

**To promote wellbeing and health through an active life**

## **Fidelidade is Cascais Padel Masters' Official Insurance Company**

**Lisbon, August 26, 2019** - Fidelidade, together with Multicare, is Cascais Padel Masters' Official Insurance Company, a competition that integrates the professional circuit of the "World Padel Tour", which will take place between 17 and 22 September, in the Estoril Casino Gardens.

Gathering the best pairs in the world, Cascais Padel Masters is the largest national event dedicated to this increasingly popular sport.

Fidelidade and Multicare's presence in the initiative reinforces the strategy of innovation and approximation of the Brand, which seeks to be ever-present in the lives of its customers.

According to Sérgio Carvalho, Fidelidade's Marketing Director, "Fidelidade and Multicare's presence at Cascais Padel Masters enables us to activate our brand in national and international reference events that promote sport and well-being, strengthening rapprochement to these audiences."

João Martins, CEO of SW19, the company that promotes the competition in Portugal, stated that "Fidelidade and Multicare are two reference brands in Portugal, heavily accounting for the event's credibility. Just like padel, they are present in the everyday life of the Portuguese people".

As Cascais Padel Masters' Official Partner, Fidelidade will be represented on the competition grounds, in direct contact with the public and with various brand activation initiatives.

### **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.