

To promote greater integration of the population in Portugal

Fidelidade presents exclusive services to the Chinese community

The leading insurer in Portugal, together with Fosun, promotes a meeting dedicated to the Chinese community, on November 25th, starting at 4:00 p.m., in the space Chiado8

(Largo do Chiado, 8, in Lisbon)

Lisbon, November 24, 2017 - The Fidelidade Group will promote the meeting "Together we grow better", next November 25, in the space Chiado8, with the aim of bringing the insurer closer to the Chinese community residing in Portugal and to make known the offer of personalized value, especially aimed at the Chinese population and which Fidelidade will make available, as part of its partnership with Fosun.

Fidelidade has been seeking to continually innovate its offer of services so that the life of its clients does not stop. Based on this commitment and with the objective of informing in a clear and transparent way the characteristics of the portfolio of products and services, Fidelidade will provide a network of professional insurance agents fluent in Mandarin and a line of exclusive customer service in Mandarin, which will allow Chinese clients to benefit quickly and effectively from the Company's services in their native language.

This exclusive line of support from Fidelidade will be available by telephone or e-mail service, allowing a personalized clarification of products and services that meet the specific protection needs of each person according to the needs, including the management of policies, assistance participation and and settlement of claims.

To offer a complete integrated service, Fidelidade will also make available to customers who have their Multicare health insurance, a personalized follow-up on health care and the customers can be received by a Chinese collaborator fluent in Mandarin whenever they use the services of Light Health.

In addition to this personalized service, and in line with its strategy of technological innovation for the service of people, Fidelidade will also provide an institutional site, aimed at individual clients and companies exclusively in Mandarin, and will be present in the WeChat network, with the objective to keep the Chinese community always informed about the products and services of the insurer, along with the regular availability of generic content about Portugal, history, gastronomy and cultural events.

According to Jorge Magalhães Correia, President of the Fidelidade Group, "the availability of this set of integrated and exclusive services to the Chinese community, which is increasingly important and important in our population, reflects Fidelidade's constant ability to innovate its range of products and services, with the aim of providing an ever-closer relationship between the Portuguese and Chinese Communities."

The meeting "Together we grow better", will take place next Saturday at Espaço Chiado8, in Largo do Chiado, 8, in Lisbon.

About Fidelidade

Fidelidade is the leading market insurer in Portugal, both in life and non-life, with a market share of around 27.7%. The company is present in the various insurance business segments and benefits from the largest network in Portugal, with a presence in several countries, namely Angola, Cape Verde, Mozambique, Spain, France and Macau.

Fidelidade is the most awarded insurance in Portugal

Fidelidade operates based on a defined and continued strategy of "Customer Centric Approach" where customers are effectively first. By giving a crucial importance to the quality of service and to the diversity and innovative offering, makes Fidelidade as the market leading insurance, the most awarded in Portugal and with several international awards.

www.fidelidade.pt