

Expanding its portfolio of services, in partnership with Otovo

FIXO OFFERS SOLAR PANEL INSTALLATION

Lisbon, October 3rd, 2024 - [FIXO, the Fidelidade Group's digital home services platform](#), is expanding its portfolio of services to include the installation of photovoltaic panels at home, in partnership with Otovo, Europe's leading marketplace for installing solar panels and batteries.

Through the partnership with Otovo, the [installation of solar panels](#) will now be included in FIXO's home energy services category and will be ensured and provided by Otovo.

Daniel Riscado, Head of the Centre for Transformation at Fidelidade, says that *'this partnership combines the convenience of an integrated service with a deep commitment to sustainability, in partnership with a top player in the solar energy market, offering the Portuguese an efficient and reliable solution for the energy transition in their homes.'*

Manuel Pina, managing director of Otovo in Portugal, says: *'In line with the brand strategy outlined for 2024, this partnership with FIXO fulfils two fundamental objectives for us at this stage: it makes us reach more and more people, integrating a platform of services used daily by thousands of customers; and it makes it even easier for Portuguese families to access solar energy, promoting the self-consumption that we encourage so much.'*

Seeking to make everyday life easier for the Portuguese and their families, [FIXO](#) offers a practical and fast user experience, in which the customer chooses the service they want via the FIXO app or the [fixo.pt](#) website and sees the price immediately, without having to wait for a quote. The customer then enters the address where they want the service to be carried out, books it for the date and time that suits them best and pays for it.

With this partnership, Fidelidade is reinforcing its commitment to providing practical and innovative services that contribute to the well-being and comfort of all Portuguese people.

To mark its launch, Otovo has launched a promotional campaign available on the [FIXO digital home services platform](#). The campaign offers a 5% discount on the single purchase of panels or 10% on the subscription model.

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About Fidelidade

Founded in 1808, Fidelidade is the leading life and non-life insurer in Portugal, with a 30% share by 2023. Fidelidade is present in 14 countries, on 4 continents, and has forecast global premium growth of 1.7% in 2023, to 5.2 billion euros.

The Fitch rating agency classified Fidelidade with an 'A+ stable (IFS)' and 'A stable (IDR)' rating, one of the highest ratings on the national corporate scene, positively highlighting the company's very solid profile, the robustness of its capitalisation, strong financial performance, profitability, as well as the lower risk of Fidelidade's investment portfolio.

With 2.3 million customers in Portugal and more than 8,5 million worldwide, Fidelidade conducts its business with a "Customer Centric Approach" strategy and, through a distribution network and channels of great size 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 obstacles and proximity, and this year it was re-elected Consumer Choice in the category of "Insurance Company", "Trusted Brand" and Most Reputed Insurance company in Portugal.

With sustainability at the core of its business and a vision of preparing for the future, Fidelidade is committed to promoting behavioural change in society, raising awareness of the role and impact of all people in adopting more sustainable behaviours. This action is also reflected in a Social Responsibility policy, embodied in the Fidelidade Comunidade Programme, through which the Fidelidade Group contributes to strengthening the social sector, focusing on ageing, health prevention and the inclusion of people with disabilities.

www.fidelidade.pt