crucial importance to the quality of the service it provides, along with its comprehensive and innovative offering, make Fidelidade one of the most awarded insurance companies in Portugal, as well as internationally. In 2014, Fidelidade was distinguished by the "Efma Accenture Innovation Awards", in the category of "sustainable business", with its project ' WeCare ', which aims to support the correct reintegration of people who were victims of serious accidents that put in physical, economic and social reintegration.