

Most award-winning insurer consolidates valorization by customers with one more distinction

Fidelidade and Multicare are superbrands brands



Lisbon, July 19, 2019 - Fidelidade and MultiCare were distinguished as 2019 Superbrands.

Spontaneously identified, this distinction highlights Fidelidade and Multicare as Top of Mind brands of excellence by consumers, which enhance them by their proximity, trust, affinity, satisfaction and notoriety.

According to Sérgio Carvalho, Marketing Director of Fidelidade, "At Fidelidade Group, we work to provide solutions and services that meet the needs of our customers. With this recognition and vote of confidence from the consumers, who elected us a brand of excellence, we have consolidated our position as the most awarded insurance company in Portugal and reinforced our responsibility to continuously ensure comprehensive and innovative protective insurance and assistance insurance."

Promoted by Netquest to Superbrands Portugal, this Excellence Brand award is distinguished through consumers who spontaneously identify their true beliefs and references about the brands they most admire, identify themselves with and trust the most.

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.