

BASEF Insurance Study - Financial Services Barometer 2018
FIDELIDADE CONSOLIDATES POSITION AS THE BEST
INSURANCE COMPANY IN PORTUGAL

Insurer has considerably stood out as the best insurance offer, with better prices, greater innovation focus and greater information clarity

Lisbon, ?? January 2019 - The BASEF Insurance Study - Financial Services Barometer 2018 shows again, in another edition, that Fidelidade is the best insurance company in Portugal. The leading insurance company in Portugal was again recognized for having the best Global Image Attributes 2018.

This study, which analyzes the Portuguese population behavior in relation to the insurance sector, shows that Fidelidade in this market is the company that has the best attributes in terms of better insurance offerings, better prices, greater innovation and greater information clarity.

In addition to reinforcing the leadership achieved by this award, Fidelidade increased its results in all attributes, divided by the following axes: "is the best/has better insurances"; "has better prices"; "informs most clearly"; "is most innovative" and "is most solid".

Considerably standing out in the insurance industry, Fidelidade reinforces its leadership and positioning as the most awarded insurance group in Portugal, having recognized its continuously developed work focused on its clients, so that life does not stop, as well as the quality of the services which provides and develops in a comprehensive and innovative way

BASEF Insurance Study - Financial Services Barometer 2018 is a benchmark study carried out over 20 years by Marktest. Annually, telephone interviews are carried out with individuals of both sexes, age 15 years and older, residing in Mainland Portugal, where survey respondents answer questions on their perceptions on insurance companies, on their available insurances, among others.

About Fidelidade

Fidelidade is the leading market insurer in Portugal, both in life and non-life, with a market share around 30.7%. 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 insurer in Portugal

Fidelidade operates based on a defined and continuous "Customer Centric Approach" strategy, where customers are effectively in the first place. The fact that it gives a crucial importance to the quality of the service that provides and to their wide and innovative offer, makes Fidelidade the market-leading insurer, the most awarded in Portugal and also with international distinction. In 2014, Fidelidade was distinguished by the "Efma Accenture Innovation Awards", in the "sustainable business" category, with its 'WeCare' project (which aims to support the correct reintegration of people who were victims of serious accidents, requiring physical, economic and social reintegration).

www.fidelidade.pt

A SUA CONFIANÇA É O NOSSO MAIOR PRÉMIO
A SEGURADORA MAIS PREMIADA EM PORTUGAL

ESCOLHA DO CONSUMIDOR 2018
BANCA 5 SEGUROS 2017
Exame
MELHOR GRANDE SEGURADORA RAMO VIDA E NÃOVIDA 2017
MARKTEST REPUTATION INDEX 2017
MELHOR REPUTAÇÃO, PÚBLICO, EMPRESAS E MEDIA
BASEF SEGUROS GLOBAL 2016
MELHORES SEGUROS MELHORES PREÇOS A MAIS INOVADORA A MAIS SÓLIDA
EFMA ACCENTURE INNOVATION AWARDS
NEGÓCIO SUSTENTÁVEL 2014
MARCA DE CONFIANÇA 2018
Seleção de Revista o Digest

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