

## Encouraging exercise to promote health

### Fidelidade associates with Record Lisboa Fit

**Lisbon, May 11<sup>th</sup>, 2021.** To promote the adoption of better lifestyle habits through sports, Fidelidade joins the Record Lisboa Fit initiative, with the Multicare Vitality program.

Starting on May 17<sup>th</sup> and lasting for three weeks, outdoor fitness classes will be held daily from 6 pm onwards, varying from yoga, pilates, stretching, HIIT, functional training, cardio, running training and circuit training, always taking advantage of the conditions that each space provides. The classes will be streamed on the initiative's website, enabling all Portuguese people to follow the classes and exercise.

In the first week, which runs from May 17<sup>th</sup> to 21<sup>st</sup>, classes will be held at the Inatel Foundation's Parque de Jogos 1.º de Maio. The second week, from May 24<sup>th</sup> to 28<sup>th</sup>, Record Lisboa Fit will move to Jardim Vasco da Gama, in Belém, and in the third and last week of this initiative, from May 31<sup>st</sup> to June 3<sup>rd</sup>, the classes will be held at the Jamor Tennis Training Center. Multicare Vitality ambassadors Isabel Silva and Helena Isabel will join the initiative on May 20<sup>th</sup> and 21<sup>st</sup>, respectively.

According to Sérgio Carvalho, Fidelidade's Marketing Director, "The Multicare Vitality program consolidates Fidelidade's bet in the health area, through prevention, incentive and encouragement of healthy living habits. Initiatives like this make perfect sense and are aligned with our purpose of contributing to a greater well-being in the lives of our customers. Therefore, we hope that many will accept this challenge, join the program, and come to participate in this event in person or remotely.

The development of this initiative aims to promote an active lifestyle for the physical and psychological well-being of the population, especially in the current context of public health caused by the pandemic. The benefits of sport are evident in health, improving motor and muscular capacity, favoring cardiovascular health, and contributing to the maintenance of a healthy weight. On the other hand, physical exercise reduces stress and the risk of diseases such as hypertension, diabetes, cholesterol, among others.

Record Lisboa Fit classes have a limit of 60 registrations and take place in strict compliance with the directives and standards in force promoted by the Directorate-General of Health.

#### **About Fidelidade**

Fidelidade is the leading insurance company in Portugal, both in life and non-life, with a current market share of about 30.7%. The company is present in various business segments of the

insurance activity and benefits from the largest network in Portugal, with presence in several countries, including Angola, Cape Verde, Mozambique, Spain, France, Macau, Peru, Bolivia, Paraguay, and Chile.

Fidelidade operates based on a defined and continued "Customer Centric Approach" strategy, where customers effectively come first. The fact that it gives crucial importance to the quality of the service it provides and to the comprehensive and innovative offer it provides make Fidelidade one of the most awarded insurers in Portugal, as well as internationally. 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 have been victims of serious accidents that jeopardize their physical, economic, and social reintegration.

[www.fidelidade.pt](http://www.fidelidade.pt)