



Promoting healthier lifestyles

Multicare Vitality Race returns to Jamor for a more significant cause

The Multicare Vitality Race will take place on 20 October to promote physical activity for a healthier life. All the money raised from entries will go to Prevenir - a non-profit organisation that is a benchmark in the prevention and promotion of health in Portugal.

Lisbon, September 24th, 2024. Multicare, Fidelidade's health insurance company, is holding the IV Multicare Vitality Race on 20 October at the Centro Desportivo Nacional do Jamor. Promoting sport for a healthier life, this family event is charitable, with the registration fee going to the Prevenir Association.

Promoting physical activity and its importance for the health and well-being of the population throughout life, the Multicare Vitality Race has routes adapted to different age groups and physical conditions.

Scheduled to start at 10 am, the IV Multicare Vitality Race challenges participants to run the 5- or 10-kilometre distances or to complete 5 kilometres at walking pace, together with Multicare Vitality ambassadors Isabel Silva and Patrícia Mamona. Children between the ages of 5 and 13 will have their own 300m or 1km course, starting at 9 am.

Ana Rita Gomes, Multicare Administrator, says that 'by organising the Multicare Vitality Race we aim to raise awareness of the importance of physical exercise for physical and psychological well-being throughout life, inviting customers and the public to participate in a relaxed family event. 'You can register for the race at [Multicare Vitality Race](#) and the cost of your registration (€5 for adults and €2 for children) will go entirely to [Prevenir](#), an association that develops longitudinal programmes for the Prevention of Risk Behaviours and Health Promotion, which train strategic agents to promote healthy lifestyle habits and skills in individuals, from childhood to old age.

According to Sérgio Carvalho, Chief Marketing Officer at Fidelidade and Multicare, 'We have been running this race since 2021 because we want to play a decisive role and have a positive impact on the development of a sustainable society. Increasingly, our role goes far beyond simply protecting our customers and we know that we have to be active agents in promoting longevity that is lived and enjoyed with quality. The Multicare Vitality Race represents and materialises our commitment to promoting health and the adoption of healthy lifestyle habits, thus contributing to sustainable longevity.

As in previous editions, the fourth Multicare Vitality Race will be organised by HMS Sports.

For further information:

André Vaz Canário | andre.vaz.canario@fidelidade.pt | 919 230 961

Inês dos Santos | ines.dossantos@h-advisors.global | 93 973 31 02

Liliana Silva | Liliana.silva@h-advisors.global | 93 974 31 11

About Multicare

With over 1.2 million customers, Multicare, the health insurance company of the Fidelidade Group, is the undisputed market leader with a 36% market share in 2023.

Multicare stands out for its pioneering spirit and continuous commitment to innovation, examples of which are the regular check-ups at no additional cost that it has integrated into its offer since 2009, the first insurance company with specific cancer coverage, worth one million euros, launched in 2015 and the first telemedicine platform, [Online Medicine](#), made available to all its clients, since 2016, and which currently has a large number of medical specialities and services to promote healthy living.

In 2020, Multicare was once again innovative, launching the [Multicare Vitality](#) programme, which encourages and rewards the adoption of healthy lifestyles and, in 2021, launching the pioneering and innovative [Mental Health](#) coverage which, among other care, includes psychiatric hospitalisation and reimburses Apps within the scope of prevention, clinically validated by the Portuguese Psychologists' Association.

Multicare is proud to have been re-elected this year as the most reputable health insurance company in Portugal, as a Trusted Brand, as a Superbrand and as Consumer Choice.

Since 2011, Multicare has been the only health insurance company with ISO 9001 Quality Management System certification, having in 2021 been distinguished with the "Committed to Excellence" recognition by the Portuguese Association for Quality (APQ).

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 on the national business scene, highlighting the company's high capitalisation, namely its solvency ratio and the solidity of its 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

