

Company presents new institutional campaign

Fidelidade continues with Portugal. Lest life stop

Insurer presents an innovative campaign with creative concept customized according to region, which reinforces proximity and its commitment to always accompany people at any time or place, through its commercial network.

Lisbon, July 18, 2019 - Inspired by its commercial network of around 3,500 agents and 480 stores and client agencies, Fidelidade will launch an institutional campaign with a creative concept tailored to each region of the country, reinforcing proximity and the commitment to accompany customers, anytime and anywhere.

Based on the creative concept "Fidelidade continues with Portugal. Lest life stop", the campaign is adapted to each region it is presented at, consolidating the company's position as an insurer always close to people in providing protection and assistance solutions that meet their needs and unforeseen circumstances.

This campaign upholds the insurer's message of pride and dedication to all those belonging to Fidelidade, often pushing themselves beyond their limits in support of ones in need.

According to José Alvarez Quintero, Fidelidade Administrator, "With this campaign we intend to fortify the close relationship with each of our clients. And this is only possible when we have the collaboration of a professional and dedicated commercial network that, in every town and city of Portugal, is always available to accompany people, expedite assistance and surpass themselves, when necessary, by placing the customer first and providing their support.

With the signature of Ivity Brand Corp, Fidelidade's multimedia campaign will be present throughout the country, with progressive activation, until December this year. The creative concept will be adapted and customized to the different areas of mainland Portugal and Islands.

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.

www.fidelidade.pt



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