

Fidelidade Group in Marktest Reputation Index 2020
**Fideldiade and Multicare reinforce leadership
during the pandemic**

Lisbon, May 21, 2020 - Fidelidade and Multicare have just been distinguished in the 2020 edition of the Marktest Reputation Index, as the most reputable brands in Portugal in the Insurance and Health Insurance categories, respectively.

Fidelidade stands out significantly in the insurance industry, thus reinforcing its leadership and positioning as the most awarded insurance group in Portugal, and recognizes the work it continually carries out focused on its clients, so that life does not stop, as well as the quality of the services it provides and develops in a comprehensive, innovative manner, adapted to the context in which the country currently lives.

To Sérgio Carvalho, Fidelidade's Marketing Director, "The index of reputation achieved by the Fidelidade Group, both for Fidelidade and Multicare, with this new distinction from the Marktest Reputation Index, reinforces the certainty that we have the strategic direction we have outlined, based on innovation, digital transformation and proximity, and that aims to ensure our customers an increasingly personalized service through strong brands, is increasingly recognized and appreciated by our customers".

Distinguishing Fidelidade since 2014, the Marktest Reputation Index is a Marktest study that aims to measure the reputation of brands in society, monitor their evolution and position brands in a ranking that allows comparison with other competing brands and other sectors of activity.

About Fidelidade

Fidelidade is the leading insurance company in Portugal, in both Life and Non-Life. The company is present in the various business segments of the insurance activity and has the largest insurance distribution network in Portugal, and is also present in several countries, namely Angola, Cape Verde, Mozambique, Spain, France, Macau, Peru, Bolivia, Paraguay and Chile.

www.fidelidade.pt