

## **B2RUN 2021 Edition**

### **Fidelidade promotes the largest business race in the world in virtual format**

***Race that promotes healthy lifestyles in favour of social causes, is held for the second consecutive year in digital format and will have participants from countries where the Insurer is present.***

**Lisbon, September 13, 2021** - Fidelidade is joining another edition of the **B2RUN** - the Companies' Run for Solidarity, which will be held on September 16, between 5:30 p.m. and 7:00 p.m., again in an exclusively virtual format, as a consequence of the COVID-19 prevention and mitigation measures.

In the 2021 edition, the 5km route can be run or walked, on a route of your choice and without having to travel to Lisbon or Porto, the stages of the last pre-pandemic editions, but on the EMEX digital platform, developed by VOQIN.

Since its inception, the purpose of B2RUN has been to invest in sport to positively change mentalities in the business world, as successful companies understand the importance of a balance between mind and body among their employees. Sharing the same vision, Fidelidade, which has supported the initiative since its launch in 2016, promotes team spirit and collaboration, as well as social impact, and mobilised its employees and partners to participate in this movement for healthy living and, simultaneously, to contribute to a social cause.

Assuming the value of the registration, the Company's employees and/or partners only have to download the B2Run App (which connects individuals, companies and non-profit organizations, rewarding the physical movement with financial support to be raised for a charity institution), apply the invitation code provided to them, which will convert their kilometers into euros to donate to an institution, and which gives in real time all the movement of the participants and the accumulated value.

Taking advantage of the digital format of the B2RUN 2021 edition, Fidelidade extended the initiative in the international context, mobilising the countries where the Company is present, namely Angola, Mozambique, Cape Verde, France, Spain, Macau, Bolivia and Paraguay, for participation. The donations raised by Fidelidade Portugal's participants will go to the Food Bank, thus seeking to help overcome the emergency situation as a result of the pandemic caused by COVID-19.

## **About Fidelidade**

Founded in 1808, Fidelidade is the leading life and non-life insurer in Portugal, with a total market share of 25.5% in 2019, 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 size and capillarity, guarantees consumers an integrated and personalized 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 has already been 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 Comunidade (Fidelidade Community) Programme, which distinguishes entities working in the areas of ageing, health prevention and inclusion of people with disabilities.