

Reinforcing its positioning as an innovative brand
Fidelidade is the official insurer of
Vodafone Paredes de Coura

To get closer to the younger public, the Company will again be present at Vodafone Paredes de Coura.

Lisbon, August 10, 2022. Fidelidade is once again present in another edition of the Vodafone Paredes de Coura festival, as the official insurer.

Reinforcing its positioning with the younger generations, with the signature #AMusicaNãopára (#musicneverstops), Fidelidade will invite festivalgoers to visit its stand at Vodafone Paredes de Coura between August 16 and 20.

For Sérgio Carvalho, Fidelidade's Marketing Director, "Fidelidade's presence in VPDC 'the natural habitat of music' stems from the strategy of innovation, sustainability and bringing the brand closer to the young public, to whom we intend to provide a unique experience with the brand".

The presence of Fidelidade in Vodafone Paredes de Coura will be marked by the activation of brand actions in the venue and on the banks of the river Coura, under the theme Fidelidade PETS, to promote direct contact with the public and also through activation actions at the stand, which will involve brand ambassadors, such as Isabel Silva, customers, employees and the Company's network of mediators.

Also betting on digital, Fidelidade will develop a strong brand activation campaign on social networks throughout the days of the festival, to share with the whole community the moments and experiences lived in Vodafone Paredes de Coura.

About Fidelidade

Founded in 1808, Fidelidade is the leading life and non-life insurer in Portugal, with a market share of 28 percent in 2020, and is present in Angola, Cabo Verde, Mozambique, Spain, France, Macau, Peru, Bolivia, Paraguay, and Chile. The Fitch rating agency classified Fidelidade with an "A stable (IFS)" and "A-stable (IDR)" rating, one of the highest in the national corporate panorama, 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 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.

www.fidelidade.pt