

Contributing to the global humanitarian effort

Fidelidade joins the International Red Cross to support people in Ukraine

Fidelidade employees are organising to make a donation to help the Red Cross meet the humanitarian needs of the Ukrainian population affected by the war in Ukraine.

For each Euro donated by an employee, Fidelidade will double.

Lisbon, March 17, 2022. Fidelidade joined the International Red Cross in raising funds to provide immediate support to the people of Ukraine, affected by Russia's armed conflict in the country.

To materialise this support, Fidelidade is challenging all employees of the Group's companies to mobilise to help families that have survived the severe bombing in Ukraine.

Until 29 April, for every euro donated by a Fidelidade person, the Company will donate twice as much to the International Committee of the Red Cross so that, together with the Ukrainian Red Cross that is on the ground, the best response can be given to the humanitarian needs of individuals and families, including those injured from the bombing in Ukraine.

At this point in the conflict, the International Committee of the Red Cross is collecting monetary funds for short and medium-term support for Ukrainians since the collection of goods such as food, clothing and medicines is not recommended due to the increased difficulty, not only in transport but also in storage and management in Ukraine or border countries that are receiving the Ukrainian refugee population.

The International Committee of the Red Cross, in close cooperation with the Ukrainian Red Cross, has been supporting Ukrainians since the beginning of the armed conflict against Ukraine by providing emergency assistance such as food, water and other essentials, equipping hospitals and primary health care facilities with medical and emergency equipment, repairing water stations and assisting families to rehabilitate their damaged homes, as well as helping to re-establish contact between families separated by the conflict.

Through the Jesuit Refugee Service, Fidelidade is also providing humanitarian support to Ukrainian refugee citizens in terms of assistance, reception, and integration, and a Multicare health insurance to cover the value of medical and hospital support expenses, preferably in Luz Saúde Group units, of this refugee population. The Company also created a guarantee insurance exclusively for this population, in which the beneficiary is the policyholder, intending to overcome obstacles to access by Ukrainian citizens to the private rental market in Portugal.

About Fidelidade

Founded in 1808, Fidelidade is the leading life and non-life insurer in Portugal and is present in Angola, Cape Verde, Mozambique, Spain, France, Macau, Peru, Bolivia, Paraguay and Chile.

With 2.3 million customers in Portugal and more than 7 million worldwide, Fidelidade conducts its activity with a "Customer Centric Approach" strategy and, through a distribution network and channels of high dimension 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 and proximity, and this year it was re-elected Consumer Choice in the category of "Insurers", "Trusted Brand" and Most Reputed Insurer in Portugal.

Supporting the development and construction of a sustainable society is an essential part of its Social Responsibility policy, which is embodied in the Fidelidade Community Programme, which distinguishes entities that work in the areas of ageing, health prevention and inclusion of people with disabilities.

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